

## Business and Workforce Development

### Small Business Development Center and Customized Employee Training

The Small Business Development Center and Customized Employee Training (Lane SBDC) is located at the LCC Wildfish Building, 1445 Willamette St., Ste. 1, Eugene. Business hours are 8:30 a.m.- Noon and 1-5 p.m., Monday-Friday. Call 541.463.5255 or visit LaneSBDC.com website.

The Small Business Development Center is a resource for business, from inception through growth and transition phases. Participants learn from our experienced faculty, peers and local professionals. The Lane SBDC has classes, resources, and advisors available to help you find answers to your business questions all at one location. During the year offerings include: business management programs for small businesses, agricultural enterprises, innovators and inventors, veterans, leadership and communication, micro-enterprise, and non-profits; starting a business classes, Microsoft® software training; Construction Contractor's Board licensing prep; and a variety of business classes and workshops.

Customized Employee Training also offers customized learning experiences for area businesses and organizations, from start-ups to established enterprises. We develop and offer employee training packages that meet specific employee-learning needs.

#### At the Lane SBDC, Participants Can:

- Develop new, practical business skills and strategies or improve existing ones in a combination of one-to-one and/or classroom instruction and lab hours for owners and employees. What is learned in class today can be used in your business tomorrow.
- Network with other owners to learn real-life experiences and proven business practices in one of the center's comprehensive business management programs.
- Develop strategies to improve business with the help of a business advisor.
- Find assistance in business operation, marketing, business plan development, loan packaging; and in preparing financials.
- Develop employees through customized trainings.
- Find helpful information on our website, LaneSBDC.com, reference resources, handouts, and books in our Resource Library.

Lane SBDC, founded in 1982, is a member of the Oregon Small Business Development Center Network and is actively involved in the economic development efforts of Lane County and the State of Oregon.

### Developing Successful Business Strategies with Lane SBDC Advisors

Business advisors are available, by appointment only, to help business owners develop strategies for improving an established business or starting a new venture. Professional, confidential advising is underwritten by the SBA, the State of Oregon Business Development Department, and Lane Community College and is a no-cost service to the participant. For those thinking about starting a new venture, we suggest that you register for the First Steps in Business workshop and/or the Going Into Business: Next Steps class along with requesting advising.

The Lane SBDC offers aid with idea development, inventions, innovations, and process improvement. No-cost advising for technology- or innovation-firms is available to assist with business development, strategic planning, and product development processes.

To request an advising session, go to [LaneSBDC.com/home/ldb/smartlist-60/business\\_advising.html](http://LaneSBDC.com/home/ldb/smartlist-60/business_advising.html) or call 541.463.5255 to make an appointment.

### New Small Business Ventures and Early-Staged Businesses

Starting a business takes creativity, drive, energy, money, and lots of hard work, but can have huge rewards. Find out what basic components make up a successful business, discuss your idea with the group, and rate your entrepreneurial skills in the 3 hour First Steps in Business class.

**The Going Into Business class** gives all the tools needed to create a sound business foundation. GIB helps determine what the business structure and financial setup should be, the type of record keeping needed, taxes, business planning, marketing, and more. Peer group discussions are invaluable to skill development. After the class, no-cost advising is available.

#### Small Business Management Program Year 1 (SBM):

**Foundations** consists of three modules to focus on the critical basics. The program runs fall, winter, and spring terms with interactive learning sessions, twice a month, in the evenings and one-on-one personalized coaching sessions once a month. Owners will benefit from classroom sessions by learning from seasoned entrepreneurs and the goal of each module is that the business owner will leave with a plan they can execute. The one-on-one coaching is designed to fast-track implementation of key concepts and provides the small business owner with access to a professional business consultant. For more information on the SBM program, contact Gary Smith at 541.463.4614 or [smithge@lanec.edu](mailto:smithge@lanec.edu).

**SBM Marketing Foundation Module** delivers real results for your business. The focus is on all aspects of marketing with the goal of having each business leave the module with a marketing plan they can execute. Class topics include: value proposition, features and benefits, marketing basics, building a plan, image and branding, selling skills and strategies, and internet marketing.

**SBM Financial Foundation Module** delivers proven results for your business. The focus is on financial statements, accounting, and financing with the goal of having each business leave the module with a minimum of a cash-flow budget they can administer. Class topics include: accounting concepts, introduction to financial statements, understanding break-even and margins, cash flow management, budgeting, taxes, and working with accountants.

