

Olympic Star Takes Small Business Challenge

Remember the excitement of the 1984 Olympic Opening Ceremonies when Delaware's own Frank Masley carried the flag. Ever wonder what the three-time Olympic luge team member is doing now?

Frank has taken up the small business challenge by starting Masley Enterprises, Inc., to design and manufacture gloves for the military market. His approach to small business is similar to his experience with the Olympics. It is governed by pure love for what he is doing.

He fell in love with the sport of luge at age 16 when he attended a camp where he had beginners success. He was a pioneer for the sport, which was little known at the time, and dedicated a great deal of time to training for the first Olympic luge teams. His education was delayed a bit for the 80, 84, and 88 Olympics, though he attended college in between and worked during the off-season.

Then followed eleven years as a textile engineer for W.L. Gore & Associates. As a glove product specialist, he brought together engineering, designing, manufacturing, marketing & sales. He became an expert in hand physiology what was needed for dexterity, comfort, hot or cold conditions, sweat absorption. Later he concentrated on the special needs of fire service and military gloves, such as water, fire and cut resistance.



Frank Masley

While Frank loved his job, the end product at Gore was a component, and he became more interested in producing the entire glove. He saw the need for a better glove, especially in the military market. Soldiers were complaining that their gloves were too bulky to allow proper use of equipment and the military was briefing the industry on the need for a new glove.

So, in July 2000, he took the plunge and opened his own business. At first he made designs on the computer, cut out samples and took them to an experienced glove seamstress. Because of the expense, he bought a used sewing machine and taught himself to sew. Now, he could design and sew the prototypes himself at home. He learned much about construction, thereby strengthening the design.

After the prototype was ready, he went to several glove manufacturers in the US and subcontracted with two. He is currently teaching a Philadelphia tie and cummerbund manufacturer to make gloves and hopes to also eventually contract with a Delaware company.

continued on next page

Masley Enterprises, Inc.

Masley Enterprises, Inc.
2207 Concord Pike PMB 190
Wilmington, DE 19803-2908

Phone: (302) 427-9885

Fax: (302) 427-0813

Email: masleyent@aol.com

Webpage: www.gsaAdvantage.gov

(GSA website; register one day before;
type in Masley)

Type of Business: Design and manufacture of
gloves for the military market

Owner: Frank Masley

Helping
Businesses
Grow



Frank first came to DSBDC after hearing about it while taking MBA courses. Everyone was so welcoming, says Frank.

The minute I walked in the door, they made me feel like they wanted to see me succeed and would help me find the resources to make it possible.

His counselor, John Osoinach, with the help of a team of University of Delaware students, reviewed his business plan and investigated a data-base program geared towards manufacturing.

Geoff Walser, Government Marketing Assistance Program, helped him wend his way through the government bidding system. Frank found that doing business with the military can be an intricate and time-consuming process involving endless paperwork, calls and meetings; lengthy product trials; investment in materials; and months of waiting for contract finalization leaving him in a quandary over how many thousands of dollars of materials to order in advance to meet customer timelines.

As a result of Geoff's advice and a class with an expert from GSA, Frank recently attained a major milestone a listing in the GSA catalog/website of approved vendors. The military can now view and purchase gloves directly from him, without going through the bidding process. The listing spurred a recent order of 1,000 pairs of Army gloves.

Businesses pay consultants thousands of dollars to get on the list, says Frank. Geoff guided me to doing it myself. What a wonderful resource DSBDC is!

His next step will be to beef up marketing. He has already exhibited at several trade shows and is especially proud of developing a new glove sizing system called *Handlogic*. And, ultimately he hopes to expand to the non-military market.

In conclusion, Frank adds, The Olympics and small business have much in common. Both involve great risk taking and striving for excellence. Both are highly competitive. And, I believe, both are very worthwhile. I loved luge and representing my country. Now I really love having my own business especially this one where I can serve my country by designing a more serviceable glove for the military.

Workshops and Training on Web

Information about DSBDC workshops and training programs are featured on our Website. For complete updated information about all of our workshops and on-line registration, please log on to www.delawaresbdc.org. If you do not have access to a computer and would like to receive a printed schedule of workshops, please contact Jennifer Smith at 302-571-1555 or send us a note with your name and address to 1318 N. Market St., Wilmington, DE 19801.

