CONNECTING & SERVING OREGON’S BUSINESSES

Oregon Small Business Development Center Network
Impact Report 2020
OREGON'S SMALL BUSINESS DEVELOPMENT CENTER LOCATIONS

Building Oregon's Best Businesses

For more information about all that we do, contact the Network, or visit BizCenter.org.

Small Business Development Centers are a bridge between resource partners, host colleges and universities, public agencies and small business success. Our 19 Centers across Oregon are run by small business owners for small business owners, with a pioneering spirit of innovation, growth and determination. When we ask our advisers what they enjoy most about advising clients, most answer that it is the connection with clients in their community, helping them see things they couldn’t see before and positively impacting the lives of both students and business owners.

Business is about connecting people, processes, products and services. Our Centers take a business-focused approach to connect businesses with the advice, guidance and information they need to succeed long term. While we offer services including global trade assistance, advising, market research and other training, we can’t do it alone. Our Centers are constantly connecting with other providers and partner resources in the community and around Oregon to help clients succeed.

This work would not be possible without our host colleges and regional universities. Business Oregon, the Small Business Administration. Together, with local chambers of commerce and a host of regional and statewide business assistance partnerships help form a collaborative environment to support businesses at every stage of growth.

COVID-19 Response

In March 2020, our Network was faced with one of the greatest challenges to small business in a generation. The COVID-19 pandemic saw businesses losing 90% of their revenue in many sectors and a new reliance on federal assistance. SBDCs became the technical assistance provider for Oregon, helping thousands of businesses get the help they needed quickly and efficiently. Centers stepped up and worked regionally, resources were shared across the Network and the strength of our advisers, directors and support staff helped businesses survive. I am immensely proud of the work of our Centers.

In the following pages, you will read about the successes of pioneering small business owners in Oregon. You will learn about our services, partnerships, our impact and the indelible nature of the connections between the SBDC’s and our business owners in Oregon. You will learn about our services, partnerships, our impact and the indelible nature of the connections between the SBDC’s and our business owners in Oregon.

From the State Director

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Sincerely,

Mark Gregory, State Director
Oregon Small Business Development Center Network

Blue Mountains
Community College
2411 10th Avenue
PO Box 115
Prineville, OR 97754
541-376-3003

Central Oregon
Community College
1027 NW Tumalo Avenue
97045

Eastern Oregon University
1617 Soldier Lane
Brae 140
La Grande, OR 97850
541-962-1132

Klamath
Community College
801 Main Street, Suite 200
Klamath Falls, OR 97603
541-205-6944

Lane Community College
101 E 10th Avenue, Suite 104
Eugene, OR 97401
541-463-6200

Reign Community College
2109 West Seventh Street
Gresham, OR 97030
503-399-5088

Southwestern Oregon
Community College
2150 West 8th Street
Roseburg, OR 97470
541-822-5280

Tidewater Community College
403 Third Street
Tidewater, OR 97488
541-956-7494

Treasure Valley
Community College
1110 College Boulevard
Bend, OR 97703
541-515-7772

University of Southern Oregon
214 SW Fourth Street,
541-963-5201

Network Office
1455 Willamette Street,
Suite 5
Eugene, OR 97401
541-683-5260

support@bizcenter.org

The Oregon Small Business Development Center Network is a program that’s been operating since the early 1980’s through partnerships between the Oregon Small Business Administration, the Oregon Economic Development Oregon’s SBDC Network

Building Oregon’s Best Businesses

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Global Trade

From the State Director

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Oregon’s SBDC Network

2019 Economic Impact

2019 Client Highlights

Disaster Assistance
Margaret Hamilton
Lane Community College

“Small businesses and LCC are natural partners. Together we drive the local economy. Small businesses hire our graduates and serve on our advisory boards. In turn, we provide them with a highly qualified workforce. OSBDCN makes it all run smoothly. They influence issues and trends that impact all of us, not only at Lane but at community colleges across Oregon. OSBDCN is a great investment.”
– Margaret Hamilton, President, Lane Community College

