

# Western Washington University Small Business Development Center

PRESENTED BY WWU SBDC DIRECTOR CJ SEITZ

AB2020 - 062 on 2/25/2020  
In Finance Committee  
From CJ Seitz (Small Business Development  
Center)

# MISSION



At the WWU SBDC we are  
advancing our local  
economy by growing our  
existing companies and  
helping new businesses  
start smart.



Washington State's Small Businesses generate  
20% more revenue in their first 3 years of  
business with SBDC support

**In Whatcom County, small business  
make up 98% of firms and provide  
61% of jobs.**

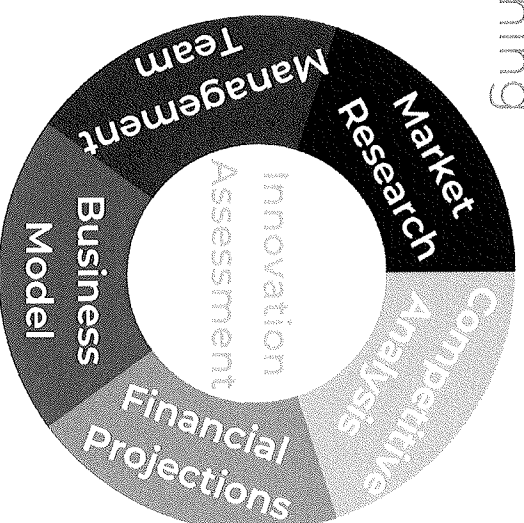
Firms under 100 employees



# Core Services



- **Business Development Advising:**  
One on one, confidential, no charge
- **Applied Research:** Supporting competitive intelligence via secondary market research
- **Community Education:** group training



