
Washington Small Business Development Center



Statewide Presence

SBDC locations in Washington



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
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U.S. Small Business Administration

- Primary funder: U.S. SBA (\$2.2MM)
 - Program announcement
 - Co-operative agreement
 - Biennial financial audit
 - Biennial programmatic audit
 - SBA Project officer / site visits / meetings
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Washington SBDC Network

- Effective and collaborative partnership
 - Key network partners
 - SBA
 - Washington State University
 - Western Washington University
 - Community and technical colleges
 - Economic development organizations
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- 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
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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.

Washington SBDC Network

■ **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

Washington SBDC Network

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.
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Washington SBDC Network

- 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
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Washington SBDC Network

- 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
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Washington SBDC Business Advisors

- Typical SBDC advisor profile
 - Small Business ownership or management experience
 - MBA or equivalent
 - Prior counseling/consulting experience
 - Proven financial analysis and communication skills
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Washington SBDC Business Advisors

- Advisor certification process

Business advisors must complete 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
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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
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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.)
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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
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Washington SBDC's Logo is Changing



www.wsbdc.org



insight • solutions • success