Kate Sinner
Business Oregon

“Business Oregon values our partnership with Oregon’s Small Business Development Centers who provide direct services to businesses in all corners of Oregon. The suite of services provided by SBDC – including one-on-one business counseling and a diverse array of trainings for businesses is critical to small business success.”
– Kate Sinner, Business Oregon, Innovation and Entrepreneurship Manager

The 19 Oregon Small Business Development Centers with more than 45 locations across Oregon, serve local communities with local advisers, and have access to a statewide network of support. The Centers are hosted by Oregon’s 17 community colleges, Eastern Oregon University and Southern Oregon University. The Oregon SBDC Network is proudly hosted by Lane Community College and supports SBDCs across Oregon.

**Strategic Directions: Looking Forward Through 2024**

In 2019, the Oregon Small Business Development Center Network developed a 5-year strategic plan, including new strategic directions to better serve Oregon businesses. The Network aligns firmly with Lane’s vision of transforming lives through learning, with the knowledge that advising, training and specialized services help serve all of our communities across Oregon. OSBDCN, as part of Lane Community College, is the largest provider of small business assistance in Oregon by number of clients served annually.

**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 private foundations and income from classes and other program fees. Advising is always provided at no-cost to clients and classes are provided at competitive prices to remain sustainable and affordable for business owners. Many Centers receive scholarships from local governments to provide classes to specific clients at no or reduced costs to the client.

“Every state dollar invested in Oregon’s SBDCs generates an additional $2.27 in local, federal, and program income funds, leading to $2.08 in additional state revenue from the jobs and capital our Centers help small businesses create each year.”
– Martin Golden, U.S. Small Business Administration

**OREGON’S SBDC NETWORK**

19 Centers and 45 Locations to Connect with Businesses Across Oregon

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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 started. 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
5,870 clients were served by SBDCs across the state

Women 3,049
Minority 1,184
Veteran 427
Other 1,210

Training
Across the state, SBDCs hosted 950 training events with a total of 8,952 attendees

Events 950
Attendees 8,952

Capital Formation
$64,062,213 OSBDCN capital formation

$52,395,390
$12,666,823
$1,158,421
$1,357,689
$8,214,760
$32,595,390

Job Creation & Retention
Across the state, SBDCs helped create 1,187 jobs and retain 576 jobs


Return on Investment
Every dollar invested generates an additional $2.08 in local, federal, and program funds, leading to $2.27 in additional state revenue.

$1.00 $2.08 $2.27

Business Starts
Statewide, SBDCs helped 323 businesses get started

123
23
17
23
17
12
12
44
70
51
32
12
12
2019 CLIENT HIGHLIGHTS
Building Oregon’s Best Businesses

"Hearing and learning from professionals at the SBDC who had experience outside of the company was a huge help."
– Merrissa Hayden-Burleigh
West Coast Companies

West Coast Companies was started by Merrissa’s father, Dwayne, in 1998. Dwayne was selling seed-cleaning equipment to farmers, and saw these farmers struggling to piece together different equipment to complete a production line by bringing products to the field to markets. There were few people who could integrate an entire system and supply all the parts to meet the needs of these farmers. By connecting with customers and understanding their needs, Dwayne created a successful business.

“Our connection with farmers has been the core of our business,” said Merrissa. “Technology can speed communication, but it is no substitute for seeing a customer on his farm and learning what the farmer needs to be successful.”

In 2016, the agricultural economy was heating up. West Coast Companies had grown from five employees to more than 30 employees by venturing into new markets and improving relationships with suppliers and customers. The company was getting bigger and a new generation of the family was helping run the business. Merrissa and her husband, Andrew Burleigh, turned to the Chemeketa Small Business Development Center for help.

"The company was growing so fast that it was really overwhelming," said Merrissa. "Hearing and learning from professionals at the SBDC who had experience outside of the company was a huge help."

