

Small Business Development Center  
Penn State

*Helping businesses start, grow, and prosper.*

## Central PA Business Receives “Exporter of the Year” Award



“I often talk to people I meet around town about how much we appreciate the SBDC and how you helped us...I do appreciate all you have done for us.”

- Jeremy McVicar

**Jeremy and Rebecca McVicar**  
**Mendocino International**  
105 Smith Road  
Port Matilda, PA 16870  
Centre County

[www.mendocinowood.us](http://www.mendocinowood.us)

**Industry:** Lumber/wood

**Year Founded:** 2004

**SBDC Assistance:** Business planning, marketing, financial planning, leadership training

**Additional Partners:** SEDA-COG, PA Export Finance Program, PennTAP

**Penn State SBDC**  
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### Background:

On January 3, 2006, Jeremy and Rebecca McVicar met with the director of the Penn State SBDC upon recommendation from SEDA-COG, the local development district serving Centre County. The McVicar's started their wood and lumber exporting business in California in 2004 and sales reached \$1,000,000 very quickly. In 2005, the company was honored by California State Representatives by being named “Most Successful Micro Enterprise”. In an effort to expand business and cut travel costs, they moved to Central PA, which allowed them to be closer to the lumber yards and their suppliers. At this time, they were looking for business assistance to help them handle their fast growth, which came unexpectedly.

### Assistance Provided:

The McVicar's took advantage of the SBDC seminars on tax and bookkeeping, cash flow, and leadership. In addition, a PennTAP technical specialist who was at the initial meeting with the McVicar's, suggested that Jeremy attend some short courses in forestry, including log grading, to give him technical expertise in the lumber industry. The SBDC worked one-on-one with them to develop a business plan for a line of credit. The McVicar's were losing potential sales as many of the small lumber yards would not accept their letters of credit for backing of their purchases. The lumber yards wanted cash at the time of purchase. The SBDC assisted with the projections for the business plan, including the projected sales which could be obtained if a line of credit was available. The SBDC reviewed the business plan written by Jeremy and assisted him in finalizing the plan. Jeremy presented the business plan to obtain an export line of credit through the PA Export Finance Program. Jeremy's line of credit was approved.

In addition to helping them obtain financing, the SBDC discussed some marketing ideas with the McVicar's. The SBDC helped them to develop a tri-fold brochure to use when dealing with their suppliers as well as their purchasers. Jeremy also designed a website and will be looking to translate this into Chinese, since the majority of their business is with China.

In late December, Mendocino International was awarded a 2007 ThinkGlobal/Commercial New USA Exporter of the Year award from Think Global, Inc., publisher of Commercial News USA, the official export promotion magazine of the U.S. Commerce Department.

For 2006, sales reached \$2,000,000 and with the availability of the line of credit, McVicar's anticipate sales reaching \$3,000,000 in 2007.