



Howdy SBDC Friends, Partners, and Clients!

Welcome back to the SBDC ENews. We have missed you! We have some great stories and news to share with you. We are planning to publish our newsletter each quarter in 2019. We would love to hear from you. Please enjoy the newsletter and let us know what you think.

Enjoy!
Andrea

Small Business Success Story

ProSoul Games owners want to build community

A strong passion and a desire to contribute to something greater than oneself are often key ingredients in the recipe for small business success. Ashton Chapman started with these when he and his wife, Amanda, decided to open ProSoul Games in August 2018.



Loren Dawe and Ashton Chapman

"I had worked at a game store previously and really wanted to own my own business so that when I have an idea, I can just implement it," Chapman said, adding that because his wife's family had been the owners of a bowling alley and bar, the idea of small business ownership had even greater appeal.

Gaming is part of the couple's relationship, Chapman explained, clarifying "Board games - not video games." This distinction helps to explain the business' name.

"When you think about video games, they're played on console and the prefix 'con' means against," he said, adding, "We are 'pro' soul."

According to Chapman, as we spend more time on our laptops, phones, and iPads, there has been a renewed interest in board games to move from screens and really connect with one another: "We're going through a board game renaissance as a society,"

Recent sales of board games backs up Chapman's assertion. According to industry news outlet ICv2, sales of strategic hobby games in the U.S. and Canada grew by 21% in 2017. Sales of classic board games are up 10% from last year with Hasbro reporting sales of its Game of Life up 45%.

Chapman, who describes himself as a "game nerd," explains there are two parts of the business. From Oregon Street, one can enter ProSoul and find myriad boxed games and cards for sale. Walk through the retail side, and one enters a room filled with tables. ProSoul hosts various gaming nights and events for individuals, groups of friends, or families.

Fellow game nerd Loren Dawe was such a regular customer and Magic the Gathering game participant that he bought into the business with Chapman.

"Magic is a collectible card game," Dawe explained. "You buy packs of cards and everything's customizable. It's a lot like poker, mixed with chess and it's often the driving force behind local game stores."

While Chapman knew the gaming industry well, he didn't know nearly as much about starting a new business. That's where the Small Business Development Center at Treasure Valley Community College entered the picture.

SBDC advisor Michael Braden was able to get in on the ground floor, offering insights on everything from the budget to the LLC (limited liability company) filing.

"It's unusual for an advisor to be able to assist with the site review simply because clients generally have their business location by the time they come to us," Braden said. "But, I was even able to walk through possible sites with Ashton and offer input on these."

"To put together the LLC package usually takes a week, but I sat down with Michael and in an hour we had it," Chapman said. "He saved me 70 hours of work."

In this small community, Braden is a friend of Chapman's, as is fellow SBDC advisor Chris Hollaway. Both are also self-proclaimed board game nerds.

"It's been a great asset to be someone who is naturally coming into his business, bringing my family to play games," Braden said. "Anytime we can continue to maintain a relationship with a client, it's advantageous to them because we're able to just check in, asking if he's comfortable with doing the quarterly payroll tax obligation, for example."

The ongoing relationship definitely is added value to a SBDC consultation. Although Chapman opened the doors to ProSoul in August, he is still able to text an advisor when he has a question seven months later.

"Ashton knows so much about the industry, but he's also so willing to learn and take advice about running a business," Hollaway observed.

Braden concurs regarding Chapman's level of industry knowledge, noting the game store owner invited Braden to attend the GameCon industry convention in Boise over three days in August. The SBDC advisor went and was duly impressed.

Chapman and Dawe ultimately want to see more groups of people having more fun. They want to provide more community members opportunities for positive interactions with one another.

Chapman admits that not every board game is for every person. "But, if you enjoy interacting with others, getting out with friends, then I'll find a board game you'll like. There's Football, the Board Game, games that are word heavy, games that are rule heavy. We can find a board game that suits you."

A study conducted at Harvard Medical School in 2017 showed that loneliness can be more detrimental to one's health than smoking, which provides support for getting out with friends to play games. Chapman's passion for games extends beyond the camaraderie they offer, however. He notes that some research shows playing games may lead to better decision-making and improved cognitive function, he believes it also teaches young children how to lose.

"People should want their victories and enjoy their trophies - when they're earned," Chapman said, "But, we can't help attributing some violence to the assumption that the perpetrator never had the opportunity to learn how to lose while growing up, and can't handle disappointment."

But, it's definitely the friends-interacting-with-friends aspect on which he's most focused. The business owners also want to expand their outreach into the community. Presently, they have "game nights" taking place at the Ontario Community library, at Treasure Valley Community College, and are involved with a math program at the Fruitland School District.

"It's a key priority to build the community," Dawe said, with Chapman noting Hollaway is helping business owners to form a networking group for social-based businesses so they can coordinate unique events with each other. SBDC clients such as and [Agape Coffeehouse](#) in Payette, ID are leveraging each business and cross-selling.

