

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 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

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Area Farmers Markets Are Experiencing Another Successful Year!



If you haven't already shopped at your local farmers market, you've missed out on some wonderful produce, arts and crafts.

Plan to set aside some time on Fridays or Saturdays to visit your local Farmers Market and splurge on fresh fruits, vegetables, flowers or plants, breads, meats or locally produced honey to share with family and friends.

According to a USDA study, over 2.5 million consumers spend an average of \$17.30 per week at the market. Consider the benefits of exchange by the farmer and the consumer resulting from this direct marketing. The farmer improves his/her profit margin while the consumer enjoys nutritious, fresh-picked produce.

These products change seasonally so the variety and appeal is naturally programmed. A great place to review websites of current Farmers markets or identify funding sources for starting a local market can be found at:

www.farmersmarketsusa.org

Be sure to make it a priority to visit this seasons markets.

Pendleton: Every Friday 4 -8 pm, South Main Street
www.pendletonfarmersmarket.net Chamber: 276-7411

Hermiston: Every Wednesday, 4-8 p.m. Corner of Main & NE 2nd. Call the Hermiston Chamber 567-6151 for more information

Baker City: Baker City Chamber 523-5885

La Grande: Every Saturday, 9am-Noon. Chamber, 963-8588.

“Whenever you see a successful business, someone once made a courageous decision.”

Peter Drucker



Volume 3, Issue 3
July 2008





The Key To A Successful Business

Small Business Management Program

ACCOUNTING AND FINANCIAL MANAGEMENT

- Recordkeeping and Accounting*
- Analyzing Financial Statements*
- Financial Performance Measures*
- Cash Flow Management*
- Financial Planning-Cost, Volume, Profit Analysis*
- Risk Management*
- Winning At The Bank*

Learn to be fiscally fit and avoid the primary financial killers.

MARKETING MANAGEMENT

- Marketing Basics*
- Understanding the Marketing Mix*
- Building A Strategic Marketing Plan*
- Guerilla Marketing Tactics*
- Leadership Principles For the 21st Century*



Develop a marketing plan that will increase sales and maximize profits.

Date Started: 23-Apr-07		Business Readiness: 24.0%	Company Competitiveness	
0.0% 13 Strategic Planning	0.0% 14 Business Planning	0.0% Leadership Readiness	0.0% 15 Financial & Capital Planning	0.0% 16 Leadership & Implementation
0.0% 9 Employee Well Being Planning	0.0% 10 Employee Development	0.0% Human Res. Readiness	0.0% 11 Work Systems Planning	0.0% 12 Performance & Rewards Planning
0.0% 5 Design & Production	0.0% 6 Delivery and Servicing	0.0% Operations Readiness	0.0% 7 Administration and Facilities	0.0% 8 Operations & Risk Planning
100.0% 1 Product Service Concept	100.0% 2 Core Competencies	95.0% Customer Readiness	100.0% 3 Customer Perceived Value	83.3% 4 Market & Sales Planning

Dashboard Software Tool: Valued at \$250.00
FREE to enrolled businesses.
Analyzes Current Business Status

Program Fee \$425.00 - Duration 10 months

Fee includes monthly appointments with the instructor at your place of business.



To schedule a free consultation and learn more about this program, call Doug Lamberson toll free, 1-888-441-7232.

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





*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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.When I mentioned that I had recently experienced great customer service, my daughter observed that our dog Gromit is a master of the first principle "Greet the Customer!" While not all customers respond well to a lick on the hand, all respond well to a greeting.

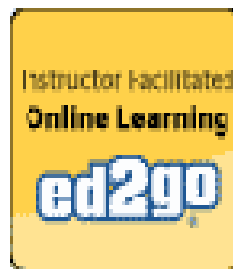
At a recent SBDC customer service workshop sponsored by the Wallowa Chamber of Commerce, front-line staff, supervisors, and business owners got a chance to experience good and bad customer service, learn key principles, and run some exercises that brought home the business value (revenue gained or lost) of exceptional customer service.

Here are just two examples, one from the workshop and one since. A car repair business owner in Massachusetts was praised by Inc. Magazine in 1994 for exceptional customer service and how it went straight to his bottom line. When we googled that business 14 years later, there were three customer evaluations on an independent website. Two are 5-star and one is 4, and the first one begins "This is how all businesses should be run." Think that impression of your business would boost sales? You bet it would.

Example two. A local business facing a trade show deadline next week called their website merchant bank for a card imprinter and a company name change on the imprint slug. The customer service agent got the rep for the account, the rep e-mailed a name change form that was completed, signed, scanned, and returned immediately. The imprinter and new business name slug shipped by 2-day express that same afternoon. Think that business would pay a few cents more on each charge for that kind of service? You bet they will.

So where does good customer service start? Sometimes it starts at the "front line" with the person who faces the customer. Sometimes it starts with the supervisor who knows and demands good customer service. But the key to customer service success is the business owner who makes it a "way of life" in the business, setting the bar high, setting the example.

The Travel Oregon Tourism Commission has just released its on-line "Oregon Q-Care" (quality in customer service) program. It's free, self-paced, and available at their website: <http://www.oregonqcare.com/>. It's also right on the mark with basic customer service principles and examples. For more information on workshops in our region, contact your Small Business Development Center. For a reliable greeting and lick on the hand, contact Gromit.



