



40 YEARS OF PUBLIC PARTNERSHIP

Oregon Small Business Development Center Network

Annual Report 2022



★ Regional Center ● Satellite Office 🌐 Global Trade Center

OREGON'S SMALL BUSINESS DEVELOPMENT CENTER LOCATIONS

Blue Mountain Community College

2411 N.W. Carden Ave.
P.O. Box 100
Pendleton, OR 97801
541-278-5833

Central Oregon Community College

1027 N.W. Trenton Ave. (Ctr)
2600 N.W. College Way (Mail)
Bend, OR 97703
541-383-7290

Chemeketa Community College

626 High St. N.E., Suite 210
Salem, OR 97301
503-399-5088

Clackamas Community College

7726 S.E. Harmony Road,
HW-160
Milwaukie, OR 97222
503-594-0738

Clatsop Community College

1455 N. Roosevelt Drive
Seaside, OR 97138
503-338-2402

Columbia Economic Team

375 S. 18th St.
St. Helens, OR 97051
503-410-1061

Columbia Gorge Community College

400 E. Scenic Drive,
Suite 2.108
The Dalles, OR 97058
541-506-6121

Eastern Oregon University

1607 Gekeler Lane,
Room 148
La Grande, OR 97850
541-962-1532

Klamath Community College

803 Main St., Suite 200
Klamath Falls, OR 97601
541-205-5404

Lane Community College

101 W. 10th Ave., Suite 304
Eugene, OR 97401
541-463-6200

Linn-Benton Community College

6500 S.W. Pacific Blvd.,
Willamette Hall 120
Albany, OR 97321
541-917-4929

Mt. Hood Community College

18633 S.E. Stark St.,
Suite 301
Portland, OR 97233
503-491-7658

Oregon Coast Community College

3788 S.E. High School Drive
Lincoln City, OR 97367
541-994-4166

Portland Community College

2305 S.E. 82nd Ave.,
ADM 404
Portland, OR 97216
971-722-5080

Rogue Community College

3345 Redwood Highway,
Building B
Grants Pass, OR 97522
541-956-7494

Southern Oregon University

101 S. Bartlett St.
Medford, OR 97501
541-552-8300

Southwestern Oregon Community College

1988 Newmark Ave.
The Newmark Building,
Room 229
Coos Bay, OR 97420
541-888-7182

Tillamook Bay Community College

4506 Third St.
Tillamook, OR 97141
503-842-8222, ext. 1420

Treasure Valley Community College

650 College Blvd.
Ontario, OR 97914
541-881-5772

Umpqua Community College

522 S.E. Washington Ave.
Roseburg, OR 97470
541-440-7824

Lead Office

1445 Willamette St., Suite 5
Eugene, OR 97401
541-463-5250



Building Oregon's Best Businesses

For more information about all that we do,
contact the Center near you, the Lead Office,
or visit OregonSBDC.org.



The Oregon SBDC Network is funded in part through a Cooperative Agreement with the U.S. Small Business Administration, the Oregon Business Development Department, and other private and public partners, with Lane Community College serving as the Network's lead host institution. Oregon SBDC services are extended to the public on a nondiscriminatory basis. Language services are available for limited English proficient individuals.





From the State Director

To all who support Oregon businesses,

The Oregon Small Business Development Center Network began its public partnership 40 years ago with the understanding that, through the sharing of knowledge and learning, we could help small business owners meet and exceed their goals to succeed. Since our founding in 1983, our 20 Centers have helped hundreds of thousands of Oregon entrepreneurs start and grow their businesses through finding new markets, creating new products, and offering innovative services while employing hundreds of thousands of Oregonians.

In partnership with our host institutions, Small Business Development Centers provide the education and expertise that Oregon's small businesses need to succeed in today's ever-changing competitive marketplaces, and we all share a common belief that knowledge has the power to transform lives and communities.

Small business is big business in our state, and as Oregon's small businesses have grown, we have expanded services to more than 40 locations to better serve Oregonians across the state, including our rural communities and underserved populations. Throughout our 40 years of history, the Oregon SBDC Network has provided more than 183,000 current and prospective small business owners with professional, one-on-one, confidential advising. More than 626,000 people have attended our classes and workshops in person and online. Our services have helped Oregon entrepreneurs with various business challenges, which allows them more time to enjoy the creation process, serve their customers, and be active members of their communities.

In recent years, business disruptions have included the unprecedented circumstances of navigating the COVID-19 pandemic and natural disasters. Through no-cost advising and training, and connecting business owners with regional, state, and federal resources, our team has worked tirelessly to serve business owners needing assistance on their road to recovery. If these past three years have taught us anything, it is that Oregon is home to some of the most resilient and innovative businesses in the country. In addition to learning about our services and the impact we've made, you'll meet several of these inspiring business owners and entrepreneurs in these pages.

Our core mission, building Oregon's best businesses, comes from a recognition that businesses are supported by communities of clients, partners, and resourceful entrepreneurs who seek to do something better. By providing expert advising, training, and services, we serve the people who make Oregon what it is today.

The work we do would not be possible without the partnerships of many community leaders, including public officials, our host organizations, Business Oregon, and the Small Business Administration. We invite you to join all of us as we celebrate 40 years of success and continue to build toward a new and vibrant future for Oregon's small businesses.

