

Meeting Notes

Small Business Liaison Team (SBLT)

Thursday, August 24, 2017, 1:00-2:30 pm

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

Location	Department of Commerce Building Floor 1, Large Room 110 Columbia Room
Purpose	Presentation: Supporting Statewide Training and Business Development Services
Attendees	• Jeff Baughman • Hal Brookins • Cyal Christmas • Aaron Everett • • Apollo Fuhrman • Kari Gilje • Sonja Gissberg • Rose Gundersen • Steve Hager • • Scott Hitchcock • Kerrie Hurd • Kim Johnson • Edmon Lee • Rachael Lindstedt • • Servando Patlan • Ryan Ramsdill • Laura Raymond • Patrick Reed • • Larry Spellhaug • Brittany Wilson •

Agenda Highlights

- **Welcome and Agenda overview**
- **Upcoming Agency Events**
- **Web Traffic Report**
- **Presentation:**
 - Supporting Statewide Training and Business Development Services, SCORE & SBA
- **Roundtable**

Welcome and Agenda overview

Scott Hitchcock, Office for Regulatory Innovation and Assistance

- Reviewed agenda and introductions
- Upcoming Events:
 - [INSPIRE Women's Business Conference^a](#) hosted by the Washington Center for Women in Business (WCWB) on September 29, 2017 from 8:00 am to 2:00 pm
 - **Action:** Scott Hitchcock, ORIA, to send an email to the team requesting panel members for this conference
 - [Initiative 1433^b](#) (Paid Sick Leave) effective January 1, 2018
 - **Action:** Rose Gundersen, LNI, will be working with Brittany Wilson, ORIA, to add this new rule to the Small Business Guide.

- September is National Disaster preparedness month. IRS will be providing webinars for business owners on disaster preparedness every Friday throughout the month.
- Targeted workshop for small to midscale farms hosted by Washington Department of Agriculture (AGR) on Monday, August 28, 2017.
 - Servando Patlan, DES, and Rose Gundersen, LNI, indicated interest in attending this workshop
- Event for farms and food business hosted by AGR on September 7, 2017.
- Washington State Coalition for Language Access (WASCLA) Summit on October 13-14, 2017 in Wenatchee.
- **Servando Patlan, DES:** DSHS assisted him with getting in contact with a Russian business journal; will be trying to use that contact to direct business owners to the new translated guide.

Upcoming Agency Events

Washington Department of Agriculture

- **Bridging the GAPs *On-Farm Produce Safety Workshop:*** August 28, 2017, Ridgefield
- **Clark County Farmer *Food Business Networking Event:*** September 7, 2017, Vancouver

Washington Department of Commerce

- **NASA Small Business Industry Day:** September 26, 2017, Seattle

Internal Revenue Service

- **[Washington Small Business Fair^c](#):** September 30, 2017, Renton

Washington Department of Enterprise Services

- **The National Center for American Indian Enterprise Development:** September 6, 2017, Tulalip Casino Business Center 8:00 am – Noon
- **Congressman Adam Smith Annual Procurement Summit:** September 15, 2017, Federal Way Community Center 8:00 am – Noon
- **Inspire Women's Business Conference:** September 29, 2017, Washington Center for Women in Business (Thurston County Economic Development Council) 8:00 am – 2:00 pm
- **US Internal Revenue Service:** September 30, 2017, Renton Technical College 8:00 am – 3:00 pm

Washington State Coalition for Language Access

- **[WASCLA 2017 Language Access Summit^d](#):** October 13-14, 2017, Wenatchee Conference Center 8:30 am - 4:30 pm

Web Traffic Report

Rachael Lindstedt, Office for Regulatory Innovation and Assistance

- Presented the [Web Traffic Report^e](#) for May 1, 2016 to June 30, 2017:
 - Small Business Guide HTML
 - Small Business Guide PDF
 - Small Business Guide agency referrals
 - United States and Country page views
- 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, 2017 to August 31, 2017.

Presentations

Supporting Statewide Training and Business Development Support Services

Hal Brookins, Steve Hager and Larry Spelhaug, SCORE and Kerrie Hurd and Apollo Fuhrman, SBA

- Larry Spelhaug, director of the state of Washington SCORE for 12 years
- Hal Brookins, SCORE outreach
- Steve Hager, South Sound Branch incoming chairperson
 - A Chairperson is responsible for financing, recruiting members and sponsors, etc.
- SCORE is a national 501C organization that provides mentoring and training services to small business owners; assisting both aspiring business owners and current business owners.
 - There are 300 SCORE chapters (not counting branch offices) in Washington
 - 1/3 of their funding is received from the Small Business Administration
 - Most frequent requests are marketing and financing resources and they provide a lot of workshops on those questions and others, such as: social media, tax, technical, etc.
 - [SCORE^f](#) website is a very good place for this information, including business plan templates and many webinars
 - All employees of SCORE are volunteers mostly retired business owners (40% are still in business)
 - Within 24-48 hours of filling out mentor request form you will be contacted by SCORE, they attempt to match skills to request and chapter
 - Job as mentor is to listen. They won't necessarily know everything, but they will do their best to direct customers to the appropriate contacts
 - No time limit on accessing SCORE (one client 23 years); you can use them for as long as you need it
 - Mentors are governed by a code of ethics:

