

2010 Idaho Small Business Person of the Year

A New Hope Social Services began in 2006 with the vision of executive director, Erin Yinger, after she had spent numerous years in the mental health industry helping people. Erin identified a need for caring services to members of her community who otherwise might have fallen through the cracks. Erin did more than just realize there was a need; she took her experience in the industry and her compassion for others and built a thriving business to meet this need.

Initially, A New Hope opened an office in Coeur d'Alene, Idaho, staffed with seventeen employees. As a result of the tireless efforts of Erin Yinger to propagate community relationships, A New Hope now has two additional offices to better serve clients in Kellogg and Sandpoint, Idaho, and has seventy-seven employees.

One key aspect that set A New Hope apart from the competition was their psychiatrist who came to their facilities to treat clients. Although this person was not an employee, he was a critical member of the team and his compassionate treatment led to many referrals in this underserved market. Unfortunately, in 2008, this key partner passed away leaving a huge void in the core services A New Hope provided to their clients. However, through management's quick mobilization, A New Hope was able to form new partnerships with two highly qualified doctors and one nurse practitioner which will insure a more stable business model, and thus continue to provide critical care to over 100 chronically mentally ill adult patients.

A New Hope Social Service's revenues have grown tenfold in 2008. Through sound financial management led by Erin Yinger, the company has been able to execute their expansion through cash flow while incurring very little debt. She has continually reinvested the profits into the company while maintaining focus on her clients.

Erin Yinger's true passion lies in her goals for A New Hope with the primary focus on the client. This passion and devotion has helped her build trust in the healthcare community as well as the social services community. These partnerships between Erin and others working

in the community have proven to be one of her most valuable assets. A New Hope makes financial contributions to the community by returning ten percent of its profits to community projects and areas where they identify community mental health gaps. Additionally, A New Hope makes many contributions to individual clients to improve their life circumstances. Beyond financial contributions to the community, A New Hope has been directly involved in a number of charitable causes and holds membership on several boards and councils.

Before opening A New Hope, Erin Yinger knew it would take more than experience and compassion to be a successful business owner. She made her first appointment with the Idaho Small Business Development Center to receive assistance with completing her business plan. Through several meetings with her SBDC consultant, Erin was able to refine her business plan and map out her road to business success. With a completed business plan in hand, Erin approached her banker about an SBA loan. Within a short period of time, she was approved for an SBA 7(a) loan. One year later, Erin was able to return to her bank and double her SBA loan for a line of credit to help with the growth of her thriving business. Erin Yinger continues to utilize the services of the Small Business Development Center by receiving ongoing business development counseling as well as leadership and management training.

A New Hope has developed services that are not being offered elsewhere in North Idaho currently as part of the firm's mission to fill community mental health gaps. Erin relies on mental health best practice models to meet the evolving needs of her clients and continues to add services as she identifies needs.

"SBA is proud to name Erin Yinger the 2010 Idaho Small Business Person of the Year," said Norman Proctor, Boise SBA District Director. "Erin's business is a good example of how vision, hard work, integrity, and compassion can lead to success. SBA is pleased to have assisted A New Hope Social Services with SBA loans and business development counseling through the Small Business Development Center in Post Falls."

When asked about the award, Erin Yinger stated, "Receiving this award is very special to all the fine employees who make up our outstanding team for A New Hope. Our entire staff is committed to being client-centered in our business practices and we make every effort in

insure that all our clients feel valued, respected and are offered a sense of hope.”