Tales from the Trenches

Here is a real-life story from small business Gorin & Cook, a training and leadership company. Perhaps reading it will help your business avoid the same pitfall. Thank you to Rae Cook for sharing this experience.

Hiring a bookkeeper

I hope that hearing this story about hiring my first bookkeeper might help your business avoid stress and save money.

Background: I was thrilled when my business reached the point where I could hire a bookkeeper. That meant I would no longer have to spend hours sending and recording invoices and payments. The day that someone walked in the door who could do that for me was a happy one.

Alas, because consulting work frequently took me on the road, I was away too much to check her work. Besides, I couldn't easily read her printouts and had no time to ask for explanations or supervise her.

Result: Seven months later my business almost ran out of money! I had to borrow to make payroll and do some quick scrambling to meet expenses.

How it Happened: Afterwards, I realized that I had not noticed that the invoices she sent had aged considerably. The pre-addressed envelopes I had left her, with elaborate addresses of large company contacts, had been used up. She was creating her own using a simple address only the company name and Wilmington, DE for example. The result was that the invoices were lost in the big companies' internal mail. We had had no income from them for months, and I didn't know.

Lesson learned: Haste always makes waste. Even when we are finally able hire someone to do something we might not like to do, we still have to take the time to supervise, prepare, and train them. This is especially true when money is involved. I learned the hard way. I hope you will benefit from my story.

Rae Cook

There is nothing like tales from the trenches. Would you like to share some part of your own compelling story; give tips for success to your fellow small business owners; or tell some interesting anecdote that shows how you learned to run your business? If you have something to share in 300 words or so, send it to us via email at necarb@udel.edu or mail copy to SBDC Focus, 1 Innovation Way, Suite 301, Newark, DE 19711. We reserve the right to rewrite, edit, or reduce the story in size. All stories are the property of DSBDC once they are submitted.

Delaware Procurement Expo 2003 and Workshops

Save the Dates!

Be sure to mark your calendars now so you won't miss the annual *Delaware Procurement Expo 2003*. The *Expo* will once again provide small businesses with the perfect opportunity to learn how to get business from the government and large companies. Purchasing representatives from over 100 companies and agencies are expected!

The new format of training ahead of time, with the Expo consolidated into a half-day event, will continue. The training workshops can help you take full advantage of the Expo.

[Delaware Procurement Expo 2003, Thursday, September 25.](#)

Dupont Country Club, 8:00 am to 1:00 pm, followed by refreshments and networking on the Terrace.

Meet and talk one-on-one with the purchasing agents who are looking for your product or service. The *Expo* will enable small businesses to learn the secrets of navigating the procurement process, while networking with the large companies and government agencies that are showcasing contracting opportunities.

[Pre-Expo Training Workshops, Thursday, September 18 and Tuesday, September 23.](#)

Biotechnology Institute, Newark, DE. 9am to 12 pm both days.

Workshops will focus on helping businesses more effectively sell to large corporations, as well as federal, state and local governments. Topics will include Getting on the GSA Federal Supply Schedule, How to Build Business Relationships, various agency certification programs and a panel of corporate purchasing managers.

Small Business Package: Two training sessions and the Expo. First 10 paid registrants can exhibit at the Expo for free.

[Registration Fees:](#)

Expo: \$50.00

Pre-Expo Training Workshops: \$20.00 each

Small Business Package: \$75.00 for 2 workshops and the Expo

See www.delawarecontracts.com for updates and registration information or call 302-571-1555.

Expo 2003 is presented by DSBDC's Government Marketing Assistance Program, MBNA America, AstraZeneca, Conectiv, Delaware River and Bay Authority, United Parcel Service. Sponsorship and exhibitor opportunities are still available. Call Juanita Beauford at 302-571-1555.

QVC Announces National Product Search

Have you ever dreamt of having your product featured nationally on QVC and wondered how all of those items get on their shows? If so, you might want to participate in the next national product search on August 7, 8, and 9, 2003.

QVC is inviting entrepreneurs to meet with them at their West Chester, PA, Studio Park for evaluation and possible selection of their products. During the three-day event, they will also offer seminars led by QVC staff and guest speakers from area businesses.