- cannot financial benefit from your business
- cannot support you in “crowd funding”
- all information is confidential unless business gives approval to share the information
- Issue with prospective mentors as they tend to think of it as a way to get clients
- Mentors volunteered to help people get back into business after emergency event (Hurricane Sandy)
- Services are same regardless of location; primarily face-to-face mentoring (branch or business owners location), but they also offer SKYPE, emails, and after-hour phone calls
 - 57% of clients are women and 11% are veterans
 - Classes on modules, finance, and tax in the “Boots to Business” program (30-35 people attend each month)
 - Study shows if a client receives 3.5 or more hours of mentoring they are 50% more likely to succeed -- **Fun Fact:** Women are 50% more likely to succeed than men because they are willing to share their experiences and ask for help
 - **Scott Hitchcock, ORIA:** How does SCORE handle different languages?
 - Always room for improvement. English is the language of commerce, so most clients will end up speaking English; however, they do make it a priority to be more representative of the population they serve.
 - 2 out of 80 clients are Spanish speakers in Western Washington.
 - Seattle (specifically rainier valley) is very diverse with many different spoken languages.
 - 60% of their clients are Spanish speakers in Eastern Washington and 50% of their volunteers are Spanish speakers
 - Currently 1 Cantonese speaker
- **Scott Hitchcock, ORIA:** Would SCORE be willing to assist our office on improving the Small Business Guide (SBG) – provide the voice of the customer?
 - SCORE was not aware of ORIA, but after visiting the website and looking around found it really easy to navigate. Were impressed with the SBG and would be willing to assist in improving it.
- **Patrick Reed, SOS:** Does SCORE have access to attorneys?
 - Yes, one attorney that does pro-bono (non billable work) in Olympia.
 - Also have a list of attorneys, web consultants, bar associations, etc. - broken down by specializations - that is provided to clients.

- **Rose Gundersen, LNI:** Which regulatory issues are the most challenging at the state level? Do you have any examples?
 - **Steve Hager, SCORE:** Boots-to-Business program often has entrepreneurs who wish to launch businesses dealing with weaponry (training, gun ranges, etc.) – it took a long time figuring out what rules, regulations etc. these types of businesses fall under.
 - **Kerrie Hurd, SBA:** Learning which regulations and how to address them on the state level is very challenging; however, specifically Labor Laws are considered the most difficult.
 - **Rose Gundersen, LNI:** We find that Independent contractor is the biggest tripping hazard.
 - **Apollo Fuhrman, SBA:** Currently focused on finding regulations that hinder businesses and ways to reduce the burden (which can include local, state and federal)
 - **Patrick Reed, SOS:** We did a lean lifecycle in 2010, which helped us to determine ways to remove roadblocks and duplicative processes for businesses
 - **Kerrie Hurd, SBA:** if you have a report on that, it would be very helpful towards reducing the regulatory burden on businesses.
 - **Action:** SBLT will provide a copy of the report to Kerri and Apollo.
- SCORE and SBA would like to continue working together in workshops and partnering with state agencies to assist small businesses
 - Would be very beneficial for SCORE members to become more familiar with ORIA and its services to business owners.
 - Invited ORIA to attend one of the monthly meetings (2nd Tuesday each month) to introduce the agency.
 - SCORE district leaders will be meeting in September in Leavenworth
 - SCORE also meets twice a year with its resource partners together (two times a year) to keep the connections up-to-date

Roundtable

- **Scott Hitchcock, ORIA**
 - INSPIRE Conference on September 29, 2017: thank you for volunteering to lead breakout sessions. We are also considering having a panel of state agencies during the conference and need some volunteers.
 - **Action:** Will send an email to the team with the details.
 - Small business guide translations: we now have six different translations, how do we maintain the translations and which agencies can contribute towards the cost - we need a consistent strategy. Also some of the translations of other guides are very different, maybe we need to try using the same translator?

- **Action:** Will create subgroup on translation and request volunteers via email
- **Action:** Servando Patlan, DES, indicated there is an ESL group that translates documents and he will provide contact information to Scott.
 - **Hall Brookins, SCORE:** Seattle school district is another good resource for translations (Support 8 different languages)
- **Patrick Reed, SOS:** November 13 is the go live date for the new Secretary of State system; real time filing, real time retrieval of records, etc.

Referenced Hyperlinks

- a **Inspire Women's Business Conference** <http://wcwb.org/INSPIRE/>
- b **Initiative 1433** <http://www.lni.wa.gov/WorkplaceRights/Wages/Minimum/1443.asp>
- c **Washington Small Business Fair**
<http://www.bizfair.org/>
- d **WASCLA 2017 Language Access Summit** <https://www.eventbrite.com/e/wascla-2017-language-access-summit-taking-action-making-inclusion-a-reality-tickets-34787713989>
- e **Web Traffic Report**
[https://www.ezview.wa.gov/Portals/_1729/Documents/Analytics/WebSite%20Analytics%20-%20SBLT%20Report%20\(May%202017%20-%20Jul%202017\).pdf](https://www.ezview.wa.gov/Portals/_1729/Documents/Analytics/WebSite%20Analytics%20-%20SBLT%20Report%20(May%202017%20-%20Jul%202017).pdf)
- f **SCORE** <https://www.score.org/>