Meeting Notes
Small Business Liaison Team (SBLT)
Thursday, August 25, 2016 1:00-2:30 pm

Please send corrections, edits or additional information to help@oria.wa.gov.

Location
Center for Business and Innovation (CB&I), The
4220 6th Avenue SE, Room 186, Lacey, WA 98503

Purpose
Small Business Advisors from the Center for Business and Innovation; Trainings for Ethnic Business Owners; Tours of Services Offered at the Center for Business and Innovation

Attendees
• Kayla Burr • Lawrence Coleman • Kari Gilje • Rose Gunderson • Steve Hager •
• Scott Hitchcock • Liz Jamieson • Kim Johnson • Edmon Lee • Rachael Lindstedt •
• Tami Miketa • Daryl Murrow • Maureen Mortlock • Ron Nielsen •
• Celia Nightingale • Ryan Norskog • Servando Patlan • Patrick Reed •
• Noel Rubadue • Tiffany Scroggs • Margeret Warner • Brittany Wilson •

Agenda Highlights
• Welcome and Agenda Overview
• Calendar of Events & Web Traffic Report
• Small Business Guide & Washington BusinessHub – Update: No update provided
• Small Business Advisors from the Center for Business and Innovation
• Training for Ethnic Business Owners
• Tours of Services Offered at the Center for Business and Innovation
• SBLT Members’ Roundtable

Welcome and Agenda Overview
Scott Hitchcock, Office for Regulatory Innovation and Assistance
• Quick overview of the agenda – Introductions
• 2017 SBLT Outreach Plan - Encouraged SBLT members to begin planning for next year:
    ▪ Note: Checklist should be used as a quick guide linking to the appropriate sections within the Small Business Guide for more detailed information. Want to make sure customers are making a smart choice not just a quick choice.
  o Patrick Reed, SOS: Would like to see the SBLT doing outreach events again; providing presentation as to what agencies are doing.
• Thanked Patrick Reed for the Secretary of State additions to the Small Business Guide.

Calendar of Events – Updates to the calendar

Rachael Lindstedt, Office for Regulatory Innovation and Assistance

• Presented on the Calendar of Events for Small Businesses.
  o For the month of August there are no events listed.
  o For the month of September there is one event listed: the Washington Small Business Fair in Renton. If you are interested in attending, please contact Kari Gilje, Small Business Liaison with the Internal Revenue Service at kari.s.gilje@irs.gov.

• Reminder: The events listed on this calendar should only be public events for small businesses to allow SBLT members to better coordinate their outreach efforts. Please visit the Small Business Events Calendar to review any upcoming events and let ORIA know (send to help@oria.wa.gov) if there are any missing events or if your agency is attending an event not currently listed as an attendee.

Web Traffic Report

Rachael Lindstedt, Office for Regulatory Innovation and Assistance

• Presented the Web Traffic Report for May 1, 2016 to July 31, 2016:
  o Calendar of Events
  o Small Business Guide agency referrals
  o Small Business Guide HTML
  o Small Business Guide PDF downloads

• A quarterly web traffic report is presented to the Small Business Liaison Team each month; next month’s report will include data from June 1, 2016 to August 31, 2016.

• Action: ORIA is still looking into pulling a report which includes the geographical location of the customers visiting the website.

Small Business Advisors from the Center for Business and Innovation

Celia Nightingale, Center for Business and Innovation (CB&I)

• Introduced the Business Advisors

  Noel Rubadue, South Puget Sound Community College (SPSCC)

  • Works at the Lacey SPSCC Campus
  • How did we (SPSCC) get here?
    o The college had a campus at the Hawks Prairie Campus located across from the Thurston County Economic Development Center (EDC).
- Took a team of ten to Florida which included staff from the city, St. Martins University, other colleges, Chamber of Commerce, and Economic Development Council.

- Discovered Florida’s success came from the co-location of the Economic Development Councils, Chambers of Commerce and Local Colleges.

- They decided to copy Florida’s model and co-locate the Thurston County Economic Development Council and South Puget Sound Community College since both had a common vision regarding the needs of Thurston County.

- The teams in the Center for Business and Innovation meet weekly and provide corporate services, as well as continuing education for people wanting to get job to training businesses.

  - Recommended SBLT look at the college catalog which includes classes offered from SPSCC and EDC.

  - Provided the South Puget Sound Community College Fall Quarter Catalog to the SBLT

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**Ron Nielson, Small Business Development Center (SBDC)**

- Provided SBDC Handout along with his business card

- 17th year as a director

- How we are able to address the needs of the business community and the results show this model is working; there is nothing else like this in the state of WA

- Economic Development Councils (EDC) are the engine behind the scenes; they aren’t out of the limelight (Linda Alongi is the Commerce coordinator of all EDCs)

- Last year his SBDC was highest ranked in the state all because of the team effort

- Ice Chips: small company based in Yelm won the Encore award (senior citizen award)

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**Liz Jamieson, Washington Center for Women in Business (WCWB)**

- Serves 34 or 39 counties in Washington. Offers one-on-one coaching, phone and skype; online training; business enterprise training start up training, from start-up business to growing businesses Provided handouts:
  
  - What the WCWB Can Do for You
  
  - WCWB Conversation Starts

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**Steve Hager, SCORE**

- SCORE is made up of volunteers, working, and retired men and women across the United States and has been around for approximately 50 years.