**SBM Operations Foundation Module** is about having a plan and executing that plan. At the core of every successful business is a well-run operation that understands employee issues, goal setting, customer service strategies, and more. Core operational concepts are the focus and the goal with each business finishing the module with a plan for managing workflow both in the short-term and in their future growth model. Class topics include: setting and achieving goals, time management, customer service strategies, legal and insurance issues, employee basics, recruitment and management, and recognition systems.

### **Idea Creators, Inventors, Innovators, New Technology and Process Improvements Assistance**

**Innovation Business Management Program (IBM)** helps innovators and inventors take their creative ideas, turn them into business goals, and then achieve those goals. Whether they want to check the viability of an idea, build a manufacturing business, or license an intellectual property to another company; this 9-month program offers the tools to get there. The classroom curriculum includes all three modules of our highly successful “Small Business Management Program, (SBM): Foundations”. Owners will participate in 15 SBM class sessions covering all aspects of marketing, financial management, and business operations. In addition to the classroom training, participants receive 10 hours of personalized advising sessions with an experienced product development and project management expert. The advising sessions are customized to the needs of the participant, and can include topics such as: product development roadmaps, researching the market, process improvement tools, project management methods, and intellectual property protection. Contact Frank Plaisted, instructor/advisor, at 541.463.4623 or [plaistedf@lanecc.edu](mailto:plaistedf@lanecc.edu) for more information or the front desk at 541.463.5255 to set up an advising appointment.

### **Growing Existing Businesses**

Lane BDC currently offers business owners on-site business advising and an interactive class environment, which allows for networking with other business owners/managers. Customized employee training is available to businesses for the purpose of keeping their employees up-to-date with compliance and technical advances.

**Agricultural Business Management Program (ABM)** is designed for local farmers and agricultural professionals who want to build and improve the business side of their enterprise and increase their horticulture capacity. The ABM program contains business management and horticultural classroom training, practical applications, and on-site evaluations of soils, insect, disease and weed issues, crop production, pesticides, and more. Classes are designed to provide you with current, practical information and a methodology to apply it. The program, a partnership between OSU/Lane County Extension office and the SBDC, also includes one-on-one advising sessions to work on your unique challenges. For a program syllabus or more information contact Diane Pigg, instructor/advisor, at 541.463.4623 or [piggd@lanecc.edu](mailto:piggd@lanecc.edu).

**Business Communications and Leadership Program** is designed to help develop advanced leadership and communication skills. This is an open enrollment program allowing entry at any time in the year. Program is based on the proven Toastmaster business communications curriculum with the addition of a leadership track, coaching and mentoring. Contact Jim Lindly, SBDC Director, at 541.463.4621 for information and costs.

**eDev** is a nonprofit organization offering micro-business development services to individuals and communities. eDev offers many resources for microenterprises. Please visit [eDev.org](http://eDev.org) or contact Juli Brode, administrative assistant, at 541.463.4627 for information on classes, schedules and services.

**Non-Profit Business Management** helps the leaders of existing non-profit organizations thrive in today’s environment and builds sustainable organizations by better focusing their efforts and bring optimal benefit to their stakeholders. Experts will lead discussions and answer questions on topics including funding, strategic planning, building capacity, how to evaluate your impact, effective boards and committees, responsible financial management, technology and more. Peers will share best practices and help one another as well. One-on-one personalized advising with the instructor focuses on their unique goals and issues. Contact Chris Nystrom, instructor/advisor, at 541.463.4607 or [nystromc@lanecc.edu](mailto:nystromc@lanecc.edu) for more information.

**Small Business Management Program Year II: Systems** is focused on growing the business through understanding, creating and implementing systems within a business. Owners will use their businesses as the textbook. SBM Year II is designed for businesses with at least one full-time staff, (owner/operator ok). Class topics include: strategic planning, plan/do/check/act, introduction to the e-myth, systems thinking, performance reviews and evaluations, CRM systems and solutions, process creation and documentation, financial statement strategies, marketing systems, leadership and ethics and class customized topics. Acceptance in the program is based on instructor approval. For more information, contact Gary Smith at 541.463.4614 or [smithge@lanecc.edu](mailto:smithge@lanecc.edu).