Sincerely,

Mark Gregory, State Director

Oregon Small Business Development Center Network



Building Oregon's Best Businesses

1445 Willamette St.,

Suite 5

Eugene, OR 97401

541-463-5250

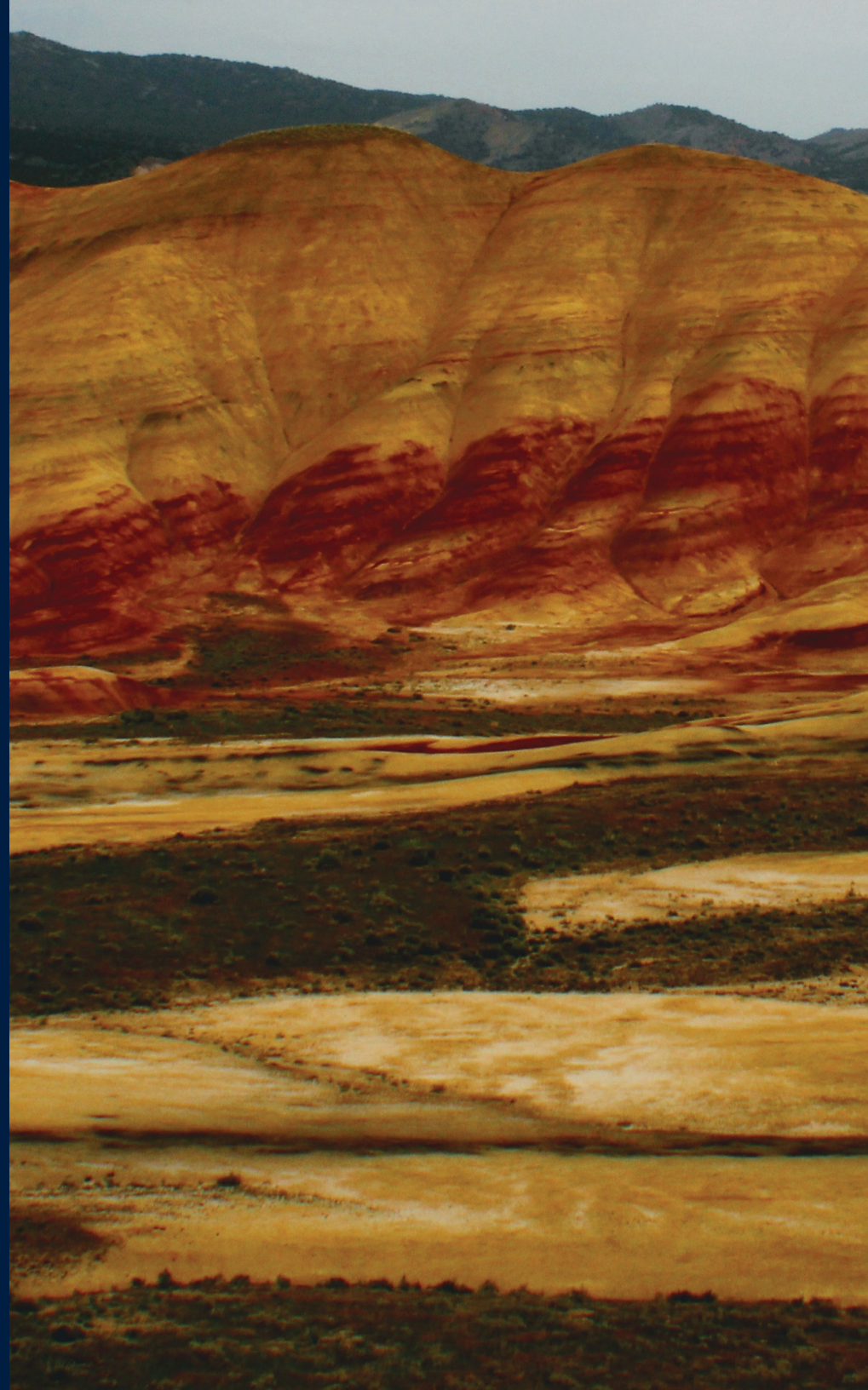
support@oregonsbdc.org



The Oregon Small Business Development Center Network is hosted at Lane Community College.

Table of Contents

Oregon SBDC Network History & Milestones	6
Oregon's SBDC Network	8
2022 Economic Impact	10
Programs and Services	12
2022 Client Success Stories	14
No-Cost Small Business Advising	18
CCB Training and Negocios en Español	20
Succession Planning and Cybersecurity	22
Capital Access Team and Global Trade Center	24
Market Research Institute and Disaster Response Assistance	26
Oregon Inclusivity Project and Early Child Care Business Accelerator	28



OREGON SBDC NETWORK HISTORY & MILESTONES

1982

Lane Community College establishes a Business Assistance Center. Edward “Sandy” Cutler is hired as director.



1983

State Rep. Bill Bradbury (Coos Bay) works with the Oregon Community College Association to introduce legislation to assist small businesses throughout Oregon. The Oregon Community College Association forms a task force to study business assistance models. The task force recommends that the Oregon legislature adopt the model established at Lane Community College for statewide implementation. House Bill 3002, establishing the Oregon Small Business Development Centers, is passed by the House and Senate with one dissenting vote and signed by Gov. Vic Atiyeh.

1984

The first cooperative agreement with the Small Business Administration is issued to Lane Community College. Lane Community College is established as the lead institution for SBA-sponsored Small Business Development Centers. The Lead Office is established at Lane Community College. 18 Centers open at 15 of Oregon’s community colleges, Southern Oregon State College, Oregon Institute of Technology, and Eastern Oregon State

College. Sandy Cutler becomes the first state director of the Oregon SBDC Network.

1985

The Association of Small Business Development Centers meets in Eugene, Oregon, for the first-ever meeting of the group on the West Coast.

1986

The Small Business International Trade Program is initiated at Portland State University.

1987

Oregon SBDC Network’s state oversight is moved from the Oregon Department of Education to the Oregon Economic Development Department. Oregon Coast Community College is established in Lincoln County, and an SBDC is established there.

1988

First Interstate Bank and U.S. National Bank provide funding for four pilot Profit Improvement Programs, providing six months of management assistance to business owners.

1991

The Oregon SBDC Network receives two National Institute of Standards and Technology grants to expand access to technology to Oregon’s small businesses.

1992

The Network releases its series of business planning workbooks—“Your Business Plan,” “Your Marketing Plan,” “Your International Business Plan,” and “Su Plan de Negocio”—for nationwide distribution. Portland Community College combines the Small

Business International Trade Program under the SBDC director to form the Oregon SBDC Network International Trade Program.

1993

In the face of Walmart’s expansion into rural towns throughout Oregon, the Oregon SBDC Network delivers “Weathering Walmart” training/advising activities in impacted communities.

1995

The Oregon SBDC Network engages Dun & Bradstreet in a study of small business growth and impact statewide.

1996

The Oregon SBDC Network engages the Oregon Employment Department to research the higher percentage of SBDC-assisted businesses fueling job growth statewide.

1997

The Oregon SBDC Network produces its two-year strategic plan focused on key target markets and specific economic impacts. The Network updates FTE Guidelines for statewide Small Business Management courses through the Oregon Department of Community Colleges and Workforce Development.



2003

The Oregon SBDC Network launches its website BizCenter.org.



2004

Founding Oregon SBDC State Director Sandy Cutler retires after over 20 years of service.

2005

The Oregon SBDC Network launches the Business Capital Resource Center to support loan preparation with small businesses. This program was later reformed as the Capital Access Team.

2006

The Oregon SBDC Network begins development of a statewide adviser professional development certification and forms standard competencies that have since been adopted nationally.

2008

The Oregon SBDC Network expands Small Business Management classes for Oregon Department of Transportation contractors statewide after a successful pilot course at the Chemeketa SBDC.

2009

The Oregon SBDC Network is awarded the first of eight \$100,000 SBA Portable Assistance Awards to serve businesses in areas throughout Oregon that were heavily impacted from corporate downsizing, job loss, and high unemployment.

2010

The Oregon SBDC Network is awarded supplemental funds via SBA's Small Business Jobs Act appropriation to establish its statewide Capital Access Team, expand its Global Trade Assistance Program, and deliver other short-term specialized services to help small businesses add more Oregonians to their payrolls. The Network initiates a four-year SBA Veterans Grant to provide

Small Business Management training and advice to veteran-owned small businesses.

2011

The Oregon SBDC Network is awarded a multiyear State Broadband Data & Development grant by the Oregon Public Utilities Commission to assist small business owners throughout the state in the effective utilization of broadband technologies. The Network is selected by the State of Oregon to develop and deliver a statewide "Grow Oregon Pilot Program," which provides targeted assistance to companies with 10 to 99 employees poised for growth. The program was adopted by the state and eventually became "Scale Oregon" in 2016.

2012

The Klamath Falls SBDC moves across town from its original host, Oregon Institute of Technology, to Klamath Community College. All 17 Oregon community colleges now host SBDCs.

2013

The Oregon SBDC Network establishes its Market Research Institute at Southern Oregon University, funded in part by a contribution from U.S. Bank and a supplemental appropriation from the Oregon Legislature.

2014

The Network is selected by the Oregon Employment Department to provide a Self Employment Assistance program, advising and training services to qualified unemployment insurance claimants pursuing entrepreneurship opportunities. Ten Certified Global Trade Certification Advisers have completed training and certification within the SBDCs through what is now known as the Oregon SBDC Network Global Trade Center.

2015

The Oregon SBDC Network passes its five-year accreditation with America's SBDC for the first time in history without conditions. The Oregon Legislature increases funding to the Network to sustain its Market Research Institute.

2016

The Oregon SBDC Network gains its first and largest-ever private foundation grant with the Ford Family Foundation to serve entrepreneurs throughout rural Oregon.

2017

The Oregon Legislature passes HB 2153, which amended the SBDC's founding legislation and expands direction with state

agencies to use the Small Business Development Centers for small business outreach. This bill expands how the Network could utilize state funds for marketing services to small businesses. The legislature also passes one of the largest funding increases to the Oregon SBDC in history. Steve Curley is hired as the associate state director.

2019

The Oregon SBDC Network develops a five-year strategic plan, including new strategic directions to better serve Oregon businesses. It plans to focus on improving the quality of services, developing new partnerships, assisting rural and underrepresented businesses, and improving the organization's capacity and sustainability.

