



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

As we come to the end of this year I want to thank all of you for supporting your local SBDC. It is with great pride that I can look back at the many achievements of our small business clients and their team of SBDC advisors. The success of the SBDC is built on these collective efforts and in this past year, we have enjoyed many successes.

The many values that have been on display throughout the year have particularly come to the fore as we end 2019 – resilience when tackling difficult challenges, courage in coping with an ever changing business environment, appreciation for each other's contributions, honesty in business practices – which all strengthen the character of our community.

Our team values the unique relationships we have and we look forward to the opportunity to continue working with all of you in 2020. Have a wonderful holiday with your family and loved ones. We can't wait to see what we can accomplish together in 2020.

*Andrea and the TVCC SBDC Team*



## Meet Your Team

### SBDC Advisor Michael Braden



#### **Taking a whole view approach, Braden helps biz owners & vets**

When Michael Braden started working for the SBDC in 2010, he had no idea that a decade later he would consider so many clients to be great friends. Having earned his accounting degree from Boise State University, the CPA worked as an accountant before coming to the SBDC. With a growing family, Braden wanted a

job that offered some flexibility. Little did he know the position also offered the opportunity to make life-long friends.

“Originally, I had 10-15 clients on a regular basis each quarter,” Braden recalled. “It’s very rewarding to have these ongoing relationships with business owners, giving them an ongoing healthy business review, or offering insights on decisions they’ve made or need to make.”

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### SBDC Advisory Board Member Ron Verini

#### **Verini brings breadth of experience to Board**

With November’s focus on veteran-owned small businesses, we introduce you to SBDC Advisory Board member Ron Verini, who has served on this board since 2016.

When he moved to Ontario in 2005, this Vietnam War veteran immediately became active in the local Veterans of Foreign Wars (VFW) and American Legion. While greatly appreciating the missions and efforts of these organizations, Verini felt there

were likely many veterans who were unlikely to join an organization which required a membership. He felt driven to create a nonprofit organization dedicated to veterans which had no membership fee.

Verini, along with some friends, worked to form the Veteran Advocates of Ore-Ida. Through conversations with SBDC staff, he was able to stay focused on a singular mission and strengthen key aspects of VOI.



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## TVCC SBDC Success Story

### David Harris Plumbing

#### Plumbing company navigates 21st century tech with help from SBDC

David Harris was a journeyman plumber when he started dating Susan Schaffeld. David Harris Plumbing became an official small business in 1997, and Susan became the office manager/bookkeeper. A few years ago, at a Snake River Builders Network meeting, the program featured guest speakers from TVCC SBDC: director Andrea Testi and adviser Liz Amason. Susan's interest in the SBDC was piqued, and she has been a client ever since.

"Technology has changed so much in recent years, and one has to learn to navigate in those systems," Susan Harris said, referring to their business website and social media marketing. "The SBDC has really helped me to keep up with the changes in technology."



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# Upcoming SBDC Workshops and Events



Thu, Jan 30, 2020 10:00 AM MST

**Learn Away Workshop: Redefining Your Perspective**  
Treasure Valley Community College, Ontario

[Tickets](#)

## **Learn Away Workshop: Redefining Your Perspective January 30, 2020**

“One, two, buckle my shoe...”

This age-old nursery rhyme, dating back to the late 1700's, tells the story on an entrepreneurial family and their daily steps. The main purpose was to teach kids how to count. Simple yet highly effective.

Join us as we transfer these basic yet impactful steps towards a more effective 2020.

In this workshop attendees will be challenged to:

- **Evaluate personal ingrained core beliefs**
- **Learn to Focus Forward - shutting the door on the past**
- **Redefine New Opportunities for the New Year**
- **Set Achievable Goals**
- **Empowering the Pivot towards Positive Growth**
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Attendees will receive 8 actionable steps to Resonate, Evaluate and Activate tools for 2020

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## **QuickBooks 2019**

[February 5 - 7, 2020 12:30 pm - 4:00 pm](#)

QuickBooks 2019 is designed for those new to QuickBooks or those wanting a refresher with the latest version. This course is designed to help you begin using QuickBooks as well as improve what you are already doing with QuickBooks.

This course offers insights and techniques demonstrating how accounting and QuickBooks can be applied to your business.

[More Information](#)

[Registration Form](#)

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# Oregon Real Estate Broker License Training

April 9 - June 11, 2020 6:30 pm - 9:30 pm

This accelerated course prepares *entrepreneurs and small business owners* to qualify for the **Oregon Real Estate Broker's License Exam** *in just 10 weeks* . The class offers a unique opportunity for students to participate in the course from home or another remote location. Using the **Zoom video conferencing** to access the class sessions makes taking this class easy and portable. If you need to access on-campus computers we can make arrangements for you.

Schedule Consists of 11 Online Sessions :

- 10 Thursday Evening Lectures
- 1 All-Day Saturday Wrap-Up

[More Information](#)

[Registration Form](#)

## SBDC News

### SBDC Celebrates Veterans Small Business Week



#### **SBA's Yerxa Invites Vets to Access Resources**

The first full week in November marked National Veterans Small Business Week. Locally, American veterans were recognized in many ways in November, and the Small Business Development Center took the opportunity to bring attention to the many ways staff can help veteran-owned businesses.

Gregory Yerxa, from the Small Business Administration's Boise District Office of Business Development, was the speaker at the Ontario Chamber of Commerce on Monday November 4, 2019. From his Boise office, Yerxa, a veteran who served in the Air Force in Iraq, serves veterans in the western Treasure Valley and eastern Oregon.

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## Harney County Happenings



Central Hotel



Jen Keady's roots run deep in Harney and so does her commitment to the Burns community. Her parents, Roger and Pam Glerup, built the Big Bear Lodge in Hines. Admittedly, she left eastern Oregon to attend college and optometry school, and she and her husband, Forrest, originally from Hillsboro, Oregon, lived in a few different places, including Texas. They were residing in Bend in 2013, when a conversation found them discussing where they would like to relocate to. Deciding to move, the couple acknowledged they could live anywhere in the world, so where would they really like to live, work, and raise their sons?

"Forrest was a stockbroker when we met and had worked in all different kinds of settings, but decided he wanted to work with his hands this time around; he's very creative," Jen said. "He told me he had always dreamed about one day renovating an old building."

So, the Keady family, which includes three sons, returned to Burns where Jen had been commuting from Bend as the town's optometrist. Their first project was the renovation of the old Masonic Lodge. The building now houses her practice and a studio apartment on the lower level along with Robin's Closet clothing boutique, with the family's home upstairs

[Read More](#)

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

### [December 18, 2019 - Be merry, and other seasonal business tips](#)

The Christmas business tradition, which goes back at least 200 years, accounts for over \$1.3 trillion or 25% of U.S. annual retail income, according to the National Retail Association. As a business owner you should be enjoying and deriving benefit from this time of year. Like Santa, you have spent time getting to know your customers and learn what they want for Christmas.

### [November 20, 2019 - Communication, Planning Critical to Family Business](#)

When most people hear the words "family business," they get this picture of everyone working together in harmony and achieving amazing things. And while this is achievable, being in business with your family whom you know and love is far from easy. Family businesses are unique, at the core lies an important dynamic connecting the family and the business through the family's ownership, which offers both opportunities and challenges.



### [October 16, 2019 - Season Your Sales with Scent](#)

Spring, summer, winter and fall are more than just seasons; they are opportunities for businesses to thrive. With each season comes unique holidays, events and activities, which cause consumers to behave differently. Marketing success is about putting your brand in the right place at the right time; the difficult part is predicting where and when that is.

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