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Small Business Development Centers

Blue Mountain Community College and Eastern Oregon University
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2007/08 Small Business Management Program

Make us your first stop for all your business needs!

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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
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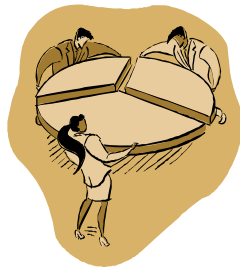
BMCC HERMISTON
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BMCC BAKER CITY
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1-888-441-7232

By Appointment Only

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By Appointment Only



Would you like to take home a bigger piece of the pie?

Then this program is for YOU!

Blue Mountain Community Colleges' Small Business Management Program, is the premier source for small business management education and assistance in Umatilla and Morrow Counties. Now accepting enrollments for the next twelve month term beginning October 2007.

FEATURES OF THE PROGRAM

~ Monthly classes on relevant and applicable business topics, most sessions are conveniently available on-line in a

~ Classroom sessions feature business service professionals as guest speakers.

~ On site visits by the instructor addressing any management challenges the business may be experiencing.

~ Self diagnostic tool and training on its use and interpretation of results (a \$65.00 value). This analysis helps to uncover any problems that may exist in the business and if left unattended, may sink the ship.

Total fee for the twelve month program is only \$425.00.

For more information or to enroll please call:

Doug Lamberson
541-278-5831 or toll free,
1-888-441-7232.

What's On Your Desk Top?

Tell your employees to be careful about what they leave on desk tops. Even entry-level employees handle documents and information crucial to your organization's best interest. As people walk about your offices day and night, they could easily take advantage of information left on the top of desks.

Source: Communication Briefings



Blue Mountain
Community College

Volume 2, Issue 4

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EASTERN OREGON
UNIVERSITY

Main Stylin' Nook



Owner: APRIL MILBRODT

Location: 145 Main Street
Stanfield, OR 97875



April Milbrodt opened the Main Stylin' Nook, in Stanfield in October 2004. The salon's location is in what started as Jim's Barbershop, with a hair salon added several years later. The barber shop and salon had been in that location for more than 20 years and had been closed for six months when April started her business.

April has had to invest in considerable leasehold improvements to make the building suitable for her business. When April began her business she occupied one store-front on the block. Her business now occupies the entire block!

April has captured the market not only in Stanfield, but the entire surrounding area after just forty eight months of operation. She along with her mother, Sherry Schlink, have created a large client following through dedication and hard work. With thirteen years of experience, April had established a significant clientele base which followed her to her business. She remained dedicated to her task, generating the revenue needed to purchase the business and hire three talented employees/beauticians and subsidize their salaries until they had developed their own clientele.

The Main Stylin' Nook is a full service salon where customers can tan, work out, and relax in the same location. Although a number of other personal services are provided, their main emphasis remains on hair care. Quoting April, "We do not intend to compete with day spas, we do offer middle ground for those clients who can't quite afford high-end luxury salons."

The Main Stylin' Nook services include:

- **Hair:** cuts, perms, colors, shampoo, conditioning, curling, reconstructing, weaves.
- **Nails:** manicures, pedicures, polish, sculptured nails.
- **Skin Care:** Facials, face and body waxing.



"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.



Small Business Development Centers



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 Biz-Tips Articles.

Business E-Mails Require Special Care

There are lots of scary things in today's world, but our business e-mail shouldn't be one of them. How many times have our fingers paused over the "enter" key as we tried to imagine what the reader would think of our message? Worse, how many times have we had that awful sinking feeling AFTER we pressed the "Enter" key that we wrote something certain to have a negative impact?

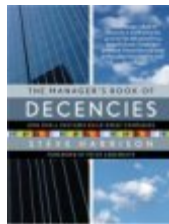
While it may not offer much consolation, we're not alone. Hundreds of employees of Tandy Corporation (Radio Shack) opened their emails and learned that they had been laid off. That has to be the ultimate confrontation avoidance strategy. –Dear Employee: you're fired. Of course that's not exactly what it said, but the e-mail earned the company a scathing story in the Wall Street Journal. I wonder if the sender's finger paused before they pressed the "Enter" key.

