

From: South Carolina SBDC  
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To: Haley, Nikki  
Cc:  
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**From the Director**

Welcome to 2015, a year when the economy is expected to finally make a respectable recovery. We assisted 10 percent more clients in 2014 than in the previous years, and that assistance resulted in sizable increases in small business loans, jobs created and businesses started. With the help of our partners, we have opened three additional centers in rural areas. These new centers are located in Cheraw, Union and Georgetown. This month we also welcomed a new technology commercialization specialist to our North Charleston Area SBDC. Jim Wasson will serve clients primarily in the southern half of the state, but will assist wherever he is needed. You can read about Jim in this issue of the Business Friendly Forum.

From everyone at the SC SBDC, we wish you a happy and prosperous New Year.

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"The Small Business Development Centers offers a great service. When I hit a business bump I can't figure out I'll go back to them again."

*Mary Haggerty*

*Owner*

*Yes Love Weddings*

*Hilton Head*

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Martin Goodman  
USC Region Director  
Beaufort Area SBDC

## Meet Martin

Martin Goodman has been the director of the USC Region SBDC since 2007. This region includes eight centers serving thirteen counties. In addition to his position as director, he teaches the Boots to Business program at the Marine Corps Air Station Beaufort and counsels about 90 small business clients each year, something he finds rewarding.

"It's fun to drive down a street and realize that probably 25 percent of our local businesses were my clients at one time," Goodman said. "I enjoy getting to know my clients. Building that individual rapport to where they can call and ask me most anything and feel they are going to get an honest appraisal."

Beaufort is a small town with a strong community spirit and Goodman feels lucky to have been given the opportunity to move there with the SBDC in 1992. He was living in Greenville where he owned a tire and alignment company. Goodman also taught business development, plans and management at Greenville Technical College. Often he would invite a consultant from the Greenville Area SBDC to speak to his classes. When the position in Beaufort came open, Goodman applied although he'd never been there. Twenty-three years later, he is completely happy with his decision to move.

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Michele Abraham

SC SBDC State Director

**2014 results:**

- 1,182 Jobs created and retained
- >\$1.8 Billion in government contracts
- >\$41.4 Million in financing obtained
- 156 New businesses started
- 4,882 Clients served

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Marsh Tacky Market Café

**Local Lowcountry market thrives with  
assistance from the Beaufort Area SBDC**

Local, kitschy and fun are all words that describe Marsh Tacky Market Café. Owner Bobby Marshall likes his island market to have an eclectic vibe. The unique name comes from the Marsh Tacky horses that are native to South Carolina's Lowcountry.

When Marshall was considering places to open his market and café he contacted his local Small Business Development Center. There he met business consultant, Martin Goodman, who serves as the region director for all of the SBDC centers associated with the University of South Carolina. Marshall had found a location he thought would work for his new enterprise, but after discussing this option with Goodman, he realized that the lease was untenable.

Goodman suggested a location next to St. Helena and Hunting Island on the Sea Island Parkway.

"The owners of the location were amenable," Marshall said. "They did everything