

Early Fall Newsletter

SBDC MHCC



Featured Articles:

Page 1: Free Business Advising

Page 4: Meet SBDC's Advisors

Page 7: Business & Industry workforce Training New Class Begins on Sept. 10th

Contact the MHCC Small Business Development Center for more information and to register!

Sponsored by MHCC Biz Center, City of Gresham and the Gresham Economic Development Task Force.

Business Advising

We offer one-on-one business advising at no cost to you! Paid for through grants and Mt. Hood Community College. Call today to schedule your appointment with any of the SBDC Business Advisors. Learn more about our advisors on page 4.

What Business Advising Can Do For Your Business

As you know there is nothing small about being a small business owner. Issues can sometimes escalate and threaten your business. Business advising can give you a new perspective on managing your business, provide you with the coaching that fits your personal business and most importantly, help your business grow and flourish. Owning a business is a tough job and having qualified professional advisors is advantageous. Our advisors can help you solve everyday business issues and take advantage of new opportunities at no charge to you!

Who Would Qualify For Business Advising

- Anyone who owns or works in a small or medium sized business located in Oregon or relocating to Oregon.
- Anyone planning to start a business in Oregon.

Types of Business Advising Available

- Business Plans
- Bookkeeping
- Marketing
- Marketing Plan
- Buying or Selling a Business
- Loans
- Strategic Planning
- Financial Analysis
- Government Procurement
- Management
- Operations
- Retail

Set up your appointment today and see what our advisors can do for you! More information on page 4.

Business Advising: One of The Few Good Things in Life That's Free.

"I would recommend the services of the Small Business Development Center at Mt. Hood Community College to every business owner. The vast array of services encompass any stage your company may be at."

**SBDC Client,
Serene Brown**

Stamp-
Connection.com

"The Mt. Hood Community College Small Business Development Center has been a great resource for my business."

**SBDC Client,
Damon Schrosk**

Treecology Inc.



MT. HOOD
COMMUNITY COLLEGE

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503-666-1140

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**Director:
Julia Peterson, MBA**

**Going into Business:
Start Smart**

Get your start-up questions answered here! This seminar is a must if you have a business idea or just opened your doors but still have some questions.

Dates: Attend only one 9/18, 10/16, 11/13, 12/11

Time: 6:00 P.M. – 9:00 P.M.

Fee: \$25, Class limited to 22 participants.

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**QuickBooks Bootcamp™ 1:
Getting Started with
QuickBooks**

Taught by Marilyn Peterson

New to QuickBooks or have little bookkeeping experience? This is the workshop to get you started right using this best selling accounting software. Learn to navigate in QuickBooks and enter your sales and pay your bills.

Date: 9/9

Time: 9:00 A.M. - 4:00 P.M.

Date: Attend one only: 10/7, 11/4, 12/2

Time: 9:30 A.M. - 4:30 P.M.

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**QuickBooks Bootcamp™ 2:
Making QuickBooks
Work for You**

Create and customize a company in QuickBooks. Discover QuickBooks' built in features that help you better understand your financial data to make better management decisions.

For people who have completed QuickBooks Bootcamp™ 1 or have bookkeeping experience.

Date: Attend one only: 9/23, 10/21, 11/18, 12/16

Time: 9:00 A.M. - 4:00 P.M.

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QuickBooks Bootcamp 1 & 2 are infused with bookkeeping tips and techniques. Both workshops include the use of our computer with QuickBooks 2008 and a sample company PLUS a free, individual one-hour follow-up session with the instructor. Classes limited to 8 participants.

Fee: \$129, QuickBooks Bootcamp 1 or 2
Sign up for both QuickBooks Bootcamp 1 & 2 for \$229 (save \$29)

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**Setting Up a Simple
Bookkeeping System**

Taught by Marilyn Peterson

For those that need a very simple bookkeeping system, whether just starting out, or for a hobby or a simple business, this class will show you how to be prepared for taxes and get control of your bookkeeping. Explore a simpler-than-QuickBooks software program or a manual system to decide what is right for you. Workshop includes Simple Start Bookkeeping Software for you to take home. Bring some of your receipts and enter your data with the instructor.

This hands-on class will use our computer.

Date: 9/16, 10/14, 11/12, 12/9

Time: 9:00 A.M. – Noon

Fee: \$49, Class limited to 8 participants.

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Keeping Score

Taught by Marilyn Peterson

Learn how to set up tracking systems to measure your effectiveness and progress in managing your finances and your marketing. Keeping score on your business' finances and numbers will help you maximize your company's potential for financial success through easy to follow systems you can set up and follow.

This hands-on class will use our computer.

Date: 10/28

Time: 9:00 A.M. – Noon

Fee: \$49, Class limited to 8 participants.