We were once a small business too, says Barbara Magner, Vendor Relations Manager, QVC. We value the hard work required to expand and succeed. In that spirit, we want to extend our knowledge of product development and retailing to those who have the imagination and motivation to develop exciting new consumer products.

Some participants will leave the event with an immediate opportunity to offer their products on QVC. Others will get ideas on refinement or further development that could help make their product more appealing to QVC. And all, QVC promises, will walk away with valuable information that could help take their businesses to the next level or expand. For more information or to register, visit www.QVCProductSearch.com.

Word of caution: DSBDC has seen many businesses successfully market their products on QVC. However, if you are accepted, be sure to read the requirements carefully, have a plan for financing the required inventory, and an alternative way to sell the inventory should it not go over well on QVC.

Wilmington to Host Franchise Showcase

Franchises provide some of today's largest and fastest growing business opportunities. For the first time in Delaware, the City of Wilmington will host a national *Franchise Showcase*. There will be displays by many franchisers, information on all aspects of franchising and workshops on getting started.

Date: June 24, 2003

Location: Wyndham Hotel, 800 N. King St., Wilmington

Two workshop sessions: 8:00am-12 noon; 2pm-5pm
Cost: \$50 (includes business development workshops, leadership lunch with keynote speaker, conference materials and the *Franchise Showcase*)

Contact Lorraine Watson, Program Director, City of Wilmington Micro Enterprise Program at 302-576-2126 for more information on attending, exhibiting or sponsoring the showcase. Additional information will be posted on www.delawaresbdc.org when available.

2003 Delaware Small Business Week Awards

The U. S. Small Business Administration Delaware District Office and the Delaware Economic Development Office celebrated *Small Business Week* and the state's entrepreneurial successes at a special dinner on May 5. During the exciting evening, awards honoring the state's best and brightest small business owners and advocates were presented:

Small Business Person of the Year

Sam Calagione
Dogfish Head Brewery
Milton

Young Entrepreneur

Ryan German
Caff Gelato
Newark

Entrepreneurial Success

Dr. Allen Barnett
AstroPower, Inc.
Newark

Minority Small Business Advocate

Olakunle Oludina
YWCA of New Castle County
Wilmington

Women in Business Advocate

Dona Zaczekiewicz
Dona Z Consulting
Felton

*Financial Services Advocate**

Mark Luppi
Citizens Bank
Wilmington

Small Business Journalist

Sally Hawkins
WILM-AM
Wilmington

Home-based Business Advocate

Connie Mitchell
Mitchell Business Services
Wilmington

SBA Lenders Cup

Citizens Bank

*Mid-Atlantic Regional winner, selected from state winners from PA, MD, DE, WVA, VA, and DC.

Sharpen Your Management Skills and Grow Your Business

If you are looking for immediately relevant tools to help you manage your business growth and increase your profits and long-term viability, check out these programs...

- Assertive Communications and Leadership
- Customer Relationship Management
- Fundamentals of Supervision
- Finance and Budgeting Basics
- Performance Improvement Management
- Project Management

Visit our Web site at www.continuingstudies.udel.edu/business/small_bus/ or call us at 302/831-2746 to get a copy of our Fall Bulletin.



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Professional and Continuing Studies

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your training needs...*

For convenient, affordable, and customized onsite training, or a free needs assessment, call Mica Corradin at 302/831-8838 or e-mail corradin@udel.edu

Delaware Small Business Development Center Network Training and Educational Programs
To register or for additional information see www.delawaresbdc.org or call any DSBDC Center

