

BizTips...ENews

Small Business Development Centers

Blue Mountain Community College and Eastern Oregon University
Members of the Oregon BizCenter Network www.bizcenter.org



For all your business needs—make us your first stop!

We Serve:
Baker, Grant, Morrow,
Umatilla, Union and
Wallowa Counties

Websites:
www.bizcenter.org
[www.bluecc.edu/
businessindustry](http://www.bluecc.edu/businessindustry) and
www.eou.edu/sbdc

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

EOU La Grande
1607 Gekeler Lane
(541) 962-1532

BMCC PENDLETON
2411 NW Carden Ave. M-11
(541) 276-6233

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

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

BMCC MILTON-FREEWATER
311 N. Columbia
-888-441-7232
Appointment Only



Angel Investing and Pub Talks™ ...

Another new resource for businesses

The Oregon Entrepreneurs Forum has partnered with our Small Business Development Centers to bring a new opportunity for area start up businesses, inventors and expanding businesses to gain experience in presenting their business plan and the possibility of receiving investment capital for their business.

You are probably asking, what are Pub Talks™? This is a quarterly event for entrepreneurs and investors to network with fellow entrepreneurs, discuss challenges, compare strategies, and learn new ways to grow their business.

A typical PubTalk™ features a chance for early-stage entrepreneurs to present their company to an audience of their peers and receive immediate, informal feedback on their business model—a sort of trial by friendly fire. Sometimes the program is a panel discussion between experts on a topic relevant to early-stage businesses, ie: bootstrapping, marketing, strategic partnerships, what angel investors are looking for, alternative sources of financing, Intellectual Property, etc.

Schedule of meetings to be held in Eastern Oregon and contact number to call for reservations.

Baker City: April 18th, 5-8 pm. at Mad Matilda's. Register Online at, <http://www.registerevents.com/PubTalk/event.asp?n=PT032107>

Enterprise: April 17th in Joseph at La Laguna's. Pre-registration fee \$20, \$25 if paid at the door. Call 541-426-3598 to make your reservation today.

Hermiston: May 15, 5-7 p.m. For information and registration, call toll free: 1-888-441-7232

Pendleton: May 17, 5-7 p.m. For information and registration call toll free: 1-888-441-7232

Union: April 3rd. At Mama-cita's. \$20 at the door includes Taco Bar & 2 beverages. Questions: Call 541-426-3598.



Winning Business Plans Announced!

There were **4 top business plan winners** at the March 9th Entrepreneur Day event held in La Grande at EOU.

The winners were:

1st Place: Carolyn Stout and Angie Johnson, Canyon Mountain Foods from John Day. Awarded \$7,000 cash prize.

2nd Place: Cheryl Cruson, AIM: Accelerated Innovative Masterminds from Ontario. Awarded \$1,000 cash prize.

3rd Place: Doug Rohde, Quail Trail Farm, Inc. from Echo. Awarded \$1,000 cash prize.

Best Innovation Business: John and Candace Fenton-Safeflow, Inc. from Pendleton. Awarded \$1,000 cash prize.

Over 200 people attended the wide variety of seminars. There were lots of discussions, networking, meeting new people and making new friends. A great time was had by all!



Blue Mountain
Community College

Volume 2, Issue 2
April 2007



A-Plus Connectors: Our Featured Business for April



Cecil in his new truck in front of the office located at, 1055 N. 1st Place *Unit 3-G Hermiston, Oregon 97838



Joyce is ready to serve you with her big smile! Give her a call at (541) 567-3231.

Cecil and Joyce Thorne purchased A-Plus Connectors in April 2003.

A-Plus Connectors sells a wide variety of “connectors” used by contractors as well as the every day handy-man.

Their store carries an extensive inventory of nuts, bolts and screws, chain, pipe fittings, drill bits, crimp on electrical connectors and a variety of tape products, and other hard to find items. They also offer next-day service and special orders are always welcome.

When you enter the business you are officially greeted by Sissy, a Jack Russell terrier. Sissy is part of the “team” that also includes Loretta their office assistant.

Cecil and Joyce were introduced to the Small Business Development Center’s Small Business Management Program from the prior owners of the company. They enrolled in the program just a few months after purchasing the business and have remained active in the program. Both Cecil and Joyce are on-site managers. They will gladly tell you that they received valuable business assistance through the SBM program and have informed other local businesses about this program.

If you would like to know more about A-Plus Connectors, stop by for a personal guided tour from Cecil, Joyce or Loretta.

You may join the Small Business Management program at any time. Enjoy the opportunity to learn new business skills and techniques with other area business owners. To learn about the Small Business Management Program call our toll free number 1-888-441-7232 and ask for Doug Lamberson.



“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.





