

# SMALL BUSINESS DEVELOPMENT CENTER SUCCESS STORY

## JETAIR TECHNOLOGIES LLC

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### BEFORE:

JetAir Technologies designs and manufactures high-velocity and high-power air products used in industrial manufacturing and food production. The Ventura-based company started in 2002 by Dan Snyder and Kevin Beyer, each of whom had successful track records in sales and in growing businesses. Experienced businessperson Bill Anderson joined as a partner a couple years later.

While Beyer and his partners had many of the skills needed to run a robust business, they turned to the City of Ventura for assistance, which led them to the Economic Development Collaborative-Ventura County for help in other needed areas.

### BEST ADVICE:

With EDC-VC's assistance, the company became an LLC and received a \$200,000 loan from EDC-VC for product development.

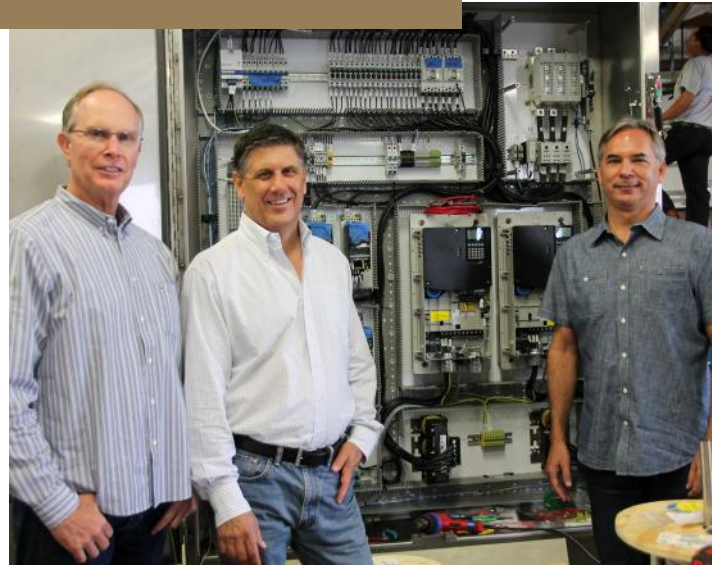
"EDC-VC gave us the solid foundation on which to grow," said Beyer.

They worked with international trade expert Ray Bowman, director of the SBDC in Ventura and Santa Barbara Counties, to help diversify the business. Since JetAir Technologies started exporting in 2005, between 20% and 70% of its business has come from international trade.

### LATER:

JetAir Technologies now uses the SBDC as an on-call resource, checking in as needed for tune-ups and when there are specific problems.

Sales for the 20-person company were the best ever in 2015, said Beyer. Sales were up 15% year-over-year in the first half of 2016.



(left to right) Bill Anderson, Kevin Beyer, Dan Snyder

### LESSONS LEARNED:

#### • Filling Gaps

Beyer and his partners were all experienced, successful business people when they started JetAir Technologies. But they found that the SBDC was able to fill in gaps where they didn't have the knowledge base or experience. "They gave us a broader perspective on how to operate a growing business," said Beyer.

#### • Getting Started

EDC-VC and its SBDC have programs and services to help owners in almost every business area, all available at no cost. "EDC-VC is great for less-established businesses," Beyer said. "We couldn't have gotten to where we are without them in the early days."

#### • Diversify

Beyer and his partners identified international trade as an area where they could expand distribution to help grow their business. SBDC's Ray Bowman guided them through the process. "Ray was a fantastic resource," said Beyer. "He helped us take the risk out of exporting."



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