# Accountability & Ethics

STRICT  
CONFIDENTIALITY

NO REFERRALS  
MADE WITH  
OUTSIDE  
INTEREST

CLIENT  
VERIFICATION  
OF IMPACTS

BUSINESS  
ADVISORY  
CERTIFICATION

NATIONAL  
ACCREDITATION

SBA AUDIT &  
SITE VISITS

# Meet the Team:



**CJ SEITZ**

Director,  
Certified  
Business  
Advisor

**ERIC GRIMSTEAD**

Certified  
Business  
Advisor

**SHERRI DAYMON**

Certified  
Business  
Advisor

**ASCHE RIDER**

Certified  
Business  
Advisor



**HEATHER THENY**

Program  
Specialist

**MADELINE ROSEVYNGE**

MBA  
Graduate  
Assistant

**MARIAM KAMEL**

MBA  
Graduate  
Assistant

# Partnerships

Funding: Program Governance & Local Program Host



U.S. Small Business

Administration

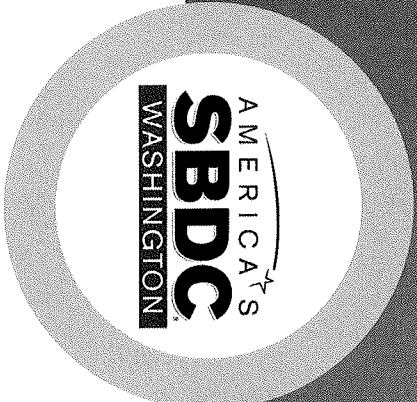
Funding & Program  
Governance



Western Washington

University

Funding & Local Program  
Host



Small Business

Development Center

Network Collaboration

# Partnerships

Funding: Local Government



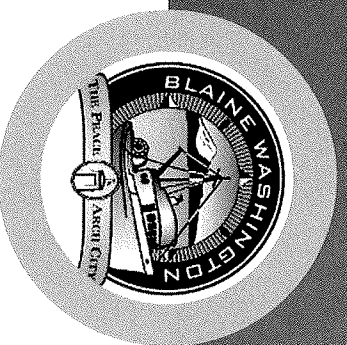
Whatcom County



Port of Bellingham



City of Bellingham



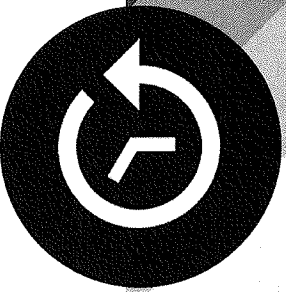
City of Blaine



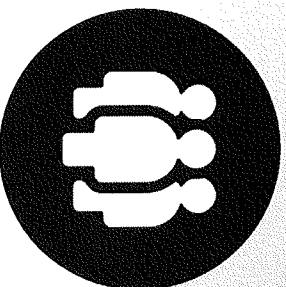
- Bellingham/Whatcom Chamber of Commerce
- Whatcom County Chambers of Commerce (Blaine, Birch Bay, Ferndale, Mt. Baker Foothills, Point Roberts and Sumas)
- City of Bellingham
- Downtown Bellingham Partnership
- East Whatcom County Outreach Team
- Lummi Nation Te'it'sen Center
- NW Cooperative Development Center
- Northwest Workforce Council
- Port of Bellingham - Economic Development
- SCORE
- Small Cities Mayor Partnership
- Sustainable Connections
- Team Whatcom
- Whatcom Business Alliance
- Whatcom Community College
- Whatcom Community Foundation
- Whatcom Dispute Resolution Center



# AMERICA'S SBDC SMALL BUSINESS CLIENTS:



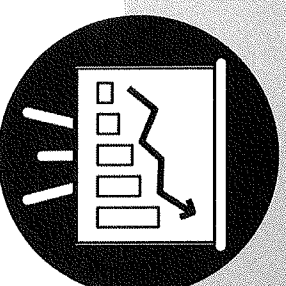
Start a new  
business  
every **35.7**  
minutes



