

BizTips...ENews

Small Business Development Center



Blue Mountain Community College - Member of the Oregon BizCenter Network www.bizcenter.org

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

We Serve:
Baker, Morrow, and Umatilla counties

Websites:
www.bizcenter.org
and www.bluecc.edu/businessindustry

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

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
1-888-441-7232
By Appointment Only

BMCC MILTON-FREEWATER
311 N. Columbia
1-888-441-7232
By Appointment Only

Contact BMCC - SBDC to Start, Re-Start or Jump-Start Your Business!

Invest a few hours...get a lifetime of benefits.

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 ten month term beginning October 2008.

FEATURES OF THE PROGRAM

- ~ Monthly classes on relevant and applicable business topics. (some are webinars...attend from your home or office)
- ~ Prepare a solid funding package.
- ~ Tighten up your planning and record keeping.
- ~ Open new markets.
- ~ Identify gaps in your operation.
- ~ Learn from other successful business owners.

~ 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. *This analysis helps to uncover any problems that may exist in the business and if left unattended, may sink the ship.*

No tests or term papers, just productive, targeted learning!

For more information on the program and how to enroll plan to attend one of the upcoming "PubTalk" events from 5-7 pm:

- Milton-Freewater, Oct. 7**
Shelly's Last Shot/Golf Course
- Pendleton, Oct. 8**
Elvis' Bar & Grill / Airport
- Hermiston, Oct. 9**
Pheasant Café /Main St.

For more information call: 541-276-6233 or toll free, 1-888-441-7232.



In the middle of difficulty lies opportunity.

Albert Einstein

Anyone who has never made a mistake has never tried anything new.

Albert Einstein



Blue Mountain Community College

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Featured Business for October: Fenders By Enders



Fenders by Enders, LLC is open 8 a.m. to 5 p.m. Monday through Friday at 1845 N. First Place in Hermiston, Oregon.

Phone: 541-567-8741

www.fendersbyenders.com

Jerry Enders worked for the Union Pacific Railroad for more than 14 years. In 2004, he and his wife Pam jumped at the chance to start their own business and for the past four years they have been making a living doing what they love, building and fixing cars.

Jerry's love affair with cars permeates his conversation and is reflected in his prideful workmanship in restoring and customizing classic automobiles. His knowledge of auto mechanics is astounding, which Pam constantly but gently reminds him may be overwhelming for ordinary people. Jerry is the consummate technician and Pam is the buffer. Jerry excels in the artful process of turning aging, rusting sheet metal into a beautiful shining trophy and diagnosing/repairing complex moving parts. Pam provides the overall business/marketing detail to the business. This partnership, along with their genuine interest in helping others has been the primary drivers behind their business success. Pam states that the shop caters to everyone, especially women, who feel comfortable expressing their car needs to her.

The Enders sought the assistance of Blue Mountain Community College-Small Business Development Center before starting their business and are currently enrolled in BMCC's Small Business Management Program.

Jerry credits their business growth to applying the management skills they are learning in the program.

"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 Center



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.

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“Imagination is more important than knowledge.” Who on earth would have said that 50 years ago, when big business was snapping up MBA’s and learning meant memorizing? Actually, Albert Einstein said it, believed it, and lived it.

This winter, when the World Economic Forum published its 2007-2008 “Global Competitiveness Report,” the U.S. was once again number one. Why? Certainly not because we’re financial geniuses – we had just managed to turn a little home mortgage repayment problem into a worldwide recession. No, we were first again largely for two reasons: size of market and ability to innovate.

So you say “Well China and India have even bigger markets than the U.S.” Exactly! That leaves innovation to keep us ahead of the rest of the world. The problem is that most of us don’t have a clue what we can do to keep that edge. (Hint –that’s because since we were little, creative kids, we’ve been taught NOT to innovate).

A recent workshop by Robert Newhart, CEO of the Innovation Center in Bend demonstrated that : 1) innovation can be learned, 2) there are tools to create, capture, and use innovative ideas, and 3) you can not only foster innovation in your business, you can eliminate the enemies of innovation. Newhart works with companies worldwide to identify opportunities for innovation. He points out that not all innovations are game-changing (think iPod). Most are just incremental (e.g. product improvements) and some are substantial (e.g. Costco).

You can bring innovation home regardless of the type or size of your business. Use cell phones or inexpensive pocket recorders to capture ideas anywhere, anytime. Create a simple database to record those ideas. Tag each idea with keywords so you can find them by topic. Vote them “hot” or “not” at staff meetings. Ask outsiders (including kids) to look at your business in new ways. Talk about your mistakes and learn from them. Imagine what your best competitor might do to kill your business. Remember that the worst enemy of innovation is success.

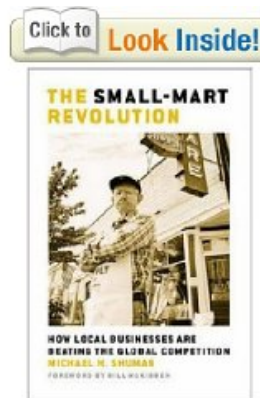
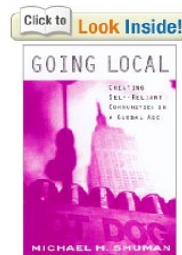
Charles Darwin observed “It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change.” And Jack Welch, the legendary CEO of General Electric, is credited with saying “If the rate of change outside your organization is greater than the rate of change inside your organization, the end is in sight.” Insure your business against that end. Innovate early, innovate often, innovate now.