- There are 17 different locations. Will be chapter co-chair for South Sound area, which has 20-30 volunteers.
• You can come to SCORE, if you need:
  o More one-on-one mentoring
  o More face time
  o Basic business training
  o Priority setting
  o Financial planning
  o Constructive criticism of planning, and
  o Work with women’s center & veteran’s business outreach and other SBA organization to collaborate/coordinate to client’s success (“wantepreneur” to “entrepreneur”)

• More information and online advising available at: https://www.score.org/ along with lots of materials and webinars in Spanish.

**Daryl Murrow, Center for Business & Innovation (CB&I)**

• Has been a business owner for his whole life; a few years ago became a non-profit owner.

• Programs offered:
  o Scale up Thurston[^1] (scale up initiative) SBA funded: 14 week training program offered to existing companies that have reached $150k-$500k in sales.
  o Tune – up training: Training which takes a “deep dive” to helps business owners install best practices to managing effectively and efficiently
  o Counseling for start-up businesses, job creation, and expanding the size of the business.

• Daryl volunteered to be part of a focus group for the Small Business Guide, if needed.

**Tiffany Scroggs, Procurement and Technical Assistance Center (PTAC)**

• Goal at PTAC is to increase government contracts in Washington state.

• Eight locations in Washington state

• Helps business one-on-one, funded through the Department of Defense

• Meets with business, determine if they are appropriately registered and their eligibility for different certificates from Office for Office of Minority & Women’s Business Enterprises (OMWBE) & Department of Veteran’s Affairs (DVA), and educates on who buys what you sell

• Conduct tons of events with businesses.

• Has an Electronic Bid Map System – which points them back to web

• Assists with referrals and scope of work in the contracts. Referrals are welcome!

[^1]: Scale up Thurston
As the result of working with PTAC, there has been more response to government contracts and increases diversity in contracts.

Provided handouts:
- Alliance Northwest (geared to Government Contracting)
- PTAC FLYER

Requested Regulatory assistance booth at event The Alliance Northwest

**Ryan Norskog, Thurston County Economic Development Council (EDC)**

- Welcomed everyone.
- Connects with customers to learn what the customer needs are and determines the program that is the best fit.
- Manages the Business Resource Library – handout material & different services offered through the business community; walk-in clients usually need handout materials

**Celia Nightingale, Center for Business & Innovation (CB&I)**

- Discussed identifying gaps.
- Noel, SPSCC: recently met with Kim Johnson & Janet Shimabukuro to discuss ways to help licensees get “plugged in” and receive proactive support
- CB&I triage questions can be sent to Ryan Norskog at (360) 754-6320 or rnorskog@thurstonedc.com.

**Recommendation:** Patrick, SOS suggested using a live chat option; our office responds within 24 hours

- Edmon, LCB: how do you measure success? And what is one key success that you have achieved in the last year or two? And what gaps have you identified?
- Patrick, SOS: Challenge could be every agency has a different definition of a small agency
- Liz, WCWB: socially and economically challenged women – serve men too, not only women served in the women’s center 75% women & 25% men –
- Each of the different programs have different metrics measurements
- SBDCs were created in 1980’s due to the recession and assists with capacity building.
- Celia, CB&I: supply training, IT or other key industry section training – micro-lending and (college is creating a micro-loan program – revolving account) – launching this fall – brewing and distilling – growing out of the city of Tumwater – from the brewery distilling place – in a feasibility study – growth in the craft distillery company needs a home –
• Starting a brewing program, cider program, and distilling (college is going to be doing this) – this is going out for RFQ in the fall for a private brewery in the fall to have this contract – there are multiple owners from of the Tumwater Brewery – both owners have said they will respond to the RFQ – Tumwater City also owns parts of the brewery

• Noel, SPSCC: How do write good statements of work or scope of work –

• There is a huge need for non-profit training.

• Patrick, SOS: SOS offers non-profit training

• Celia, CB&I: SCORE advisor has written books on non-profit & there are classes for non-profit

• Servando, DES: Risk transfer – digital risk, wants to know about risk transfer - insurance capacity – insurance and bonding has been really complicated – even a cash transaction – Action: Celia is going to connect with Servando to resolve this.

• Celia, CB&I: in Tiffany’s group they put on a weekly webinar – to get bonded – education on a path to be bondable -

Training for Ethnic Business Owners

Rose Gundersen, Labor and Industries

• Outreach – Minority and Business Owner – Score
  o They need workshops that specific different language
    ▪ They would like quarterly workshops
    ▪ They want interpreters that have business background
    ▪ Rose wants to do something in 2017 and wants to know who is interested and who capacity.
    ▪ If you’re interested in assisting with this effort, please contact Rose Gundersen at Rose.Gundersen@lni.wa.gov or 360-902-4865.
  o Provided handout: Labor and Industries Small Business Liaisons Contact Card

SBLT Members’ Roundtable

All SBLT Members

• Did not have time to review this agenda item. SBLT Team will provide updates at month’s SBLT meeting.
Referenced Hyperlinks

a  Washington Small Business Fair: http://www.oria.wa.gov/BizEvents
b  Small Business Events Calendar: http://www.oria.wa.gov/BizEvents
d  The Alliance Northwest: http://alliancenorthwest.org/

d  Scale up Thurston: http://www.thurstonedc.com/businessresourcecenter/grow-your-business-2/