Grow jobs at  
**15.3%** annually-  
**11.7x** greater  
than national  
average



Access  
**100,000** in  
capital every  
**10 minutes**

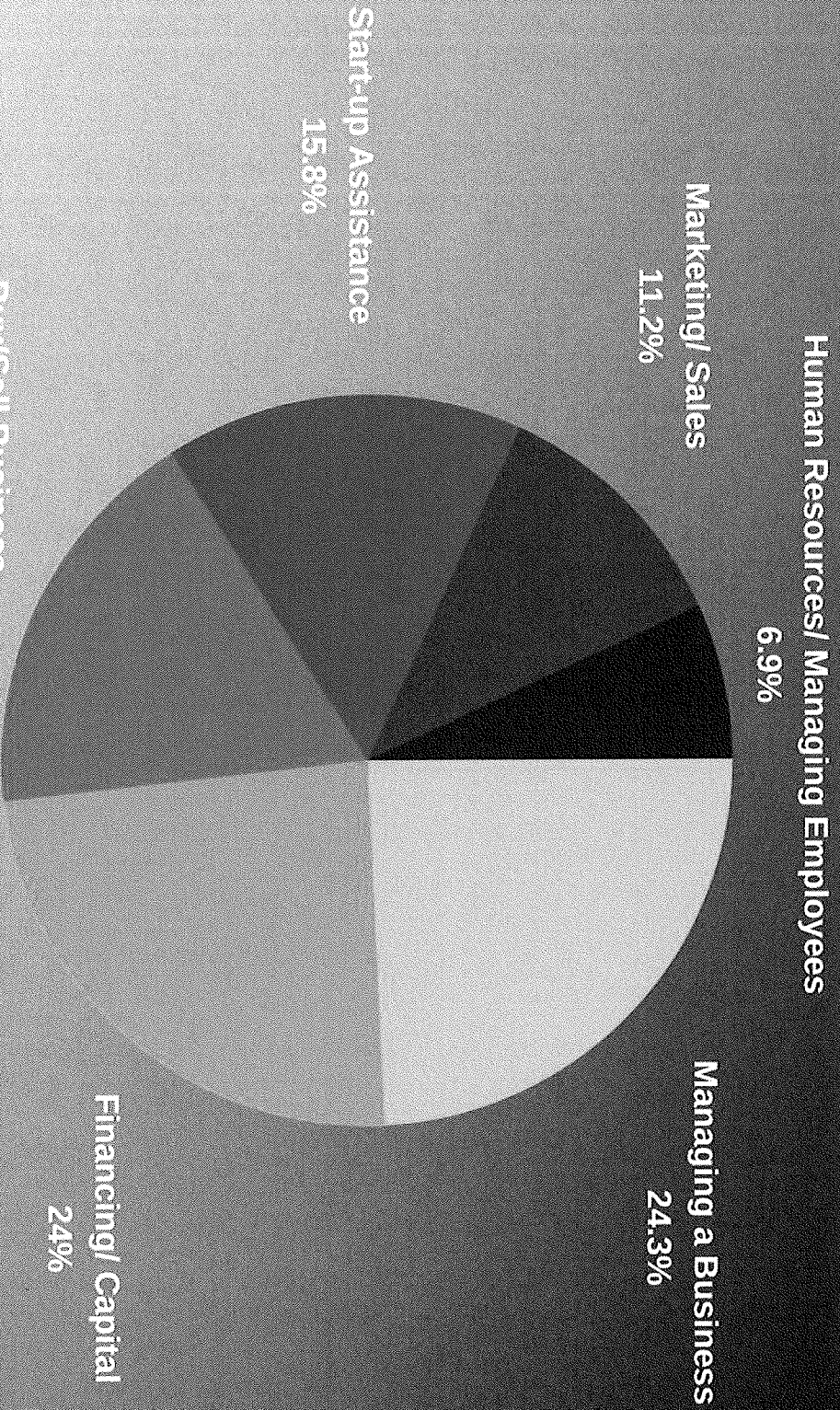


Grow sales at  
**18.1%** annually-  
**4.3x** greater  
than national  
average

**For every dollar of funding we receive, our clients generated over \$17 in new investments for our community.**



**ROI Over \$17 : \$1**



# Areas of Counseling

# 2019 Annual Review



# SBDC Clients



# LOCAL SBDC Client Profile



# \$217.5M

TOTAL CLIENT SALES



# LOCAL SBDC Client Profile



# 2,468

LOCAL JOBS SUPPORTED





# LOCAL SBDC Services



# 326

**BUSINESS RECEIVING  
ONE-ON-ONE ADVISING**



# LOCAL SBDC Services



# 42

RESEARCH PROJECT RECIPIENTS



# LOCAL SBDC Services



# 318

## COMMUNITY TRAINING ATTENDEES



At 12 SBDC training events

# LOCAL SBDC Services



# 129

COMMUNITY REFERRALS AND  
QUICK SUPPORT



# 2019 Economic Impacts

**\$7.3**

Capital Formation

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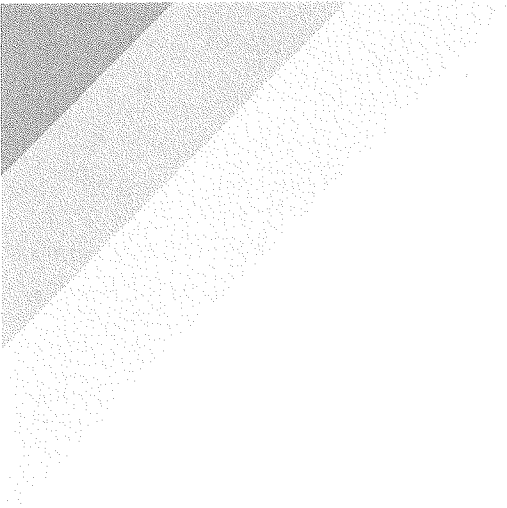
**241**

