

# BizTips...ENews

## Small Business Development Center Blue Mountain Community College

Member of the Oregon  
BizCenter Network  
[www.bizcenter.org](http://www.bizcenter.org)



### Need help with your business?

Call the SBDC

Toll Free:

1-888-441-7232

*Serving Baker, Morrow  
and Umatilla Counties*

Email:  
[sbdc@bluecc.edu](mailto:sbdc@bluecc.edu)

Website:  
[www.bluecc.edu/  
businessindustry](http://www.bluecc.edu/businessindustry)

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**Our office hours vary, we  
recommend you call  
prior to visiting any of  
our office locations.**

**Office Addresses and  
Phone Numbers:**

**BMCC PENDLETON**  
Morrow Hall Rm M-11  
2411 NW Carden Ave.  
(541) 276-6233

**BMCC HERMISTON**  
980 SE Columbia Dr.  
(541) 567-1800 x3341

**BMCC BAKER CITY**  
3275 Baker Street  
1-888-441-7232  
By Appointment Only

**BMCC MILTON-  
FREEWATER**

311 N. Columbia  
1-888-441-7232

By Appointment Only



### **John Armstrong RETIRES!**

On June 5th our Small Business Management Program clients gave John a fantastic retirement party at Raphael's Restaurant in Pendleton. Over 100 business owners throughout Umatilla and Morrow Counties attend to bid farewell and wish John success in his new venture...*whatever that might be*. John provided business training to hundreds of businesses throughout his eighteen year career with Blue Mountain Community College. He will be greatly missed by his clients and BMCC staff.

We are currently in the process of hiring a new Small Business Management Instructor. We hope to be able to introduce that person to you in our next eNewsletter.

In the meantime our business counselors, Carol Frink, Bud Moore and Jake Jacobs, are here to help you with your business needs. Call our office to schedule an appointment to meet with them.

### **The Art of Slow Start**

We live in fast times. Times where the magazine of choice for the rapidly changing business world is *Fast Company* Magazine. Times where we learn how people make instant decisions in the best-selling business book *Blink: The Power of Thinking Without Thinking*. Times of shortened product lifecycles.

Dr. Ghadar, director of Penn State's Center for Global Business Studies estimates product life cycles have decreased from 15-20 years in the postwar era to three years today. Acting fast is the mantra of business today. Is fast the speed of a start-up business?

For many new and first-time small business owners the answer lies more in starting right, laying the foundation, and seeing if the business is viable. It has been over 20 years since a University of Texas student started a part-time computer company in a dorm room. Michael Dell quit school when his business started to take off and built the now famous Dell Computers. Although we live in fast times the art of a slow start still allows entrepreneurs to "test the waters" and see if the business is viable while still earning a full-time paycheck.

*Resource: About.com*

### **6 Keys to Avoid Part-time Business Disaster**

There are many traps to avoid when moonlighting.

1. A Conflict of Interest
2. Determine Part-time Suitability
3. Manage Your Time
4. Build Support
5. Focus on one Business
6. Know the End Result

For complete six step instructions go to, [http://  
sbinformation.about.com/  
cs/bestpractices/a/  
aa031603a.htm](http://sbinformation.about.com/cs/bestpractices/aa031603a.htm)

*Resource: ABOUT.com*

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**Small Business  
Development Center**  
2411 NW Carden Ave.  
Pendleton, OR 97801  
Phone: 541-276-6233  
Toll Free: 1-888-441-7232  
Fax: 541-276-6819  
Email: [sbdc@bluecc.edu](mailto:sbdc@bluecc.edu)  
[www.bluecc.edu/businessindustry](http://www.bluecc.edu/businessindustry)



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### The Business of Public Enterprise

In his book “Good to Great,” Jim Collins points to some well-researched reasons why some companies are (and remain) “good” companies, and why some companies become truly great. One factor is having the best people, another is being profitable. The biggest factor is focusing on what you do best and doing it better, and more consistently, than anybody else.

But Collins was concerned that almost half of the people who read his books and follow up with questions are not in business to make a profit. Many are members of non-profit organizations larger than some for-profit companies, others are elected officials.

These readers are just as concerned as their colleagues with enabling their people and operations to become great. While not motivated by profit, they are driven by something else...the passion to do what for-profit companies cannot, in areas that would never “pencil out” profitably. These include education, health-care, social service, and public safety.

Collins researched how these managers can build truly great organizations. His 36-page monograph “Good to Great and the Social Sectors” is the result. In it, he honestly confronts the theory that public sector organizations can only be effective if they are run no differently than businesses, but he just as honestly dismisses the naïve assumption that the disciplines of cash flow and budgeting aren’t important.

