



Western Washington University Small Business Development Center

PRESENTED BY WWU SBDC DIRECTOR CJ SEITZ

MISSION



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

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'Ti'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**



**Active
Community
Partners**

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
ROSENVINGE**

MBA
Graduate
Assistant

**MARIAM
KAMEL**

MBA
Graduate
Assistant

Core Services



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





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



Why the SBDC?



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

Firms under 100 employees



ROI \$ 17 : \$ 1



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

AMERICA'S SBDC SMALL BUSINESS CLIENTS:



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



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

2019 Annual Review



TRENDING



LOCAL SBDC Services



326

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



LOCAL SBDC Client Profile



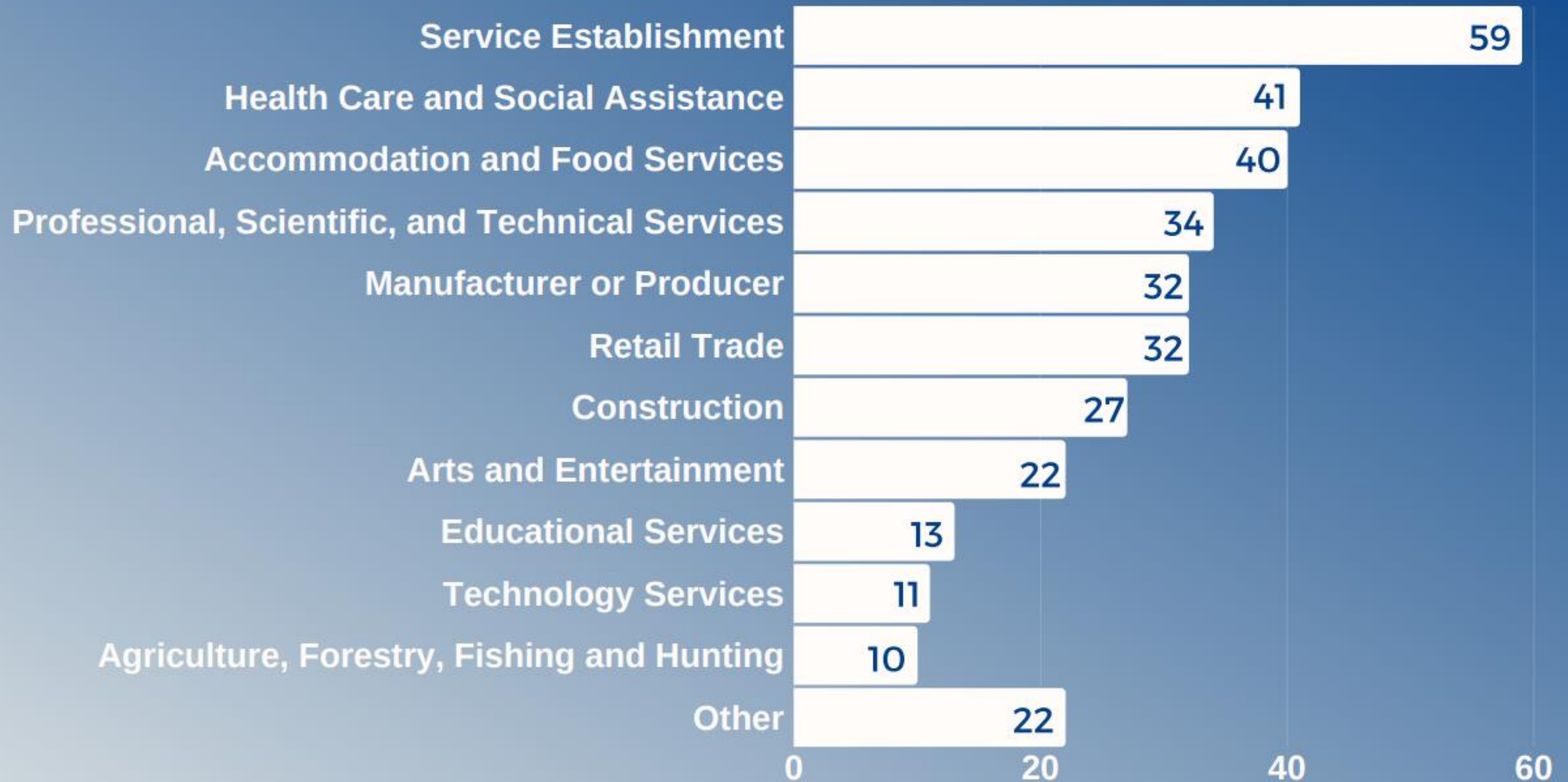
2,468

LOCAL JOBS SUPPORTED



\$217.5M

TOTAL CLIENT SALES



Industries Served



Human Resources/ Managing Employees

6.9%

Managing a Business

24.3%

Marketing/ Sales

11.2%

Start-up Assistance

15.8%

Financing/ Capital

24%

Buy/Sell Business

17.7%

Areas of Counseling



LOCAL SBDC Services



318

COMMUNITY TRAINING ATTENDEES



At 12 training events

TRAINING OPEN TO PUBLIC

- **“Meet the Buyer”** (co-hosted event with PTAC) - over 100 businesses attended
- **“Superstar Supervision”** training series attended by 48 SBDC clients
- **“Laying the Groundwork for Government Contracting”** (co-hosted event with PTAC)
- **“Rising Wages Workshop”** In Blaine and Bellingham

PRIVATE GROUP TRAINING

- **“How to Make it as a Small Business”** Automotive Service Association
- **“Considering Customer Objections to Improve Your Company’s Service”** Bellingham Executives Association
- **“How to Start a Business”** Bellingham High School, applied mathematics (guest lecturer)

TRAINING IN COLLABORATION WITH COMMUNITY PARTNERS

- **“Disaster Preparedness & Business Continuity Planning Workshop”** (sponsored by the Port of Bellingham Regional Economic Partnership)