Game nerds are everywhere with librarians, teachers, youth leaders, parents - and business advisors comprising ProSoul's current clientele. Chances are, you may be a game nerd and just not know it yet!

Think you might be a Game Nerd?
Check out ProSoul Games
at 230 S. Oregon St., in Ontario.
Find them on [Facebook](#) here,
or click here for a [monthly calendar](#)
of game nights and tournaments.

[Learn More](#)

SBDC Latino Outreach

Interested in starting a negocio? Join the Latino Networking Group!

Oftentimes, when one decides to dip his or her toe into the waters of small business ownership, it can be a little daunting. Learning the buzzwords spoken by bankers, the initialisms thrown around by investors, and the acronyms advisors use can be scary - like learning another language. Imagine if one was hearing these with English being a second language!



Christina Grace and Roy Vargas, TVCC SBDC encircle Irene Gonzalez, SBA Boise District Office

To make it more comfortable for individuals whose first language is Spanish, the Small Business Development Center at Treasure Valley Community College formed a Latino Networking Group last year; with key funding from the Ford Family Foundation. According to SBDC advisor Roy Vargas, a co-facilitator of the group, planning began in early 2017, with the first meeting taking place in March of last year. The group started with quarterly meetings and now meets just about monthly.

"The goal is to help participants get to know each other," Vargas said. "These clients are in the beginning stages of business ownership."

Each gathering of the group features a speaker who sheds some light on concepts a business owner needs to understand: balance sheets, profit-and-loss statements, loans and liabilities, and more. The one-and-a-half-hour gatherings usually feature a question-and-answer period with the speakers as well as printed materials.

"We let them know what resources are available to them," Vargas explained. "There are resources out there who will help them understand what they need to start a business, to be a successful business owner."

As the name suggests, participants also are encouraged to network; they can share clients, customers and ideas. Vargas said participants have numbered between 7-18 at a session, but each time has been an opportunity to "get to know other people who are going through the same things."

One Latino Networking Group participant, Maria Romero, said that she has found the group to be of great value. From listening to the information presented by guest speakers to learning more about different resources from the advisors (SBDC advisor Christina Grace is a co-facilitator) has been helpful.

"One of the really interesting workshops I went to was hearing from a CPA (certified public accountant) talking about taxes related to a business," Romero said. "I know some things,

but I learned a lot more, and I learned I can call folks to get answers - and who to call; that's helpful information."

The co-owner of the newly formed Romero Solutions & JAM Prints added, "Roy and Chris are both knowledgeable and when they bring in a guest speaker, they know who they are and what they can help us with. When I ask questions, both of them are very helpful."

Vargas credits attendees with the program's success, as well.

"People are really engaged; they want to know what to do to create a concrete foundation to start their business," he said. "They ask good questions and are anxious to learn more."

There is still room in the Latino Networking Group for additional participants. The local SBDC has reached out to the Oregon Human Development Corporation and to Euvalcree, and encourages community members to continue to help spread the word to build active participation.

"We would like to move this forward and see it grow," Vargas said. "It's a great working meeting - and we usually bring goodies from Latino restaurants."

For more information or to find out when and where the Latino Networking Group will meet next, call 541-881-5772.

Events

2019 Learn Away Workshop Series

The Learn Away Series is an initiative to foster life-long learning for our clients and the community. The topics are focused on ways to empower our community business leaders to grow their businesses.

This year we revamped our Learn Away Workshop Series by changing up the day of the week and will be changing up the time of day the workshops are held. We started the **2019 Learn Away Series** in January with ***Personal Safety in the Workplace*** taught by Lt. Andy Creech and Lt. Brandon Stromberg of the Payette County Sheriff's Office. This workshop covered a range of topics, including how to safely and professionally communicate with an aggravated customer. The Officers taught attendees how to use the ALICE System to respond to unsafe situations. ALICE stands for A - Alert, L - Lock down, I - Inform, C - Counter, E - Evacuate.

Some of the comments from the workshop were:

- *The Officers covered a lot of material and gave excellent suggestions for many different scenarios*
- *All the material covered helped me associate and relate to my form of business. The instructors were confident and enthusiastic*



Payette County Sheriff's Office Lts. Brandon Stromberg and Andy Creech

Our February workshop featured ***Leadership Stories*** by retired U.S. Air Force Colonel Stephen Lambert. Mr. Lambert explored several traits that make leaders particularly effective through the use of story telling. The traits that make leaders effective are:

- Passion - towards the mission
- Moral Courage - to stand for that which is just and right
- Willingness to take (personal) risks

The attendees enjoyed Mr. Lambert's use of story telling to demonstrate what make an effective leader. Here are some quotes from the attendees:

- *Inspirational, great use of real life stories to demonstrate leadership*
- *Presentation was wonderfully put together. I loved the growth of each topic*

**** NEW AND UPCOMING! ****

We are looking forward to our upcoming Learn Away Workshop, Managing Human Behavior by Master Chief Petty Officer of the Coast Guard, Michael P. Leavitt. He will share some of his experiences while serving in command, working with and testifying before congress and what it was like working at the highest levels of the executive department, including the president of the United States. He will tie those stories into leadership lessons that may help you in shaping human behavior and enhance job performance.