Jobs Created and Retained

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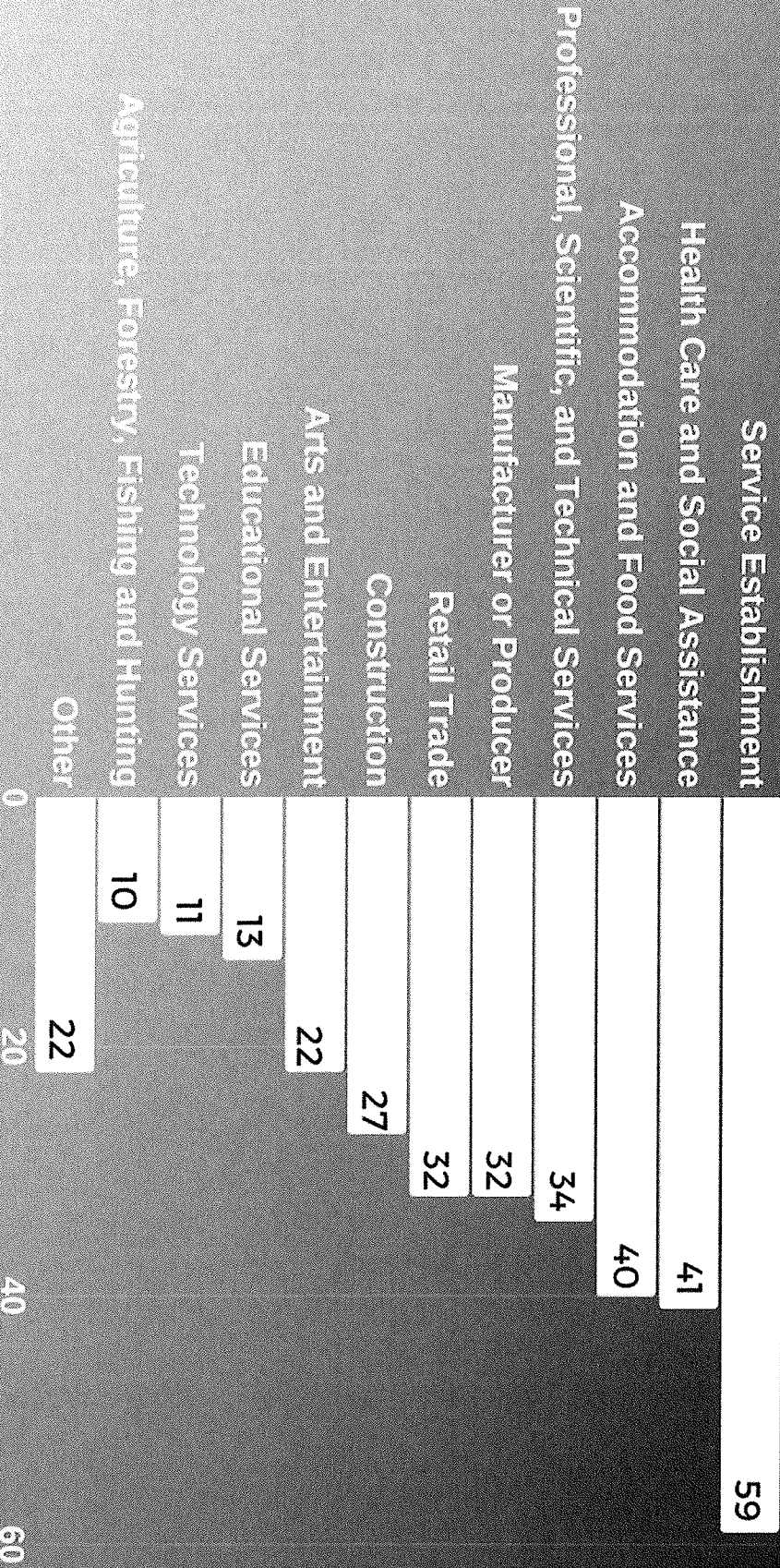
**8**