2020

The COVID-19 pandemic sees businesses losing 90% of their revenue in many sectors and facing a new reliance on federal assistance. Centers step up and share resources across the Network to help businesses get the help they need quickly and efficiently. Total disaster response includes 4,088 businesses assisted with COVID-19 relief and many more assisted with relief related to wildfire-related disruptions.



2021

Centers help clients revise their business strategies, capitalize, and innovate new services in the wake of the pandemic, while the Network recalibrates its own strategies to provide timely and relevant support for business owners as they work to recover from the unprecedented challenges. The Legislature approves \$5,621,000 in state funding for the Network for FY 2021-23.

2022

The Oregon SBDC expands into Columbia County through a partnership with the Columbia Economic Team, forming the 20th regional Small Business Development Center in Oregon. The Network focuses on succession planning advising to help business owners create plans that can help make exiting their businesses easier.

OREGON'S SBDC NETWORK

20 Regional Centers and Over 40 Locations to Connect with Businesses Across Oregon

The 20 regional Centers and Global Trade Center, with over 40 locations across Oregon, serve local communities with local advisers and provide access to a statewide network of support.

The Centers are hosted by Oregon's 17 community colleges, Eastern Oregon University, Southern Oregon University, and the Columbia Economic Team. The Oregon SBDC Network is proudly hosted by Lane Community College and supports SBDCs across Oregon.

Five-Year Strategic Direction: 2022 Update

In 2019, the Oregon Small Business Development Center Network developed a five-year strategic plan, including new strategic directions to better serve Oregon businesses. For FY2022, our core strategies remained the same, with recalibrated goals that are clearly defined toward specific outcomes.

Enhancing Services

1. Focus on relevant, niche, and collaborative service delivery with two primary goals:
 - a. Develop guided pathways for training clients at each Center. *Vision: Create a sustainable program and improved learning outcomes.*

- b. Develop client assessment and intake process for advising. *Vision: Heighten awareness of SBDC programs and longer-term client engagements.*

Strengthening Partnerships

2. Develop, strengthen, and leverage partner relationships to expand communications and services to clients with two primary goals:
 - a. Implement a partner tracking and referral system using existing tools. *Vision: Improve partner communication and client engagement.*
 - b. Enhance partner understanding of the SBDC through mutual relationship building. *Vision: Improve client referrals.*

Assisting Underrepresented Businesses

3. Through a DEI, rural, and socioeconomic lens, support underrepresented populations in the business communities we serve:
 - a. Research representative demographics of each region/Center to analyze gaps of demographics of clients served compared with populations in the community; analyze bilingual capacities. *Vision: Consistent support of underrepresented business populations statewide.*
 - b. Implement Oregon Inclusivity Project utilizing the Network's Inclusivity Project Framework. *Vision: Increase the level of support for underserved business populations.*

Improving Performance

4. Enhance competence and increase capacity to serve existing and future clients:
 - a. Implement an onboarding process and provide an ongoing professional development system. *Vision: Improve shared understanding about the Oregon SBDC to better support client engagement.*
5. Continuously improve operations and systems to provide quality services:
 - a. Evaluate current MIS systems, and identify unmet MIS and CRM needs. With data, research systems that meet the criteria for unmet needs. *Vision: Improve internal SBDC systems to better meet the needs of staff and the clients we serve.*

Network Hosted at Lane Community College

The Oregon SBDC Network was established in 1983 as our nation's first community college–hosted SBDC Network. The Network aligns firmly with the Lane Community College vision of transforming lives through learning, with the knowledge that advising, training, and programs help serve all our business communities across Oregon. The Oregon SBDC Network, as a part of Lane Community College, is the largest provider of small business assistance in Oregon by both the number of clients served annually and the impacts we achieve.

Funding Partners

Oregon's SBDCs are funded through a partnership with the Small Business Administration, Business Oregon, and local host institutions. Additional funding comes from grants from local governments and private foundations and through income from training events and other program fees. Advising is always provided at no cost to clients, and classes are provided at a cost that allows them to remain both sustainable and affordable for business owners. Many Centers receive funding from local governments to provide classes to specific clients for free or at reduced costs to the client. ■



Kate Sinner

Business Oregon

"Oregon's SBDCs have provided high-quality business support to Oregonians statewide for years. I'm particularly excited about the Network's deliberate effort to engage diverse businesses and its consistently evolving resources that include a range of opportunities from cybersecurity training to tailored supports for childcare businesses. The Oregon SBDC is truly a remarkable partner and resource for Oregonians in a shifting economic landscape."

— Kate Sinner, Business Oregon,
Innovation and Entrepreneurship Manager
Business Oregon



Martin Golden

U.S. Small Business Administration

"The Oregon SBDC Network is an outstanding organization and is dedicated to Oregon's small business community. I am particularly proud of the strong partnership that the Portland District Office and the Network have developed over the years. This partnership was invaluable as we faced the challenge of helping small businesses survive the pandemic and thrive in the uncertainty of a new normal. The SBA asked even more from the SBDC Network, and it delivered. Business advisers worked overtime to help Oregon small businesses respond to this crisis. I'm grateful to all of the Network directors and advisers for the help they provided."

— Martin Golden, District Director,
Portland District Office,
U.S. Small Business Administration



Dr. Stephanie Bulger

Lane Community College

"The Oregon SBDC Network is a wonderful example of the work all Small Business Development Centers provide to businesses in this region. At Lane Community College, we see our students and these entrepreneurs reap the benefits of the resources the Oregon SBDC Network provides with their investment. This partnership is invaluable."

— Dr. Stephanie Bulger
President
Lane Community College

"For the past 40 years, the SBDCs in Oregon have advised and helped prepare new and growing small businesses in our state. The results? Thriving businesses all across Oregon that are well-positioned to access capital and create jobs."

— Linda Navarro, Oregon Bankers Association

"From the very beginning of the Government Contract Assistance Program in late 1986, we have been connected to SBDCs—meeting regularly at SBDCs throughout Oregon, shared events, and valuable small business referrals between our programs. We have both benefited greatly from our shared vision and partnership. Happy 40th!"

— J. Rick Evans, Executive Director, APEX Accelerators,
Oregon's Procurement Technical Assistance Center

The SBDC is a "great place to get the tools, trainings, and business support our entrepreneurs need to start and grow their business and the economy of our rural places."

— Brenda Brown, RDI, Bilingual Senior Program Manager

"The SBDC Network across the region fills an incredibly important gap to provide rural small businesses with the support they need to thrive and contribute to a vibrant local economy."

— Amy Hause, Director of Economic Vitality Services, RDI

"The Oregon SBDC Network is a critical resource for the long-term success of small business in this state. They provide much-needed support to navigate challenges companies face and assistance in building sound business practices that help companies thrive. OMEP is proud to have the SBDC Network as a key partner in executing our mission of helping Oregon manufacturers build successful businesses."

— Aaron Fox, President, OMEP

"The Oregon SBDC Network is invaluable to our economic growth and mobility across the state. Technology Association of Oregon is proud to be a long-standing partner to educate and transform our small business ecosystem to build more resilient and thriving businesses and leaders."

— Sally Bell, Executive Vice President,
Technology Association of Oregon



2022 ECONOMIC IMPACT

Small Businesses Create
Big Impacts

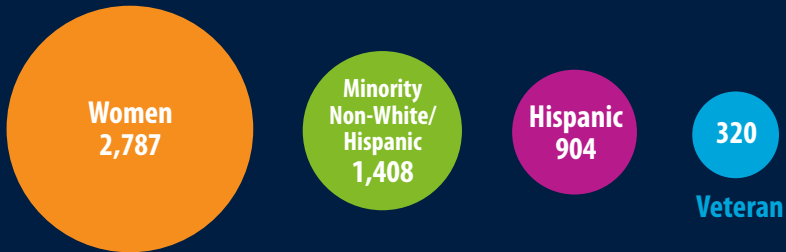
Small Business Is Big Business in Oregon

Every number shown on these graphs is a story all its own, and our advisers and clients have many. These numbers show a business that received capital to start or expand, an employee who joined a great local business and pursued a passion, a new business that opened its doors.