**Advanced QuickBooks:
Beyond the Basics**

Taught by Jackie Wheatley, CPA

This hands-on workshop is for people using QuickBooks who want to learn to get more information from their bookkeeping:

- Learn how to use QuickBooks advanced functions
- Design and produce custom reports and graphs
- Basic Time Tracking feature
- Job Costing features

Includes a one-on-one follow-up with the instructor

Date: 10/20

Time: 9:00 A.M. - Noon

Fee: \$49, Class limited to 8 participants

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**QuickBooks for
Contractors**

Taught by Jackie Wheatley, CPA

This advanced hands-on workshop especially for contractors will help you:

- Practice creating estimates
- Discover various methods for invoicing customers
- Understand your job cost reports
- Understand how to generate and read financial statements

Includes a one hour one-on-one follow-up with the instructor

This hands-on class will use our computer. Prerequisite: QuickBooks Bootcamp 2 or experience with the basic operation of QuickBooks.

Date: 10/20

Time: 1:00 P.M. - 4:00 P.M.

Fee: \$49, Class limited to 8 participants

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**QuickBooks Point of Sale
Retail Software and
Hardware**

With QuickBooks Point of Sale, you can spend less time on busy work and more time on growing your business. The system makes ringing up sales and tracking inventory automatic, allowing you to run your store more efficiently. You'll always have the up-to-the minute information you need to give your customers the best possible service and make the best possible business decisions.

This hands-on two-part class will use the QuickBooks hardware bundle and the QuickBooks POS software and will cover set up and operations, as well as getting the most out of the system. Class includes two one-hour follow-ups with an instructor.

Date: Attend Both: 9/6 & 9/13 or 10/18 & 10/25
Time: 8:30 A.M. - 11:30 A.M.
Fee: \$99 for introductory fee for classes in 2008, will be \$129 in 2009
Class limited to 8 participants

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Cash Flow

Taught by Marilyn Peterson

When business growth opportunities come knocking, be cash-prepared to seize them. Understand the critical difference between accounting profits and cash flow. Find out about many strategies for maximizing cash flow in your business, including those related to sales, costs and systems, credit management, purchasing, inventory, and investments. You'll also examine short term credit options such as short-term bank loans, accounts receivable financing, inventory financing, and more.

Date: 10/23
Time: 9:00 AM – 12:00 PM
Fee: \$49
Date: 9/26
Time: 9:00 A.M. – Noon
Fee: \$38, Class limited to 22 participants.

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Business Plan Bootcamp™

Taught by Marilyn Peterson

Prepare a simple business plan for your business. Whether you want a business plan to get a loan, to help you start a business or to help you manage your business, this hands-on workshop will take you through the process of writing a short business plan. You will work on your plan throughout the workshop. Price includes textbook and software you keep. Workshop includes a textbook and software you keep PLUS a free, individual one-hour follow-up session with the instructor.

This hands-on class will use our computer.
Date: 10/1 or 11/6
Time: 9:00 A.M. – 4:00 P.M., one hour lunch on your own
Fee: \$129, Class limited to 8 participants.

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**Selling to State & Local
Government: Strategies
for Success**

Taught by Jonath Colon, Business Development Coordinator

Doing business with federal, state, and local government agencies can level the playing field for small businesses. Many large corporations also provide for supplier diversity and support special initiatives to give small business special opportunities for contracts. This powerful workshop will provide an overview of economic opportunities for women-owned, minority-owned and emerging small business, sharing experiences and insights to help navigate the process of certification for government and identifying comparable opportunities in the private sector.

Date: 9/26
Time: 9:00 A.M.- Noon
Fee: \$38, Class limited to 22 participants

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**Critical Legal Issues for Small
Business**

Taught by Matthew A. Wand, attorney at law

Participants will learn:

(Continued in next column)



- What whether to be a sole proprietor, LLC or Corporation, including tax and control considerations.

- Understanding oral and written contracts and forms

- Learn about negligence, defamation and premises liability

Have employees? Learn about hiring, at-will employees, independent contractors, wage and hour laws, termination and more!

Date: 10/22
Time: 9:00 A.M. - Noon
Fee: \$38, Class limited to 22 participants

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**How to Get Paid! A Legal
Seminar for Contractors**

Taught by Matthew A. Wand, attorney at law

Trouble getting paid for your construction or landscaping work? Learn how to protect your right to be paid for your work with liens, contracts and the Construction Contractor's Board procedures.

Date: 9/17
Time: 9:00 A.M. - Noon
Fee: \$38, Class limited to 22 participants

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Guerrilla Marketing

Taught by Max Corona, management consultant at Synergic, Inc.

