

SMALL BUSINESS DEVELOPMENT CENTER NEWS

Volume 12, Issue 2

Spring 2013

Affordable training at the CCC Harmony Campus:

- ◆ Business Startup Series
 - ◆ Marketing Series
 - ◆ Internet & Website
 - ◆ Preparing for the CCB Exam
 - ◆ QuickBooks in Business
 - ◆ Small Business Greenhouse
 - ◆ Small Business Management
- ◆ Note: Veterans may qualify for a fee discount for some SBDC programs.

Details inside. Register early!

The Clackamas SBDC provides in-depth, confidential, one-on-one guidance to businesses and prospective entrepreneurs at no fee. We can help you assess and create a plan for your business that leads to joy & wealth.



www.bizcenter.org

business
oregon

The Small Business Development Center is partially funded by the U.S. Small Business Administration (SBA) and the Oregon Business Development Department. The support given by the SBA through such funding does not constitute or express an implied endorsement of any of the co-sponsor's or participant's opinions, products or services.



Marshall Doyle of Cal-Cert in Milwaukie Nominated as the Oregon 2013 Small Business Person of the Year

Twelve years ago, when Marshall Doyle, owner of Cal-Cert in Milwaukie, purchased the business, he knew he was a savvy and knowledgeable person, capable of taking over the business he had worked at for over 8 months. "I knew the basics, but the business was struggling to survive," said Doyle "I was led to the Small Business Development Center in Milwaukie, and from that point on, my focus turned to running my business instead of it running me."

In just over 10 years, Cal-Cert, a leading calibration production and service company had gone from four employees to over 25 employees, and services clientele in several U.S. states, as well as being the sole calibration contract on the New Panama Canal project in Central America, a noteworthy accolade.

The key to Doyle's success, he said, "is taking the challenge of figuring out what the needs of this industry will be in the future, finding better ways to create value and efficiency in the industry, and making sure that I hire the right people to help me with the innovation and service we provide to our customers."

Since purchasing the company in 1999, Doyle has shifted the primary focus from production to service, as well as obtained international ISO/IEC 17025 accreditations that allow him to take on government projects such as the New Panama Canal project among others. He has also taken on the challenge of figuring out how to eliminate 30,000 hardcopy certificates that are generated annually to their customers, and go nearly paperless with documents Doyle added that "a piece of his success comes from his continued participation with the SBDC, whether speaking at classes, using the business counseling services, or working with other SBDC Alumni. "I'm a visionary leader," said Doyle. "I build relationships and identify opportunities that create value and results." Recently, Doyle has been nominated by the Small Business Development Center to receive the 2013 Oregon Small Business Person of the Year award, an honor that he and his business certainly deserve. (written by Cindy Fetty)



WHERE TO FIND US

The Small Business Development Center (Clackamas BizCenter) is conveniently located at the Harmony Community Campus in Milwaukie, just west of Clackamas Town Center (adjacent to the North Clackamas Aquatic Park). Visit us at:

7736 SE Harmony Road, Suite 172

Regular office hours: **Monday-Thursday, 9:00 am to 5:00 pm.** Our office is open *by appointment only* on Fridays, Saturdays & evenings. Closed holidays & College closure days.

Visit our web site anytime, day or night, for business resources and the latest information on programs and workshops.

www.bizcenter.org/clackamas

Business counseling is available by appointment.

Call 503-594-0738

e-mail: bizcenter@clackamas.edu



Class Location:

The **CCC Harmony Community Campus** is located on S.E. Harmony Road in Milwaukie, just west of Clackamas Town Center (across 82nd Avenue) behind Toys-R-Us, adjacent to North Clackamas Aquatic Park. Unless otherwise indicated, classes are held at the Harmony Community Campus.



Register at least one week prior to start of class, or call **503-594-0738** for more information.



WORKSHOPS FOR NEW OR ESTABLISHED BUSINESSES

Going Into Business

Thursday, April 25
6:30–9:20 PM, Room OIT-157

Or, Thursday, May 23
6:30–9:20 PM, Room OIT-157

Or, Thursday, June 20
6:30-9:20 PM, Room OIT-157

To reserve a place in one of these **FREE Going Into Business seminars**, call 503-594-0738 or e-mail bizcenter@clackamas.edu.