These are the businesses that form the fabric of our community—that enrich our lives with culture, with personality, and most importantly with passion. SBDCs are the local resource in and for the community, providing a helping hand and working with businesses to find their success. ■

Clients Served

5,210 clients were served by SBDCs across the state



Some clients may be included in more than one category.

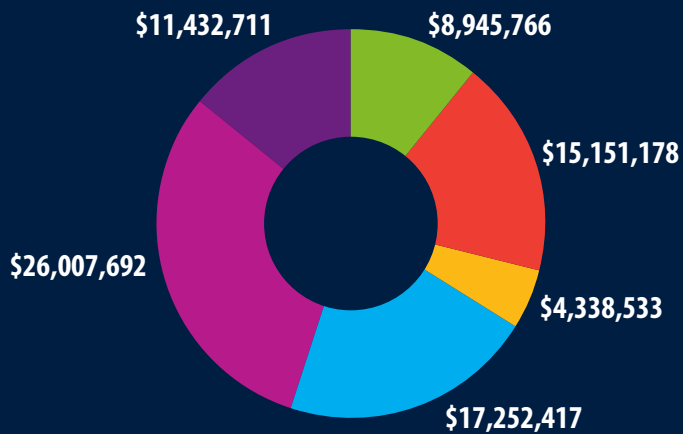
Training

Across the state, SBDCs hosted 623 training events with a total of 6,053 attendees



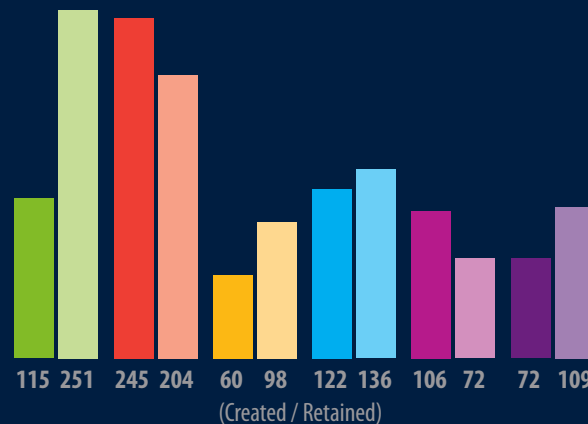
Capital Formation

\$83,128,297 Oregon SBDC capital formation



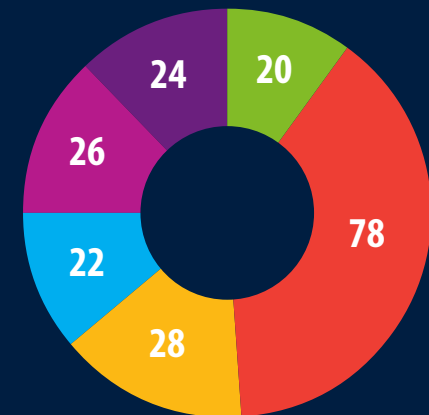
Job Creation & Retention

Across the state, SBDCs helped create 719 jobs and retain 869 jobs



Business Starts

Statewide, SBDCs helped 198 businesses get started



- Willamette Valley
- Portland Metro
- Coast
- Southern Oregon
- Central Oregon
- Eastern Oregon

PROGRAMS & SERVICES

Help for Businesses Where They Need It Most

SERVICES

Advising



Our knowledgeable advisers are here to help businesses with planning, analyzing cash flow, accessing capital, marketing, hiring and more. Clients learn from experienced advisers who bring important skills and perspectives to help businesses thrive. All advising is confidential and provided at no cost to clients.

Training



Learn the skills you need for a successful business. Experienced instructors teach classes on marketing, bookkeeping, human resources, business planning, and other topics businesses need to master to be successful. In the classroom and online, business owners learn from one another as well as the instructor, developing important skills that lead to thriving businesses.

PROGRAMS

Capital Access Team





The Capital Access Team is a specialized team of advisers who focus on helping businesses access the capital needed to launch or grow a business. Advisers are often former lenders in the area who understand the local capital landscape and help businesses determine the best path forward.

Global Trade Center




It's a big world. Sell to it. The Global Trade Center helps Oregon businesses connect to the global market by offering specific advising and training to succeed in these bigger international markets. Global Trade Center advising is available to all Oregon small businesses at no cost through their local SBDC.

 **IDEA**
Determining Your Potential

 **LAUNCH**
Launching into Opportunity

 **EXPANSION**
Growing Your Business

 **RENEWAL**
Adjusting to Change

 **EXIT**
Preparing for the Next Stage

Market Research Institute



The Market Research Institute provides actionable business intelligence to help small business owners make better strategic decisions. Using the latest research tools, the Market Research Institute provides customized research reports to Oregon small businesses. These reports help businesses develop data-informed business and marketing plans, make location decisions, and more.

Cybersecurity



The Cybersecurity program offers educational awareness; training; and no-cost, one-on-one advising for businesses. Through collaborative partnerships with the Technology Association of Oregon and public agencies, the program brings world-class resources in the field of cybersecurity and cyber intelligence to assist businesses.

Small Business Management



A signature program of the Oregon SBDC Network, the Small Business Management program is a unique combination of instructional learning and one-on-one advising that helps make businesses more successful. During the up to three-year program, business owners learn how to run a successful small business while collaborating with peers. This program is available at most SBDCs.

Business Resiliency Planning



Emphasizing preparedness, Oregon's SBDCs meet with business owners to help prepare for the worst before the worst happens. These steps include learning how to assess risk, implementing cybersecurity, succession planning, understanding supply chain risks, and preparing for natural and human-caused disruptions. Businesses receive tools for creating their own emergency response plans, communication plans, and business impact analysis. Businesses are also encouraged to use financial planning and tools to mitigate risks. Disaster resilience planning is emphasized throughout most SBDC class curricula.

Disaster Response Assistance



SBDCs help small businesses recover from disasters throughout Oregon. This assistance can help with accessing local and federal resources, budgeting and cash flow, understanding state assistance programs, and the needs of the whole business. Our advisers can help businesses assess their status, determine if and how they should reopen, access capital and put a recovery plan together. All Centers are supported by the larger statewide Network and have access to specially trained advisers and resources. These services are also available in Spanish. Disaster assistance is provided in partnership with local communities, the SBA and Business Oregon.

Negocios en Español



Oregon's Hispanic business owners are an important part of our local economies and communities. The SBDCs provide business assistance with Spanish-speaking advisers who are trusted members of their community. These advisers provide one-on-one advising at no cost, helping small business owners start and grow successful businesses.

CCB Licensing



In partnership with the Oregon Construction Contractors Board (CCB), SBDCs offer classes in person and online that meet the CCB's required 16 hours of study before individuals are eligible to take the licensing exam. Additional advising and training are available to complete the CCB registration and start their business.

