



JOHN J. GILLESPIE

Climb the interior stairs in the small shopping center at 2000 Pennsylvania Avenue and enter the peaceful world of Wilmington Yoga. The sparse Asian-influenced decor of the reception area is designed to be free from clutter and ease the transition into meditation and exercise. Pictures of leaves and flowers dot the walls to emphasize all things natural. A large print of an ancient mural illustrating Yoga positions hangs behind a cushioned bench. Bottled water and health booster drinks line the refrigerator case and exercise mats and other equipment are available for rent or purchase. A spacious exercise room with a gleaming bamboo floor beckons.

Wilmington Yoga, Delaware's First Full Service Yoga Center Opens

Youthful owner, John Gillespie, clad in shorts and tee shirt, tilts back in his office chair and stretches his bare feet across his desk.

"Now that my feet are recovered, I plan to wear shoes as little as possible," he says. That is part of the story of how he got into Yoga. John began his interest in physical fitness as a dedicated body builder. After several years, he realized the damage this extreme method of exercise was doing not only to his feet, but to his entire body. Thus he began to turn to other forms of physical fitness, which eventually led him to Yoga.

John's 12 years of studying exercise science along with a life-long love for health, fitness, and strength training guided him to opening a small business, Johnny Fitness, in the fall of 1999. Johnny Fitness specializes in personal training programs in any setting from country clubs to corporations to private homes. He came to DSBDC for general business advice and Business Advisor, Ed Schneider helped him develop a business plan and establish the new business as a limited liability corporation.

As Johnny Fitness took off, John's interest in and study of Yoga continued and increased. He traveled across the United States to study with well-known teachers and participate in retreats and

training. For the first year and a half, he taught Yoga classes in rented space.

"The consumer is confused," he says. "Though based on Eastern philosophy, Yoga is not a religion. It represents going back to one of the earliest forms—and yet our most evolved form—of fitness. It fosters concentration and helps people connect to their untapped potential. It integrates the mind and body."

He knew that interest in Yoga was spreading like wildfire across the United States with the number of practitioners growing from 4 million in 1991 to over 15 million in 1998. So, he decided to do a little informal marketing to gauge the interest level for a center in the Wilmington area. After a few flyers in local coffee shops and hair salons and one small ad in Delaware Today, he received an overwhelming response.

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Johnny Fitness, LCC doing Business as Wilmington Yoga

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Web: www.johnnyfitness.com
www.wilmingtonyoga.com

Type of Business: Fitness, Strength
Training, and
Yoga

Number of Employees: 6

Owner: John J. Gillespie



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Why “Field of Dreams” is Bad for your Business

— By Al Paoli



AL PAOLI

"Build it and they will come!" We all remember the whispered mantra in the isolated cornfields of "Field of Dreams," the popular baseball movie. Kevin Costner built a playing field in the middle of nowhere and, sure enough, crowds came to enjoy the game. We all know this is fantasy, and yet, so many small business owners seem to embrace a similar philosophy when it comes to marketing their new products.

It is easy to get caught up in the exhilaration of developing an exciting new product or service—at least one that *you* find exciting. But, will the customer agree with you? Just because you make it—will they want it? Just because you offer the service—will they think they need it? And, most of all, will they be willing to pay for it? So many entrepreneurs "build the field of dreams" and unlike the movie, nobody comes. This can be very expensive and cause the enterprising young business to fail.

So, how can you avoid these mistakes? The answers are found in the classic principals of good marketing.

- Focus on the Customer! Find out what the customer wants and align your product to fit the desire. Don't try to get the market to see things from your point of view. No amount of advertising will convince someone to buy something they don't want or think they need. Try to see things from the market's point of view. What can you do to meet your potential customer's needs?
- Create a "WOW!" statement—pithy and succinct—that defines your mission and shows why your customers should buy from you. For instance: "I will help your small business minimize taxes and maximize your net worth" is much more compelling than "I am a CPA."
- Look for high opportunity markets. Who could benefit most from your product or service? Who can and will pay for it—on time? Where is the hotbed of plenty of available customers?
- Create a distinctive perception of your product and its value and then create a unique relationship with your customer. Other products may look the same. Heck, they might even be the same. But, you and your company will stand out in your customer's mind.
- Achieve laser-like alignment for your product or service. Everything you say or do must be in alignment with what your market thinks and how it sees things. You must develop a single

"image." All actions and communications should send the one powerful message that your market most wants or needs to hear.

- And, check back frequently. Try to look at yourself through your target market's eyes, over and over. Anything out of sync? Change it.

Despite the dreams of many would-be businesses, the secret to success is constantly focusing on the customer. And, the real truth is that marketing is creating and maintaining the customer relationship and constantly realigning your product to fit their needs.