**Small Business Management Program Year III:** Advanced Concepts continues the unique combination of classroom sessions and one-on-one personal, coaching. Businesses work on mastering the earlier concepts while fine-tuning their operation with new material. SBM: Advanced Concepts is designed for businesses that have completed the SBM System series. Class topics include: workplace profiles and facilitation skills, sales management, board of directors, sustainability, job costing, budgeting processes, risk management, exit strategies and a large number of customized topics based on class member interest. Qualified third-year business owners will receive a certificate of recognition. For more information, contact Gary Smith at 541.463.4614 or [smithge@lanecc.edu](mailto:smithge@lanecc.edu).

**Small Business Management Alumni Program** is a continuing education and support program open only to graduates of the three-year SBM program. Alumni members can drop into any current class in the SBM program, get additional one-on-one personalized business coaching, plus attend the annual "Alumni Only Business Roundtable." This is the best way for SBM graduates to keep their skills fresh, their contacts growing and their business on the right path. For more information and registration, please contact Gary Smith, instructor/advisor, at 541.463.4614 or [smithge@lanecc.edu](mailto:smithge@lanecc.edu).

## Customized Learning Experiences for Local Employers

Employee Training is a premier provider of high-quality and cost-effective customized employee training and development solutions for business, industry and organizational needs. Serving start-up companies to established organizations, a coordinator will meet with you to assess your training needs, oversee course development, logistics, registration and course evaluation. Using a targeted process, company-specific courses can be adapted to your training requirements, in any format, at an affordable cost and for a specific time. Trainings can include upgrading employee computer skills to the latest software, manufacturing processes, leadership training, compliance training, lean business practices or performance management. Using evaluation tools, we will make sure the employees and managers achieve their training objectives. To make an appointment to discuss your specific training needs call: Molly Scurto, 541.463.4612 or [scurtom@lanecc.edu](mailto:scurtom@lanecc.edu) or Gary Schweitzer, 541.463.4624 or [schweitzerg@lanecc.edu](mailto:schweitzerg@lanecc.edu). Targeted training can increase employee performance and in turn, a well-trained workforce can increase the measure of your business success.

## Agricultural and Horticultural Classes and Workshops

The Agricultural Business Program partners with the OSU Ag/Hort Program to offer a variety of classes and programs for Agriculturalist and Horticulturalist. Contact the OSU Extension Ag/Hort Program, 783 Grant St., Eugene, 97402, for more information or to register at 541.344.0265.

## Workforce Development

The Workforce Development Department is a grant funded department that focuses on job readiness, skill enhancement, and training for reemployment. It is located on Lane's main campus in Building 19 and can be reached at 541.463.5223 or [lanecc.edu/wdd/](http://lanecc.edu/wdd/). The following services, programs, classes and workshops are free and open to the public as well as Lane students.

**The Workforce Network** The Workforce Network is the delivery of workforce development services to adults and dislocated workers in Lane County through a One-Stop career center system. The goal is twofold: 1) to assist with individual job search activities, and 2) to help build a skilled and educated workforce that can meet the needs of the contemporary workplace. The Workforce Network utilizes a consortium approach and is an alliance with the following Lane County agencies:

- Oregon Employment Department
- Department of Human Services
- Lane Workforce Partnership

The Workforce Network provides state-of-the-art resources for the community through the following no-cost services:

- Skills, abilities and interests assessments
- Career exploration
- Skill upgrading
- Resume and cover letter development
- Online job search and application
- Job search workshops and seminars
- Information on the local labor market and job openings
- Information on community resources
- Information on scholarships
- Internet access to employment and training resources
- Internet access to tutorials in basic skills
- Basic classes in math and computer skills for the workplace

A monthly calendar schedule of current job search workshops and basic skills classes is available at the department website at [lanecc.edu/wdd/](http://lanecc.edu/wdd/)

### The Career Readiness Certificate (CRC)

The CRC is a nationally recognized certification that measures skills needed for the workplace, with certificates awarded at Bronze, Silver or Gold levels. Earning the CRC demonstrates that you have the skills needed by employers nationwide. CRC orientations, classes, access to courseware, and testing are available at no charge through the Workforce Development Department. Call 541.463.3217 for more information.

### Brighter Futures Grant

Lane was one of eight community colleges nationwide selected in August 2009 for the Brighter Futures Grant, a project of the League for Innovation and the Walmart Foundation. This two-year demonstration project allows for expanded career development and advising, enhanced job search assistance, and follow-up services for dislocated workers who participate. Call 541.463.5861 for more information.