Andrew joined the SBDC’s Small Business Management Program and Merrissa soon followed. They learned key management skills and processes, such as having employee handbooks and how to improve the company’s marketing and bookkeeping.

“When we were able to give our employees the tools they needed to be more successful, and to help set expectations, the culture of the company improved and so did our productivity,” said Merrissa. “Understanding how to operate a mature, growing business is helping us reach the next steps in our growth.”

With increasing tariffs on agricultural products leading to declining equipment sales to farmers, the company is increasingly looking to other markets for their products and services. The SBDC’s Market Research Institute has provided research reports to help inform this process.

“The market research we received has helped us make sure we weren’t blindsided and that we really understood these markets,” said Merrissa. “It reaffirmed what we are doing so we know we are on the right path moving forward.”

The SBDC continues to provide advice and guidance, and has helped the company grow by connecting leaders with the tools and resources they need.

West Coast Companies is veteran-owned and the company sells primarily American-made equipment to farmers across the West Coast. The SBDC continues to provide advice and guidance, and has helped the company grow by connecting leaders with the tools and resources they need.

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– Merrissa Hayden-Burleigh

Pourhouse Mobile Cantina

Wyatt Paul is a Klamath Falls native who had an idea for a mobile bar and converted one from a horse trailer. The name of the business, Pourhouse LLC, emerged from the unique horse-trailer-turned-bar concept.

Wyatt borrowed money from his family to build the trailer, sought out the necessary licenses, and made an appointment with the Small Business Development Center. The SBDC was able to provide market research, marketing and pricing advice, and got him started with LivePlan to create a business plan.

With hard work, targeted marketing and great customer service, Pourhouse Mobile Cantina became successful and Wyatt paid back the money he borrowed. He built a more portable bar for indoor events and is working on a second horse trailer to accommodate larger events.

“I’m extremely thankful to have some of her time,” Paul said. “There’s so much that goes into pour cost for a beer or per drink, and she helped break all that down.”
– Wyatt Paul

Pourhouse Mobile Cantina

Klamath SBDC

Central Oregon

There would literally be thousands of people in Ashland without primary healthcare if our practice wasn’t successful. The SBDC has been critical to our success and our ability to see patients and serve our community.
– Jennifer Moss
Ashland Family Practice
When Jennifer and Cindy purchased the practice, it was a significant learning experience. “A month in, we realized we didn’t fully understand how the practice as a business worked,” said Jennifer. “We had to figure out how to take good care of our patients, while also taking good care of our business and looking to the future. That’s where we turned to the SBDC for help.”

Working with Southern Oregon SBDC Adviser Kelsey Kerkendall, Jennifer and Cindy created a financial forecast model, a list of critical projects and priorities, and most importantly they developed a better understanding of their finances. By focusing on bookkeeping and reporting, they were able to make better decisions for the practice, allowing them to focus on helping patients get better.

“They tell us it’s all on-line by-line, doing the work and really understanding the business,” said Kerkendall. “They’re both extremely dedicated and it has been an absolute delight to help them run and grow the practice.”

With a challenging cash flow model due to delays in insurance and medicare reimbursements, the practice was losing money. “A month in, we realized we didn’t fully understand how to run the practice as a business,” said Jennifer. “We had to figure out how to take good care of our patients, while also taking good care of our business and looking to the future.”

When the practice turned to the SBDC for help, Arlene Soto and other members of the SBDC team provided a broad range of assistance. “It’s like having someone from outside in your corner, helping you succeed,” said Tony.

Working together, Tony and the SBDC team used tools including GrowthWheel to get a better feel for the business and to make the most of advising sessions. River House has also used Market Research Reports to better understand their customers, as they move into wider distribution in the Northwest.

“The Market Research Institute’s reports have helped us better know our customers,” said Tony. “It’s part of how the SBDC provides an outside perspective that leads to greater clarity about our business.”