Succession Planning



Sometimes it can be difficult to leave a business that you have spent years creating. Our succession planning advisers help business owners create plans that can help make this process easier. These advisers have additional training to help businesses transition from one party to the next, whether it is a family member, an employee, or a third party. ■



IDEA

Determining Your Potential



LAUNCH

Launching into Opportunity



EXPANSION

Growing Your Business



RENEWAL

Adjusting to Change



EXIT

Preparing for the Next Stage

2022 CLIENT SUCCESS STORIES

Building Oregon's Best Businesses



Curious Curls Kids Salon

Chemeketa CC SBDC

Curious Curls Kids Salon, Karissa Yoakum

Chemeketa CC SBDC

Karissa Yoakum had a dream of starting a children's salon that would celebrate diversity and neurodiversity while focusing on "Inspiring Self-Love, One Haircut at a Time." She took advantage of the various services offered through the Oregon SBDC, including classes, working with advisers on her business plan, and accessing startup funding. Her patient determination, passion, and the SBDC's assistance helped her achieve her goals: She is now the proud owner of an inclusive children's hair salon in the Salem-Keizer area, specializing in haircuts, braiding, and styling!

SBDC advisers "were able to recommend organizations who fund small businesses, which led to my securing my startup loan," Karissa said. "They genuinely care and want to see small businesses flourish." ■

"The mentorship and networking opportunities have been invaluable!"

— Lisa Tran, Tân Tân Foods, PCC



Tân Tân Foods

Portland SBDC



Rock Dojo
Portland SBDC

Rock Dojo Portland SBDC

Rock Dojo is an award-winning Portland-based guitar program for kids that co-owner Brian Parham created to share his passion for playing rock guitar. Since 2015, more than a thousand elementary school students have learned to play guitar in Rock Dojo's after-school programs and online classes! When Brian contacted the Portland Community College SBDC, he struggled with the many hats a small business owner often has to wear, particularly time management and marketing.

Brian enrolled in the Portland Community College (PCC) SBDC's Advanced Small Business Management training program, which included one-on-one monthly meetings with an adviser and monthly Zoom classes. Since then, Rock Dojo has garnered increased student retention, additional business funding, and a new perspective on how to strategically grow the business.

Brian says the SBDC helped him focus on the most important tasks that bring the greatest results and changed the way he communicates with his clients. He's currently creating a brand-new genre of metal music that's family-friendly, socially conscious, and story-driven.

Brian's message to other small business owners thinking about working with the SBDC: "The PCC SBDC rocks!" ■

Adventure Bicycles Rogue CC SBDC

As owners Steve Gressett and Jeff Rubin were in the early stages of securing funding for their plan to open a specialty bike shop in Medford, they did not have a business plan in place, so they reached out to the Rogue SBDC for assistance.

Writing a business plan is an important exercise that serves several purposes. It can help persuade investors or lenders to finance the business, and it serves as a roadmap to guide the launch and growth of a new business.

With the help of their adviser, Steve and Jeff completed a clear and concise business plan for Adventure Bicycles, and before long the company secured the funding it needed!

Now open, Adventure Bicycles expertly serves all styles of cyclists, including new and veteran riders, road and mountain aficionados, and recreation and transportation cyclists. From pairing you with the perfect new bike to maintenance and repair, cyclists in the Medford area are well cared for with Adventure Bicycles. ■



Adventure Bicycles
Rogue CC SBDC



Yarrow & Tulsi Farms, LLC

Klamath CC SBDC

Yarrow & Tulsi Farms, LLC

Klamath CC SBDC

When Amanda Soriano moved to Klamath Falls in 2018 with her family, she saw a demand for high-quality unique flowers with an artistic touch. With more than 20 years of experience as a florist, she branched into growing her own flowers and opened Yarrow & Tulsi Farms in May 2022.

Amanda worked with a business adviser at the Klamath Community College Small Business Development Center to put a plan together for opening her business. She utilized LivePlan to help with the business plan narrative and financial projections to get her ideas onto paper so others could see her vision and help guide her.

Just two months later, she began to sell her flower arrangements at the Klamath Falls Farmers Market as a test run to gauge the response from the community. The test was successful and gave

her the encouragement she needed to get her website and social media accounts started. She created a monthly subscription floral service where customers receive a different type of flower arrangement every month, which was a huge success and gave her the motivation to continue to move forward and open a retail storefront.

“Meeting with my business adviser was so beneficial,” Amanda said. “Having someone to help guide me with where and how to file important paperwork, and direction around hiring my first employee, were so important. My adviser’s confident and calm guidance gave me reassurance to keep moving forward.”

She added, “I don’t think I could have made the strides I have without the counsel from the Small Business Development Center.” ■

Early Child Care Business Accelerator

Central Oregon CC SBDC

According to a 2020 report from Oregon State University, all of Oregon’s 36 counties are considered “childcare deserts,” with only one childcare slot available for every three children.

The Central Oregon Community College SBDC launched its Early Child Care Business Accelerator program in October 2021 in partnership with NeighborImpact to help Oregon entrepreneurs launch their childcare businesses and address the urgent need for more childcare in our communities.

A year later, 26 home-based childcare providers have opened their doors with the accelerator’s assistance, creating more than 260 slots for parents seeking childcare. ■



Early Child Care Business Accelerator

Central Oregon CC SBDC



Clay Berthelsen LLC

Blue Mountain SBDC

Clay Berthelsen LLC

Blue Mountain SBDC

You would be hard-pressed to find Clay Berthelsen without a camera in his hand. He shoots video full time for a large media company, and when he's not working his 9-to-5, he's taking on a wide variety of creative video and photography projects under Clay Berthelsen LLC, a business he started in 2019. In his free time, he teaches photography classes at local art centers. To say Clay is passionate about his work is an understatement.

Videography and photography have long been hobbies of Clay's, but they weren't always his full-time gig or a small business. While in college and afterward while working in tech, he shot mostly for fun, honing his skill. Soon friends were pitching him projects, and commissions started lining up. He knew it was time to turn his hobby into a business. At first, Clay wasn't sure what the focus of his business should be: videography, photography, marketing, social media? That's when he connected with an SBDC adviser in Baker City.

"The SBDC helped me narrow down my focus for my business, which helped immensely. Instead of trying to do everything, I concentrated on what I was best at: having a camera in my hands and creating professional content."

Self-motivated and passionate, Clay worked hard to see his business succeed, even while working full time. He credits the SBDC with helping him through the challenges he faced in the first few years, especially startup, ideation, pricing, and saving.

Clay has seen over 50% growth in revenue every year since starting his business in 2019, and he hopes to double that in the coming year. His photography is featured online and in multiple magazines throughout Eastern Oregon. He has landed video contracts with major Pacific Northwest brands, and expanded his business to real estate photography.

Clay says his biggest accomplishment to date is starting the business itself, something that seemed daunting before he found the support of SBDC. ■

"One of the great things about the SBDC is that they're as passionate about what they do as we are about what we do—and that is a winning combination."

– Katie McNeil, Owner, Pacific Sourdough, Oregon Coast Community College

"We are thrilled to be able to dream again! If you are needing assistance with your business, I highly recommend the SOU SBDC."

– Juan Lopez, Owner, Chicos Auto Collision, SOU

NO-COST SMALL BUSINESS ADVISING

Building Oregon's Best Businesses

Small business advising is the backbone of every service provided by the Oregon SBDC, and the starting point for all clients. Our experienced business advisers support business owners at every stage—from idea to launch, expansion, renewal, and exit strategy. They are with them every step of the way.