This issue's Advice from the Advisors columnist Al Paoli is the Director of the Delaware State University Small Business Development Center in Dover. He also serves as a Business Advisor and teaches classes and workshops on marketing and business development. You can reach him at 302-678-1555 or apaoli@udel.edu. Advice, classes, and workshops on marketing are available at DSBDC centers throughout the state. For a complete listing, visit www.delawaresbdc.org.



small business featured seminars

SBIR/STTR PROPOSAL WRITING SECRETS — GETTING AT THOSE BILLIONS!

Over \$1 billion in research and development grant funds are out there for high tech and bioscience companies. The key, in this highly competitive process, is a proposal that stands out from the rest. Without a good proposal, even the best technology company with the brightest new ideas will not be selected for funding.

To learn the secrets of writing an exceptional proposal, come to this seminar given by the Greenwood Consulting Group, a nationally known team that specializes in writing proposals for the SBIR/STTR program. Amazingly, they will bring into focus a complex, intricate process and make even the dullest material seem exciting! So, don't miss this seminar on "proposal writing made easy."

SBIR/STTR Phase I Proposal Writing Seminar

Presented by the Greenwood Consulting Group

October 24, 2002, 8am-5pm

Delaware Biotechnology Institute

15 Innovation Way, Newark, DE 19711

Registration, **\$40**, includes continental breakfast and lunch.

For more information or to register, visit our Website at www.delawaresbdc.org or call 831-1555.

MAKE YOUR FAMILY BUSINESS LAST FOR GENERATIONS

When it comes to family businesses, the synergy between the family, the business, and individual family members can create a competitive edge. Or, it can be the constraint that prevents a family-owned business from building wealth and transitioning to the next generation.

Come learn six dimensions of family-owned businesses that can help you achieve prosperity that lasts for generations: *relationships, leadership, performance, strategy, vision, and governance*. Dr. Timothy Habbershon, director of the Wharton Enterprising Families Initiative and founding director of Wharton's Family-Controlled Corporation Program, is a well-known lecturer on family-influenced wealth accumulation, strategies and practices for family firms, and multi-generational leadership. Sponsored by the Family Business Center.

Six Dimensions of the Enterprising Family

Given by Dr. Timothy Habbershon, Wharton

Enterprising Families Initiative

November 12, 2002, 8am-11:30am

University of Delaware Goodstay Center

Pennsylvania Ave., Wilmington, DE

Registration, free for members of the Family Business Center; \$125 non-members

Includes breakfast and materials

For information or to register, call Margo Reign at 302-571-1555 or visit www.delawaresbdc.org/fbc.

Workshops and Training Move to Web

Information about DSBDC workshops and training programs are now 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.

From the Director

Ten years ago there was virtually no research and very little information on *Family Owned Businesses* (FOBs). People who worked with them, however, began to realize that a different set of dynamics—from other small or large businesses—were involved because of family relationships. These dynamics could create a competitive edge or be the constraints that prevent the building of wealth and transitioning to the next generation. These observations led a number of business schools, such as the University of Delaware's College of Business and Economics to establish Family Business Centers whose purpose was to provide education to family-owned businesses.



Another reason for the focus was the growing influence of family-owned businesses across the US. Today, for instance, 80 to 90% of the businesses in America are FOBs and account for:

- 60% of the total US employment
- 78% of all new jobs
- more than 50% of the GDP
- 65% of all wages paid.

While these statistics are impressive, only about 30% of family owned businesses survive into the second generation; 12% to the third; and 3% past the fourth. In Delaware we have felt the economic impact of losing some of our best-known family-owned businesses such as Healy Construction, Krapf-can do it, and Nanticoke Homes.

In 2002 Delaware's Family Business Center (FBC) became a program of DSBDC and Margo Reign was named director. The FBC offers seminars, workshops and mentoring programs for members to help FOBs grow, prosper, and learn all of the nuances of this special kind of business.

If you are an FOB, or know one, be sure to check out our first seminar on November 12th, with Dr. Timothy Habbershon, Director of the Wharton Enterprising Families Initiative. See the details in this issue of *Focus* or check our Website at www.delawaresbdc.org/fbc.

Sincerely,

Clinton Tymes

Clinton Tymes

continued from Page 1, Wilmington Yoga

So, it was back to Ed Schneider for more advice and a new business plan. In true Yogi fashion, John describes his relationship with Ed. "He was very positive and helped lead me to making the right decisions. But, it was ultimately my responsibility to teach myself. He pointed me in the right direction!"

"John is a great client," responds Ed. "He truly understands his business and is dedicated to bringing health, fitness, and Yoga to more and more people."

