

From: South Carolina SBDC
Sent: 4/15/2015 11:37:19 AM
To: Haley, Nikki
Cc:
Subject: Rural counseling centers open in South Carolina

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From the Director

As the S.C. Department of Commerce says, South Carolina is "just right" for small businesses. The SC SBDC helps small to medium-sized enterprises grow their companies and sustain a long term competitive position in the marketplace.

From retail and services companies to manufacturers and high tech businesses, the SBDC network has consultants and specialists to help them achieve their dreams. In the last three years, we have expanded our presence in S.C. rural communities and in 2014 we added four centers. Read below to learn more.

In March all 63 SBDC state directors from across the U.S. met in Washington D.C. to discuss and address our organization's progress, accomplishments and critical issues. We also met with SBA leadership and attended training. While in Washington D.C., I also met with members/staff of the S.C. Congressional delegation to update them on our services, client success and critical issues that need to be addressed. Thanks to our members for their ongoing support of our program.

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"The Orangeburg Area SBDC provided me with great business strategies to increase sales and revenue with my first venture. They assisted me with branding and advertising and provided highly useful marketing ideas. We will continue to work with them."

Mazelle Carter

Owner

Above & Beyond Day Spa

Orangeburg

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Starr Dunbar

Business Consultant
Orangeburg Area SBDC

Meet Starr

Starr Dunbar is motivated to maximize each opportunity to grow as a business consultant. Dunbar joined the SC State Region SBDC in 2014 and she strives to stay current on ever-evolving trends in business, particularly marketing. She often attends workshops and webinars ensuring that her SBDC clients receive the most up-to-date advice.

Dunbar says that each client who comes through the door has a different need. Since she has been a small business owner herself, she can relate to their fears and their passions. Prior to coming aboard with the SBDC, Dunbar started her own marketing firm called Unveiled. She often shares her story of being a business owner and her clients take comfort in her transparency and empathy. Dunbar encourages them to be disciplined and consistent in their journey as a small business owner.

Dunbar earned a B.S. in integrated marketing from Winthrop University in Rock Hill, South Carolina. She knew this hybrid curriculum would provide the insight she needed to manage the diverse world of constantly changing social media, web design, content marketing and other elements that must work together to form consistent branding and promotion platforms.

[Read More <http://r20.rs6.net/tn.jsp?f=0010s8OEGy1WCfrQggZyT6PRbvZFJGnKgbNiQ9I3aYQO5Ew_UgoTRK94RKF9LrXPtkoRPdLY-p9yP1eufSSgNGgbXuXHc3dUeH85LR_tCY_co504aZ_5GA7N2jFSL7_iF3hrEjB7RnBWIL7CXIBIZ3rXrJYBgg4-z3lvL_p_9FkxcalbEM-lcWINYfMfYIQaHLonF2APE4iTO7616gZSWHhDBwZdxwwqHZmK8MFetY5w7CLzuhFz9DABB6UT2NE66uyCZAnrawWIDWc5j5dCRotgQfxhyNSDOLbnqhHeThPK2NXk7FISo5xUnke68-bkDeCxy9YYIMJ6lQk36e_PEW0qhcOf1ryHN61T6bUZLCHaHk=&c=SBWZumlPpByU7DgK4U7x0p0E8n-la8KoBVLiWDTd7QFsILDxhcO_zQ==&ch=quriqSz28EPoVj48C2NRksmk0Jgg3NaHTMZe85Uu-pPu-2KCgVxzHg==>](http://r20.rs6.net/tn.jsp?f=0010s8OEGy1WCfrQggZyT6PRbvZFJGnKgbNiQ9I3aYQO5Ew_UgoTRK94RKF9LrXPtkoRPdLY-p9yP1eufSSgNGgbXuXHc3dUeH85LR_tCY_co504aZ_5GA7N2jFSL7_iF3hrEjB7RnBWIL7CXIBIZ3rXrJYBgg4-z3lvL_p_9FkxcalbEM-lcWINYfMfYIQaHLonF2APE4iTO7616gZSWHhDBwZdxwwqHZmK8MFetY5w7CLzuhFz9DABB6UT2NE66uyCZAnrawWIDWc5j5dCRotgQfxhyNSDOLbnqhHeThPK2NXk7FISo5xUnke68-bkDeCxy9YYIMJ6lQk36e_PEW0qhcOf1ryHN61T6bUZLCHaHk=&c=SBWZumlPpByU7DgK4U7x0p0E8n-la8KoBVLiWDTd7QFsILDxhcO_zQ==&ch=quriqSz28EPoVj48C2NRksmk0Jgg3NaHTMZe85Uu-pPu-2KCgVxzHg==>)

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Michele Abraham
SC SBDC State Director
and Senator Tim Scott

2014 results:

- 1,185 Jobs created and retained
- >\$1.8 Billion in government contracts
- >\$42.4 Million in financing obtained
- 157 New businesses started
- 4,898 Clients served

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General manager Kittie Collier with

Winfield and Edward Clark

Clark's Inn & Restaurant

**Clark's Inn & Restaurant expands
branding and seeks new markets**

Winfield and Edward Clark have taken charge of their family business Clark's Inn & Restaurant in Santee. Their father William "Bill" Clark and his wife Tricia have decided to turn the day-to-day operations over to their sons who are being assisted by Kittie Collier, a close family friend who serves as general manager.

The property belonged to Bill's father and when the senior Clark returned from WWII he transformed the site into an opportunity to serve his community and travelers along Highway 301. Opened in 1946, Clark's Inn & Restaurant later relocated near the new construction of Interstate 95 proving an astute move that positioned the business for success.