IDEA

Determining
Your Potential



LAUNCH

Launching into
Opportunity



EXPANSION

Growing Your
Business



RENEWAL

Adjusting to
Change



EXIT

Preparing for
the Next Stage

SBDC Advisers Help Business Owners:

- Identify the problem
- Discuss options and solutions
- Put together an action plan with next steps
- Provide accountability along the way

One of the most important roles our SBDC advisers play is problem-solver—helping business owners respond to challenges they face in all aspects of business. From accounting to hiring, sourcing to marketing, no business is immune to problems on its journey to success. ■



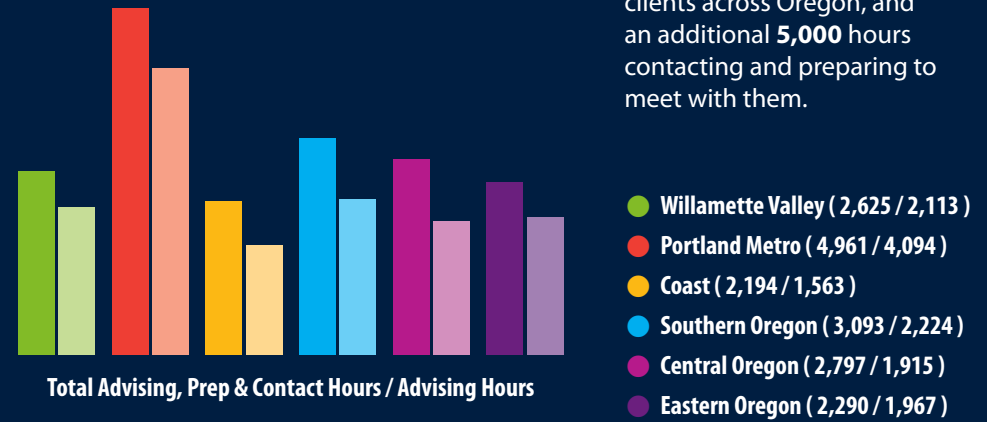
José Balcazar advises clients in Spanish.



Advising can be done both in person and virtually.

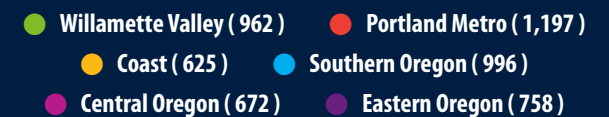
Advising Hours

In 2022, advisers spent nearly **14,000** hours advising clients across Oregon, and an additional **5,000** hours contacting and preparing to meet with them.



Advising Clients

Centers advised over **5,200** clients in 2022 with no-cost, one-on-one advising. Approximately one in four clients will become “long-term” clients, defined as a client with more than five hours of advising or other services in a calendar year.



CCB TRAINING

Supporting Contractors

In partnership with the Oregon Construction Contractors Board (CCB), the Oregon SBDC has helped hundreds of aspiring contractors receive their contractors licenses and start their businesses. With the shortage of housing in Oregon and across the country, this sector remains a critical part of the economic development ecosystem. This program is providing licensed contractors to build the homes needed for our state.

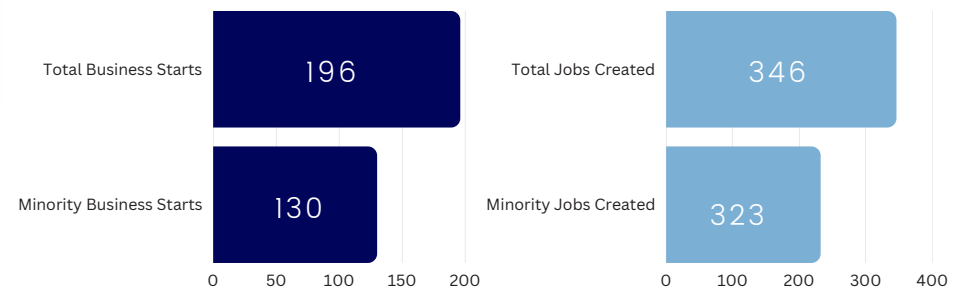
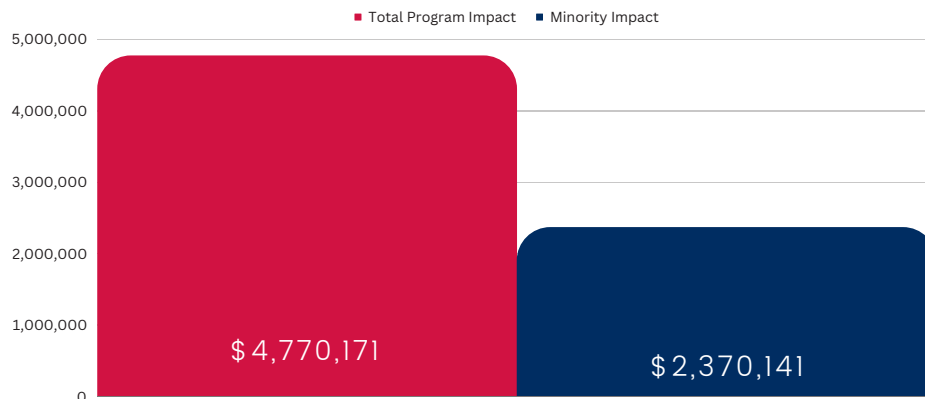
Over the past three years, the demand for this program has rapidly increased across the state. This presented an opportunity for the Network to focus on increasing access to the training via distance delivery (provided in English and Spanish) to Centers statewide.

Additionally, the Network has taken this training to a new level via an interagency agreement between the Clackamas SBDC and the Oregon Construction Contractors Board (CCB). This agreement allowed the SBDC to pilot improvements to the CCB curriculum and testing in both English and Spanish while also allowing the Network to help those who obtain their CCB licenses start and sustain successful businesses.

As a result, the SBDC has seen continuous improvement in CCB exam pass rates, particularly for Spanish speakers. The first-time pass rates have been as high as 90 percent for one class, while the average pass rate is 73 percent. Before the SBDC started this effort, the pass rate for Spanish-speaking clients was less than 10 percent. ■

2021–2022 ECONOMIC IMPACT CONSTRUCTION CONTRACTOR TRAINING PROGRAM

CAPITAL FORMATION



NEGOCIOS EN ESPAÑOL

Assisting Spanish-Speaking Business Owners

Los dueños de empresas hispanas de Oregón son parte importante de nuestras economías y comunidades locales. La Red de SBDC proporciona asistencia de negocios en español con asesores hispanohablantes que también son miembros confiables de la comunidad. Estos asesores proporcionan asistencia individual sin costo alguno, lo que ayuda a los dueños de pequeñas empresas a hacer crecer sus negocios de manera exitosa.

La Red de SBDC de Oregón ha reclutado asesores bilingües con el propósito específico de servir a la comunidad de dueños de empresas hispanohablantes con recursos culturalmente relevantes y ayudarles a acceder a capital, desarrollar planes de negocios y compartir información. Estos trabajos también incluyen expandir los servicios, la formación y los talleres en español de la Red de SBDC.

En 2022, en alianza con nuestros centros regionales, la Red de SBDC de Oregón proporcionó servicios,

formación y talleres especializados, tanto en persona como de manera virtual en todo el estado en español. Dichos programas incluyen *Capital Access*, *Construction Contractors Board Test Preparation*, *el SBDC Small Business Management Program* y multitud de talleres y formaciones en negocios con temas desde la puesta en marcha de una empresa hasta su crecimiento. También montamos eventos con socios colaborativos y ferias de trabajo que se llevan a cabo de manera regional en todo Oregón.

La Red de SBDC de Oregón también ha trabajado para mejorar la visibilidad de servicios, programas y talleres en español con la creación de canales de comunicación solamente en español en la forma de los perfiles de redes sociales de *Oregon Latino SBDC*. Hoy en día, los dueños de empresas pueden contactar directamente a nuestro personal y asesores hispanohablantes a través de las páginas de Facebook y LinkedIn de *Oregon Latino SBDC*. ■



Oregon's Hispanic business owners are an important part of our local economies and communities. The SBDCs provide business assistance with Spanish-speaking advisers who are trusted community members. These advisers provide one-on-one advising at no cost, helping small business owners start and grow successful businesses.

The Oregon SBDC has been building its base of bilingual advisers specifically to serve the Spanish-speaking business community with culturally relevant resources and to help them

access capital, develop business plans, and share resources. These efforts also included providing specialized SBDC services, training, and workshops in Spanish.