Are you starting (or thinking about starting) a business? Before you go too far, find out what it takes to start up and successfully operate your own business in Oregon. This class will help you assess whether business ownership is the right path for you. Discover what resources are available to you for researching, starting up, financing and managing your dream business, so that it doesn't turn into your worst nightmare.
Instructor: Tom Wille

Feasibility (Is Your Idea a Good One?)

Thursday, May 2 & 16
6:30-9:20 PM, Room OIT 157
Fee: \$79
Course Code # **SBM-006-15**

Do you have an idea for a small business, but don't know if it will work? Before you take the plunge into small business ownership, make sure you know if your plan is feasible by creating personal and business financial plans, developing a business model, and identifying your value proposition.

Instructor: Staff

Marketing Mastery

Tuesdays, May 7, 21, June 4
2:00-4:50 PM, Room OIT 155
Fee \$139

Course Code # **SBM-006-09**
Discover what it takes to be the customer's first choice and the market leader. Come hear what an expert has to say about: marketing mistakes small businesses make; the six steps to marketing success; finding your competitive advantage; why customers buy (or don't buy) and what to do about it; how to find, thrill, grow and keep customers on a limited marketing budget; and much, much more.
Instructor: Robert Sherk

Winning the Marketing Game

Thursday, May 30
6:30–9:20 PM, Room OIT-157
Fee: \$39

Course Code # **SBM-006-08**
If you are new to marketing, this is the place to start. An introduction/overview designed for small business owners who want to learn the basic principles and practices of effective and efficient marketing.
Instructor: Tom Wille

Start Your Business Now!

Tuesday, June 4
6:30-9:20 PM, Room OIT-152
Fee: \$45

Course Code # **SBM-006-07**
In this class students will complete the steps available online to register/license their businesses, and will identify any other steps they need to complete in order to legally operate their business in the State of Oregon.

Instructor: Maria Van Fleet

New! Selling & Presentation Skills

Tuesday, June 11 & 18
2:00-4:50 PM, Room OIT-157
Fee: \$99

Course Code # **SBM-006-10**

One of the very best ways to create competitive advantage and win more sales in the marketplace, particularly in a soft economy, is to master the time-tested skills and techniques that will dramatically improve your sales presentations to potential clients and existing customers. This class is the answer—whether you are new to sales or simply want to update your knowledge and skills.

Instructor: Robert Sherk



Small Business Finance

Saturday, April 20
9:00–11:50 AM, Room OIT-157
Fee: \$30

Course Code # **SBM-006-17**

If you could benefit from a review of (or intro to) financial basics in a non-threatening atmosphere with other small business owners and managers, this class is for you. Topics include the basics of financial management, financial projections, budgeting, cash flow, and funding options.

Instructor: Janet Powell

Small Business Greenhouse

Tuesday evenings, 6:30–9:20 PM
16 weeks, beginning March 5

Fee: \$495 per business* (includes all course materials)

One additional person from the same business may participate free of charge!

The Greenhouse program is designed to help entrepreneurs successfully start up and operate all types of new businesses. This exciting program includes guest speakers, discussion, peer networking and individual business counseling. Using Palo Alto Software LivePlan™ business planning materials (provided as part of the course), you will create a business plan to take you through each phase of starting up, funding and managing a successful business venture.

* Note: **VETERANS** may qualify for fee discount.

Instructor: Rob Campbell

For more information, call 503-594-0738 or email bizcenter@clackamas.edu.

RECORDKEEPING OPTIONS FOR SMALL BUSINESS

Small Business Recordkeeping & Tax Basics

Saturday, April 20
9:00 AM-2:50 PM, Room OIT-154

Course Code # **SBM-006-18**

Fee: \$49

This class will help you understand basic accounting terminology for your small business and assess various options for tracking income and expenses, entity structure, taxes and recordkeeping requirements.

Instructor: Catherine Weesner

Required: Proficiency with computers & Windows

QuickBooks Pro: Part I

Tuesdays, April 23-May 21
2:00-4:50 PM, Room OIT-154

Course Code # **SBM-006-20**

or, Wednesdays, April 24-May 22
6:00-8:50 PM, Room OIT-154

Course Code # **SBM-006-21**

Fee: \$139

In this introductory class, you will find out how to set up your books right the first time, using QuickBooks Pro. If you are new to QuickBooks or have little bookkeeping experience, this class will get you started. Topics include how to navigate in QuickBooks, enter your sales and pay bills.

