

# Success Story

Popeye's Fried Chicken  
Alice, TX



"Building the Texas Economy,  
One Business at a Time"



William Marin came to Larry Ellis at the Del Mar College SBDC with his plans to purchase the Popeye's Chicken restaurant in Alice, Texas. William is a very experienced restaurant operator who has owned 14 Subway restaurants in the past and currently owns the only Quiznos Sub restaurant in Corpus Christi. Mr. Marin knew that this Popeye's restaurant in Alice would be a good investment and very profitable. Larry Ellis helped William put together a complete SBA 7(a) loan package with a business plan and financial projections to present to Kleberg Bank and the SBA. This was a very complex SBA loan because it required a business valuation and careful structuring to support the loan. With the strong support of Kleberg Bank, the SBA loan was finally approved for William to become the new

owner of the Popeye's in Alice, Texas. William stated, "that my dream of owning this Popeye's Chicken would not have been possible without Larry Ellis and the SBA!"

This Popeye's Chicken has become a real winner since Mr. Marin became the new owner. The restaurant has taken complete advantage of the huge surge in oil field workers that have been a part of Eagle Ford Shale play in South Texas. These workers cannot get enough fried chicken from this franchise. Since William took control of this Popeye's Chicken in Alice, it has been the #1 franchise location in weekly sales in the entire western United States every single week. William says it best when he states that, "I truly feel like I am living the American Dream with this business!"

**Larry D. Ellis, Rural Program Manager** - Larry brings a wealth of education and experience to his position as the Rural Program Manager for the Del Mar College Small Business Development Center where he has worked for over nine years. Larry is originally from DeWitt, Iowa and received a bachelor's degree from Iowa State University in Ames, Iowa. In addition, he served as an officer in the United States Army for twenty years. After leaving the military, he served as a consultant and health planner for hospices in Washington State. His academic credentials include two master's degrees: a Master of Health Administration from Baylor University and a Master of Business Administration from Texas A & M, Kingsville. He also holds a Texas real estate license.



Larry is determined to use his diversified background to provide the very best support to rural small businesses in his seven county area. His main satellite office is located at Coastal Bend College in Alice, Texas which serves as a great central location to reach out to entrepreneurs in the rural areas. Larry also operates another satellite office at the Chamber of Commerce in Kingsville, Texas and runs a circuit riding schedule to serve his other rural counties. In addition, he is currently serving as a member of the Regional Certification Committee/Professional Devel-