More than anything, the SBDC has been there as a source of support and guidance, helping the business make better decisions. “The care and enthusiasm from the SBDC is undeniably. They have a genuine desire to help small businesses in our area,” said Tony. “It comes out in everything they do.”

Oregon Restorations

Oregon Restorations began with a broken leg and a used Sears van. Fast-forward 10 years and Oregon Restorations is one of Oregon Business’s 100 Best Companies To Work For and ranked at the top of the 2020 Metro Area List. The business is a source of pride and passion for its owners, Ryan Giljevat and his wife Lou. Ryan began in the business in high school, working for a friend’s father’s carpet cleaning business. In college, he started working in water restoration and helped a few companies grow their business. After he broke his leg on his birthday in 2007, Ryan was told that he couldn’t come into work. Stuck with a choice of working in a toxic environment and toxic management or starting on his own, Ryan made the leap and purchased a Sears repair van. He started his company specializing in carpet cleaning until he could buy more equipment and move into water and mold restoration.

Ryan has a passion for learning and doing things right. He became IICRC certified and earned the title of Certified Master Restorer, the highest certification available in the industry. He also says that he could do things differently, and run a different type of company.

“I wanted to create not just a company, but an industry where the field guys are trained and respected. “Water and mold restoration is toxic and dangerous work. We created a company where technicians have training and a career, not just a job.”

In 2018, with the business growing, Ryan’s friend turned him on to the SBDC at Clackamas Community College. He was hooked.

“At times running this business, I wasn’t sure I was qualified to lead this company. I needed more education. The outside perspective, tips and tools really helped,” said Ryan. “It is so important to know that you have support, to learn the things you don’t know and to be surrounded by other business owners sharing the same things.”

Oregon Restorations has 23 trucks and 32 employees, and continues to win awards and accolades from businesses professionals and clients alike.

Looking back on his time in the SBDC, Ryan says that he doesn’t have much criticism. “The SBDC was amazing,” said Ryan. “They would sit down with me and help me figure out what I needed.”
DISASTER ASSISTANCE
Help for Businesses When They Need it Most

When disaster strikes...

The SBDCs are on the front lines of economic disasters. With 19 Centers located in communities across Oregon, SBDCs are able to provide critical assistance during times of need. This assistance can help with accessing federal resources, budgeting and cash flow, understanding state assistance programs and the needs of the whole business.

Centers are part of their communities, with local advisers serving local businesses. All Centers are supported by the larger state network. When the need arises, Centers can turn to specially-trained advisers who can help clients in a particular region with specific services such as capital access. Centers share resources across the network, ensuring that good ideas and materials are used throughout Oregon. Disaster assistance services are also available in Spanish from members of the Latinx community.

COVID-19 Response

During the COVID-19 pandemic, Oregon’s SBDCs became the primary technical assistance provider for businesses across Oregon. Advisers worked nonstop to help the influx of businesses needing understanding federal assistance programs and how to adapt to the rapidly changing health and economic conditions. The Capital Access Team produced fact sheets that contained current and accurate information at a time when this information was difficult to find on other resources. Centers supported each other, sharing resources and encouraging clients to attend webinars from across the Network. This response saved tens of thousands of jobs and helped save thousands of Oregon businesses.

Resilience Training

Oregon’s SBDCs are dedicated to helping businesses prepare for disasters. While nothing can truly prepare for something of the scale of the COVID-19 pandemic, there are steps that SBDCs help businesses take before disaster strikes. These steps 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 for emergencies with employees. Centers also encourage businesses to prepare financially through proactive financial management in the case of a disaster. Following COVID-19, these efforts are being further examined and improved.

“The weekly virtual Zoom calls provided by SBDC during the COVID-19 shutdown have been an invaluable resource in helping me navigate through and successfully obtain critical government disaster assistance for my business during this time.”

