

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](mailto:help@oria.wa.gov).

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**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 •

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## 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:
  - Scott Hitchcock, ORIA: Building on the Roadmap per Servando's recommendations. Updating the Roadmap for use as a checklist in the beginning of the Small Business Guide (SBG).
    - 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.
  - 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.
  - For the month of August there are no events listed.
  - For the month of September there is one event listed: the [Washington Small Business Fair<sup>a</sup>](#) 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](mailto: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<sup>b</sup>](#) to review any upcoming events and let ORIA know (send to [help@oria.wa.gov](mailto: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<sup>c</sup>](#) for May 1, 2016 to July 31, 2016:
  - Calendar of Events
  - Small Business Guide agency referrals
  - Small Business Guide HTML
  - 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?
  - 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

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

- Provided SBDC Handout along with his business card
- 17<sup>th</sup> 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)

***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

***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:
  - More one-on-one mentoring
  - More face time
  - Basic business training
  - Priority setting
  - Financial planning
  - Constructive criticism of planning, and
  - 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:
  - [Scale up Thurston<sup>d</sup>](#) (scale up initiative) SBA funded: 14 week training program offered to existing companies that have reached \$150k-\$500k in sales.
  - Tune – up training: Training which takes a “deep dive” to help business owners install best practices to managing effectively and efficiently
  - 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!

- 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](#)<sup>d</sup>

***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](mailto: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
  - 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](mailto:Rose.Gundersen@lni.wa.gov) or 360-902-4865.
  - 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

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- <sup>a</sup> **Washington Small Business Fair:** <http://www.oria.wa.gov/BizEvents>
- <sup>b</sup> **Small Business Events Calendar:** <http://www.oria.wa.gov/BizEvents>
- <sup>c</sup> **Web Traffic Report:**  
[https://www.ezview.wa.gov/Portals/\\_1729/Documents/Presentations/WebSite%20Analytics%20-%20SBLT%20Report%20\(May-July%202016\).pdf](https://www.ezview.wa.gov/Portals/_1729/Documents/Presentations/WebSite%20Analytics%20-%20SBLT%20Report%20(May-July%202016).pdf)
- <sup>d</sup> **The Alliance Northwest:** <http://alliancenorthwest.org/>
- <sup>d</sup> **Scale up Thurston:** <http://www.thurstonedc.com/businessresourcecenter/grow-your-business-2/>