Instructor: Catherine Weesner

Required: Proficiency with computers and Windows.

QuickBooks Pro: Part II

Wednesdays, May 29-June 12
6:00-8:50 PM

Room OIT-154

Fee: \$120

Course Code # **SBM-006-22**

In this continuation class, you will find out about some of the QuickBooks built-in features. Topics include how to create and customize company forms and reports, do basic job costing, memorize transactions and reconcile bank and credit card statements.

Instructor: Catherine Weesner

Required: Completion of, or enrollment in QuickBooks Pro: Part I

QuickBooks Basic Payroll

Saturday June 15
9:00-4:50 PM

Room OIT-154

Fee: \$99

Course Code # **SBM-006-25**

This class covers the basics of setting up and managing payroll using QuickBooks. You will use an established set of "company books" and set up company payroll information, enter employee names and run payroll reports.

Instructor: Catherine Weesner

Required: Completion of, or enrollment in, QuickBooks Pro: Part I

FOR CONTRACTORS ONLY

Business-in-a-Box for Contractors

Thursday April 4 & 18

6:00-8:50 PM, Room OIT 157

Course Code # **SBM-006-34** Fee: \$99

This class explains the minimum terms and legal notices that should be part of a construction contract as required by the Construction Contractors Board (CCB), the minimum warranty requirements for all new construction, new CCB rules related to dispute resolution and the role of the CCB's Dispute Resolution Services division, in addition to the most up-to-date information on CCB regulations. Students will receive step-by-step instructions on how to complete a contractor's bid.

Instructor: Maria Van Fleet

**Preparing for the CCB Exam**

Friday, April 5 6:30-9:20PM

Saturdays, April 6 & 13

9:00 AM-4:50 PM (16 hrs total)

Room OIT-157 Fee: \$325*

Course Code # **SBM-006-30**

Or, Friday, June 7, 6:30-9:20 PM

Saturdays, June 8 & 15

9:00 AM-4:50 PM (16 hrs total)

Room OIT-157 Fee: \$325*

Course Code # **SBM-006-31**

Instructor: Maria Van Fleet

This class helps prepare students to qualify for and successfully pass the Construction Contractors Board (CCB) exam required for contractor certification in Oregon. The class fulfills the CCB pre-exam educational requirement.

*Fee includes 16 hours classroom time, Oregon CCB manual, study guide, chapter complements, course CD, and certification required to take the CCB exam. Does not include the cost to take the exam (for more info: <http://cms.oregon.gov/ccb>). Note: State or U.S. Govt-issued ID is required.

Construction & Landscape Contractors: Many of the workshops offered by the SBDC qualify for general business **continuing education credits** for the CCB & LCB. For more information, call 503-594-0738.

TO REGISTER ONLINE:

- ▶ **Returning students:** Log in at (or set up) **myClackamas** at www.clackamas.edu and register via CougarTrax.
- ▶ **New students:**
 - Go to www.clackamas.edu/sbdc
 - Click on **Online registration for new students**
 - Click on **Search for Classes/Workshops**
 - Enter **Course Code #**
 - Select the class (*check the dates*) and complete registration (**requires credit or debit card payment**)

TO REGISTER BY MAIL, FAX OR IN PERSON:

See instructions on last page of this newsletter.



Clackamas BizCenter is a member of the Oregon Small Business Development Center Network and operates in partnership with the SBA and the Oregon Business Development Department



Los talleres se impartirán en español

Empezando su Pequeño Negocio (Clase gratis)
Abril 11, 2013

o
Mayo 9, 2013

o
Junio 6, 2013
Horario todas las clases
6:30-9:30 pm

Inicie su Negocio Ahora
Mayo 14, 2013
6:30-9:30 pm
Costo: \$45

Preparación para el examen de la CCB
Mayo 5, 11, 18 (Sábados)
9:00 am—3:50 pm
Costo: \$450