THE BUILDING BLOCKS FOR SUCCESS SERIES

So You Want to Start a Business?	April 30	1:00pm	Wilmington	FREE
So You Want to Start a Business?	May 7	1:00pm	Wilmington	FREE
So You Want to Start a Business?	May 16	9:00am	Wilmington	FREE
So You Want to Start a Business?	May 28	9:00am	Wilmington	FREE
So You Want to Start a Business?	June 4	9:00am	Wilmington	FREE
So You Want to Start a Business?	June 16	1:00pm	Wilmington	FREE
So You Want to Start a Business?	June 25	1:00pm	Wilmington	FREE
So You Want to Start a Business?	July 9	1:00pm	Wilmington	FREE
So You Want to Start a Business?	July 22	9:00am	Wilmington	FREE
So You Want to Start a Business?	July 31	1:00pm	Wilmington	FREE
So You Want to Start a Business?	August 12	9:00am	Wilmington	FREE
So You Want to Start a Business?	August 27	9:00am	Wilmington	FREE
So You Want to Start a Business?	May 1	4:30pm	Dover	FREE
So You Want to Start a Business?	June 3	12:00pm	Dover	FREE
So You Want to Start a Business?	July 9	3:00pm	Dover	FREE
So You Want to Start a Business?	August 7	2:00pm	Dover	FREE
Thinking of Starting Your Own Business	May 20	6:00pm	SCORE	\$25
Thinking of Starting Your Own Business	July 16	6:00pm	SCORE	\$25
New Castle County Council Business Plan Workshop	May 14	1:00pm	Wilmington	\$20
New Castle County Council Business Plan Workshop	June 11	9:00am	Wilmington	\$20
New Castle County Council Business Plan Workshop	July 16	1:00pm	Wilmington	\$20
New Castle County Council Business Plan Workshop	August 19	9:00am	Wilmington	\$20
Effective Business Plan Writing Made Easy	June 17	6:00pm	SCORE	\$45
Understanding Cash Flow	April 24	1:00pm	Wilmington	\$20
Understanding Cash Flow	May 20	2:00pm	Wilmington	\$20
Understanding Cash Flow	June 18	9:00am	Wilmington	\$20
Understanding Cash Flow	August 20	9:00am	Wilmington	\$20
Market Planning	June 24	1:00pm	Wilmington	\$20
Market Planning	July 15	9:00am	Wilmington	\$20
Market Planning	August 14	1:00pm	Wilmington	\$20
Market Research: How to Help Your Business Succeed*Updated Program Format*	May 21	9:00am	Wilmington	FREE
Market Research: How to Help Your Business Succeed*Updated Program Format*	June 10	1:00pm	Wilmington	FREE
Market Research: How to Help Your Business Succeed*Updated Program Format*	July 24	1:00pm	Wilmington	FREE
Market Research: How to Help Your Business Succeed*Updated Program Format*	August 21	1:00pm	Wilmington	FREE
Basic Accounting – Record Keeping	May 20	6:30pm	Georgetown	\$25

Delaware World Trade Center Institute Programs

Financing Your Import or Export Business	April 30	9:00am	Wilmington	FREE (Fee paid directly to WTC)
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FAMILY BUSINESS CENTER PROGRAMS

Conflict Resolution: Partnership Life Skills	May 1	8:00am	Delaware State Chamber	Chamber Member Fee \$40, Non-Member \$55
THE RIGHTS OF PASSAGE: A Guide to Survival in the Family Business	June 4	12:00pm	GoodStay Center	FBC Non-Member Fee \$125

SPECIAL TOPICS

The Key to Entrepreneurial Success – 10 weeks	April 23	6:00pm	Wilmington	\$150
The Micro-Loan Program – 10 weeks	April 23	6:00pm	Wilmington	FREE
Communication – It Impacts the Bottom Line, More than You Know	June 17	1:00pm	Wilmington	FREE
The Fundamentals of Graphic Design	May 22	1:00pm	Wilmington	\$20
SBA Loan Programs Can Help Your Business	June 13	9:00am	Wilmington	FREE
6 Key Financial Strategies for Your Business	June 18	1:00pm	Wilmington	FREE
Basic IRS Requirements	June 19	1:00pm	Wilmington	FREE
Inventors Mean Business	April 10	6:00pm	Wilmington	FREE
Inventors Mean Business	May 8	6:00pm	Wilmington	FREE
Inventors Mean Business	June 12	6:00pm	Wilmington	FREE
Quickbooks	July 17	1:00pm	Wilmington	\$10
5 Fundamentals of Finance	July 23	1:00pm	Wilmington	\$20
IRS – Understanding Depreciation	August 6	9:00am	Wilmington	FREE
Business Law	August 13	1:00pm	Wilmington	\$10