Are you a business owner or manager? Need help in managing your employees? Then this seminar is for YOU!

One of the most challenging aspects of running a business today are issues regarding the management of employees.

*Hermiston
April 19, 2007*

Mastering Leadership

*Management is doing
things right.
Leadership is doing
the right things.*

Peter F. Drucker

In this two part, inter-active video seminar, you will learn from two well-known and successful business personalities:

FIRST, you will meet Steve Sullivan...

If you thought leadership meant being the boss, Steve Sullivan, gives you ample reason to think again.

Steve Sullivan is a man who has excelled as an Army Ranger, Senior Corporate Executive, and nationally recognized Motivator will discuss the galvanizing factors needed for successful leadership.

Steve Sullivan is also the author of the award winning book entitled, "Leading at Mach 2" .

This facilitated video presentation along with participant interaction will help you develop and enhance your leadership and management skills.

SECOND, you will meet Victor Kiam...

Victor Kiam has been known around the world for his tremendously successful advertising campaign as the man "who liked the Remington Shaver so much, he bought the company." But Victor Kiam is much more than a TV spokesperson—he is the man who took a money losing corporation, quadrupled its sales and turned it around. He is a classic example of a successful leader and manager.

This video presentation, compiled from on-site interviews, will enable you to see that Victor Kiam's management strategy works and his people believe in it.

Location: BMCC Hermiston

FEE: \$25 per business (includes Pizza!)

Date: Thursday, April 19th

Time: 6 - 8 p.m.

Facilitator: Doug Lamberson

This seminar is brought to you by BMCC Small Business Development Center.

To pre-register call toll free, 1-888-441-7232 or email sbdc@bluecc.edu





*BizTips: Art Hill, Vice President BMCC Customized Training and Small Business Development Center. To read recent articles go to www.bluecc.edu/businessindustry and select BizTips Articles.
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Nothing Imaginary About Angel Investors

They're all around us. They help new companies get started, protect growing companies from crises, and wait patiently as young companies work toward their goals. No wonder they're called angels – in this case angel investors.

Also known by the Securities and Exchange Commission term “accredited investors” they are wealthy individuals who can invest in small companies without violating the Securities Act of 1993. That's the law that protects companies from fraudulent investors, and investors from fraudulent companies.

Besides investing in small companies, angels share another characteristic. They are very private about their investments. They may coach the business owners they support, but they do so quietly, and they certainly don't advertise.

So how do businesses that need private capital...and are willing to give up a share of ownership to get it...find angel investors interested in their business plans? That's where the Oregon Entrepreneurs Forum comes in (www.oef.org). The OEF has helped businesses meet angel investors since 1991. Traditionally active on the west side of the state, the OEF has recently started working the I-84 corridor, reaching out to companies and investors in eastern Oregon.

OEF programs include “Investor 101” for individuals interested in investing as angels and meeting others who already are. Then there's “Pub Talk,” an informal gathering of investors and small company owners featuring short business plan presentations. With its roots in the high-tech heyday of Silicon Valley, Pub Talk continues to be a very effective forum for deal-making, or at least for initial introductions to owners and investors.

OEF regional advisory boards are now planning the first of these programs in our area during February and March. E-mail or call your BMCC Small Business Development Center, and we'll let you know as soon as the dates and times are set. The competition for capital and quality investments is tough, but no tougher than being in business in the first place. And with the right angel, the rewards can be heavenly.

East Oregonian BizTips Article: November 26, 2006

The Small Business Start-Up Guide by Robert Sullivan

brought to you by The Small Business Advisor

<http://www.isquare.com/>

This is our web site pick for April. This Online book is a valuable resource for the person who is in the planning stages of their new business.

You will also find a wide choice of helpful business topics ranging from: Weekly tax tips, Stress tips, Locate a trade show near you, etc. You will have access to many business articles relating to business start-up, marketing, selling, financing and more.

Be sure to take a minute and check this web site out for yourself; you'll be glad you did!



EDUCATION TO GO ...

For the person on the go!
www.ed2go.com/bmcc

From the comfort and convenience of your own home or office, you can acquire valuable new skills. Our Ed2Go classes have received excellent evaluations from our students. All courses require Internet access and e-mail. **Courses start once a month (usually the 3rd Wednesday) 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-week course. You can log on anytime, 24 hours a day, seven days a week. All courses are non-credit, however, we transcript all hours and courses as proof of completion. We also provide a Certificate of Achievement upon request. Tuition fees vary from \$79 to \$199 per course.

Here is a list of just a few of our course topics:

Computer Software Programs, Internet, Accounting (includes Quick-Books), Business, Marketing, Business Plans, Supervision, Human Resources, Web Page Design and many Personal Enrichment courses.