- **“Smart Business Leadership Series: Profit”** (sponsored by Sustainable Connections & Community Food Co-op)
- **“How to Grow and Scale Your Business”** (at Sustainable Connections Farm to Table)
- **“Keeping our Cherished Community Businesses Alive – How a Local Business Went Co-op!”** (sponsored by Cascade Cooperatives and the Northwest Cooperative Development Center)
- **Leadership Panel Speaker** – Technology Alliance Group Tech Summit

LOCAL SBDC Services



EDUCATIONAL ARTICLES

[The three \(and only three\) ways retail businesses can grow](#)

Bellingham Business Journal

[Growing a Small Business - and Avoiding the Pitfalls](#)

Business Pulse

[Know your numbers, Know your business](#)

Bellingham Business Journal

[The benefits of connecting young and old\(er\) entrepreneurs](#)

BBJ Today

[Can Your Business Weather a 12.5% Cut in Profits?](#)

Blog shared via bizfair.org and with several Chambers around WA State via the WSBDC network

[Preparing Your Business for the Tourist Season](#)

The Northern Light

SBDC ADVISORS FEATURED IN LOCAL MEDIA

[Is your business prepared for a minimum wage increase?](#)

The Northern Light

[Big jump in minimum wage will mean tough choices for some Whatcom businesses](#)

The Bellingham Herald

[Employee ownerships: An important step to creating quality jobs in Bellingham](#)

BBJ Today

[Furloughed federal workers in Whatcom County find some help during the U.S. shutdown](#)

The Bellingham Herald

[Seminar guides businesses through minimum wage increase](#)

BBJ Today

[Larsen votes to reopen key federal agencies to support small businesses](#)

Congressman Rick Larsen Press Release

[A few good journeymen: Why skilled tradespeople are so hard to find](#)

Bellingham Business Journal

[Rise in minimum wage could have impact on Whatcom economy](#)

Bellingham Herald

LOCAL SBDC Services



129

COMMUNITY REFERRALS AND
QUICK SUPPORT



2019 Economic Impacts

\$7.3

Capital Formation

241

Jobs Created and Retained

8

Business Starts

What's Next?



BUSINESS TRANSFERS

LEADERSHIP DEVELOPMENT

EXPANSIONS AND WORKING CAPITAL

RURAL / UNDER-SERVED COMMUNITIES

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





Questions?

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Contact Information