Business Starts

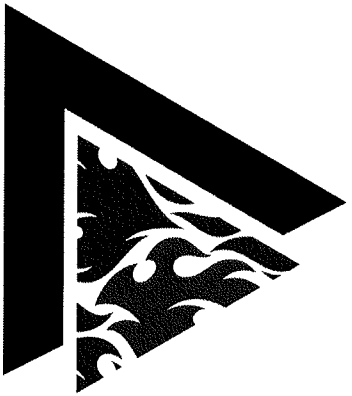


# Client Stories





# Industries Served

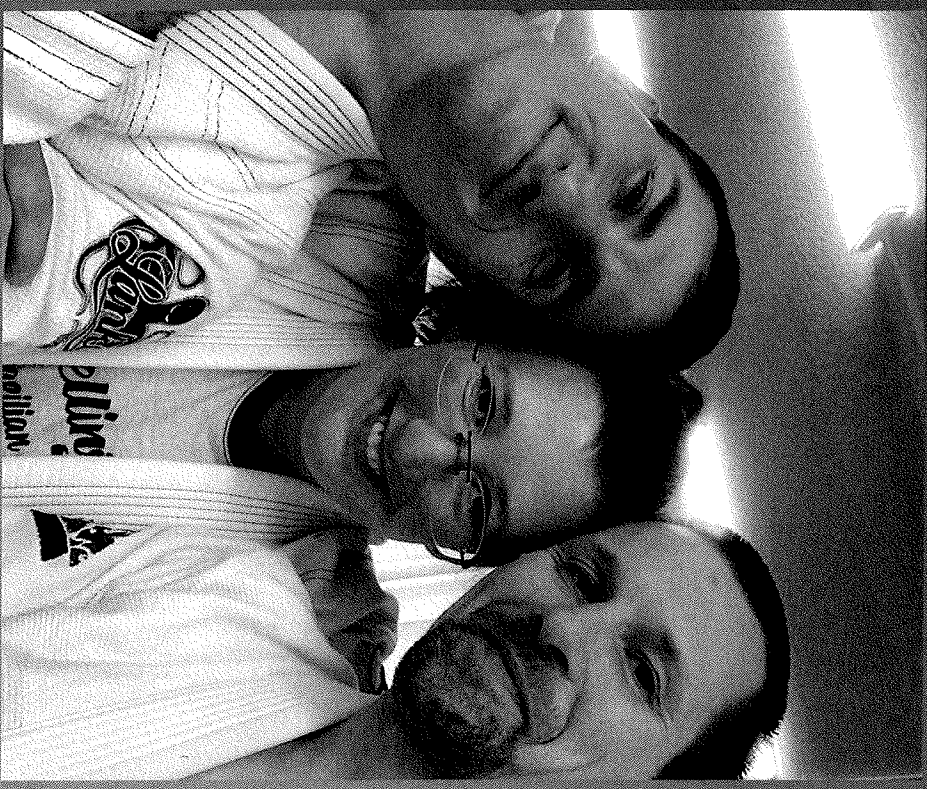


BELLINGHAMBJJ



“THE SBDC WILL WORK WITH YOU AT WHATEVER LEVEL YOU ARE AT. IT WAS AMAZING, THEY MADE THIS HAPPEN FOR US.”

-BETSY O'DONOVAN  
CO-OWNER





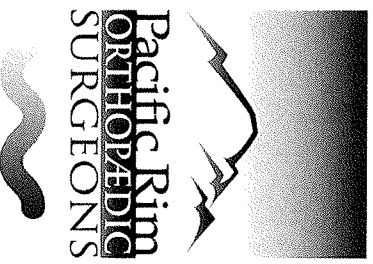
# A.1.BUILDERS



"THE TEAM AT THE SBDC WAS INSTRUMENTAL IN HELPING US TRANSITION TO A WORKER-OWNED COOPERATIVE. THANKS TO EVERYONE ON TEAM SBDC..."

