



Treasure Valley Community College Small Business Development Center Quarterly Newsletter

TVCC SBDC Success Story

Customer service is top priority for Snake River Windshield owner Josh Andrews



The founder and chairman of the Charles Schwab investment corporation once said, “A man can succeed at almost anything for which he has unlimited enthusiasm.” One doesn’t have to be in a conversation with Josh for very long before realizing he is a very goal-oriented small business owner with an

abundance of enthusiasm.

May 4, 2019 marked the third full year of business for Snake River Windshield. Andrews didn’t always dream of small business ownership, but while working at various positions for hourly wages after leaving high school, ideas kept coming about how he might start his own business.

“I went to work at Treasure Valley Windshield for a year and a half, and I really enjoyed that,” Andrews said. “I thought I might be able to buy that business, but when that didn’t work, I decided to open my own shop.”

Andrews looked at a couple locations and when he saw the building at 490 S.E. 1st Ave., he really liked the location because he saw tremendous potential not only for the windshield repair business, but for other business opportunities as well. When building owner Shannon Aguiar told him what she wanted for a lease which included the large lot around the building, Andrews jumped on it, supported by his father, Doug Andrews, who co-signed on loans and supported his son's visions of small business ownership.

“Josh is an amazing client,”

Small Business Development Center advisor Chris Hollaway said. “He sees something he wants, and he goes after it; he’s always thinking.”

[Read More](#)



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Upcoming SBDC Workshops and Events



WORKPLACE WELLNESS

Your guide to implementing simple and effective wellness initiatives in the workplace.

Tue, Jun 25, 2019 7:30 AM MST
Learn Away Workplace Wellness
Treasure Valley Community College, Ontario

[Tickets](#)

June is National Employee Wellness Month!

Employee Well-being Month spotlights the workplace's role in helping to create healthier, happier employees and human beings. To celebrate, we have teamed up with Jane Schamber to bring you, Best Practices For a Healthy Lifestyle - tips and techniques to keep your mind and body actively engaged during the workday.

Click on the ticket link for more information.

Create the Workplace You Want to Be a Part of

Thu, Jul 25, 2019 8:30 AM MST

Learn Away: Create the Workplace YOU Want to Be a Part Of

Treasure Valley Community College, Ontario

[Tickets](#)

Connie Miller, President/CEO of Icon Credit Union will share her insights about:

- **How to Keep Drama out of the Workplace**
- **Change Management: Making a Change that Sticks**
- **Building Engaged Employees**

TVCC SBDC Quarter 2 Review

National Small Business Week Recap



Your SBDC Celebrated by Hosting a Grow with Google Live Stream

For more than 50 years, the U.S. Small Business Administration (SBA) has celebrated small business owners during *National Small Business Week*. The week of May 5-11, 2019 was a celebration of all things *Small Business*; highlighting how vital small businesses are to the nation and economy.

The first president to sign a proclamation for *National Small Business Week* was John F. Kennedy in 1963. It recognized America's entrepreneurs and small business owners as critical contributions to the economy. Every year since then, each President has shown support by reissuing the proclamation.

In Oregon and Idaho, *Small Business* is *Big Business*. SBA's 2019 Small Business Profiles for [Oregon](#) and [Idaho](#) underscore the importance of small businesses to our economy. 99.4% of Oregon and 99.2% of Idaho businesses are small businesses; collectively employing over 55.6% of each state's employees.

With over 1000 Small Business Development Centers (SBDC's) serving over one million business owners and aspiring entrepreneurs nationally, the TVCC SBDC was tracking right along during that week.

We embraced this annual celebration as a way to THANK our hard working small business owners and their employees for providing economic impacts and vibrancy to our communities.

On May 8, 2019 TVCC SBDC advisors Liz Amason and Chris Hollaway hosted a [Google Live Stream: Drive Business Results with Google Ads Workshop](#) at TVCC. 25 local business owners and entrepreneurs attended; listening to the online presentation and participating in a facilitated discussion over lunch to localize the conversation and share best local practices. Two SBDC client businesses, [Second and Vine Bistro](#) and [Bake-A-Deli](#) featured delicious food and provided fun facts about their establishments. Most people commented that while the live stream focused on 'how to drive results with focused online advertising', Google did a great job of underscoring the traditional marketing fundamentals that as with any marketing program, it's important to develop a good strategy, target your audience, test, measure and improve. The TVCC SBDC advisory team looks forward to meeting with this group to take the information to the next level for their individual businesses.