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From the comfort and convenience of your own home or office, you can acquire valuable new skills. **Courses start once a month (usually the 3rd Wednesday) and run for six weeks. Normal course fee is \$79.00. Call (541) 276-6233 or toll free, 1-888-441-7232 for more information.**

FEATURED COURSE FOR JULY

HOW TO BUY AND SELL ON EBAY

Online auctions match buyers with sellers in a global marketplace for almost any item. If you've ever dreamed of working from home or just earning extra income by buying and selling goods online, our experienced instructors will guide you every step of the way. You'll learn how to create titles that get noticed, how to craft advertising copy that sells items quickly and for top dollar, and how to create and upload photos of the items you are selling. You'll also learn how to safely conduct financial transactions, how to accept credit card payments, and how to pack and ship any item hassle-free. If you're a buyer, you'll learn how to value almost any item up for auction, how to get the best possible price, how to protect yourself against fraud, and how to compete effectively against other bidders.



GOLF ANYONE?

By Jorge Bueno, President, Latimar Advertising

Running a business is like playing golf. Avoiding the pitfalls and the ruff is something one should try to do from the start. Yes, you'll run into problems now and then but honing your skills can prevent most of them.



That was my first mistake. If you are starting a business, be sure you know and have experience in the field before you invest your time and hard-earned money. All of these subjects covered for free on www.myownbusiness.org. It is, as I painfully experienced, much easier to open a business you know something about than to open a business and learn that business at the same time.

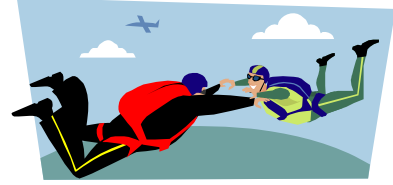
Many people, I included, get caught up with the glamour and fun of owning their own business and fail to prepare properly. Make sure that you know the business you are starting or partner up with someone you know has the proper experience, almost like finding the right caddy. Make sure that person knows the course well. I, for one, was so ready to hit the course that I skipped the driving range and putting green and my choice in caddy was not the best. I soon found out that my partner had never played that type of course and instead of guiding me through the inevitable pitfalls, he was out learning the game himself. Luckily, we were fast learners but it has cost us money and lots of useless hard work, not to mention great animosity for each other.

If you are planning to don the knickers of a new business, make sure that you first have the right tools. Start with knowledge. Websites such as www.myownbusiness.org can help better prepare you for the course of your endeavor and cut out possible bogies. After all, who doesn't want to beat par?

*Of course, your **Small Business Development Center** is always your first stop for business assistance. Call and schedule a free business counseling appointment, toll free, **1-888-441-7232**. Also visit our webpage, www.bizcenter.org. You will find a wealth of information available at your fingertips.*

SHOULD YOU TAKE ON A PARTNER?

By Phil Holland, founder, www.myownbusiness.org



A question facing most all start-up entrepreneurs is whether to go into business alone or with a partner. This decision can be made easier by preparing a "for" and "against" list. Some of the reasons for a partnership include:

- There is safety in numbers. You have two heads instead of one to discuss issues and make decisions. In the words of Solomon:
- Two can accomplish more than twice as much as one. If one fails, the other pulls him up; but if a man falls when he is alone, he's in trouble. And one standing alone can be attacked and defeated, but two can stand back-to-back and conquer. Three is even better, for a triple-braided cord is not easily broken."
- You will not need to be at the business at all times. You will have someone else who will be there to share the load and permit you to take vacations and have sick time.
- You will also have a highly motivated co-worker, not just someone who is earning a pay check.
- Partners can contribute complementary skills.
- It may be necessary to have a partner to contribute capital and share the risk when things do not proceed as planned.

Some of the arguments against having a partner are:

- You will have to share the rewards if the business is successful.
- You will lose total control over the business, particularly if you and your partner have difficulty in making decisions.
- You will have to share the recognition that will come if the business is successful.
- A partner can be a disaster if his or her judgment is not good.
- You run the risk of a falling out and perhaps the necessity of one partner buying the other out if you do not get along.

A good partnership will require the partners to have some traits in common. It is important that they have similar work habits and business ethics. They should also have common objectives as to how the business will be run and grown. In other ways they should be different including the business skills they bring to the business. Complementary capabilities permit spreading the workload and provide better coverage for problems. Different capabilities also permit you to give each partner a veto over important decisions in his or her area of expertise to help maintain stability and eliminate conflicts.

Finally it would be important to have a buy-sell agreement in place, in the event of a disagreement, incapacitation or death of a partner. Such agreements are normally funded by term life insurance.

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HOT Biz Book for July!

Down-to-earth marketing and advertising advice for small-town business owners.



978-0-470-25821-7 • Paperback • 272 pages
US \$19.95 • CAN \$21.99 • UK £10.99

Tom C. Egelhoff is an internationally known speaker and author with thirty-two years of small business know-how. His seminars and workshops on marketing and advertising have helped thousands of small business owners become more profitable and successful. His Web site has received as many as four million visitors in a year. For more information, please visit www.smalltownmarketing.com.

Available June 2008

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When it comes to promoting your business, one size doesn't fit all. What works for the world's biggest companies probably isn't the right fit for your local small business. You need to get the word out, but you don't have the time or the money to waste on ineffective and expensive tactics.

Finally, there's a straightforward, down-to-earth game plan for small business owners like you. This handy guide presents a wealth of effective tactics and ideas specifically designed for small businesses in small markets. Utilizing tons of real examples and simple, straightforward explanations, successful small business owner Tom Egelhoff presents a proven ten-step plan that gives you maximum impact at minimum cost.

You'll discover how to:

- Design a marketing plan that's perfect for your local market
- Position your business for growth and success
- Execute your plan and evaluate the results
- Master the principles of small-town advertising
- Bring in more customers than you know what to do with!

Specifically designed for small businesses with ten or fewer employees, this is the only in-depth guide that reveals the secrets of super-successful small-town marketing. If you want more bang for your buck, more customers in your store, and more dollars in your pocket, this is the place to start.