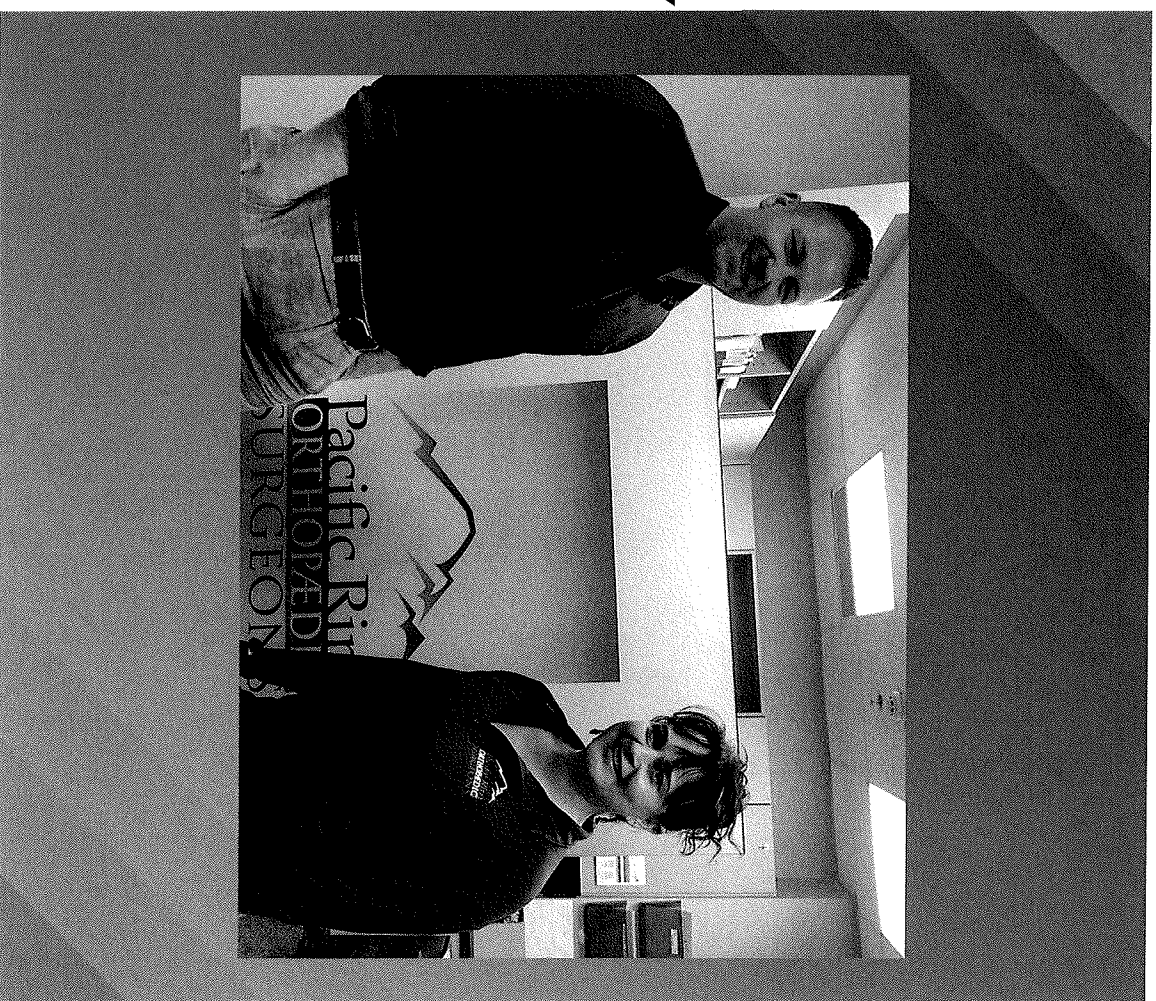
-PATRICK MARTIN  
GENERAL MANAGER





"THE SBDC HELPED US  
EVALUATE THE BEST STRATEGY  
THAT FIT OUR GROUP'S VISION,  
GOALS, AND VALUES; WE THEN  
STARTED BUDGETING FOR  
THEM."