— Amy Church,
Willamette Valley Kitchen Co.
EXPERT ADVISING TO HELP BUSINESSES SUCCEED

No-Cost, Confidential Advising for Oregon’s Small Businesses

There is nothing truly small about running a small business. Moving from idea, to launch, to expansion and renewal takes tremendous time, energy and passion. SBDC advisers are here to help connect with business owners and help them find a path forward, to work on the difficult roadblocks to success or the nagging problems that prevent growth.

SBDC advisers are current and former bankers, business owners and subject-matter experts who bring their years of experience to help support their communities. They focus on building a rapport with business owners and providing objective and constructive advice. Advisers work with business owners to understand their needs and help them find their own success, whatever it may look like.

As business has evolved, advising has changed as well. Most clients find the greatest success using a combination of classes to master essential business skills and learn from other business owners, and advising where the specific needs of the business can be discussed with a confidential, experienced adviser. Here, business owners are empowered to create a business unique to their interests and ideas. Advisers help guide this process, providing greater knowledge and expertise.

Spanish Advising

As Oregon’s business community grows increasingly diverse, Oregon’s SBDCs have responded by offering advising in Spanish at centers across Oregon. Our Spanish-speaking advisers are experts in business and are well connected with the Hispanic community. They bring a deep understanding of the strengths and challenges that are unique to this increasingly diverse community.

SCALE & SCALE Express

Manufacturers looking to rapidly scale or pursue new markets can receive specialized services specific to their needs through the SCALE and SCALE Express programs. These programs focus on traded-sector companies with five or more employees in different areas of Oregon that have high-growth potential. These businesses receive specialized advising, market research and other services to help support this growth.

Advising is always available at no-cost to clients.

Advising can be done both in-person or virtually.

José Balcazar advises clients in Spanish.

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José Balcazar advises clients in Spanish.
The Small Business Management Program (SBM) is a signature Oregon SBDC year-long program that combines one-on-one advising with classroom learning. The program uses a cadre approach, where business owners learn both from experts and from each other in a process that helps them make their businesses successful.

For up to three years, the SBM program dives deep into topics with a customized curriculum to help business owners develop skills specific to running a business. These topics include finance, bookkeeping, business planning, human resources, marketing and business regulations among other topics.

The instructors selected to teach the SBM classes are often the most experienced advisers in each Center, providing years of experience working with hundreds of small businesses across a variety of different challenges.

The “On the Ground MBA”

Unlike a traditional business school class, the expectation is that students in the SBM program will put what they learn in the classroom to work in their businesses within days or weeks. The businesses become learning laboratories, improving throughout the class with regular one-on-one advising appointments and group classroom sessions.

Class participants are from different industry sectors and are selected as peers, with limited competing business interests. This approach allows for greater discussion of different topics where students learn from each other.

The SBM program provides a mix of one-on-one advising and classroom instruction. During the SBM program, business owners learn from each other to better understand and tackle challenges.
**CAPITAL ACCESS TEAM**

**Expert Advice and Guidance**

The Oregon SBDC Capital Access Team (CAT) works across industries and regions to help business owners and companies access the capital needed to start or expand. Business owners learn how to prepare for funding, working alongside dedicated experts who explain the financial analysis, underwriting standards and expectations associated with different funding sources. In Oregon, the CAT provides a critical component in the funding process.

CAT started in 2011 and has grown into five regional teams, working with more than 800 small businesses. This regional model has allowed the CAT to provide advisory resources throughout Oregon, with each regional team supporting local SBDCs. The resulting impact has been to see more than 230 client projects funded, worth more than $128 million in capital.

Over the years, CAT has developed its own process to help clients with funding. This is a rigorous process that helps clients gain financial knowledge and management skills. The CAT process begins with the client completing an online readiness assessment. CAT advisors follow up with new clients after reviewing the readiness assessment to discuss next steps towards their funding goal. The CAT works with clients to ensure they have solid business plans and financial projections with cash flow.

With this in mind, CAT advisors help clients navigate the capital ecosystem, supporting them throughout the process, connecting clients with funders and different sources of capital. For those clients that complete the CAT process, about 75 percent get their projects funded.