His conclusions? First, that public organizations achieve greatness when they excel in the same areas as private organizations – leadership, people, measurement, focus, sustainability. Profit doesn’t drive performance but there is the same need for discipline and leadership in managing all resources, including money, staff, and time.

Truly effective public organizations take greatness to a still higher level. Like the Cleveland Symphony, NASA, the Red Cross, the Girl Scouts, they establish their “brand” as more effective than any other - for their clients, for their contributors, for the best and brightest recruits to their ranks.

There are challenges – firing ineffective employees, cuts and restrictions in funding, difficulty in determining measures of success. But Collins maintains that, just as in the private sector, the “hedgehog” principle applies to building great public organizations – relentlessly do what you do best, and do it better than anybody else. Do it with discipline, an eye on all your resources, the best people you can hire, and serve the greatest good. Your organization may never make a profit, but it just might go from good to great, and isn’t that in everybody’s best interest?



### “The 3 Critical Factors You Must Consider Before Firing Any Employee”

*Kevin Muir, Author of the Employee Termination Guidebook*

Kevin has managed employees for most of his 26 year professional career. During this time he’s had good employees. But, unfortunately, he also had employees that just couldn’t be rehabilitated no matter how hard he tried. Because of his unique career as a “turnaround” professional, he’s been involved in over 1100 terminations.

To make termination easier on you and the employee, Kevin has created a step-by-step system for firing and laying off employees.

With this system, you’ll have all of the procedures and options you need to make a termination go smoothly. And, you’ll have confidence and peace of mind that you’re doing the right thing.

#### The 3 Factors...

1. **Fight Or Flight...How the Problem Employee Will Take Advantage Of You**
2. **Your Problem Employee Will Destroy Your Morale and Results...If You Don’t Do Something About It Today**
3. **The Longer You Wait...The Harder IT Is To Terminate The Problem Employee**

Knowing these 3 factors will help you decide when it’s time to *fire the problem employee.*

To read an in-depth description of each of the 3 factors, go to Kevin’s website: [www.employeeterminationsguidebook.com](http://www.employeeterminationsguidebook.com)

Of course you will also need to make sure you are complying with the State of Oregon BOLI (Bureau of Labor and Industry) Rules and Regulations, [www.oregon.gov/boli](http://www.oregon.gov/boli).

## International Trade: Resources to help you expand your business to include International Markets

The U.S. Small Business Administration provides export information and development assistance to help small businesses take advantage of export markets, including trade counseling, training, legal assistance and publications.



- U.S. Export Assistance Centers One-stop shops ready to provide your small- or medium-sized business with local export assistance.** Territory: Southern Washington, Oregon, Southern Idaho, Montana [Inga Fisher Williams](#) Regional Manager, International Trade Programs U.S. Export Assistance Center-One World Trade Center 121 SW Salmon Street Suite 242 Portland, Oregon 97204 Tel : 503-326-5498 Fax: 503-326-6351 Email: [inga.fisherwilliams@mail.doc.gov](mailto:inga.fisherwilliams@mail.doc.gov)
- Export Publications** Download SBA books and fact sheets on international trade, including [Breaking Into The Trade Game: A Small Business Guide to Exporting](#), which takes you step-by-step through the export process. [http://www.sba.gov/oit/info/pubs\\_ei.html](http://www.sba.gov/oit/info/pubs_ei.html)
- Export Legal Assistance Network (E-LAN)** Free initial consultations with international trade attorneys from the Federal Bar Association to small businesses interested in starting export operations. <http://www.export-legal-assistance.org/>
- Trade Links** Find links to additional web sites providing international trade information and services. <http://www.sba.gov/oit/info/links.html>



Contact Information: 503-229-5625

The [International Team of the Oregon Economic and Community Development Department](#) provides a wide range of free or low-cost export assistance to small to medium size companies across the state. The Team has worked with hundreds of companies to help them expand their presence in the international marketplace. The export success of these companies has contributed to the overall growth of the Oregon economy.

The five Trade Managers on the team draw on their many years of private sector experience to advise companies on market feasibility, adaptation of a product to a market, selection of a distributor, trade regulations, payments, documentation, and other points that are key to export success. The Trade Managers work through the state's representative offices in Europe, China, Japan, South Korea, and Taiwan to obtain market information and identify potential distributors for Oregon companies.

In addition, the Team organizes a wide variety of export education events throughout the state. These include programs on specific export-related topics and peer-mentoring roundtables where companies share their exporting experiences and learn from each other.

The International Team wants to help your company in researching international trade opportunities in order to be competitive in the global market. They hope that you will contact them refer companies needing export assistance to us and collaborate in the organization of export education events.



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