Wilmington Yoga, the area's first full service Yoga center with rooms dedicated entirely to teaching Yoga, opened in January. It is now a growing successful business, open seven days a week, with six teachers teaching more than 22 classes per week, with more added all the time.

And, Johnny Fitness has six of its own personal trainers and instructors and is doing just fine, as well. "Both businesses combine health and fitness with the opportunity to teach and enhance the quality of people's lives," adds John. "I am fortunate to love the business I am in." He smiles and, still comfortably bare footed, pads back to his office to ready himself for classes.

Delaware Small Business Highlights

Why is Small Business so important to Delaware?

The SBA Office of Advocacy annually gathers state of Delaware statistics for their small business profiles. Here are some recently released highlights about our small businesses.

- There are 25,199 businesses with employees, a 1.7% increase in 2001.
- The number of self-employed individuals declined to 19,422, a 13.3% decrease.
- Nearly 94% of businesses in Delaware are small businesses.
- Women owned 24.1% of the state's businesses; minorities owned 9.4%.*

* Women and minority figures are 1997 data. For more research and data on small businesses, see www.sba.gov/advo/stats.

A Crystal Ball for Business

13th Annual Economic Outlook Conference

Wouldn't it be nice if businesses had a crystal ball to foretell the twists and turns of our unpredictable economy? The next best thing is the 13th annual Economic Outlook Conference. Come join us at the DuPont Country Club on October 23 to hear national, regional, and local perspectives on where our economy is going, followed by special sessions on:

- Corporate Governance.
- Bankruptcy in Delaware: The Corporate and Consumer Views
- The Stock Market: Past, Present and Future

Experts from the College of Business and Economics, University of Delaware, will participate along with financial experts, investment counselors, and legal experts in an exciting day of information sharing.

Then, join friends, colleagues, guest speakers and other businesses for a networking reception over coffee and dessert.



The Economic Outlook Conference, Wednesday, October 23, 2002, 8:30am-3:00pm, registration \$85, is sponsored by the Delaware Small Business Development Center, the Delaware Economic Development Office, and the Delaware State Chamber of Commerce. For an agenda, registration and more information, log on to www.delawaresbdc.org or contact Jennifer Smith at 302-571-5226, or jensmith@udel.edu

Contact the Center nearest you

HELPING BUSINESSES GROW

Center Locations & Hours

NEW CASTLE COUNTY CENTER

University of Delaware
Small Business Development Center
Government Marketing Assistance Program
Family Business Center
1318 N. Market Street
Wilmington, DE 19801
P: 571-1555
F: 571-5222
Open M, T, W, F 8:30 – 5:00, Thur. 10:00 – 5:00

KENT COUNTY CENTER

Delaware State University
Small Business Development Center
146 S. Governor's Avenue
Dover, DE 19904
P: (302) 678-1555
F: (302) 730-5077
Open M – F 8:30 – 4:30

SUSSEX COUNTY CENTER

Delaware Technical and Community College
Small Business Development Center
103 W. Pine Street
Georgetown, DE 19947
P: (302) 856-1555
F: (302) 854-6979
Open M – F, 8:30 – 4:30

State Administrative Headquarters and
Delaware Technology Assistance Program
University of Delaware
Small Business Development Center
Delaware Technology Park
One Innovation Way, Suite 301
Newark, DE 19711
P: (302) 831-1555
F: (302) 831-1423
Open M – F, 8:00 – 4:30

Delaware SBDC Network
www.delawaresbdc.org
www.delawarecontracts.com

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delawaresbdc.org

— Small Business Development Center Network —



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.

Share Your Small Business Stories

There is nothing like tales from the trenches. You have had the real-life experience of starting your own small business and making it go. Would you like to share some part of your 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? Even an amusing story could help lift the spirits of first-time owners bogged down in all of the details and work that come with small business ownership.

So, if you have advice to help other small businesses succeed, Focus would like to know. We want to feature some SBDC client accounts in upcoming issues. So, if you have something to share, 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 SBDC Network prepares to celebrate 20 years of service to Delaware

On Feb. 11, 2003, the Delaware SBDC Network will celebrate with a gala dinner at Dover Downs that will commemorate the DSBDC's 20th birthday and honor the recipients of the 3rd annual Diamond Awards. Mark your calendars. Contact Barbara Necarsulmer at 302-831-1555 or necarb@udel.edu for details.

News Flash

Clinton Tymes, Director of the Delaware SBDC Network was recently elected Chair of the Board of Directors of the Association of Small Business Development Centers. The ASBDC is a national network connecting the over 1000 service centers and more than 10,000 employees who provide assistance to the nation's 22 million small businesses. The DSBDC is a member of the ASBDC.

small business

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