“Todo lo que un Contratista Necesita”
Mayo 23 & 30
6:00-8:50 pm
Costo: \$99

(Para obtener más información póngase en contacto con nosotros al
503-594-6013

Leading Change: Lessons from the Real World

Tuesdays, April 9, 23, May 7
3:00 – 5:50 PM, Room OIT-157
Fee \$139

Course Code # **SBM-006-12**

Every leader must at some time define their personal leadership style in order to lead from their strengths and maximize their effectiveness. Learn about a rigorous process that CEO's and business executives use to clearly articulate their best life lessons that define their values and personal mission. Then, experience the process yourself and discover what qualities are uniquely you that will help you grow into a powerful and authentic leader.
Instructor: Merrill Watts



Chip Sammons received his 2012 Small Business Person of the Year for Oregon award from Governor Kitzhaber in Salem and also traveled to Washington DC to participate in events hosted by the SBA for state award winners.

USING THE INTERNET TO PROMOTE YOUR SMALL BUSINESS

Social Media for Business

Saturday, May 18
9:00-3:50 PM, Room OIT-154
Fee \$99

Course Code # **SBM-006-41**

A Social network is critical to the success of your business. The marketing of your business is a dynamic and ever-changing challenge. This workshop will introduce you to social networking fundamentals such as Facebook Fan Pages, Apps and Ads that can help your page be more user friendly, using Twitter to market your business, blog and website and utilizing tools to help manage social media effectively in 15 minutes per day.

Instructor: Misty Lambrecht

Managing Your Online Reputation

Wednesday, April 10
6:00-8:50 PM, Room OIT-154
Fee: \$49

Course Code # **SBM-006-45**

This class is designed for the hospitality and service related business that depends on reviews from such sites as Travelocity, Yelp, Trip Advisor and Google Local.

Instructor: Misty Lambrecht

Google Analytics

Thursday, April 4
6:00 - 8:50 PM
Room OIT-154
Fee \$39

Course Code # **SBM-006-46**

This class will help you see how Google analytics can track your ROI in the online presence you are investing in for your business. If you have a website for your business this is the tool to track that website performance.

Instructor: Misty Lambrecht

Make Search Engines Love Your Website

Saturday, April 27
9:00 AM—3:50 PM
Room OIT-154
Fee: \$99

Course Code # **SBM-006-39**

Do you want to find out how the search engines rank your website? How does Google view your site? Discover how you can get better search engine results for the search terms that matter most to your business.

This class covers Google Analytics and how to measure sales and conversions. It will help you understand how visitors use your site, how they arrived on your site, and how to keep them coming back.

Instructor: Misty Lambrecht

Wordpress Web Design Part I

Saturday, April 6
9:00 AM-3:50 PM, Room OIT-154
Fee \$69

Course Code # **SBM-006-51**

This class will show you how to set-up a business website using Wordpress. This includes hosting and domain set-up, Wordpress installation, choosing a theme and basic content creation.

Instructor: Misty Lambrecht



Wordpress Web Design Part II

Saturday, April 13
9:00 AM-3:50 PM, Room OIT-154
Fee: \$69

Course Code # **SBM-006-52**

Students will practice installing plugins that will allow you to set-up shopping carts, slide shows, photo gallery, social network, Google Analytics, paypal and more.

Instructor: Misty Lambrecht



QUICK ENTRY REGISTRATION FORM 2012-13

Student I.D. _____ OR Birthdate _____ (Required) TERM: SUMMER FALL
 WINTER SPRING

Name _____
Last First Middle Previous names

Mailing address _____
Street
City State Zip County

Message phone no. _____ E-mail (optional) _____

Gender Male Female Ethnicity American Indian/Alaska Native Asian/Pacific Islander Veteran Yes
 Hispanic Black/Non-Hispanic White/Non-Hispanic No

Course Code #	Title	Time	M	T	W	Th	F	S	Room	Start date	Fee

Fee payment by: VISA/Mastercard/Discover ► Card # _____ Exp. Date _____
 Check Cash Name on card _____
 Other _____ Cardholder Signature _____

MAIL at least one week before class to:
Small Business Development Center
7736 SE Harmony Road # 172
Milwaukie, OR 97222

Or, **FAX** to: 503-594-0726 (Monday-Friday, 9:00 am to 5:00 pm ONLY)

Or, **EMAIL** to: bizcenter@clackamas.edu

Or, **REGISTER** in person at:
CCC Harmony Community Campus
7738 SE Harmony Road
Milwaukie, OR 97222