Managing Human Behavior and Performance

Workshop Date:
April 24, 2019

TIME
8:00 am - 10:00 am

Registration Deadline:
April 23, 2019

Workshop Fee:
\$10

Location:
Treasure Valley Community College
Weese Rm #104

PRESENTED BY:
Michael P. Leavitt

For Information Contact:
James Crouch
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BZC095 -ZA

Master Chief Petty Officer of the Coast Guard (MCPOCG), Michael P. Leavitt, will share his experiences serving in a command role for the United States Coast Guard. He will tie those stories into how he utilized:

- Strategic planning
- Mission and Vision statements
- Goal setting
- Personnel Evaluations
- Creating workforce management tools
- How to align training with workforce needs.

Additionally, Mr. Leavitt will share successes and lessons learned that may help you in improving human behavior and performance.

Master Chief Michael P. Leavitt assumed his duties as the eleventh Master Chief Petty Officer of the United States Coast Guard on May 25, 2010. As the senior enlisted advisor to the Commandant, Master Chief Leavitt advises him on enlisted workforce policies, advocates for in diversity and excellence, is the senior enlisted mentor, and acts as the sounding board for select enlisted administrative actions. Master Chief Leavitt also directs much time traveling throughout the Coast Guard observing training and communicating with Coast Guardians and their families.

Sponsors:
SBDC BANKWEST TREASURE VALLEY

Upcoming Learn Away Workshop Series Dates

*** Wednesday April 24, 2019**
Managing Human Behavior and Performance by Mike Leavitt

*** Thursday May 30, 2019**
Employee Relations by Shawna Peterson and Kimberly Berdortha from Peterson Law

SBDC Day and TVCC Construction Combine



The TVCC SBDC celebrated SBDC Day by hosting a Construction Combine.

The Construction Combine was a collaborative effort put together by TVCC, WorkSource Oregon, local small business contractors, small business sponsors, and your local TVCC SBDC team. We brought together our small business contractors with students to learn basic construction skills. The students and contractors put these skills to the test building four storage sheds that were donated to local Veterans. What a great way to celebrate the impact of our local small businesses as they support our community in this business retention, expansion and training event. The SBDC Veteran Small Business Management (VSBM) cohort participated in selecting the Veterans who received the sheds. Stan Jessup from the Oregon Construction Contractors Board (CCB) provided hands-on tips, encouragement and taught an evening CCB continuing education course.

To see more event photo be sure to visit our [Facebook](#) page!



Scott Stephens, Business Consultant ISU Workforce Training, Edward Susman - WorkSource Oregon, Dana Young - TVCC President, Cathy Yasuda - Foundation Director, Jimsie Crouch - SBDC Office Manager, Andrea Testi - SBDC Director, John Forsyth, Chair TVCC Board Member, Cheryl Cruson - SBDC Board Member and Client



Ron Verini, SBDC VSBM participant, Ross Parker, Home Depot Manager, Veteran Carlos Mendoza, Tammy Bigelow, Executive Director VAOI, Veteran John Mathews, Veteran and SBDC client Owen Spurring, Veteran Ronald Lang, Ross Hubler, Home Depot Assistant Manager, Veteran and SBDC client Kent Burns



Christina Ingram, SBDC client and co-owner of Snake River Construction and Excavation LLC



Wayne Stepleton, SBDC client and co-owner of Stepleton Electric watching his Journeyman Electrician and CBWCL Adjunct instructor William "Van" Van Corbach in action.



Stephanie Bellows, SBDC client and owner of Steph Rents LLC with former SBDC Advisor Doug Dean.



David Harris, SBDC client and owner of David Harris Plumbing

News

TVCC SBDC Business Beat



MALHEUR ENTERPRISE

[The Malheur Enterprise](#) supports small businesses by hosting the TVCC SBDC *Business Beat* column monthly. SBDC Director Andrea Testi provides articles on trends, insights and analysis to launch, expand and renew small businesses. Here are Andrea's past three articles.

[January Malheur Enterprise Article Assess Your Performance](#)

Having clearly defined goals and measuring your progress as you move toward them is essential to making your business a success.

[February Malheur Enterprise Article Build a passionate company culture](#)

Your business is only as strong as your employees. The secret to continuous success for business is to have passionate workers that are working towards big goals and thinking creatively.

[March Malheur Enterprise Article Put your business on solid footing](#)

I recently asked a local contractor if he could build a house without a blueprint. He answered, "Yes, but it would end up a mess."

Treasure Valley Community College Small Business Development Center
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Oregon's Small Business Development Centers are partially funded by the US Small Business Administration, the Oregon Business Development Department, and the Oregon Public Utility Commission. All services provided on a non-discriminatory basis.



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