GMAP

Doing Business With the Delaware Port Authority	May 6	9:00am	Wilmington	FREE
Contracting With Dover Air Force Base	May 14	9:00am	Wilmington	FREE
Contracting With Agilent Technologies	May 20	9:00am	Wilmington	FREE
Contracting With Conectiv Communications	June 11	1:00pm	Wilmington	FREE
Doing Business With Dade Behring, Inc.	June 24	9:00am	Wilmington	FREE

DSBDC ONLINE TRAINING

Spring 2003 Dates: Classes begin on April 9, 2003, May 21, 2003, and June 18, 2003

Online training web site www.ed2go.com/dtccowens

Starting and Operating Your Own Home-Based Business	\$99
Marketing for Small Business	\$99
Start Your Own Consulting Practice	\$99
Practical Financial Management: Small Business	\$129
Managing Technology	\$99
Laws of the Business Jungle	\$99
Accounting Fundamentals	\$99
Construction Business Management	\$99
Learn to Buy and Sell on EBAY	\$99
Songwriting Success	\$99
Caring for Children	\$99
Effective Selling	\$99
Professional Sales Skills	\$99
Effective Business Writing	\$99
Basics to Building an Online Business	\$99
Creating a Successful Business Plan	\$99
Becoming a Grant Writing Consultant	\$99

Wilmington

Classes held at: Delaware SBDC, 1318 N. Market Street, Wilmington, DE 19801, Phone: 302-571-1555

Dover

Classes held at: Delaware State University, MBNA Building, 1200 N. DuPont Highway, Dover, DE 19904, Phone: 302-678-1555

Georgetown

Classes held at: Delaware SBDC, 103 W. Pine Street, Georgetown, DE 19947, Phone: 302-856-1555

GoodStay

Classes held at: GoodStay Center, University of Delaware, Wilmington Campus, Route 52

SCORE

Classes: Location Posted on SBDC Website

The DSBDC is funded in part by the U.S. Small Business Administration, The University of Delaware Alfred Lerner College of Business and Economics, the Delaware Economic Development Office, Delaware State University, Delaware Technical and Community College. Support given by SBA and other sponsoring agencies is not an express or implied endorsement of any opinions, products, or service. All programs and services are extended to the public on a non-discriminatory basis. An equal opportunity/affirmative action employer. The University of Delaware, SBA,DEDO,DSU and DTCC are all committed to assuring equal opportunity to all persons and does not discriminate on the basis of race, color, gender, religion, ancestry, national origin, sexual orientation, veteran status, age or disability in its educational programs, activities, admissions or employment practices as required by Title IX of the Education Amendments of 1972, Title VI of the Civil Rights Act of 1964, the Rehabilitation Act of 1973, the Americans with Disabilities Act, other applicable statutes and University policy. Inquiries concerning these statutes and information regarding campus accessibility should be referred to the Affirmative Action Officer, 305 HULLIHEN HALL. (302) 831-2835 (voice) (302) 831-4563 (TDD).

Please check www.delawaredbdc.org to register and for updates or additions to the schedule
or call Jennifer Smith at 302-571-1555

From the Director

It's that time of year again, when the results of the DSBDC Network's statewide *Economic Impact Study* confirm our role in helping Delaware's economy grow. The study measures the direct economic benefits and quality of our business advisory services. Here are a few highlights, covering the period October 1, 2001 to September 30, 2002:



¥ DSBDC counseling was instrumental in generating **\$8.4 million** in tax revenues for the state of Delaware. A **payback ratio of over 21:1**.

¥ DSBDC helped clients obtain over **\$2.5 million** in new financing.

¥ Government Marketing Assistance Program (GMAP) clients were awarded more than **\$55 million** in government contracts.

¥ **35% of clients** surveyed stated that their gross receipts, on average, increased by **63%** as a direct result of DSBDC assistance.

¥ **Over 35% of clients** reporting a net profit increase attributed it to assistance provided by the DSBDC.

¥ DSBDC helped clients increase the number of full-time employees by **30** and part-time employees by **14**.

¥ **89% of clients** surveyed would recommend the DSBDC's services to other current and potential business owners.

The results verify that the DSBDC Network provides a tremendous return on the investment of state, federal and local funds, as well as contributes to the success and improved efficiencies of many of Delaware's small businesses. At the same time, we give an extremely high level of quality service.