SBDC Learn Away Workshop Recap

Managing Human Behavior and Performance

Coast Guard head emphasized staying focused on relationships, goals

Leavitt: For excellence, align competencies, **training**, evaluations



Master Chief Petty Officer of the Coast Guard Michael P. Leavitt, USCG (Ret.) was the featured speaker at the Small Business Development Center's April Learn Away Workshop, sharing insights to help business managers improve human behavior and performance. The 11th MCPOCG, who served in this role from 2010 to 2014, told the room of 18 that as he ascended in his command, his leadership style reflected his personal goals and his priorities of faith, family and friends. "The Coast Guard is a team operation," Leavitt said, likening it to a family. "As a leader, you have to be a strategic thinker and look at all the challenges together so you can spot a problem early."

But, it was throughout his career that he looked for opportunities to improve morale and improve safety, both because it was morally the right thing to do and because ultimately, such a focus helps leaders improve efficiency and achieve goals.

“It seems to me that evaluation systems can be very subjective; there needs to be clear expectations and these need to be tied to competencies and to the training provided,” the Fruitland, Idaho native said, explaining the many different ranks among enlisted Coast Guardsmen, from an E1 recruit to an E9 - the level at which he retired. “According to my principles, I wanted to make sure our crews were well-trained, fully equipped, and proficient at everything they did.”

[Continue reading](#)

Happy Owners + Happy Employees = Success

Workshop offers HR insights

Align clear expectations, training and evaluations to avoid problems



There were two key points to take away from the SBDC’s Learn Away Workshop in May. Presenters Shawna Peterson and Kimberly Bedortha made it clear that 1) a well-written personnel handbook is a small business owner’s best friend, and 2) even with a well-written handbook, it’s nice to be able to bounce situations involving staff off an attorney specializing in personnel law so things don’t go south in a hurry.

Peterson, who has been practicing law for 17 years, recently opened her own office. Assisting her with the presentation was her office manager. Bedortha has been hiring and managing large numbers of staff for years. The two shared insights during May’s Learn Away Workshop, titled “Happy Owners + Happy Employees = Success. The room was packed with business owners, managers, and executive directors, all anxious to gain knowledge in an area that is often the least pleasant aspect of supervision in the workplace.

FORMING A BUSINESS

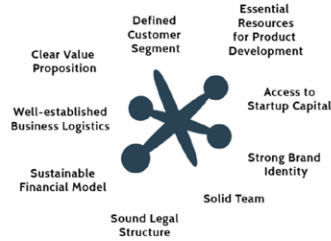
“Expectations actually begin when you form a business,” Peterson said. “Plan ahead for the future, if you have a partnership, for example, and, in the case of death, does the partner’s spouse automatically become a partner? Or, in the case of a divorce, what are the buy-out options?”

MISSION

Peterson explained that this is so much more than a cheesy tagline.

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Teens can learn basics of running their own business in FREE summer program



Just 1 percent of American entrepreneurs are estimated to be under the age of 20. One may be the loneliest number, but when you realize there are an estimated 27 million small business owners in the U.S., that's 270,000 teenagers who are working for themselves!

Having a great idea for a product or a solution to a common problem is a start, but how is a kid to even begin to put a business plan together in order to secure some financial backing? Where on earth is a middle schooler going to learn about concepts like return on investment, branding, or break-even point? Thanks to the Small Business Development Center at Treasure Valley Community College, teens can learn the business basics in a 12-hour course called the Young Entrepreneurs Workshop – and it's free. [Continue Reading](#)



SBDC Director, Andrea Testi, for the Malheur Enterprise Business Beat



[April 10, 2019 - Why You Need Market Analysis](#)

Market analysis is a critical component when you're launching a product, trying to improve your existing service, or when you're just looking to be a step ahead of your competitors...

[May 8, 2019 - Array of skills builds leadership](#)

Leadership is about more than giving orders to the people who work for you. Leadership is about gaining the trust and respect of your employees, as you inspire them to perform successfully...

[June 12, 2019 - Identify, then fix, those problems](#)

Every day I meet business owners who are frustrated by low profits, lack of growth, or the stress of the never ending demands. Many struggle with all three...

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