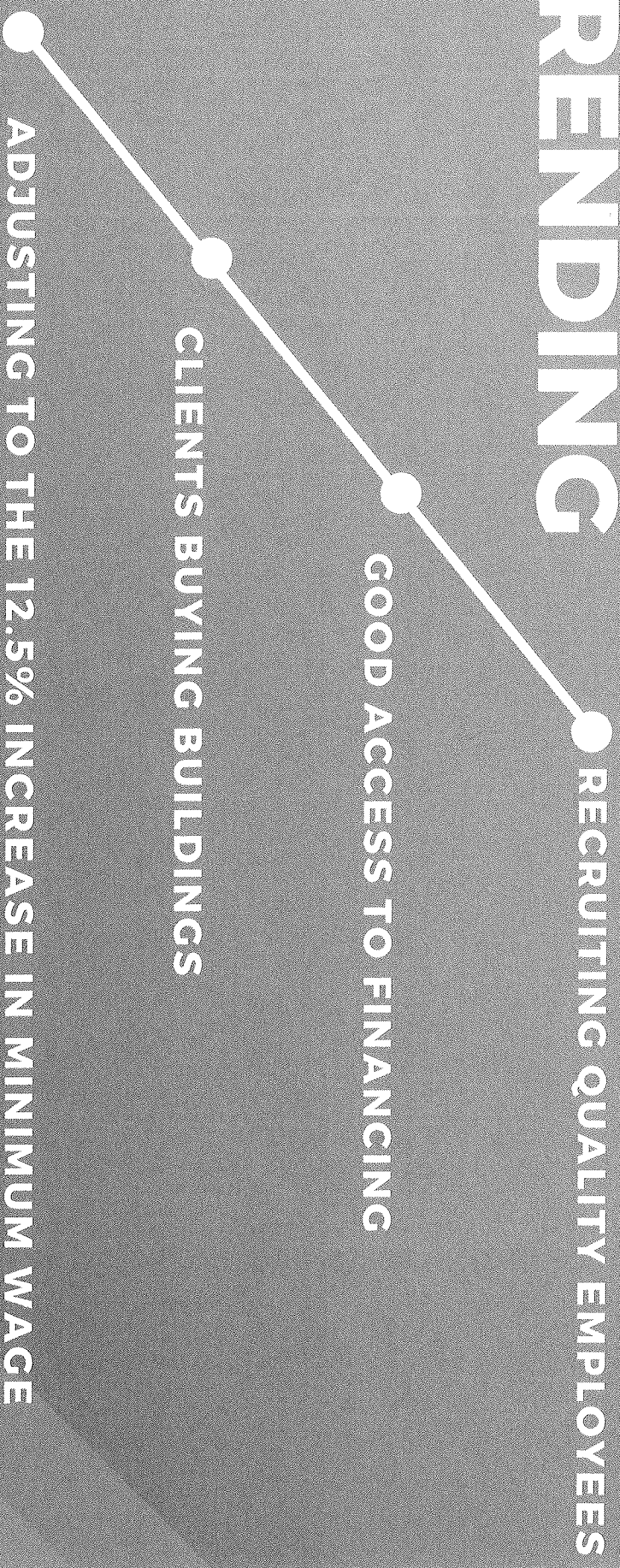
-ANDREA VITALICH, MBA  
CLINIC ADMINISTRATOR



What's Next?



