

BizTips...ENews

Small Business Development Center Blue Mountain Community College

Member of the Oregon
BizCenter Network
www.bizcenter.org



Need help with your business?

Call the SBDC

Toll Free:

1-888-441-7232

(From Umatilla, Morrow and Baker Counties)

Email: sbdc@bluecc.edu

Our office locations are:

PENDLETON BMCC

Morrow Hall Rm M-11
2411 NW Carden Ave.
(541) 276-6233
Tue., Wed., & Thu.

HERMISTON BMCC

980 SE Columbia Dr
(541) 567-1800 x3341
Mon. & Fri.

BAKER CITY BMCC

3275 Baker Street
1-888-441-7232
By Appointment Only

MILTON-FRWT BMCC

311 N Columbia
1-888-441-7232
By Appointment Only



Art Hill,
Vice President
of Customized
Training &
the SBDC

Welcome to Blue Mountain Community College Small Business Development Center's first electronic *BizTips* newsletter.

Our mission is, "Helping build, grow and retain successful businesses in Eastern Oregon".

Regardless of what life-cycle stage of development a business might be in, we are here to help all entrepreneurs.

BizTips is being used as a community resource tool to keep you informed of the services we provide and current issues related to businesses in our 3 county area. This is a quarterly newsletter.

Be sure to visit our BMCC website, www.bluecc.edu/businessindustry, and view our monthly *Biz-Tips* newspaper articles .



Gaining an Employee's Loyalty

The keys to a positive relationship are trust and respect. When employees feel respected, they will generally respect you and the business in return. Notice the following hints:

- Listen and respond to an employee's questions and concerns.
- Treat your employees with courtesy and respect. Never lie.
- Recognize your employees for a job well done. Get your employee's input when making decisions that affect their work.
- Be firm, but not tyrannical, when making decisions and disciplining employees. Never belittle employees in private or in front of others.
- Lead, rather than attempting to control your employees.
- Don't build false hopes for raises or advancement.
- Keep your employees informed about work-related matters. Don't treat them like children.

Once employees know that you'll treat them fairly, you're more likely to inspire a concern for the well-being of the business and the quality of their work.

Source: *Hire, Manage & Retain Employees*

Did You Know?

The Bureau of Labor Statistics reported that the average length of time that employees worked for their current employers was 4 years for male workers and 3.5 years for female workers.

Source: *Hire, Manage & Retain Employees*

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"There are no such things as limits to growth, because there are no limits to the human capacity for intelligence, imagination, and wonder."

Ronald Reagan  
40th US President  
(1911 - 2004)

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Blue Mountain
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A Few of Our Favorite Websites...

Oregon Business Site:
www.filinginoregon.com

Small Business Administration. www.sba.gov

SBDC National site:
<http://sbdcnet.utsa.edu>

Oregon Labor Information
www.qualityinfo.org



New Website...

For Local Economic, Demographic, and Workforce Information

www.qualityinfo.org/olmisj/BIC

Business owners, check out this new website! Want to know what the average wage is for a certain staff position? Need an instant job description? Want to see some employment forecasts for your industry? Like to see some sales data from a particular industry? Curious about population trends in any city? This website was designed to help business owners get the critical information they need for a business plan and more.

SBDC Classes For Business Owners, Employees and anyone wanting to learn more about business management.

To see a complete list of current classes being offered visit our website: www.bluecc.edu/businessindustry, click on "SBDC Course Offerings"

Some of our most popular classes include:

Construction Contractors Course:

Anyone wanting to receive their Oregon Contractors License must now complete a 16 hour course on laws and business practices and pass a state test before they can apply for an Oregon CCB license. This course is for home-study, instructed via a CD Rom program that is available for \$225. An individual may begin the course at any time that is convenient for them and work through it at your own pace. You may begin this course any time that is convenient for you.

QuickBooks Pro:

This course will familiarize you with the latest QuickBooks software program and basic bookkeeping principles.

How to Create a Successful Marketing & Financial Plan:

Learn how to effectively "sell" your business product or service. This workshop will also help you gain a handle on business expenditures by understanding financial statements.

How to Create a Successful Business Plan:

Can you afford not to make time for planning? This workshop can help you establish a vision for your company's future and create a plan to get there. It is often stated "if you don't have a plan, you are planning to fail".

Business Start-Up: Before You Open Your Doors!

If you, or someone you know, are thinking about starting a business, either with a store-front or from your own home, this class will save you valuable research time, money and help you succeed.

Check out our Online courses - Education To Go...For the Person on the Go! www.ed2go.com/bmcc

We offer over 100 Online (Internet) course every month. All courses are non-credit. Check our website (above) under the course of your choice to read about the course descriptions, instructor's qualifications and course requirements.

Benefits of taking an Online course: you never have to worry about a class being cancelled and you can take the course from the comfort of your own home or office. You don't have to adjust your schedule to fit the class, because it's available 24 hours a day, seven days a week. Average Course Fees: \$79-\$159.

COURSE TOPICS Include: Internet, Web Page Design, Computer Applications, Business Planning, Business Administration, Grant Writing, QuickBooks, Sales & Marketing and *many more*.