In 2022, in partnership with our regional Centers, the Oregon SBDC delivered specialized services, training, and workshops both in person and virtually across the state in Spanish. These programs included Capital Access, the Construction Contractors Board Test Preparation, the SBDC Small Business Management Program, and a variety of other small business workshops and training covering everything from startup to scaling. These

efforts also included collaborative partner events and job fairs held throughout Oregon.

The Oregon SBDC also made a focused effort to expand the visibility of Spanish-speaking services, programs, and workshops by adding additional communication channels solely in Spanish through the Oregon Latino SBDC social media platforms. Today, business owners can connect directly with our Spanish-speaking support staff and advisers through the Oregon Latino SBDC Facebook and LinkedIn pages. ■

SUCCESSION PLANNING

Transitioning Business

Exit Planning Institute (EPI) estimates that some 4.5 million firms representing more than \$10 trillion in business value will transition over the next decade. In addition, the challenges of the post-pandemic economy have business owners taking a hard look at their current financials and operational status and making decisions accordingly— many reaching out to the Oregon SBDC for guidance on succession planning.

The Oregon SBDC sees this as an urgent call to assist business owners to prepare ahead in order to preserve wealth and maintain the critical services that businesses provide to their communities. In addition, with the lack of potential buyers, as baby boomers look to retirement, it is imperative to build up internal leaders who will be the ones to step in the gap and take these businesses forward.

Succession planning is a crucial next step for many but requires proper planning. Oregon SBDC succession planning services help guide business owners through the many stages of planning and executing, including:

- **Creating a documented succession plan**
- **Working the steps of that plan**
- **Strategies for maintaining and growing valuation through the process**
- **Keeping the company in a sellable position**
- **Preparing for the transition of ownership**
- **Post-transition planning**



CYBERSECURITY

Impact and Accomplishments of 2022

The Oregon SBDC's Cybersecurity program, hosted at the Mt. Hood SBDC, offers educational awareness; workshops; training; and no-cost, one-on-one advising sessions for businesses at different levels. Through collaborative partnerships, the Oregon SBDC Cybersecurity program brings world-class expert presenters in the fields of cybersecurity and cyberintelligence for events, training sessions, and webinars.

In 2022, The Oregon SBDC Cybersecurity program was focused on building program awareness in the Oregon small business community through education, outreach, resource-building, and advising.

Education

The Oregon SBDCs partnered with the Technology Association of Oregon (TAO) to provide comprehensive training to small businesses on all aspects of cybersecurity. This training included experts from the FBI, Mastercard, Multnomah County Information Technology, and many reputable cybersecurity providers.

Outreach

The SBDC Cybersecurity program conducts regular outreach through our Centers,

partner organizations, and Network marketing team to increase program awareness. The program also utilizes forums, online events, and conversations to engage with small businesses to answer questions and provide solutions for their cybersecurity needs.

Resource-Building

Through the Cybersecurity program and communication with cybersecurity providers, our team has access to a repository of educational resources with high-quality content, such as on-demand webinars, do-it-yourself trainings, presentation materials, handouts, and other resources for small businesses, including a list of suggestions for exploring cybersecurity providers.

Advising

In 2022, Oregon SBDC Cybersecurity program advising focused on educating clients about basic cybersecurity planning, attack prevention, and crisis management for their particular businesses. Advisers also suggest resources to explore for advanced crisis management and recovery. ■



CAPITAL ACCESS TEAM

Expert Advice and Guidance



Many CAT advisers are former bankers who have previously been responsible for helping small businesses access capital. These experts, often in retirement, are giving back to their communities using their knowledge and skills.

Business owners seeking to deepen their financial knowledge and management skills are supported through the Oregon SBDC Network's Capital Access Team (CAT).

CAT started in 2011 and has grown into six regional teams. This regional model has allowed CAT to provide advisory resources throughout the state, with each team supporting local SBDCs in their efforts to help Oregon small businesses navigate the funding process. CAT's specialized advisers—many of whom are retired career bankers—also work directly with business owners to provide expert advice on how to access capital to foster economic growth and resilience at all stages of business and across industries.

Because of the high demand, the CAT program in 2022 onboarded three new regional advisers, which increased statewide program adviser capacity. This increased capacity meant CAT advisers were able to support local SBDCs as they helped clients access over \$83 million in funding for their businesses statewide, while also working directly with clients in accessing \$31 million of the statewide impact.

Following an online readiness assessment, the program prepares business owners for funding through services such as one-on-one guidance on business planning, developing a financial strategy, and assisting clients with funder relations and connections. The result is successful funding for about 75% of clients who complete CAT's rigorous process. Since its founding, CAT has helped over 2,900 small businesses in Oregon successfully access more than \$286 million in capital impact.

In addition, CAT and SBDC partners across the state helped support the injection of approximately \$15.3 billion in pandemic recovery funding into Oregon's economy from April 2020 through August 2022.

For more information on the program-level capital impact data from these state and federal pandemic support and recovery programs, don't miss the forthcoming 2022 Oregon Capital Scan, available at <https://business.uoregon.edu/capital-scan>.

The Oregon SBDC Network is a long-standing data contributor and steering committee member for the Oregon Capital Scan report published every two years. ■



GLOBAL TRADE CENTER

Connecting Oregon's Businesses to the World

Small businesses throughout the state are looking to secure international markets and business opportunities in an increasingly global economy. Reports show that Oregon's exports soared 19%, approaching \$30 billion in 2021.

Expanding can be an intimidating process for any business. The Global Trade Center's specialized advisers help small businesses engage in international trade through all the 20 regional Centers located throughout Oregon.

Local advisers work with the business and the Global Trade Center's Certified Global Business Professional (CGBP) credentialed advisers. Together, they assist clients in determining the best path forward for the development of international markets and help to demystify the process of finding and realizing new opportunities abroad.

Since its inception in 2017, the Global Trade Center has helped 449 clients to access vital international trade resources. Businesses work with the Oregon SBDC Network's various stakeholders, partners, and trade agencies in an inclusive and comprehensive process to create consistent communication and develop actionable plans while accessing trade-specific resources and education.

This service is provided at no cost to the client. ■

MARKET RESEARCH INSTITUTE

Actionable Intelligence for Oregon's Small Businesses

Having the right data to make important decisions can mean the difference between success and failure for a business. Oregon SBDC's Market Research Institute provides critical, individualized information about the market and business landscape for established Oregon small businesses anticipating growth.

The global revenue of the market research industry exceeded **76.4 billion U.S. dollars** in 2021, proving that businesses are willing to pay to gain a deeper understanding of customers and competitors. Through professional research and actionable market intelligence, the Market Research Institute's customized reports help small businesses gain a competitive edge. The team combines experience in research and data analysis with an understanding of business needs from SBDCs and advisers across Oregon. This process results in high-quality, customized research reports that support business goals.

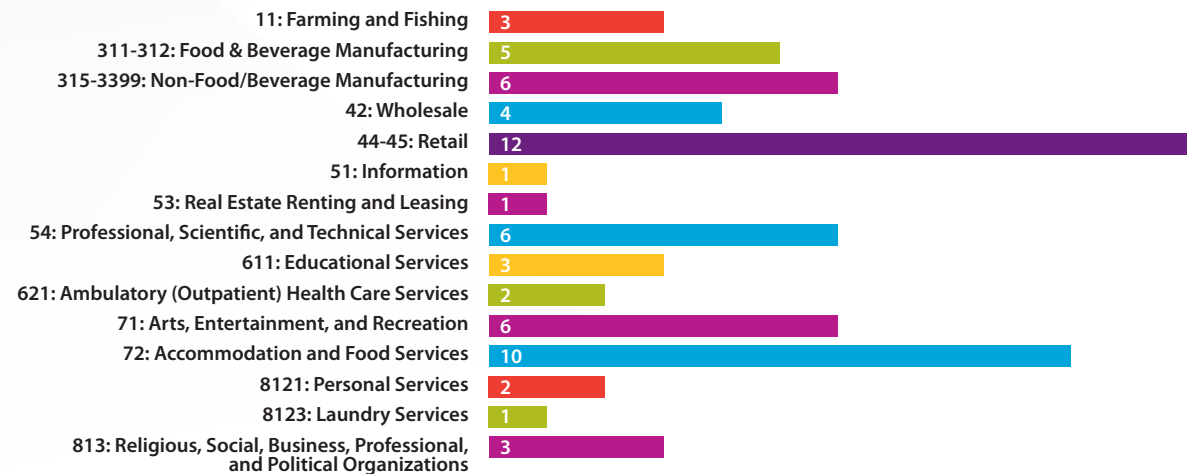
The institute has access to a wide array of sources, including subscription databases like Mintel, as well as government and industry resources. Databases cover a wide range of topics, from insights into customer demographics and psychographics to industry trends and forecasts. Staff evaluate the quality and reliability of each data source and explain limitations.