Books including “The Tipping Point” and “Wisdom of Crowds,” and websites www.innovationcenter.org and www.ted.com are great starting points. Your Small Business Development Center has access to the Innovation Center’s “Free Radicals of Innovation” video and training materials. For more on the Global Competitiveness Report, see www.gcr.weforum.org.

11 Good Reasons to “Go Local!”

In general, small business owners...

1. Hire and train local employees
2. Are concerned about safety and labor trends
3. Keep their money in local banks
4. Pay local taxes that support schools, hospitals, fire departments, libraries, etc.
5. Volunteer their time to non-profit agencies
6. Service in many public leadership positions
7. Mentor young people in the community
8. Spend their money with other local businesses
9. Donate prizes to local charities
10. Don’t need tax incentives to come to, or stay in, the community
11. And, don’t leave the area if they get a better offer



Michael Shuman, author of:
*Going Local and
 The Small Mart Revolution*



TOP 10 REASONS TO LOVE SMALL BUSINESSES

The Small Business Association (SBA) has announced the top 10 reasons to love small businesses, what the SBA's Office of Advocacy calls "the heart of the American economy."

10. Small businesses make up more than 99.7% of all employers.
9. Small businesses create more than 50% of the nonfarm private gross domestic product (GDP).
8. Small patenting firms produce 13 to 14 times more patents per employee than large patenting firms.
7. The 22.9 million small business in the United States are located in virtually every neighborhood.
6. Small businesses employ about 50% of all private sector workers.
5. Home-based businesses account for 53% of all small businesses.
4. Small businesses make up to 97% of exporters and produce 29% of all export value.
3. Small businesses with employees start-up at a rate of over 500,000 per year.
2. Four years after start-up, half of all small businesses with employees remain open.

TWO OF YOUR TOP QUESTIONS ANSWERED FROM THE SBA...www.sba.gov

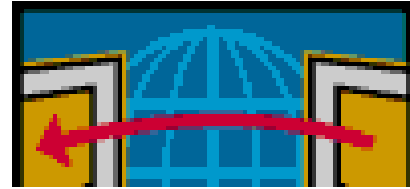
Q-1 How do I get a small business loan?

Documentation requirements may vary; contact your lender for information you must supply. Common requirements include: purpose of the loan, history of the business, financial statements for three years (existing businesses), schedule of term debts (existing businesses), aging of accounts receivable and payable (existing businesses), projected opening-day balance sheet (new businesses), lease details, amount of investment in the business by the owner(s), projections of income, expenses and cash flow, signed personal financial statements and personal resume(s). You should take the information, including your loan proposal and submit it to a local lender. If the lender is unable to approve your loan, you may ask if the lender can consider your request under the SBA loan guaranty program. Under this program, the SBA can guaranty up to 85% of a small business loan; however, the lender must agree to loaning the money with the SBA guarantee. The lender will then forward your loan application and a credit analysis to the nearest SBA District Office. After receiving all documentation, the SBA analyzes the entire application, then makes its decision.

Q-2. How do I get a small business grant?

The U.S. Small Business Administration does not offer grants to start or expand small businesses, although it does offer a wide variety of loan programs. While SBA does offer some grant programs, these are generally designed to expand and enhance organizations that provide small business management, technical, or financial assistance. These grants generally support non-profit organizations, intermediary lending institutions, and state and local governments.

By David Lohr, Board of Trustees,
www.myownbusiness.org



E-Commerce, the sale of products and services over the Internet, is the fastest growing segment of economy. It allows even the smallest business to reach a global audience with its product or message with minimal cost. Currently there are more than 300 million people using the Internet internationally. Sixty-nine percent of the online population has made at least one purchase in the last 90 days and analysts project online sales of \$3.2 trillion by the end of this year. The Internet user's average household income is \$59,000, making this a very attractive demographic for most businesses to target.

So, is e-commerce right for you? The answer is: probably, depending on the nature of your business. If you own a small bookstore is there a good chance you can sell your books online? Probably not. Amazon and Barnes & Noble have established their hold over this market and their sheer size, name recognition and the relationship of trust they have with their customers allows them to dominate this market with good pricing (due to economies of scale) and remarkable customer loyalty. However, there are several ways a website will enable a local bookstore to reach new customers, get them to know the store better and keep them coming back. You might offer notices of special promotions or reading by authors. So, a website doesn't need to exist solely to sell your product online.

A website can also supplement sales of your already established retail store. If you sell a unique product such as gourmet chocolates, you can reach customers around the country or the world who do not have access to your product. Also, your local customers will have information about your business 24 hours a day. How many times have you wanted information about a store, looked them up in the Yellow Pages, and found they were closed? It is much better to not only have information about your store hours available 24 hours a day, 7 days a week, but also about your entire product line. You can add pictures and maybe even a video. So your website should be promoted everywhere including your stationery, sales forms and advertisements.

Trust will become the cornerstone of building money transactions online. As Warren Buffett has said: "If you don't know jewelry, know your jeweler." Many electronic payment companies can be found on the popular search engine Google. Issues such as taxes, security, cost and reliability will need to be considered. A basic tutorial of the alternative methods for online payments can be found at our website for entrepreneurs, www.myownbusiness.org.

Also check out www.score.org/business_tips.html for more tips on e-commerce.

It is the policy of the Blue Mountain Community College Board of Education and School District that there will be no discrimination or harassment on the grounds of race, color, sex, marital status, religion, national origin, age or disability in any educational programs, activities or employment. Persons having questions about equal opportunity and nondiscrimination should contact the Executive Assistant to the President at 103 Pioneer Hall, Phone 541-278-5951 or TDD 541-278-2174.