The Oregon SBDC Network worked with more than 5,200 individual client companies in 2017, providing more than 22,000 hours of business advising, helping with the creation of 859 jobs and accessing $64 million in capital.

Many CAT advisors are themselves 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.

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**Capital Access Team Economic Impacts**

**Top Industry Sectors**

- 39% Bank/Credit Union Loans
- 0% CDC
- 0% Equity Cash
- 1% Other Capital
- 48% Owner Investment
- 11% Private Investor

**CAT Regions**

- Manufacturing
- Accommodation & Food Services
- Retail Trade
- Other Services
- Healthcare
- Agriculture
- Wholesale Trade
- Other

**CAT Team 2019 Capital Formation**

$26,937,000

- New Business Starts: 6
- Jobs Created: 65
- Capital Formation Per Business Advising Hour: $23,2M
- Average Deal Size: $1,417,737
- $27,206
Actionable Intelligence for Oregon’s Small Businesses

The difference between success and failure in a business can often be found in the data a business uses to make important decisions. This is why big businesses spend billions each year on market research. The Oregon SBDC Network’s Market Research Institute helps small businesses get a big edge with professional research and actionable market intelligence that helps businesses make smarter decisions.

The Market Research Institute provides customized research reports for established businesses who anticipate growth. The Market Research Institute team combines experienced data analysis with data research and an understanding of local needs from Centers and advisers across Oregon. This process results in high-quality, customized research reports that help businesses make smart decisions with expert guidance at the local Center.

The Market Research Institute’s reports combine information from a wide variety of sources, including subscription databases and government and industry resources. Staff evaluate the quality and reliability of each data source and explain research limitations.

A typical report takes about eight to nine hours to complete, with the bulk of the time spent conducting research, analysis and writing the report. Additional time is spent meeting with the client and developing a research proposal prior to starting a project so that there is a clear understanding of the question the client is looking to answer.

All reports are provided at no cost to clients and are available at every SBDC in Oregon.

The Market Research Institute is hosted at Southern Oregon University.
Not all business in Oregon is local. With an increasing global economy, Oregon’s small businesses are exporting more than ever before. In fact, 88% of all exporters are small and medium businesses, constituting much of the $28 billion in exports from Oregon in 2017. That doesn’t mean that selling products abroad is any less intimidating for a business.

The Global Trade Center helps small businesses engaged in international trade with specialized advisers. These advisers can be accessed through all 19 Small Business Development Centers. Small businesses can visit their local SBDC anywhere in Oregon and talk with a business adviser about exporting. These advisers will work with the business and the Global Trade Center’s Certified Global Business Professional (CGBP) credentialed advisers to do an assessment to determine whether the business is ready to take on this new challenge. From there, the Global Trade Center will help demystify the process and help these businesses find and realize new opportunities abroad.

The Global Trade Center is a true partnership with the U.S. Department of Commerce, Business Oregon, the Small Business Administration, NASBITE* and Portland Community College, serving as a hub for coordinating access to the various international trade resources with the client. Through this process, the business may work with different partner resources and trade agencies in an inclusive and comprehensive process with the SBDC and Global Trade Center CGBP advisers. This helps create consistent communication and assists with the development of actionable plans. The business will also have access to trade-specific resources and education.

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This service is provided at no cost to the client. *http://nasbite.org

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**Our clients success in global markets is clearly a result of our strong partner collaboration with Global Trade Center specialists. Working with new to export and new to market small business and small business exporters, so rely on the GTC team to build export-ready foundations so clients can be best positioned for success in foreign markets.”**

— Nick Hollaway, J.D., Director, U.S. Commercial Service – Oregon, U.S. Department of Commerce

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— Kellie Holloway Jarman, Director, U.S. Commercial Service – Oregon, U.S. Department of Commerce

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— Sara Brennan, Trail Distilling, September, 2019
Building Oregon’s Best Businesses

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