The DSBDC continues to be the preeminent provider of small business assistance in Delaware because of a tremendous staff, hard-working clients, and loyal supporters. Thank you and congratulations to all!

Please feel free to contact me if you would like a copy of the complete report.

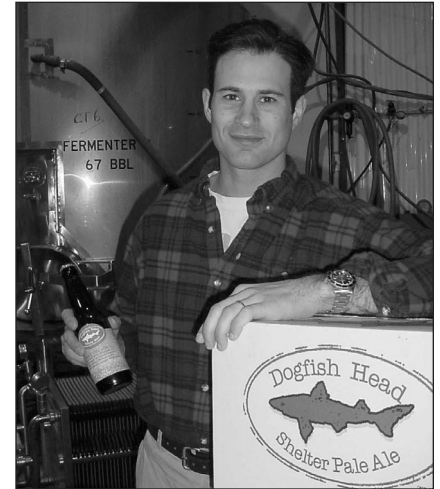
Sincerely,

Clinton Tymes

Clinton Tymes

Congratulations to Delaware Small Business Person of the Year Sam Calagione

Regular readers of *Focus* will remember Sam Calagione, President of Dogfish Head Brewing, as he was recently featured as a success story. Sam is a bright and imaginative business man, as well as a truly nice human being. In his acceptance speech at the Small Business Administration Awards Dinner he



thanked many who had been a part of his success and paid tribute to all the business owners who understand the "Oh my God what have I done" moments, both good and bad, that characterize the life of an entrepreneur. And he shares his success with his wife, Mariah, a constant in his life since they met in high school.

We're proud of you Sam, and happy to have played a small part in your success.

Family Business Center Program

THE RIGHTS OF PASSAGE:

A Guide to Survival in the Family Business
Speaker: Paul I. Karofsky, Executive Director,
Northeastern University
Center for Family Business

June 4, 2003, Noon to 3:00 PM, see
<http://www.delawarefbc.org> for details

This workshop will explore issues unique to family owned and managed enterprises and focus on the contributing factors for family business survival through multiple generations including family meetings, boards of advisors, strategic planning, and guidelines for the senior generation.

DSBDC Wants to Help You Succeed

DSBDC is dedicated to helping small businesses succeed. We want to make sure our programs and services are geared to meet your needs. But, we need your help to tell us what they are. That is why we are doing a new *Business Needs Survey* where we will ask you questions such as:

What are the most pressing needs of small businesses in Delaware?

What are the major barriers to growth?

What types of assistance do you need to be successful?

We will use the information we gather to improve our programs and services and provide input to policy makers in Delaware. Please take a few minutes to complete the survey. You will find it at www.delawaresbdc.org; click on the link for *Business Needs Survey* or call 302-831-1555 and we will send a copy to you. We will report our findings in a later issue of *Focus*.

Visit Us On-Line

What's new at DSBDC? You can find out everything you always wanted to know about us as well as what's new on our comprehensive Website. A click or two will reveal information about our programs and services, how and who to contact, government contracting and technology assistance, the Family Business Center, general information, research and more. You can even find a mini-course on everything you need to know to start a small business. And, you can register on-line for any of the dozens of workshops on our updated schedule. So, please check out us out at www.delawaresbdc.org.

LOCATIONS

NEW CASTLE COUNTY
University of Delaware
Small Business Development Center
1318 N. Market Street
Wilmington, DE 19801
(302) 571-1555
Fax (302) 571-5222

DSBDC Administrative Headquarters &
Delaware Technology Assistance Program
University of Delaware
One Innovation Way, Suite 301
Newark, DE 19711
(302) 831-1555
Fax (302) 831-1423

KENT COUNTY
Delaware State University
Small Business Development Center
146 S. Governor's Avenue
Dover, DE 19904
(302) 678-1555
Fax (302) 730-5077

**Moving
in July!**

SUSSEX COUNTY
Delaware Tech. & Community College
Small Business Development Center
103 West Pine Street
Georgetown, DE 19947
(302) 856-1555
Fax (302) 854-6979

small business
FOCUS

www.delawaresbdc.org

DSBDC Administrative Headquarters
Alfred Lerner College of Business and Economics
University of Delaware
One Innovation Way, Suite 301
Newark, DE 19711

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