



## Treasure Valley Community College Small Business Development Center Quarterly Newsletter

Welcome to *your latest local E News* from the Small Business Development Center at Treasure Valley Community College. School is back in session, the leaves are changing color, and so will the tone of your business. We couldn't be more excited to help your business start, grow and thrive; and to welcome fall with an invigorated business mindset.

### NEW!!! Meet Your Team

**SBDC Advisory Board Members Lucinda Day and Chris Kodama**



**Day, Kodama reflect on 19-year relationship with SBDC**

If time flies when you're having fun, then Lucinda Day and Chris Kodama must be having a blast! Members of our SBDC's Advisory Board, both first became connected with the SBDC in 2000 through the How to Start a Business class. By September their businesses were up and running. While each woman did form a successful business, they also formed strong relationships with several members of TVCC's SBDC staff and other business owners in those two decades.

It was Debi DeBord who first had a get-together after that initial class," recalled Day, owner of Big Sky Sportswear, a screen printing and embroidery business in Fruitland, Idaho. She began to giggle. I credit healthy competition as the original reason for everyone's success because no one wanted to be the first to fail!"

[Read More](#)

### TVCC SBDC Success Story

**Tower House Coffee**

**Vision of good coffee, good food, good friends at Tower**

**House realized with help from SBDC**

In 2016, Zach Van Matre was back in his hometown community of Ontario-Vale when he noticed the vacant building on Ontario's Southwest Fourth Avenue. He had done several different jobs and worked for different people. He decided he wanted to own his own business and thought the building and the timing were right.

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## Upcoming SBDC Workshops and Events

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### Learn Away Workshop: Pillars of Successful Partnerships October 25, 2019

Are partnerships an essential element of your role or your organization? Do you recognize the power of working collaboratively to have a greater impact, and yet are not sure how to do it effectively?

Partnerships can yield incredible results, or can be a drain on time and resources if they are not properly orchestrated.

**Learn more about building effective and long lasting collaborative partnerships**



Fri, Oct 25, 2019 9:00 AM MST

**Pillars of Successful Partnerships**  
Treasure Valley Community College, Ontario

[Tickets](#)



Tue, Oct 22, 2019 3:00 PM MST

**Farmers Market Manager Training & Season Debrief**  
Treasure Valley Community College, Ontario

[Tickets](#)

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## Learn Away Workshop: Frame of Mind Coaching November 21, 2019

**Do you feel like you are not living up to your full potential?**

**Do you feel stuck?**

**Come learn how Frame of Mind coaching can help you live up to your full potential  
and live an extraordinary life.**

**Objective: your thinking is the single most important factor to your success**

- **How your thinking affects your outcomes.**
- **The FOM Coaching process**
- **FOM Coaching results**

**Watch our Facebook page or Eventbrite page for more details!**

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## SBDC News

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### SBDC Advisor in Harney County

## Harney County Happenings



**Look for information from and for our clients and partners to the west in Harney County.**

The TVCC SBDC, in collaboration with Harney County Economic Development (HCED), provides workshops, business advisory, and community resources for businesses and entrepreneurs in the Burns area. Here's a snapshot of recent workshops and what to expect in the future.

SBDC local Ontario advisor Chris Hollaway will be in Burns monthly to support workshop presenters, such as Irene Gonzalez, Economic Development Specialist, from the Boise Small Business Administration (SBA). The goal is to nurture existing clients, and develop new client relationships. Chris will meet with clients onsite at their business location, at the Harney County Economic Development office, and the TVCC Burns Extension Office. Hollaway has done some walk-ins of downtown businesses to grow awareness of SBDC services and will continue to do so.

"We want to have a consistent presence in that community," Hollaway said. "We want to continue to let people know about the services and products we have to offer to help them start, grow, or fine-tune their business."

Hollaway said it is also the goal of the TVCC SBDC to find out what specific needs Harney County small business owners have and how the Center can best address them.

"We recently did a two-day workshop on websites, with the first day focusing on spreadsheets for templating websites," he said, noting the second day's focus was on implementation.

Previous workshops centered on Website Search Engine Optimization (SEO) and Succession Planning.

