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CLIMB Center for Advancement
Continuous Learning for Individuals, Management & Business



July 1, 2010

Issue: #37

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Our Featured Program

- A new [Entrepreneur Development Series](#) starts this month!

People

[IdeaLearning Group](#) proved to be a "bankable" business with US Bank.

News You Can Use

We have [more great workshops](#) to help you with your business.

The [SBDC has completed its move](#) to the CLIMB Center!

Upcoming SBDC Classes

Website Tune-Up

Sat, July 17
CRN: 32548

9:00 a.m. - 1:00
p.m.
\$99.00

Business Owners Tax Workshop

Weds, July 28
CRN: 32879

6:00 p.m. - 9:00
p.m.
\$35.00

Community Resources

See a list of some of the [community resources](#) for our area.

New Entrepreneur Development Series

Your first year in business can be overwhelming...
...you don't have to do it alone



Are you an entrepreneur in your first year of business or thinking about starting a business within the next month or two?

If the answer is yes, you don't have to do it alone. The first year can be overwhelming, and you can end up paying for the mistakes you make for years to come.

By participating in the Small Business Development Center's Entrepreneurial Development Series (EDS), **starting July 8**, you will invest in yourself as an entrepreneur and your business.

You and your cohort of entrepreneurs will learn together what it takes to launch your business and start off on the right track by avoiding common mistakes.

*"I want to thank all of you for this experience. I feel much clearer about where I am going thanks to all of you."
-Dr. Michael Fulop, EDS Alumnus*

With the EDS program, you get 5 months of intensive workshops designed to give you the business basics you need like information about marketing, sales, operations, financials, and business planning - but also the critical thinking skills you need to be successful long-term. [Click here for more information](#) about the program.

*"We had a rare and wonderful opportunity for learning. Thank you everyone for your teaching and sharing and generosity."
-Julie Craddock, EDS Alumnus*

Register for classes through Portland Community College.

Call PCC's Registration Line at 503-977-8888. Be sure to have the CRN number handy for the class you want to take before you call.

Community Resources

[Alliance of Portland Neighborhood Business Associations \(APNBA\)](#)

[Oregon Business Development Department \(formerly OECD\)](#)

[City of Portland Business Online](#)

[Food Innovation Center](#)

[Hispanic Metropolitan Chamber of Commerce](#)

[Mercy Corps Northwest](#)

[Oregon Secretary of State-- Corporation Division](#)

[Portland](#)

In addition to classes, EDS participants receive ongoing business advising from other small business owners who help apply classroom learning to their individual businesses.

*"We got concrete examples of how it works, and the tools to make it work."
-Jacob Moorehead, EDS Alumnus*

Contact **Noah Brockman** to find out if EDS might be a good fit for you and get your business ideas moving forward today!

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IdeaLearning Group--A "Bankable" Business

IdeaLearning Group, a small business based in North Portland, received an early Christmas gift last year. On Christmas Eve, they signed the papers for an SBA Community Express loan through US Bank. According to a US Bank loan officer who worked with Douglas and Mackenzie, such loans can be difficult to obtain.



Jillian Douglas

Jillian Douglas and Shannon McKenzie started their company in 2009 and realized that their plans to expand the business in 2010 required additional funds.



Shannon McKenzie

They worked with the SBDC on refining their business plan prior to the presentation to US Bank. "SBDC has been a tremendous sounding board for us," says Douglas. "They let us talk them through our business plan and challenged us to think of things we hadn't yet considered. When you are starting a business, you want people to poke and prod and challenge your plan. It's hard to hear but incredibly valuable. The SBDC counselors did

[Development Commission](#)

[SCORE \(Service Corps of Retired Executives\)](#)

[SCORE Workshops](#)

[Small Business Administration \(SBA\)](#)

[Small Business Legal Clinic](#)

[Urban Entrepreneur Network \(SW Washington\)](#)

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that for us, and it helped refine our language, clarify our thoughts, and ultimately validate our plan."

IdeaLearning Group designs and delivers custom employee training and development. Douglas and McKenzie knew that companies had lots of options for employee training and development and needed to distinguish themselves from the competition. Douglas says that they used the Hedgehog Concept outlined in Jim Collins' book, Good to Great. "Our very first conversation when we decided to do this was, 'how are we going to differentiate ourselves?' Our hedgehog is designing custom employee learning that delivers measurable business results. At ILG, we don't just teach great things--we make great things happen."

Douglas acknowledged that she and McKenzie kept refining their business idea until they were satisfied with the result. "We wrote and re-wrote and re-wrote our business plan, mission statement and values statement. It took a lot of discussion and deliberate consideration to synthesize what we are about, and until you know--really know--what you are about, you can never expect your clients to."

You can read more about IdeaLearning Group at their [website](#).

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The Small Business Development Center is at the CLIMB Center

On Friday, June 18, the administrative office and all SBDC operations moved to the CLIMB Center for Advancement (1626 SE Water Avenue, across from OMSI).

All classes, Orientation, Directed Self-Study modules and workshops are in Room 307, unless specifically noted otherwise in our publications.

Our new office is in Room 308. Our phone and fax numbers remain the same:

Phone: 503-978-5080

Fax: 503-288-1366

We look forward to seeing you as we continue to deliver small business services from our new location.

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How to Sign Up for Classes

Unless otherwise noted above, classes will be held in Room 307 at the CLIMB Center for Advancement on the Central Portland campus of PCC. The campus is located at 1626 SE Water Avenue, across from OMSI.

Our office is located in Room 308 at the CLIMB Center.

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