



Small Business Development Center June eNewsletter

It's the month of celebrating accomplishments and significant people in our lives – so this month's newsletter is intended to encourage you to do the same in your business.

In this issue:

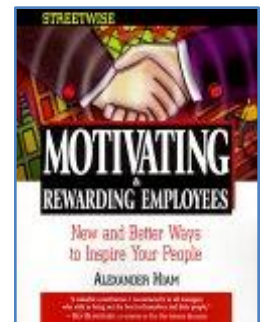
- **Book:** *Motivating and Rewarding Employees*
- **Article:** **SWOT Analysis: A Great Strategic Tool** ([click](#))
- **Featured Class:** **Creative Business Organizing** ([click](#))
- **Business Classes:** **Summer business classes** ([click](#))

Recommended Reading

Motivating and Rewarding Employees

New and Better Ways to Inspire Your People

Streetwise Motivating & Rewarding Employees teaches you that giving someone a jar of candy is not what true motivation is all about. It's about making sure employees know what they're doing, why they're doing it, and then giving them some control. It's about giving employees appropriate challenges. And it's about creating a positive, informative feedback network that lets employees judge for themselves how well they're doing. Stop by our center to borrow this book!



Business Article

SWOT Analysis: A Great Strategic Tool

MARCIA BAGNALL

You may have heard of a SWOT Analysis, it's one of my favorite ways to look at strategic planning in my business. SWOT stands for Strengths, Weaknesses, Opportunities and Threats.

Business owners can use it to gauge what's going on within their companies and assess the environment outside of their companies. It's easy to do, and well worth the time. Here's how it works: ([Read more...](#))

Featured Business Class

[Creative Business Organizing](#): Too much stuff and too little time?

In 3 hours, make peace with your piles and get great ideas to organize your business workspace. Instead of guilt trips or "perfect solutions," you'll learn how to tweak your systems so that organizing and work are more fun and profitable. ([More info](#)) **July 10** 9 a.m. – 12 p.m. Salem (\$35) Call us to register: 503-399-5088

Business Classes for Summer

To register for classes, call 503-399-5088. Salem classes are offered at 365 Ferry St. SE ([map](#)).

June

2: [Entrepreneurs 101 Series](#)

16: [Rules and Regulations for New Businesses](#) Salem; 12 – 1 p.m. (free)

23: [Financing and Loans for New Businesses 101](#) Salem; 12 – 1 p.m. (free)

18: [Business Plan Boot Camp](#) Salem; 9 a.m. – 4 p.m. (\$129)

17: [Online classes](#) registration deadline (\$95)

19: [QuickBooks Boot Camp II](#) 9 a.m. – 4 p.m. (\$129)

22: [Planning Your Business - One, Two, & Three](#) (online) 3 credits ea. (\$285.50)

July

6: [MERIT Orientation](#) Salem; 9 a.m. – 12 p.m. (free)

7: [Entrepreneurs 101 Series](#)

7: [Entrepreneurs 101](#) Salem; 12 – 1 p.m. (free)

14: [Economic Feasibility for New Businesses 101](#) Salem; 12 – 1 p.m. (free)

21: [Rules and Regulations for New Businesses 101](#) Salem; 12 – 1 p.m. (free)

28: [Financing and Loans for New Businesses 101](#) Salem; 12 – 1 p.m. (free)

7: [Marketing Series](#) - Attend one or all 4 classes below (\$85)

7: [Market Research](#) Salem; 6 – 9 p.m. (\$25)

14: [Marketing & Advertising Strategies](#) Salem; 6 – 9 p.m. (\$25)

21: [Website Strategies](#) Salem; 6 – 9 p.m. (\$25)

28: [What to Write on Your Website](#) Salem; 6 – 9 p.m. (\$25)

8: [Start Up Basics Series](#) - Attend one or all 4 classes below (\$85)

8: [Legal Entity Basics](#) Salem; 6 – 9 p.m. (\$25)

15: [Financing Basics](#) Salem; 6 – 9 p.m. (\$25)

22: [Bookkeeping Basics](#) Salem; 6 – 9 p.m. (\$25)

29: [Marketing Basics](#) Salem; 6 – 9 p.m. (\$25)

9: [Entrepreneurs 101](#) Polk Center Dallas; 12 – 1 p.m. (free)

9: [Entrepreneurs 101](#) Yamhill Center McMinnville; 2 – 3 p.m. (free)

9: [Simple Start Bootcamp](#) Salem; 9 a.m. – 4 p.m. (\$99)

10: [Creative Business Organizing](#) Salem; 9 a.m. – 12 p.m. (\$35)

15: [SBA Loan Information](#) Salem; 11:30 – 12:30 p.m. (free)

15: [Online classes](#) registration deadline (\$95)

16: [Marketing Plan Bootcamp](#) Salem; 9 a.m. – 4 p.m. (\$99) – New price!

17: [Business Plan Bootcamp](#) Salem; 9 a.m. – 4 p.m. (\$99) – New price!

23: [QuickBooks Bootcamp I](#) Salem; 9 a.m. – 4 p.m. (\$99) – New price!

August

6: [QuickBooks Bootcamps II](#) Salem; 9 a.m. – 4 p.m. (\$99)

19: [Online classes](#) registration deadline (\$95)

Don't Go It Alone

If you have questions about running your business, we're committed to providing you with the resources that help you make great business decisions. Give us a call (503-399-5088), [stop by](#), or send us [an email](#).

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"Providing the tools and environment for business owners to make great decisions."

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