

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

*Serving Baker, Morrow
and Umatilla Counties*

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By Appointment Only

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By Appointment Only



The Rhonda Report

Meet Rhonda Abrams, a syndicated columnist, best-selling author, and popular public speaker. Rhonda has spent more than 15 years advising, mentoring and consulting entrepreneurs and small business owners. Her knowledge of the small business market and her passion for entrepreneurship have made her one of the nation's most recognized advocates for small business.

Rhonda's weekly newspaper column, "Small Business Strategies," is the nation's most widely read column about entrepreneurship, reaching more than 20 million readers through 130 newspapers, USATODAY.com, Inc.com, and Costco Connection magazine.

Be sure to visit Rhonda's website: www.rhondaonline.com to see a list of her books, business articles and helpful business tools.

8 Winning Tips to Make Your Financial Plan Profitable

A curious thing happens to entrepreneurs in the spring of every year. You wake up one day and realize you had better figure out how much money was made last year in order to pay your taxes. But wait, shouldn't a business owner already know how much money he or she made last year, last quarter, or last month? Don't wait. Develop your financial plan today.

To be successful in business, you need to make a financial plan and check it against the facts on a monthly basis, then take immediate action to correct any problems.

1. Create a Financial Plan
2. Review the plan monthly
3. Lost profits can't be recovered.
4. Make adjustments right away
5. Think before you spend
6. Don't be afraid to hire
7. Pay yourself a salary
8. It's about profit, not revenue

For a complete review of the eight steps, go to: <http://sbinformation.about.com/cs/accounting/a/fplan.htm>

Resource: About.com

Biz Tip

Employees are your most important assets, so hire the best, provide training and growth opportunities, and recognize good performance.

Phone Tips

- Answer phone calls before the third ring.
- Be warm and enthusiastic.
- Welcome callers courteously and identify yourself and your organization.
- Enunciate clearly.

Resource: ABOUT.com

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<http://www.wilsonweb.com/ebooks/local.htm>

That may not be your preferred mode of research, but for many, especially younger people, the Internet is their key to knowledge, both local and global.

Some of the businesses that can be helped by local Internet marketing include: chiropractor, computer retailer, travel agent, locksmith, massage therapist, insurance agent, real estate agent, mortgage broker, maid service, hardware retailer, plumber, auto repair, physician, dentist, florist, limousine service, accountant, auto dealer, lawyer, restaurant, movers, beauty salons, retailers...to mention just a few.

Fortunately, for a local business you don't need a huge, complex, and expensive website to be effective. You're not competing with the best of the best nationally, you just need to present yourself well to local residents and those within driving distance.

This book will explain how to use the Internet to market a local or regional business. It is not, however, designed to be a guide for people who know nothing. It assumes some understanding of how the Internet works (what a domain name is, etc.) and that you are willing to learn.

Question: If I own a local business that sells traditional goods and services, what good is the Internet to me?

Answer: If you live in a city of any size, especially in an area where new people are moving in, people are increasingly using the Internet to find local businesses.



**BMCC
Small Business
Development
Center Now Offers
Over 100 Online
Classes!**

To help you in developing your own website, the SBDC offers the following Online (Education to Go) Courses.

- **Web Page Design**
- **Creating Web Pages**
- **Creating Web Pages II**
- **Designing Effective Websites**
- **Introduction to Dreamweaver MX**
- **Introduction to Flash MX**
- **Introduction to MS FrontPage**
- **Achieving Top Search Engines**

From the comfort and convenience of your own home or office, you can acquire valuable new skills. Our Education ToGo classes have received excellent evaluations from our students. All courses require Internet access, e-mail, and an on-line orientation, which will be explained in detail after paid registration is received.

Courses start once a month and run for six weeks. Classes are never canceled for low enrollment or lack of space! Lessons are released twice a week: one on Wednesday and one on Friday throughout the six-week course. Once a lesson is released, you will have access to it throughout the six-weeks. You can log on anytime, 24 hours a day, seven days a week. If you enroll in a series of courses, we recommend spacing the start date for each course approximately two months apart. These are non-credit courses, however, we transcript all hours and courses as proof of completion. We also provide a Certificate of Completion upon request.