In the early days of business e-mail it was considered OK to write the way you talked-informally, sometimes without much structure, and many times without much thought. But that has changed. Now e-mail has become a sophisticated communication and marketing tool. According to another recent Wall Street Journal article, researchers are using eye-movement tracking software to determine which words get read and which don't. Small business readers, for example, respond to messages about 'service' or 'solutions.' Ironically, the word 'free' doesn't get much attention. E-mail readers tend to click on graphic icons more than plain address links to go to internet sites with related information.

Now our reader is subconsciously comparing it to the one they just received from a marketing professional. Our grammar, spelling, word order, and the effectiveness of the overall message gives the reader insights into our thought process. Time for a brush-up in composition or effective writing? Not a bad idea.

E-mail has become one of the most powerful communication tools in today's business environment. Like a fine sports car, it can be handled skillfully or it can kill you. Give it some attention and develop your skills. You'll earn the respect of your colleagues and customers instead of a pounding in the Wall Street Journal.

This article is a reprint from Sunday, September 24, 2006 East Oregonian



HOT BizBook For October...

The Managers Book of Decencies
Author: Steve Harrison

1. *Never fire someone on a Friday, or on a significant day.*
2. *In meetings, don't multitask, don't interrupt, and don't speak more than 60 seconds at a time.*

These are just a couple of best practices from Steve Harrison's *Managers Book of Decencies*. You will want to add this one to your office library.



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. 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! Once a lesson is released, you will have access to it throughout the six-week course, 24 hours a day, seven days a week. All courses are non-credit, however, we transcript all hours and courses as proof of completion. **Call (541) 276-6233 or toll free, 1-888-441-7232.****

Companies May Lose Older Workers with Shortsighted Policies

This article is produced from a Brinkman® Report published on May 29, 2007.

www.brinkman.com or 1-800-215-2760

“Retaining older workers is incredibly important for companies who wish to retain the skills and embedded knowledge base of their senior employees.”



The survey was conducted on more than 28,000 employers in 25 countries, and specifically regarded the recruiting and retention of older workers.

A recent survey by Manpower revealed that only 21 percent have implemented retention strategies to keep them participating in the workforce.

Since senior employees are not enticed solely by money, using personality assessment and progressive retention strategies are part of a successful formula for retaining skilled talents which might otherwise be lost to retirement. By the time many businesses wake up to this loss, it may be too late.

The baby boomers are a significant percentage of the current workforce and are nearly ready for retirement. Experts expect tremendous gaps in competencies and know-how as a result of this demographic wave. Several industries, including electric utilities, oil and gas production, healthcare and the public sector, are already feeling the effects of baby boomer retirements.

“This could be catastrophic, considering that those best able to train replacements will be those that are leaving,” said Birkman-Fink.

“Workers approaching retirement are simply looking for different things than younger ones, and sometimes a different position within the same industry or company may be attractive enough to keep them engaged and productive if the hours are right, and they are enthusiastic about the work,” said Birkman-Fink. “But before employers can craft positions that fit the demands of their older work force, they must determine what those demands are.”

About Birkman:

The Birkman Method® has been in use for over 50 years and has been used by over 2 million people and 5,000 organizations worldwide, including corporations, not-for-profit organizations, governmental agencies, and individuals. The assessment accurately measures social behaviors, underlying expectations of interpersonal and task actions, potential stress reactions to unmet expectations, occupational preferences and organizational strengths. For more information: www.birkman.com or 1-888-215-2760.



You will find up-to-date IRS information at www.irs.gov

[IRS/SSA Employment Tax Updates Free Webinar](#) IRS/SSA invite payroll and tax professionals to attend a free webinar covering Electronic filing of W-2s, Verifying employee SSN's online, Verifying SSN's/EIN's for information return (F.1099) filing, IRS updates and issue resolution, and navigating IRS web site to find information payroll professionals need. Choice of dates and times includes: **Wed., Oct. 10, 2007 9:30-11:30, Thurs, Oct. 25, 2007 1:00 pm - 3:00 pm, and Thurs. Nov. 29, 2007 9:30 am - 11:30 a.m.** To register send an e-mail to StakeholderEducation@irs.gov with "ET Webinar" and the date you wish to attend in the subject line. Include your name, company name and phone number. We will send you an e-mail confirming your registration, and include the toll-free conference dial-in number and the participant access code for both the phone and web portions of the seminar.