Reports can support a wide range of business goals, including developing business and marketing plans, selecting a location, understanding the competitive landscape, and establishing financial benchmarking. In addition to careful research, analysis, and report development, the MRI staff work with each client and their adviser to understand the client's business goals, ensure that

reports are on target, and provide expertise in interpreting the data in the reports.

The Market Research Institute's customized research reports are available at every SBDC in Oregon at no cost to the client. Primary research is also available upon request when a deep dive into a niche area is necessary. ■

2022 Report Requests



DISASTER RESPONSE ASSISTANCE

When disaster strikes, the Oregon SBDC Network is on the front lines to support small businesses in their most trying times.

With 20 regional Centers located in communities across Oregon, the Oregon SBDC Network assists with accessing federal resources, budgeting and cash flows, understanding state assistance programs, and the needs of the whole business during an emergency or a disaster.

Disaster response assistance services are also available in Spanish.

COVID-19 Response

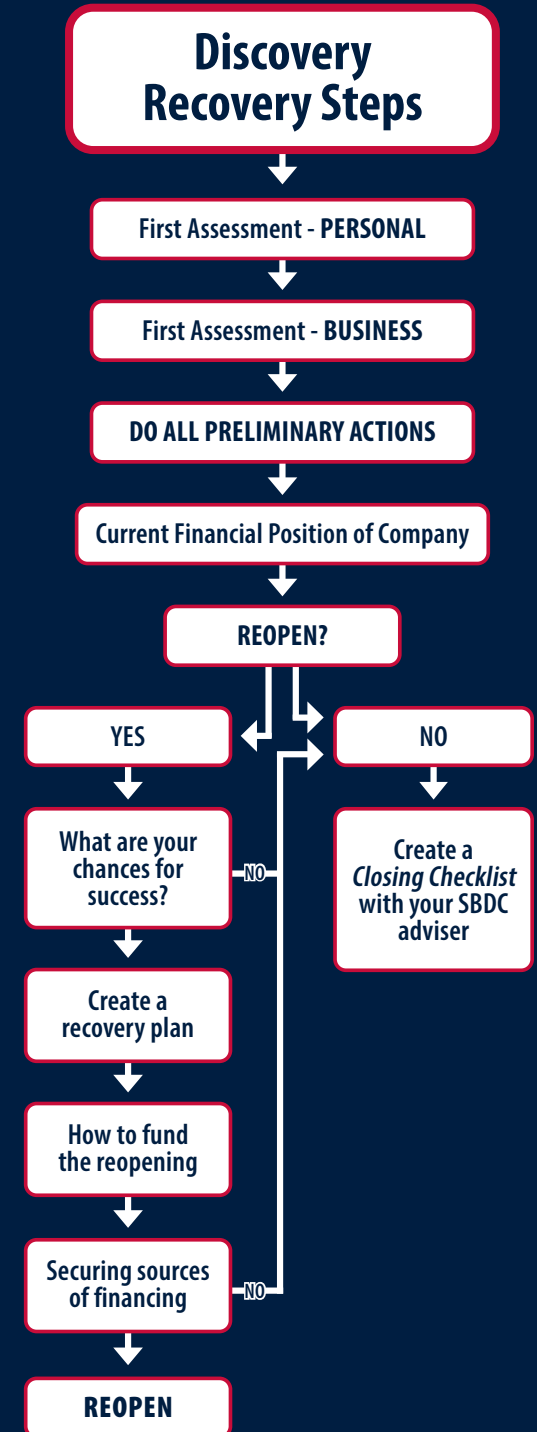
During the COVID-19 pandemic, Oregon SBDCs continued to serve as the primary technical assistance provider for businesses across the state. Advisers worked tirelessly to assist the influx of businesses needing help understanding federal assistance programs and adapting to the ever-evolving health and economic conditions.

Business Resiliency Planning

The Oregon SBDC Network is dedicated to helping businesses prepare for disasters and provides training in a variety of formats on economic resiliency, disaster planning, and succession planning.

Steps that businesses can take before disaster strikes include having accounting files backed up to cloud-based servers that can be accessed remotely in the event of a natural disaster, understanding supply chain risks, and preparing employees for emergencies. Centers also encourage businesses to prepare through proactive financial management in case of a disaster.

Unfortunately, disasters can happen anywhere, at any time. To help small businesses navigate how to proceed after a disaster, the Oregon SBDC Network has developed a Disaster Recovery Guide in partnership with the Vermont SBDC Network. The comprehensive guide can be used with an Oregon SBDC adviser, who can walk a business through the steps, but can also be completed individually. ■



OREGON INCLUSIVITY PROJECT

Expanding Services to Underrepresented Communities



The Oregon Inclusivity Project includes work to expand community partnerships, align services, identify underrepresented communities that need more assistance, and provide training and resources for SBDC advisers and staff. The project provides an opportunity to work more closely with local organizations serving underrepresented communities to bring services to businesses that might otherwise not receive them. This continues to be a key Network initiative and collaborative effort among our partners.

Key Project Initiatives:

- Develop partnerships that support growth and professional development with community-based organizations (CBOs) and alliance partners serving underrepresented business populations.
- Through CBO partnerships, expand technical assistance and professional development, share bilingual business resources, and provide culturally relevant advising techniques and resources that are shared among CBOs.
- Identify underrepresented market segments regionally as a key strategic focus area with annual goals specific to business services for those underserved target markets.
- Leverage the Oregon SBDC's digital marketing channels and communication strategies to bring awareness of resources, services, and solutions to business owners in underrepresented markets throughout Oregon.
- Assess DEI training requirements for SBDC staff and engage additional DEI support training where practical for all SBDC staff and contracted advisers.
- Track the Network's efforts with business clients and referrals to and from community-based organizations to assess impact throughout the state. ■

EARLY CHILD CARE BUSINESS ACCELERATOR

The Early Child Care Business Accelerator was conceptualized in 2020 in response to the childcare crisis that Oregon families have been facing for years due to a lack of providers.

The Early Child Care Business Accelerator's business training pilot program launched the first of three cohorts in October 2021 to meet this need in partnership with NeighborImpact and with funding from the city of Bend and Deschutes County.

Intended for new childcare providers planning to open, as well as recently established providers who require expanded business skills and state licensure, students received one-on-one assistance from an SBDC business adviser. Once students graduated and were successfully licensed, they received a minimum of \$5,000 to start their businesses, as well as continued wraparound services from both NeighborImpact and the SBDC after the program.

The result is more than 25 new home-based childcare providers, creating more than 260 slots for parents seeking childcare.

Following the accelerator's success, additional programs are being adopted by at least four additional Oregon SBDCs across the state. ■





Building Oregon's Best Businesses

1445 Willamette St., Suite 5

Eugene, OR 97401

541-463-5250

support@oregonsbdc.org

OregonSBDC.org