To view a complete list of courses, including complete course descriptions, student evaluations, syllabus, required software, books and instructor qualifications, visit our web site, www.ed2go.com/bmcc. Be our guest and try a free demonstration course.

To register for any of these courses, check on course start dates, course tuition, payment options, continuing education units, certificates, or course prerequisites, please call Jill at 541-276-6233 or toll free, 1-888-441-7232.

April Featured Business: Holton Secret Lab



Bill and Marcy Holton restore classic automobiles and build award winning street rods: it is not a “body shop!”

Folded into one of the creases of wheat-covered rolling hills north of Pendleton, Oregon is a homestead, a ranch. To live on the family ranch, homesteaded in 1880 by Marcy’s grandfather, where you can climb the hill behind the house and see the magnificent skies 360 degrees, ride your horse at a gallop through fenceless fields and see coyotes looking for a meal is dream enough for any westerner. To combine this with a favorite hobby gone profession is about as good as it gets.

The Holton Legacy can be traced back to 1945. Just after returning from World War II, Herb Holton opened Vale Autobody in Vale, Oregon. He was well known, had a reputation as a craftsman. Herb's son Bill grew up in his dad's shop, and quickly learned to craft fine automobiles right alongside his father. In those days, the rare Muscle Cars of today, were the cars that Bill learned his trade on. He spent many, many hours in the shop honing his skills as a designer and fabricator. Bill is an ASE Certified Master Autobody Technician and graduated from Oregon Institute of Technology with a degree in Automotive Technology. Bill and Marcy have been members of Blue Mountain Community College’s Small Business Management Program for three years.

Holton Secret Lab was launched from it’s parent company, Holton Restorations, to handle their specialized custom projects. Bill has over 30 years experience in custom painting, design, fabrication and restoration. Give the Holton’s a set of plans, or a napkin sketch and watch them make dreams a reality.

In 2003 Bill and Marcy recommitted to building their restoration business on the family’s “Century Farm”. The most immediate need was to expand and modernize the shop area. Marketing efforts including a compelling website, www.holtonsecretlab.com, excellent special interest articles in area newspapers, and many hours at shows increased the number classic and muscle cars in the shop. Greater volume led to the hiring of two excellent full time technicians in 2005. 2006 brings the acceptance by the Portland Roadster Show. Bill and Marcy featured three of their cars in March, winning Best of Class with two of the cars and First Runner Up with the third car.



Oregon Veteran's Business Enterprise Program



MESSAGE FROM: Jim Willis, Director
Oregon Veteran's Business Enterprise Program

So, you are a veteran thinking of starting up a new business, or maybe you are a veteran already in business and looking to expand or change direction. You have many questions and the Oregon Department of Veteran's Affairs (ODVA) hopes to be able to help you through the new Oregon Veterans Business Enterprise Program.

By joining with the Oregon Small Business Development Center Network (SBDC) and the Self-Employment Assistance Program (SEA) at the Oregon Employment Department, ODVA will help you with the emerging issues facing both startup and established businesses.

You can learn about Oregon employment projections by occupation and industry through 2014.

You can check your eligibility for the SEA program at the Employment Department and if accepted, submit an application to determine if your business idea is a good one and its potential for success.

The nineteen SBDC's located regionally in Oregon can help you with counseling, training, education, and technical assistance.

ODVA can help with the cost of licensing, permits, educational aid, and vocational training costs.

Information about Oregon's Economic and Revenue Outlook is available at www.oea.das.state.or.us. This information is available to anyone when seeking to establish a business or looking to expand an existing business.

Information about the Oregon Veterans Business Enterprise Program will soon be located on the ODVA website at www.oregon.gov/odva.

A brochure describing the program will also be available early in 2006 from your county veteran's service officers, state veteran's service officers, national veterans organization service officers and SBDC offices around the state as well as the State Employment offices.

"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 the SBDC toll free, 1-888-441-7232.

