

*Tysen Klafke
Co-owner*

This month we are highlighting local business owners, Tysen Klafke and Cliff Robertson. These two men have paired their military experience, education and skill sets with their desire to open a business here in Ontario, Oregon, and we at the SBDC are thrilled to welcome them to the Treasure Valley small business community!



*Cliff Robertson
Co-owner*

US Navy veterans for 11 and 14 years respectively, Tysen and Cliff opened [Right Bite Dentures](#) in Ontario, Oregon, and have worked closely with SBDC Advisor Liz Amason through the entire process- from startup to being able to open up shop and building clientele.

Partnership for Tysen and Cliff predates the opening of their business, Right Bite Dentures, extending back to their time in the US Navy. After serving their country, Tysen and Cliff hung up their uniforms at their last assignment and decided to venture out as entrepreneurs together. Both of them had entered the US Navy as dental technician and assistant positions, but ultimately worked and gained extensive experience as dental lab technicians, as well as



teaching incoming dental lab students serving in the Navy, Army and Air Force. Both of these young entrepreneurs had ties to the Pacific Northwest and researched the licensing requirements and related service needs in that geographic area. They ultimately secured their denturist licensing in the states of Washington, Oregon and Idaho and thoughtfully planned their first location to be in Ontario, Oregon. Tysen and Cliff developed their own business model, set their goals and utilized the advising services of our SBDC Center at Treasure Valley Community College in Ontario, Oregon.



From the time they first met with Liz Amason, their SBDC advisor, to their doors opening, only seven months had passed. Because of their foresight, the owners were able to set up their business with their own cash investments. The first couple of months for the business were relatively slow, but with unwavering efforts of marketing and networking, the business began to take off quite well. Currently, they

have hired one part-time lab technician to assist with the workload and foresee the need for two full-time techs by the end of 2017.

The work ethic Cliff and Tysen learned in the military has carried into their business, and it is obvious that they enjoy their work. Their [office provides a full range of denture care](#), and the entire staff loves nothing more than seeing a satisfied smile on the face of their customers. Building the business from the ground up has created a sense of pride for Cliff and Tysen, and they are all the more dedicated to the profession they've chosen, and making a positive impact on the lives of their clients by providing a service that truly makes people more comfortable and at ease in their daily life.

If you have a business idea, or need advice or help with a business you current own, [contact](#) the Ontario SBDC office to set up an appointment!

Learn Away Thursday

Six Steps to Massive Results in Your Business

Fall is a great time to revamp and reexamine your business, and in that spirit we invite you to join us in our October Learn Away Thursday installment, "[Six Steps to Massive Results in Your Business](#)". In addition to helping you gain control of your business and making IT work for YOU, this presentation will cover proven steps on how to deal with issues in sales, marketing, profits, systems, time management, and employees.

Details

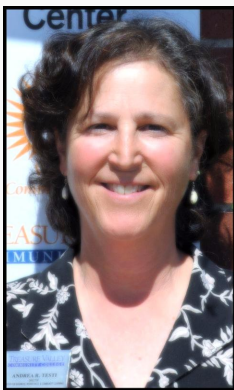
Date: Thursday, October 26, 2017

Location: Medical Arts Room, Four Rivers Cultural Center, Ontario, Oregon

Time: 8:00- 10:30am ****Coffee Networking from 7:30 - 8:00****

Cost: \$10

[Click HERE to register](#)



Andrea Testi SBDC
Director

The Art of Pricing

One of the integral components of owning a business is proper pricing the merchandise offered. SBDC Director, Andrea Testi, took the opportunity over the summer to give a great account of what exactly every small business owner needs to consider, the strategy that will best aid their business, and how to take into account the competition in a way that enhances your sales.

Click [HERE](#) to read the entire article, printed in the Malheur Enterprise.

Andrea R. Testi, Director

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