"There are several businesses in that area looking at transitioning out of ownership," Hollaway said, noting some wanted to leave a business to their family while others wanted to sell to younger employees.

"This was a great opportunity to share ideas, resources, and processes to help with that."

The SBDC, along with HCED and the SBA are putting together a calendar for upcoming workshops - so stay tuned. An advisory calendar, listing Chris's appointment schedule while in Burns will be available through our Burns partners, as well as by calling the Ontario TVCC SBDC at (541) 881-5772. You can also reach us [bizcenter.org](http://bizcenter.org). In between trips to Burns, Chris is available via phone and web conferencing.

## Airbnb Hosting: A Growing Small Business Sector

If you want to test the entrepreneurial waters, the Airbnb business model is a viable opportunity to learn about business ownership and management; while creating a supplemental source of income. Running an Airbnb is no different than any other business. You are providing a product and an experience for your customers in exchange for money.

Airbnb, a home-sharing and rental company started in 2008, estimates its economic impact in the U.S. alone was \$33.8 billion in 2018. The figure – and that is a “b” and not an “m” – is derived from 12,000 host surveys. It represents both host income and estimated guest spending. But, could be more when including spending on home improvements and decor by hosts.

In 2018, Idaho residents rented out their homes, apartments, or extra bedrooms earning \$37.5 million. While just in the city of Portland, Oregon, resident Airbnb hosts earned \$61 million between February 2013 and 2014, according to the company, explaining that many Portlanders say they host to simply help pay their rent. [Continue Reading](#)

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## SBDC Learn Away Workshop Recap

### Create the Workplace You Want to Be a Part of

#### Icon CEO ties workplace culture to financial success



The SBDC’s Learn-Away sessions are always full of great “take-aways,” but Icon Credit Union CEO Connie Miller offered three full hours of them.

Miller, who began her career as an accountant, realized early in that career that treating employees with respect was the only way to successfully grow an organization. She wanted the 34 business leaders and managers in attendance during her presentation in late July to know that “getting to success is messy – it’s a squiggly line – not straight.”

Studies on the subject often show that the main reason people leave a job is because they aren’t happy; the workplace or job isn’t what they expected.

“So, begin by being honest about the environment and plan to do some check-ins and provide coaching with a new hire,” Miller said. “Some people leave because they feel devalued and unrecognized, so celebrate small wins.”

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## Social Media Checklist for Small Business

### Idaho SBDC consultant offers social media insights



For a small business owner who was born before 1985, social media can be confusing to the point of overwhelming: Facebook? Twitter? Snapchat? LinkedIn? The Idaho SBDC’s Kim Sherman-Labrum, a social media consultant, provides some guidance on the subject with these insights:

1. Social media is nothing more than a marketing tool; utilize a particular social medium as you would any element of marketing. Social media should be among other tools such as business cards, newspaper ads, direct mail, etc.
2. As with all marketing efforts, business owners first need to ask: “Where are my customers or potential customers?” If they are not on Twitter, don’t waste your time creating tweets.
3. Don’t confuse “likes” with actions. The point of social media isn’t to be popular, it’s to cause someone to become engaged with one’s business: to buy, to come in, to go to a website, to ask questions, etc.
4. As with all aspects of a business: Have a plan. What strategy will you use to drive a customer or a donor to your website? Or, to click to donate or make a purchase? Know what metrics will be used to determine success or failure of a strategy (percentage of existing customers engaged or a post attracted a certain number of new customers.)
5. How does one successfully engage customers? ...

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

**July 31, 2019 - Outside-in focuses on customer**

In these tough and challenging times, getting the customer experience right is even more critical. Small business owners need to put the customer at the center of their existence and earn their loyalty. This is called “outside-in” marketing, meaning that everything is focused on the customer....



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**September 4, 2019 - Labor Day Pivots Your Business**

The original intent of Labor Day, to be an annual national tribute to the contributions workers have made to the strength, prosperity, and well-being of our country; goes hand in hand with the mission of America’s small businesses – to get the country working and move toward sustainable economic prosperity. Labor Day is a celebration of the American spirit, values of which have consistently been driven by workers – including that of small businesses, who make up the backbone of the American economy....

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