Learn how to plan your marketing activities and to monitor the results by learning:

- The sixteen monumental secrets of Guerrilla Marketing.
- The seven steps marketing plan.
- 100 Guerrilla Marketing Weapons
- How to measure your Marketing Attack.

Date: 10/9
Time: 9:00 A.M. - 11:50 A.M.
Fee: \$38.00, Class limited to 22 participants

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Small Business Management Program: SBM Essentials; Marketing Your Business

Taught by Robert Sherk

Class will cover;

- Trends in marketing you should be aware of.
- Why customers buy or don't buy.
- Competitive advantage: How to find it and keep it.
- Your Value Proposition: What you have to do to be the customers first choice.
- Creative, proven ideas to find, satisfy & keep more customers on a limited budget
- High impact, low cost methods & tools to promote your business.
- Selling & presentation skills: Providing the skills & confidence you need to put together effective presentation & close more sales.

Date: 9/15, 10/13, 11/10, Plus three individual business consulting meetings to be scheduled with the instructor.

Time: 2:00 PM – 5:00 PM

Fee: \$199

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Business Basics

co-sponsored with SCORE

This full day workshop is designed for those who have made the decision to go into business and need an overview on topics such as: understanding the ramifications of selecting a legal structure for the business; payroll, accounting, record keeping and taxes; alternatives for securing financing; business risks and insurance requirements; developing a business plan that will sell the entrepreneur's idea; and developing and implementing a successful marketing plan.\

Date: 9/30

Time: 8:30 AM - 4:30 PM

Fee: \$85, Class limited to 22 participants

Mastering Online Marketing

Taught by Max Corona, Synergic Inc.

In today's market no business can afford not to have a presence on the web. But having a domain name and a web site is not enough: you have to market your web presence. In this seminar you will learn the basics of how to structure your site, how to increase traffic to your site and increase your e-commerce profits. Explore ways to improve your internet business:

- Making your website dynamic and visitor-friendly
- 12 strategies for increasing traffic
- 10 most common online marketing mistakes revealed
- Search engine optimization 101
- The key to increasing e-commerce profits

Date: 11/19

Time: 9:00 A.M. – 12:00 P.M.

Fee: \$38, Class limited to 22 participants.

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Marketing Essentials

Taught by Rick Willis, owner of Inspiration Marketing, one of the top advertising professionals in Portland and a counselor with the Small Business Development Center.

Most businesses fail because of bad marketing! How effectively and efficiently you reach your potential customers and your ability to convey the virtues of your business mean the difference between success and bankruptcy. In Marketing Essentials you will learn how to analyze your competitive environment, build an enticing brand identity, and squeeze the most out of your advertising budget.

Date: 10/29

Time: 9:00 A.M. – Noon

Fee: \$38, Class limited to 22 participants.

Marilyn Peterson, MA: Marilyn has over 20 years experience as a small business owner:

- Developing bookkeeping structure & process
- Performing in-depth financial analyses to reveal critical success factors
- Developing strategies to maximize company financial success & value
- Creative business plan development in less than one day
- Payroll setup & training

“She gave me motivation.

I left feeling inspired & rejuvenated!!”

“Marilyn was very nonjudgmental & offered many suggestions which were very helpful!”

“I am eager to continue follow-up visits with Marilyn to further the marketing & financial aspects of my business services”

Julia Peterson, MBA: Julia had run her own small business that focused on helping clients develop business plans and marketing strategies. She also advised clients on planning, strategy, and team building. She coordinated new product launches from capitalization through manufacture and sales, and identified hires and managed distributors and outside sales representatives for companies. Previous to starting her own business, Ms. Peterson was a Region Manager for a multi-national company. Ms. Peterson worked with many small and medium businesses in the Business Development of consumer products . Ms. Peterson holds a Bachelor of Science degree in biology and a Masters in Business Administration (MBA).

“Can't wait to work with her again”

“She gave me a lot of information I didn't know I needed”

Rick Willis: Rick has developed successful advertising campaigns for small businesses for much of the past 20-years and has been one of the top advertising sales executives in Portland the past several years. Rick has a B.S. in Radio, TV and film from California State University, Long Beach (1986) and is a graduate of the prestigious Wizard Academy School of Communications and Marketing.

“Rick has been invaluable with advice as to how best market my product lines!! He has really made the difference!!”

“Really like the simplicity of Rick's business sense.”

“Rick was very informative. Almost too much information!”