We are adding new courses each month. To view a complete list, including complete course descriptions, student evaluations, syllabus, required software and instructor qualifications, visit our web site, www.ed2go.com/bmcc. To register for any of these courses, check on course start dates, course tuition, payment options, continuing education units and certificates please call (541) 276-6233 or toll free, 1-888-441-7232.

Sales Techniques To Make Your Cash Register Ring!

Coming to Baker City, Thursday, April 12th



Bruce Baker, a national expert on selling and merchandising, is coming to Baker City for a series of sales and customer service workshops. Bruce will be presenting, *Powerful Visual Marketing-Creating Effective Displays and Merchandising, Dynamic Sales and Customer Service Techniques, and Spontaneous Buying*.

Bruce has worked in the fields of sales and merchandising for most of his life. He currently works as both a jeweler and a consultant. He and his wife Nancie own two stores in Middlebury, Vermont. *Sweet Cecily* which features folk art and crafts and *Middlebury Jewelry and Design* which sells treasures and items of personal adornment.

Bruce has conducted over 500 seminars throughout the USA and Canada on the subjects of sales, customer service, merchandising and trade show booth display. He is a contributing editor for *The Crafts Report* where he writes a monthly column on sales and display.

Born in Sidney, Ohio he is a graduate of Bowling Green State University with an M.A. in Art. Bruce Baker is recognized as a national leader in his field.

Powerful Visual Marketing: Creating Effective Displays, and Merchandising teaches the principles of display and merchandising to create displays that get noticed. Participants will see the good, the bad and the ugly of retail merchandising in a brief slide presentation of exciting to horrific displays from around the country. You will learn how to create displays that increase sales and how to design windows that will pull customers off the sidewalk and into your store.

Thursday, April 12th / 9 a.m.-12 noon / Fee: \$25 per person

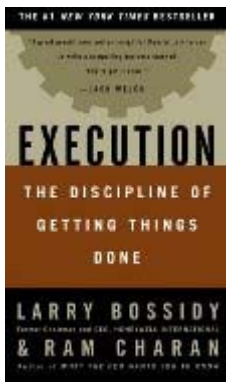
The *Spontaneous Buying: Sales Techniques to Make Your Cash Register Ring* workshop is geared toward the business owner. Learn:

- * What turns customers “on” and what turns buyers “off”.
- * What your staff should do from “greeting the customer” to “closing the sale”.
- * How to convert your customers into repeat and loyal buyers.
- * What to say, and what not to say, to capture your customers attention.
- * What information to give them to buy **now** and not postpone their purchase until later.
- * About body language; how to read your customers...and sell your products.

Thursday, April 12th / 2 p.m.-5 p.m. / Fee: \$25 per person

LOCATION: Baker City Armory, 1740 Campbell Street, Baker City

REGISTRATION: Call 541-523-9127 x3201 or Toll Free, 1-888-441-7232



RECOMMENDED BOOK FOR APRIL....

Execution: The Discipline of Getting Things Done

Authors: Larry Bossidy, Ram Charan and Charles Burck

Crown Business

ISBN 0609610570 Hardcover (June 2002)

Books for Business #6 bestseller for 2004. The authors illustrate that success and increases in profit are the result of the consistent practice of the discipline of execution. They define execution as, understanding how to link together people, strategy and operations. Ram Charan is the author of **Boards that Work**, and **What the CEO Wants You to Know**.



Got ideas? Fund a new technology or product concept with a **FREE** government grant.

*Register for an Oregon SBIR Grant Workshop
and find out how.*

Register for a workshop near you:

PORTLAND

Tuesday, April 10
Portland Community
College's Rock Creek
Campus Event Center,
17705 NW Springville
Road

EUGENE

Wednesday, April 11
Downtown Athletic Club,
999 Willamette Street

BEND

Thursday, April 12
Central Oregon
Community College,
151 Boyle Education
Center

*All workshops run
7:45 am – 4:30 pm*

Register by
April 6, 2007

Attendance limited to the first 50 at each location!

If you're a small or start-up business with a great new technology or product concept that needs funding for development, you may be eligible for grants under the federal Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs. Each year, these programs award more than \$2 billion to small or start-up businesses to help them bring their ideas to fruition.



Attend an invaluable full-day workshop in your area presented by nationally recognized experts, the *Greenwood Consulting Group*, and get an inside look at:

- Which kinds of projects typically receive funding
- How to write a winning funding proposal
- Expert tips on successfully navigating the proposal process
- A brand new matching grant program for Oregon entrepreneurs to defray costs of preparing SBIR grant proposals

\$100 registration fee includes:

- Free review of your draft proposal by the Greenwood Consulting Group within one year of workshop
- All training materials
- Catered lunch and refreshments.

Register at www.bizcenter.org/sbirworkshops

Or for more information, call (541) 463-5250