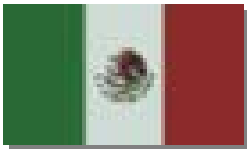
Oregon SBDC's to add "T" Support To Be Better Able to Assist Entrepreneurs with Technology

The Oregon Small Business Development Center Network (OSBDCN) is a statewide network consisting of 19 regional SBDC's. Blue Mountain Community College is the host for our region, with our main office located in Pendleton. We are also a member of a national credentialing network; the Association of Small Business Development Centers (ASBDC).

Under the leadership of our state director, Bill Carter, we have been making steady progress towards expanding our future services. There is a tremendous effort nationally within the SBDC program to target services to existing businesses, especially fast growing companies in special areas like technology. *Technology* is the word driving this new focus. The Oregon State Legislature approved an additional \$1 million during the past session to provide resources to Oregon's SBDC's to enhance small business advisory services targeted at emerging technology businesses.

The ultimate strategy for delivering this higher level of technology business advisory services to Oregon businesses is under development, with progress being made daily. We are currently interviewing several candidates for the newly created technology positions. The BMCC SBDC will be integrating the services of our new statewide technology business advisors as we continue our steadfast work with traditional businesses we work with everyday. Our statewide expansion, retooling and re-positioning will positively affect all SBDC clients. Our ability to help local businesses make better use of existing technology to become more competitive and profitable will be greatly enhanced.

If you have a technology business and would like to receive some expert, free, assistance in growing your business, call us today and we will help you climb your ladder to success!



EMPRESARIOS LATINOS... Program Summary



In 2003, during the worst recession in decades, small businesses served by the Oregon Small Business Development Center Network added over 3,300 jobs and generated over \$53 million in new payroll. It is obviously in the best interest of Oregon's economy to support the success of these businesses through expert advising and training.

Hispanic-owned businesses are now the fastest growing small business group. Between 1992 and 1997, Hispanic-owned businesses grew by nearly 70 percent, over three times the growth rate of all businesses in Oregon. Small businesses with employees grew even faster at the national and the state level (83.7% and 97.3 %, respectively) compared with 13.1 percent and 14.6 percent growth for non-Hispanic-owned businesses with employees.

Hispanic business owners need the same skills as their English-speaking counterparts. To meet that need, the Blue Mountain Community College SBDC offers business owner training in Spanish for existing, start-up and pre-emergent businesses. In 2001 BMCC's Small Business Development Center received the Governor's Economic and Community Development Award for excellence for this program.

Empresarios Latinos is now offered in 3-hour modules on two consecutive evenings for 6 weeks. Program topics include business ownership, business plan development, market research, business finance, employees, regulations, and topics specific to different types of businesses. Guest speakers include a commercial bank loan officer, commercial lines insurance broker, CPA, attorney, economist, marketing specialist, and a successful Hispanic business owner. The instructors are both certified trainers, one with an M.B.A., and the other a business owner fluent in Spanish and English.

If you, or someone you know, would like more information regarding this program, please contact our office. A class in Hermiston is scheduled to begin soon.



"The SBDC is partially funded by the U.S. Small Business Administration (SBA). SBA's funding is not an endorsement of any products, opinions, or services. All SBA funded programs are extended to the public on a nondiscriminatory basis. Special arrangements for handicapped individuals will be made if requested in advance. Contact **BMCC SBDC toll free, 1-888-441-7232**





Five C's of Credit

Areas the lenders look for in evaluating loans

- **CHARACTER:** By far the most important. If you are not to be trusted, then the bank doesn't want to deal with you, no matter how good the deal is.
- **CAPACITY:** What is your financial strength and track record?
- **CAPITAL:** How much of your own money have you invested?
- **COLLATERAL:** What is available to support the primary source of repayment?
- **CONDITIONS:** What is the economy doing and how will it affect your company?

February's Featured Business

O SO KLEEN: Owners, Scott & Becky Wadekamper



O SO KLEEN is a solid, aggressive company providing professional Carpet & Upholstery Cleaning, Insurance Repair Services, and Furnace & Air Duct Cleaning. Their main office is located in Hermiston. Their service area includes: Hermiston, Umatilla, Irrigon, Boardman, Heppner, Ione, Pendleton, Tri Cities and the surrounding area.

O SO KLEEN has been in business since June 1991. They originally began as a "Mom & Pop" operation and have grown to a staff of 11.

O SO KLEEN has an excellent reputation for quality work as well as outstanding customer service. Their goal is to exceed their customer's expectations and make them a customer for life!

Scott and Becky joined the Small Business Management Program in 1992 and have remained active in the program.

Scott has this to say about the SBM Program: "My wife and I had never ran a business before. The SBM class has trained us in skills such as; marketing, sales, employee motivation, financial tracking systems and much more. We really value the one-on-one business counseling and support we have received from John Armstrong, our instructor, through our journey over the last 12 years. We have especially enjoyed the professional guest speakers John has at our monthly meetings."



John Armstrong, Instructor
Small Business Management Program

Supervisor Basics

Your position as a supervisor makes you responsible for some pretty scary stuff. For example, if you let race, gender, age, disability, religion, or some other protected class influence the way you treat employees, you could be putting your organization at risk of being sued. Different laws at all levels of government outline a variety of protected classes that often include marital status, military status, sexual orientation, and more.

Tip



Treat all employees consistently. If you quickly write up one employee for being late but look the other way when another is tardy, you're inviting the disciplined employee to accuse you of unlawful discrimination.

Source: Frontline Supervision



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