Rick Stone, MBA: Rick started his career working, managing and partnering in the family retail clothing business in Gresham & Sandy Oregon. He has been an independent financial broker for commercial & residential loans, and has recently joined Mt. Hood Community College Small Business Development Center as a Counselor and instructor. Rich has a BA in Management of Human Resources and a MBA in Business Administration from George Fox University

Lunch & Learn: Small Business Seminars

*The most productive way for
business owners to eat their
lunch!*

*Bring your lunch and learn
about a small business topic
while meeting other small
business professionals.*

*Time: Noon – 1:00 PM; Classes
are limited to 22 people, so please
register early.*

*Fee: No Charge, but please call
503-491-7658 to pre-register*

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September 25: I Need a Loan!:

How small businesses can get funding to start or grow their business. Learn the steps to take to obtain a small business loan, including federal SBA loans. Speaker: Paul Warr-King, retired banker.

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Oct 2: Employment Law:

Common legal issues small businesses need to know about managing employees AND Sole Proprietor, LLC, S Corp or C Corp: What is the best legal entity for my business and when should I change my legal entity. Speakers: Carl Jepsen and Anna McCormack from the law firm of WarrenAllen, LLP. This Class is Noon to 1:30PM

October 9:SBA Loan Briefing:

The U.S. Small Business Administration is the largest source of long-term small business financing in the nation? Private lenders make loans and the SBA guarantees a percentage of the loan amount up to \$1.5 million.

Attend an SBA Loan Briefing to get your questions answered and find out what to do next! Speaker: Russell Hooker, SBA

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October 16: Low Cost Employees and Services to help your Business Grow!:

MHCC offers employers several free business services as well as student interns and subsidized employees to help your business while helping students learn job skills. Learn how to take advantage of this win-win program. Speaker: Sue Spencer and Molly Dorney, MHCC Steps to Success.

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October 23: Mercy Corps:

Small businesses often need loans to start and grow. Mercy Corps has loans for businesses and startups that have a good business but do not meet regular bank requirements. Mercy Corps also has a matching grant for small business owners of moderate to low income, participants have their business investment matched with up to \$2700 in grant funds. Learn more from Doug Cooper, Mercy Corps NW

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October 30: Get your piece of the \$316 Billion Federal Purchasing Pie!:

Learn how to qualify and obtain government purchasing contracts for your small business. There are many products and services that the government buys, from janitorial and vehicle maintenance to construction services and equipment. At the class you can sign up for a free individual consultation with the SBA to help your small business obtain federal contracts! Speaker: “Big Jim” Steiner, SBA

November 13: I Need a Loan!:

How small businesses can get funding to start or grow their business. Learn the steps to take to obtain a small business loan, including federal SBA loans. Speaker: Bill Huff, Business Banking Specialist, US Bank

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November 20: How the State of Oregon can Help You & Your Employees Pay for Health Insurance:

The state of Oregon has a program to help uninsured employees and dependents pay for health insurance. State staff will explain how the program helps employers and employees. Also learn about a program that helps those unable to obtain medical insurance because of health conditions and about the State of Oregon’s free Prescription Discount Card for Oregonians. Speaker: Susan Stigers, FLMI

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December 4: Hub Zones:

What are HUBZones? HUBZones are a Geographical contracting program at the Federal Level. Find out how the mapping program works, How to apply online and what you need to make it happen. Taught by the SBA’s HUBZone primary Liaison Officer for Oregon and Washington... Jim Steiner.

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December 11: The 5 “W’s of Business Insurance”:

What is it? Who needs it? When is it needed? Where is it needed? Why is it needed? This class will address basic questions regarding business personal property, commercial general liability, bonds, and workers compensation insurance. Speaker: Lori Stegmann, Stegmann Insurance Agency.

This class is noon to 1:30pm



Business & Industry Workforce Training New class begins on September 10

Competitive Bidding and Estimating for Contractors

Learn the nuts and bolts of developing competitive and profitable estimates on work orders and bids for all construction trades. Avoid common mistakes when estimating materials and labor that can cost you thousands of dollars or losing the project after you already started the job.

Benefits of the Training

- Submit profitable bids by cutting down estimating errors
- Reduce unnecessary expenses by using cost estimating tools for contractors
- Create more competitive and profitable bids
- Create accurate bids in less time
- Track project expenses and costs effectively
- Complete projects within proposed scheduled and budget



What You Will Learn

- Understand project specifications
- Record costs
- Develop site checklists
- Subcontract bids
- Preparing take-off sheets
- Estimating project costs
- Preparing project schedules
- Calculate costs, expenses and profit

Who Should Attend

Independent general and sub-contractors of all construction trades. Owners, managers and supervisors of small construction companies. Bidding and estimating consultants would also benefit from this training.

Fees and Registration

(3 day training)

Schedule: September 10, 17 and 24, 2008,
6:00-8:30 pm

Location: MHCC Maywood Campus Rm 125
10100 NE Prescott, Portland, OR 97220

Registration: \$195.00 (pre-registration required)

To register call 503-491-7235

For more information contact: Antonio Paez
503-491-6913 or antonio.paez@mhcc.edu