

Notes From The Corner Office

David K. Main, President HCDC

PERSISTENCE Not Always Makes Perfect, But the Key to Success



One of the original HCDC Trustees stated to me, "Keep throwing mud on the wall, and eventually some of it will stick!" What he was expressing was the value of persistence that hard work and practice are the keys to success. This is true whether you are a sports figure, an entertainer or entrepreneur. In fact, I've learned that almost nothing can take the place of persistence. In lots of instances persistence even trumps both talent and genius. There are times when less smarts and talent, but harder work, spell greater success.

Nevertheless, it's important to keep in mind that practice does not always make perfect. You see, if someone persists at doing the wrong things, that kind of persistence will never breed success. Most likely, it will only guarantee failure.

One of the factors we often overlook when viewing successful people, whether they're sports stars, entertainers or successful business people, is how hard they have worked at not only doing things right, but practicing and persisting at doing the right things better and better.

Some information I just received from the SBA is a fine example of how the right kind of persistence really pays off.

Nationally, the Small Business Administration (SBA) 504 Loan Program experienced a record year in terms of numbers of loans and dollar amount loan volume with a 22% increase in the number of loans from 6,857 to 8,353, and the aggregate dollar volume exceeding \$4 billion for a 26% increase over the 2003 \$3.2 billion totals.

HCDC also experienced substantial increase in its 504 SBA lending activity with its loan volume up to 49 loans in 2004 from 34 in 2003, and the dollar amount more than doubled to \$17.2 million in 2004 as compared to \$8.1 million in 2003. This represents HCDC's best 504 lending activity since 1996, and allowed us to claim the top spot in Ohio as the "number one" certified development company (CDC), and improve our national ranking from 56 overall to 44 out of 270 CDCs nationwide.

My personal thanks go out to our clients, staff and Loan Committee for making this remarkable achievement possible. May the persistence be with you!

Tell me your thoughts on the Development Source call me at (513) 631-8282, or e-mail: maid@hcdc.com.

2004 Annual Meeting

HCDC held its Annual Meeting on October 28, 2004 at the Montgomery Inn Banquet Center. This year's award winners were:

- Bank of the Year: Fifth Third Bank
- 504 Borrower of the Year: Kids First Sports Center
- Economic Development Business of the Year: Haney PRC
- Business Center Tenant of the Year: Matrix Claims Management Co.
- Larry Albice Entrepreneurship Award: Bob Coughlin

This year's annual meeting also marked the end of Clare Evers tenure as Board of

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Trustees Chair. Ms. Evers has held this post since 2002, and has served HCDC for many years. She has been a great advocate of HCDC in the community and will be greatly missed as she now embarks into the wonderful world of retirement. Best wishes, Clare, in all of your future endeavors!



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HCDC Announces Newest Hiring



Mike Crowe joins HCDC as a loan officer with the Lending Department. Mike will promote and market the SBA 504 loan program in the Northern Kentucky and Southeast Indiana markets. He comes to HCDC with an extensive 20-year background in both retail and commercial banking, having previously worked for US Bank, Huntington Bank and Bank One. For the last 10 years, Mike has worked exclusively in the Northern Kentucky market, and looks forward to representing HCDC in its newly expanded territory. Mike Crowe is a graduate of Xavier University, married and the proud father of two children.

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Strategic Planning



By [Mary Myers](#), Program Manager, HCBC

While working with countless small businesses over the years, we at the Hamilton County Business Center (HCBC) have uncovered "pearls of wisdom" that we'd like to share. You might find these pearls very helpful in your own business planning process. This is Part 1 of a 3-part series.

[Set a Target for Next Year's Business](#) It's fourth quarter - time to start next year's strategic plan. Matrix Claims Management's owner, Brent Messmer, has used strategic planning to grow revenues an average of 176% over the last four years. Here's what he says: "We set very high goals internally. Our strategic plan is an outline of how we are going to achieve and exceed these goals. By assigning tasks and setting target dates for completion, we are able to keep everyone accountable and moving forward. At our monthly financial meetings we are able to determine if we are on track. So far so good."

- To start the process, review your mission statement
- Create time-based AND measurable stretch goals targeted to achieving your mission. For example, increase revenues 20% by end of 2005
- Create interim milestones to achieve the goals.
- Baseline where your company is today to track progress

Recommended reading: "Strategic Management" by Fred R. David.

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Downtown Harrison Revitalization

By [Greg Kathman](#), Senior Development Specialist



The City of Harrison, located on the far western edge of Hamilton County, was incorporated in 1850. Its historic beginnings can still be seen in the numerous 19th century buildings along Harrison Avenue in the downtown area, which ends at the Indiana state line. Now, the city is a rapidly growing area of 10,000 residents.

Over the past few decades, the historic downtown area experienced some decline as big-box development moved toward I-74. Recently, though, the quaint historic downtown has begun to revitalize itself by using the techniques of what is called the Main Street Approach.

The Main Street Approach is a comprehensive revitalization program that promotes historic and economic redevelopment of traditional business districts. According to Downtown Ohio, Inc., there are 32 officially recognized Ohio Main Street Communities, including Harrison.

As part of the Main Street Approach, the city completed a large streetscape project in 2001. Utility lines were buried underground, new sidewalks were poured, new street furniture and lights were installed, and new parking areas were developed. All of that positive activity encouraged property owners to reinvest in their buildings. Downtown Harrison now contains 65 independent, locally-owned small businesses. Efforts continue to promote the area and attract more new, unique small businesses.

With continued effort and planning, that historic downtown area will remain the social and cultural center of the growing Harrison area. To learn more about the Main Street Approach contact Greg Kathman at (513) 631-8292.

Done Deals

November Rates

SBA 504: 6.28%* (20 years) 5.94%* (10 years)
Regional 166: 3.18%

A Sample Of Recent SBA, Ohio, And Local
Loans Done With The Help Of HCDC.

Name	Program	Bank	Project Purpose
Alfred's Family Animal Hospital, Inc.	SBA	Key Bank	\$271,000 Real Estate
Cat Care Hospital	SBA	Fifth Third Bank	\$240,833 Real Estate
Maloney's Sports Bar & Grill, Inc.	SBA	Provident Bank	\$135,000 Real Estate
Walt's Transmissions, Inc.	SBA	Provident Bank	\$329,000 Real Estate

* denotes rate as of publication, subject to change

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