[Free National Phone Forum \(in English and Spanish\) on Identity Theft](#) Call in on October 17, 2007 from the convenience of your office. Tax Professionals, small business owners, Hispanic Organizations, and Financial Institutions can learn about types of identity theft, how it impacts taxpayers and the IRS, what IRS is doing to combat ID Theft, and what you can do to protect your identity. CPE credit for EA's and others. You need to register individually, call in on your own phone line, and use your PIN to receive credit. Register at <https://www.attevent.com> and you will be assigned a PIN that must be used to join the conference. If you never registered with AT&T before, you will need to click on "create a profile" first. Register by October 12 and class material will be e-mailed October 15. Dial in 3-5 minutes early to toll free 1-866-216-6835 or toll 1-913-227-1220, enter access code and then pound

(#) sign and your line will be placed on hold until the conference begins.

To locate the correct time, language and dial in code information for the seminar go to

<http://www.irs.gov/businesses/all/article0,,id=166814,00.html>

Registration deadline is October 12th.



Available resources to help you with your business

[Three Important Changes with Social Security This Year](#)

1. While you may still verify social security numbers when ready to issue W-2 forms (<http://www.ssa.gov/employer/ssnv.htm>), the new E-Verify System with Homeland Security and ICE (Immigration and Customs Enforcement Division) will allow two separate verifications up front when an employer has actually extended a hiring offer. First, ICE will verify they are legal and entitled to work in this country. Separately, Social Security will verify that the name and Social Security Number match. Using E-Verify is also one of the "Safe Harbors" that employers can use to protect against fines from Homeland Security/ICE for not exercising due diligence in hiring.

2. Social Security Cards issued after April 2, 2007 will include issue dates on them. All versions of SSN cards issued prior to April 3, 2007 are valid and acceptable.

3. The No Match Letters (when name and social security number don't match) that SSA sends out each year to employers and employees (usually in June or July) were delayed this year. They were scheduled to be accompanied by a generic letter from ICE and Homeland Security regarding Employer responsibilities in resolving mismatch issues within 90 days, and fines that might arise from inaction by employers. The letters which were scheduled to go out in **September** were stayed by a District Court's temporary restraining order issued September 1 at the behest of the AFL-CIO, ACLU and others, which will delay issuance until after a hearing

can be held the first of October.

For more information on No Match Letters and ICE Letters, go to <http://www.ssa.gov/employer/noMatchNotices.htm>



Keep current on Social Security Changes

Is your business idea right for you?



So, you've come up with a great idea for a business. At least you think it's a great idea. After all, you've got a picture in your head of a smooth-running, efficient, profitable operation. It must be good ... right?

Well, let's stop for a few minutes and think about some things you may not have considered before envisioning this prospective enterprise, which you imagine will become a cash-cow.

Let's focus on some basic factors about your potential business and consider some fundamental questions, the answers to which should give you a better concept of whether your idea is worth pursuing as a business.

First, what is your **idea** for a business? Does it focus on a product or a service? If it's a product you must decide if your business will manufacture that product. Manufacturing entails locating raw materials from dependable sources at the right price. It also will entail assembling a trainable, reliable manufacturing workforce.

Or will your business distribute a product made by some other firm? Again, you will need a dependable supplier to provide the finished product at the right price, so you can in turn sell it to your customers at a profit. If you plan to provide a service, are you prepared to meet the needs of the market by providing a thorough, reliable and cost-effective service that also can provide a profit for your business?

Answers to all those questions lead to the second basic factor you must consider when seriously evaluating a business idea: what is the **market** for the business you plan to start? Is there a need for what you plan to offer? Who will buy your product or service?

The third big consideration when starting a business, **marketing and promotion...this is EXTREMELY important!** Too many topics to address here.

Number four on the list of factors to consider when sizing up a business idea, identifying the **competition**. Who or what will your business compete against in your market? What are the strengths and weaknesses of your competition? How can you combat those strengths and take advantage of the weaknesses? The more specific you can identify characteristics of your competition, the more likely you can take advantage of opportunities and be able to defend against possible threats to your business.

Number five and six considerations are, **Start-up costs** and **Projecting Revenues**. So many topics...and not enough space in this article to list them all.

To view this article in its entirety go to

<http://www.missouribusiness.net/training/jumpstart/businessidea8.asp>

from the Missouri Small Business Development Center.

This article is

*If you live in the Hermiston area, you can learn the basics of starting your own business by attending our **Business Start Up: Before You Open Your Door** class scheduled for **October 9th** from 6-9 pm at **BMCC Hermiston**. Fee: **\$26.00**. Call 1-888-441-7222 for registration information.*

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