# TRENDING



## BUSINESS TRANSFERS

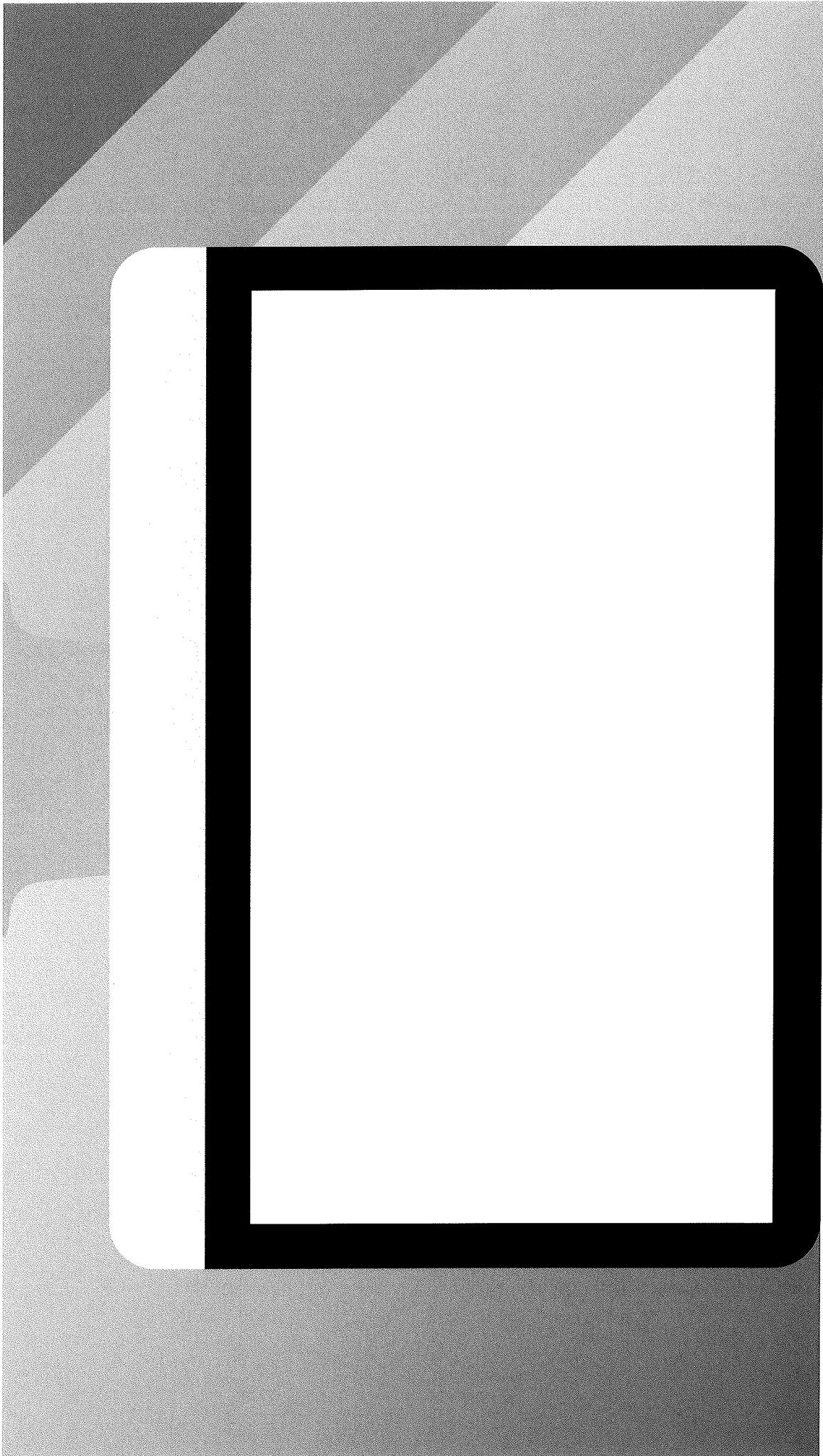
In Whatcom County, Boomer  
Businesses' employ over 16,000  
people, have combined payrolls of  
nearly 590 million dollars and  
together bring in over three billion  
dollars in revenue annually

## LEADERSHIP DEVELOPMENT

## EXPANSIONS AND WORKING CAPITAL

## RURAL / UNDER-SERVED COMMUNITIES







**CJ SEITZ**

WWU SBDC Director

**ADDRESS**

1616 Cornwall Ave #119, Bellingham,  
WA 98225

**EMAIL ADDRESS**

[sbdc@wwu.edu](mailto:sbdc@wwu.edu)

**WEBSITE**

[sbdc.wwu.edu](http://sbdc.wwu.edu)

**PHONE NUMBER**

(360) 778-1762



**Contact  
Information**