Washington
Small Business Development Center
Statewide Presence

SBDC locations in Washington

- Bellingham
- Mount Vernon
- Everett
- Seattle (3)
- Des Moines
- Kent
- Auburn
- Tacoma
- Wenatchee
- Moses Lake
- Omak
- Yakima
- Tri-Cities
- Walla Walla
- Longview
- Vancouver
- Pullman
- Spokane (2)
- Port Townsend
- Lacey
- Aberdeen
SBDC Program History

- Small Business Act 1980
- 63 programs in U.S., Puerto Rico, Virgin Islands, Pacific Islands
- Washington SBDC hosted by WSU since inception in 1980.
- Part of WSU’s Office of Economic Development & External Affairs
- U.S. Small Business Administration co-op agreement—match required
Primary funder: U.S. SBA ($2.2MM)
Program announcement
Co-operative agreement
Biennial financial audit
Biennial programmatic audit
SBA Project officer / site visits / meetings
Washington SBDC Network

- Effective and collaborative partnership
- Key network partners
  - SBA
  - Washington State University
  - Western Washington University
  - Community and technical colleges
  - Economic development organizations
America’s Small Business Development Centers (ASBDC)

Accrediting body for national network of SBDC programs

Must be accredited to receive SBA funds

Accreditation standards are Baldrige-based—focus is on continuous improvement
ASBDC Accreditation Standards

Leadership & Organizational Issues
Strategic Planning
Customer & Stakeholder Focus
Measurement & Analysis Management
Workforce Focus
Program Delivery & Management
Results
Washington SBDC Network

Vision:
The Washington SBDC is widely recognized as a trusted and valued resource to help small to medium-size businesses grow and succeed.
Mission:
We are a *network* of business advisors providing expert, customized advising, training and market intelligence to existing businesses and entrepreneurs to promote/support economic vitality.

Tag Line:
*insight • solutions • success*
How do we accomplish our mission?

- By providing confidential, face-to-face, objective business advising to clients focusing on their specific needs at no cost to the client.
- We have the resources, the tools and the knowledge to help clients discover and answer the questions unique to their situation.
- We don’t do the work or make decisions for them – we guide them through the discovery process.
- We are a resource for clients to make informed decisions that preserve or create wealth – leading to long-term success and economic growth for all.
SBDC advising services include:

- Marketing strategies (getting/keeping customers)
- Cost-cutting strategies
- Analyzing financial statements/recordkeeping
- Personnel and management Issues
- Planning or growing a small business
- Acquiring capital
- Market intelligence
- New to exporting
SBDC training services include:

- Profit Mastery
- Regional business conferences
- Co-sponsored training events
- Referrals to community college and other organizations’ small business management short-courses
Typical SBDC advisor profile

- Small Business ownership or management experience
- MBA or equivalent
- Prior counseling/consulting experience
- Proven financial analysis and communication skills
Advisor certification process
Business advisors must complete a 6-month, 12-module certification process of assessment and professional development under the supervision of a mentor, leading to designation as Certified Business Advisor (CBA).

Certified Business Advisors must earn 32 hours of continuing education credit annually.
Business Advisor Deliverables

- Derived from the cooperative agreement with the SBA and/or accreditation standards and include:
  - 1000 hours of client contact and preparation
  - Develop & maintain a referral generator network
  - SBA special initiatives
  - Reporting requirements
  - Active training support
  - Legislative outreach/education
  - Committee service
  - Continuing education
Differential Advantages

- Full time network of advisors
- Certified Business Advisor (CBA) process
- Continuing Education requirement (32 hrs)
- Outcome orientation – client/stakeholder focus
- ASBDC accreditation review
- External financial & programmatic audits
- Annual independent economic impact study
- Proprietary client activity database
SBDC Measurable Outcomes

- Client activity database captures:
  - Client demographics
  - CBA service delivery
  - Client case histories
  - Tracking economic development outcomes
    - Capital infusion (debt & equity)
    - Job creation/job retention
    - New businesses
    - $8MM/year state tax generated (5 yr. avg.)
    - $4.27/year advising ROI (5 yr. avg.)
CY2013 Results

- **27,126** hours of advising to **2,711** clients
- **$37.1MM** in capital infusion (debt & equity)
- **924** jobs created or saved
- **97** new businesses started
- **$13.6MM** estimated sales impact
Washington SBDC’s Logo is Changing