

# SUMMER NEWSLETTER

## MHCC SBDC



### ***SPECIAL Report:***

Due to rising gas prices, the mileage rate will increase by eight cents to 58.5 cents a mile for all business miles driven from July 1 through Dec. 31, 2008. The new rate for computing deductible medical or moving expenses will also increase by eight cents to 27 cents a mile. The rate for providing services for charitable organizations is set by statute, not the IRS, and remains at 14 cents a mile.

### ***Featured Class:*** **Smart Marketing**

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Join Bob Sherk in discussions on:

- Marketing mistakes that small businesses make
- What you need to do to be the customers first choice
- Creative, proven ideas to find, satisfy and keep more customers
- 6 steps to marketing success
- High impact, low cost tools & methods to promote your business
- How to turn first time customers into loyal advocates
- Major marketing rules you can't afford to ignore.

Time: 2:00pm- 5:00pm  
Date: 7/1 & 7/15  
Fee: \$79

### **Advertising Dynamite: Making your business explode, or just another way to make a big hole**

Your business needs more customers so you decide to invest in advertising. Each advertising salesperson you talk with, regardless of the media they represent, is confident they have the perfect solution to your customer deficiency problem. Their solution will most likely cost your entire advertising budget, if not more, but they assure you your return on investment will justify going into debt if necessary. After wading through endless charts of audience analysis, targeting profiles and psychographic data you choose the advertising media.

#### **The fuse is lit.**

Now, what do you say? How do you create your advertising message? Not a problem, the advertising sales rep says he can take care of everything; all you have to do is sign the contract and write the check. In a few days you are presented with the advertising message they are confident will make your company a household name. You think it is FABULOUS! It looks and sounds just like the big-time advertisers. It mentions your fast, friendly service, your commitment to quality and your convenient location. You are jazzed! You begin dreaming about your new locations, your picture on the cover of the Business Journal, wintering in South Florida!

#### **Pop!**

30-days go by, 60-days, 90-days later – nothing; nothing except more advertising invoices. You decide it was the wrong advertising media, so you try another, and another, and another. Like pulling a slot machine, you know something is going to come up all lemons, but all you get is a smoking crater where your advertising budget used to be. South Florida turns into Chapter 11.

#### **The power of advertising is in the MESSAGE.**

Advertising has 2 components; the media and the message. Advertising sales reps are trained and paid to sell the media they represent. They receive little if any training in how to actually create messages that persuade. Think of buying a set of watercolors at Target and expecting the cashier to paint like Monet. If you want to persuade potential customers to buy from you, you need to create messaging that speaks powerfully to their needs. You have to look at the world from their perspective. The brutal reality is nobody cares about your business until they see it as the solution to their problem.

Good advertising and bad advertising cost exactly the same. The difference is in the power of the message.

(To Be Continued)

**“This class has been one of the best investments I could have ever made. I have been completely thrilled with every workshop, its subject, discussions and associated hand-outs all have been outstanding. I will continue to refer to them for years to come.”**

**SBDC Client,  
Mike Ambrose**



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**Director:  
Julia Peterson**

**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.

*Time: 6:00-9:00 p.m.*  
*Date: Attend ONLY one. 7/17, 8/21, 9/18*  
*Fee: \$35 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 using the best selling accounting software. Learn to navigate in QuickBooks and enter your sales and pay your bills.

*Time: 9:00am- 4:00pm*  
*Date:Attend ONLY one :7/8, 8/5, 9/9*

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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.

*Time: 9:00am-4:00pm*  
*Date:Attend ONLY one:7/22, 8/19, 9/23*

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. Class limited to 8 participants.

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

**Summer Class Special!**

Pay for your QuickBooks Bootcamp I&II class a week in advance and receive a USB thumb drive FREE. Offer lasts July to August 2008 while supplies last.

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**Digging thru Data**

*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 will help maximize your company's potential for financial success through easy-to-follow systems you can set up and manage.

This hands-on class will use our computer. Class is limited to 8 participants

*Time: 9a.m.-12p.m.*  
*Date: July 29th*  
*Fee: \$49*

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**Setting up a Simple Bookkeeping System (by QuickBooks)**

*Taught by Marilyn Peterson*  
 Save TIME & MONEY and gain a peace of mind and confident business decision-making skills.

Set up a Simple Bookkeeping System for your business or hobby. Learn about manual and computer-based Bookkeeping Systems and get a free copy of a bookkeeping software. Get the hands-on experience and great tips you need to help you succeed !

Includes a one-on-one meeting with the instructor at a later date.

Use our computer with Simple Start 2008  
 Remember to bring your thumb drive and receipts!

*Time:9a.m. to 12p.m.*  
*Date: 7/15, 8/12, 9/16*  
*Fee: \$49, class limited to 8 participants*

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**Mapping your Company's Road to Success**

*Taught by Marilyn Peterson*  
 Prepare a simple business plan for your business. Whether you want a business plan to get a loan, 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. Workshop price includes textbook and software you keep, PLUS a free individual one-hour follow-up session with the instructor.

This hands-on class will use our computers.

*Time: 9:00a.m.-12:00p.m.*  
*Date: 8/26*  
*Fee: \$129, Class Limited to 8 participants.*

**Marketing Essentials**

*Taught by Rick Willis, owner of Inspiration Marketing*

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.

*Time: 9:00a.m.-12:00p.m.*

*Date: 8/13*

*Fee: \$38, Class Limited to 22 participants.*

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**Mastering Online Marketing**

*Taught by Max Corona, Synergic Inc.*

In today's market no business can afford not to have 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 up to how to increase traffic to your site and how to 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

*Time: 9:00a.m.-11:50a.m.*

*Date: 7/31*

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

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**Drug Free Workplace**

Would you like to keep your workplace a drug free one? Come and join in on this educational seminar!

*Time: 9am-11am*

*Date: Wednesday, July 23, 2008*

*Fee: \$20 for Chamber Members; 25 for Non-Members*

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**Lunch and Learn: Small Business Seminars**

Please bring your lunch and learn about a small business topic while meeting other small business professionals.

*Time: 12p.m.-1p.m.*

*Date: Varies; See below*

*Fee: No charge, class limited to 22 participants.*

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**July 10: Low Cost Employees and Services to help your Business Grow!**

MHCC offers employees 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.

Speakers: Sue Spencer and Linda Larson, MHCC Steps to Success

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**July 24: Going Green as a GREAT Business:**

Is your business ready to face increasing energy, waste disposal, and supply cost? How is your business addressing greenhouse gas emissions?

The City of Gresham's GREAT Business program is here to help. We offer assistance and resources to enhance your recycling, waste, prevention, water and energy conservation, all with the aim of making your business more resource efficient. Protect Oregon's lakes, rivers and beautiful hillsides while saving money.

In this hour we will cover how you can get started today, and share tips on how we can all make it to tomorrow. Speaker:

Tristan Whitehead

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**July 31: The 5 "W's of Business Insurance"**

**What is it? Who needs it? When 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

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**August 7: How to Sell to the City of Gresham**

Discover what the City of Gresham wants to buy, how to track their needs, and how to apply to sell your products to the City. Learn things to consider when applying to do business with the City. Speaker: Scott Jury, Purchasing Agent, City of Gresham

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**August 14: 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

# Registration Form

Mt. Hood Community College Small Business Development Center



“The BizCenter 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 **(503) 491-7658**.



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