



### SHOWCASE CLIENT ~ Wilson's Creek Animal Hospital ~



Missouri State alumnus, Dr. David Weddle, recently celebrated the one year anniversary of his business. Wilson's Creek Animal Hospital opened at 3025 West Republic Road in Springfield on July 1, 2008. Dr. Weddle attended Missouri State for his pre-veterinary studies and graduated from the University of Missouri - College of Veterinary Medicine in 1997. Prior to opening his own practice, he had 11 years of combined private and emergency practice experience. Prior to Veterinary school, he served in the United States Marine Corps, participating in Desert Storm.

Wilson's Creek Animal Hospital is a full-service small animal clinic. They offer spay and neuter, dental, immunizations and routine yearly exams, as well as professional guidance in caring for your pet. The hospital has full surgical facilities, including a dedicated operating room, electrosurgery unit (allowing many faster operations with less stitching and risk of bleeding), comprehensive monitoring equipment, modern dental equipment similar to that for human dentistry, in-house laboratory facilities and X-ray equipment.

Dr. Weddle came to the MSU SBTDC for assistance in opening his new business. *"Initially, the classes provided by the SBTDC were very useful to me and my Practice Manager in giving us an understanding of how to plan, initiate, organize, operate and assess a business in today's climate. We found the detail of the class work to be very informative. From this, plus additional guidance from the SBTDC staff, I was able to write a realistic business plan. I have continued to follow that plan throughout my first year in business and I believe the plan will continue to serve me well in future years,"* stated Dr. Weddle.

It has been a successful first year for the hospital, which has seen 950+ patients since its grand opening and has many repeat clients back for second year visits. The business has provided employment for five professionally trained staff members.

According to Isabel Eisenhauer, SBTDC Consultant, *"David Weddle is an example of an ideal small business start-up. He has the specialized training and education required for his industry. He has*

*realistic expectations for the future of his business and he has spent the time educating himself on how to follow the necessary steps to ensure a successful start-up. Our center looks forward to watching the success of his clinic and will be there to assist him with his future growth and expansion efforts."*

Wilson's Creek Animal Hospital is a friendly, professional and efficient atmosphere where great kindness and compassion are shown their patients. The ultimate goal of the staff is to keep your pets healthy and happy. Wilson's Creek offers extended service hours. They are open daily from 7:00 a.m. to 6:00 p.m. and Saturdays from 8:00 a.m. to Noon. Appointments are preferred, but walk-ins are welcome. To learn more, contact their office at (417) 890-7387.

### ECONOMIC IMPACT MSU SBTDC

#### FY2009 Results to Date:

- ◆ We've served 139 businesses!
- ◆ Over \$18 million in increased sales!
- ◆ Over \$4.4 million in approved loans and investments!
- ◆ Assisted in retaining 257 jobs and in creating 136 new jobs!
- ◆ Assisted in creating 8 new businesses and in the acquisition of 1 existing business!
- ◆ Offered 81 educational training seminars!

#### Upcoming Training Events:

**How to Write a Business Plan**  
Aug. 5 & 6, 2009 & Sept. 9 & 10, 2009  
6:00 p.m. - 9:00 p.m.

**Understanding Financial Statements**  
**SEMINAR**

September 9, 2009  
9:00 a.m. - 12:00 p.m.

**Understanding Financial Statements**  
**WORKSHOP**

September 9, 2009  
2:00 p.m. - 5:00 p.m.

**How to Control Cash Flow**

September 23, 2009  
8:30 a.m. - 12:30 p.m.

**Predicting Future Cash Needs**

September 30, 2009  
9:00 a.m. - 12:00 p.m.

**Missouri State University  
Small Business & Technology  
Development Center  
901 S. National Avenue  
Springfield, Missouri 65897  
(417) 836-5685 • (417) 836-7666 • Fax  
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### Missouri State SBTDC Receives Grant to Assist Business Disaster Victims

The Missouri State SBTDC has received a supplemental grant from the U.S. Small Business Administration, to assist area businesses that were impacted by a natural disaster in 2008. This grant award of \$16,445 will be distributed on a first-come, first-served basis, in the form of the center's Small Business Certification Program of training seminars and/or fisCAL® financial analysis packages. Both the training seminars and financial product will be available to affected businesses at no cost, until the grant funding has been depleted.

The SBTDC's Small Business Certification Program is an opportunity to earn a Small Business Certification Certificate by completing 43 hours of training. Participants can set their own seminar schedule. In the course of the program, participants learn how to successfully operate and improve the management of their company. These courses address questions every entrepreneur needs to answer about business growth. The certification program includes the following courses:

- **How to Write a Business Plan - 6 hours**
- **Financial Management Series - 12 hours**  
(*"Understanding Financial Statements"*, *"How to Control Cash Flow"*, and *"Predicting Future Cash Needs"* & *"Understanding Financial Statements WORKSHOP"*)
- **Human Resources Legal Issues Series - 9 hours**  
(*"Personnel Law: Hiring & Firing"*, *"Establishing Essential Human Resources & Record-keeping"*, and *"Personnel Law: Common HR Mistakes & Hot Topics"*)
- **Strategic Marketing Series - 12 hours**  
(*"Develop A Winning Marketing Plan"*, *"Effective Advertising & Promotions"* and *"E-Commerce & Internet Marketing: Best Practices"*)
- **Business Performance: Measure, Manage & Succeed - 4 hours**  
*A total of 43 hours of training, valued at \$1,298.00 is being offered FREE to disaster affected businesses (based upon availability of grant funding)*

In addition to training seminars, the Springfield SBTDC is able to offer fisCAL® **Financial Analysis** products with these grant funds. With a fisCAL® Financial Analysis, clients will understand where their business has been in order to determine where it is headed. Using past financial information, the SBTDC will provide a detailed analysis of a company's financial statements, including industry comparables and an interpretive narrative.

These financial analysis products, valued at \$600.00 are being offered FREE to disaster affected businesses (based upon availability of grant funding).

**Who's eligible:** The MSU SBTDC serves 19 counties in southwest Missouri and all 19 counties were declared disaster victims for 2008. **Those counties served by the Springfield center include (but are not limited to):** Greene, Christian, Polk, Cedar, Dade, Lawrence, Barry, Stone, Taney, Dallas, Webster, Douglas, Ozark, Laclede, Wright, Texas, Howell, Shannon and Oregon.

For more information on this disaster funding and whether or not your business is eligible, contact the SBTDC at (417) 836-5685.