

# Small Business Management (SBM)

Impact of the SBM program...direct from the participants

Updated 2017



"SBM provided us an essential education and supportive experience for guiding us through dynamic changes in our organization. We wish we would have utilized this incredible resource much earlier. SBM is so valuable that we repeated the program."

- **Nancy Arnston, Salem Community Acupuncture Project, Salem**

SBM Participant, 2015-Present



"My business has changed a lot since participating in the SBM program. I am more aware of issues in my business and better equipped to handle them than I was before. The one-on-one business coaching was very helpful, especially when I had decisions to make that I wasn't sure about. The expertise was awesome; I couldn't have asked for more support."

- **Omar Luna, Bell Gardens Lawn Care, Salem**

SBM Participant, 2014-Present



"The SBM program has helped my company in so many ways. By implementing what SBM has taught me we have brought our financial systems to a much higher level allowing us to make smart decisions about our company with confidence. I highly recommend this program to any one serious about building and maximizing their business."

- **Ben Deumling, Zena Forest Product, Rickreall**

SBM Participant, 2015-Present



"SBM is invaluable! The variety of highly qualified speakers and personal coaching has proven vital in growing a strong and stable company. During classroom interaction, a great deal of wisdom can be gleaned from fellow participants who have "been there and done that". SBM not only helps to resolve current issues facing a small business, but it also helps to equip a business owner to maintain a healthy, mature and optimistic perspective of the future. This gives you a distinct advantage over your competitor, who may use a "shoot from the hip" management style. My only regret is that I did not take advantage of SBM sooner!"

- **Dan S. Noble, Premium Property Management, Salem**

SBM Participant, 2010-Present



"We have appreciated the content of the class, the coaching, and the accountability. Some of the discussions were found to be pretty basic, but good. The nuggets that I have taken away from this class is to build a company to attract your desired client/customer, and focusing on our brand – who we are."

- **Brian White, Paramount Real Estate Services, Salem**

SBM Participant, 2015-Present



"We loved coming to class and meeting with our coach. We always left with a weight lifted off our shoulders, a doable focused to-do list, and excitement about the future of our company. We no longer feel like we are flying by the seats of our pants. As a family business, we are glad we participated in SBM together. We work in different parts of the business but because of SBM, we now have the same goals and focus."

- **Laura and Larry Peterson, LongBoardLarry, Independence**

SBM Participant, 2011-Present



"The help I am receiving in SBM is making a huge difference to the success of my business. Plus, it is very comforting to know I have access to endless resources and a team that has my back. SBM is an incredibly powerful tool!"

- **Terri Ellen, Nature's Pet Market, Salem**

SBM Participant, 2010-Present



"SBM has forced me to work "on" my business on areas that are my least favorite. I have taken everything to the next level including awareness of the bottom line, my retail business, HR systems, technology and my leadership skills. I am more confident now than I have been in five-years of owning my business. Time with my advisor is very therapeutic because she not only listens and provides ideas, but also truly cares about me and the success of my business. Networking with other businesses in class adds different perspectives to the learning and helps me not to feel alone as a business owner. It has also been helpful to have my salon manager join me in the program to hear the information first hand which has made a big difference with implementation. If you're serious about your business why wouldn't you sign up for the program?"

- **Sara Marie Brown, Salon 554, Salem**

SBM Participant, 2009-2011



"My business went through major overhauls this year. SBM was instrumental in establishing a foundation for reorganization and growth. Looking forward to the future!"

- **Shawn Abbey, Abbey Carpet Care, Salem**

SBM Participant, 2015-Present



"SBM is a great way to work on all of the aspects of our business from marketing to finances to human resources. I learned why each of these pieces is important to a healthy and functional business and how to make all of the pieces fit together to be successful. The one-on-one monthly coaching sessions helped us apply what we learned during class to our company's specific needs. If a business owner doesn't think they have the time and/or money right now for SBM, they will never have the time and money for SBM. To make the business successful then working on the business has to be a top priority. SBM helped us do just that!"

- **Laura Lovell, Applied Physics Technologies, McMinnville**

SBM Participant, 2011-Present



"The SBM program has helped me to effectively transition my business from a small start up to a thriving operation over the past 5 years. I'm grateful for the support and resources available to the Salem business community through SBM and the Small Business Development Center."

- **Abby Heppner, Heppner Chiropractic, Salem**

SBM Participant, 2009-Present



I would highly recommend the SBM program to any business owner trying to develop their business. Working with my SBM coach motivated me to make the changes I needed to make in my business to increase efficiency and profitability. Between my coach and the information provided in class, SBM helped me learn how to use my financials as a true planning tool. Before SBM, I was just keeping track of income and expenses, now I understand how I can use my numbers to help me build my business

- **Stan Butterfield, P.C., Attorney at Law, Dallas**

SBM Participant, 2014-Present



"My wife & I run a creative agency with clients all over the world. The SBM program has done more for us and our ability to grow business the smart way. The hands-on, practical advice and the mentorship has been life-changing. Highly recommended."

- **Ryan Rhoades, Reformation Designs, Salem**

SBM Participant, 2015-Present



"When someone told us about the SBM program, we thought it would be a great way to increase our business knowledge and understanding while strengthening our business. Thankfully we were right! The SBM program does a great job of both presenting information and helping business owners focus on the areas that need attention so they can be successful. The coaches and instructors who assist with the program are experienced and knowledgeable and eager to see and help each business to succeed. If you are an established business, SBM has something for you!"

- **Ian Peyton, Personalized Independence Inc., Corvallis**

SBM Participant, 2014-Present



"As an entrepreneur of a small business, I was glad I took advantage of this program. For any business it is important to continue to be on the cutting edge. I was able to implement incredible changes from HR to sales to accounting. Meetings with the SBM advisors were priceless. They provided a safe environment to discuss every aspect of my business and helped me to find solutions. At SBM, you will find positive and supportive advisors who really care about the success of your business. SBM is a fantastic investment for your business you can't live without!"

- **Debra Herring, Debra Herring Studio, Salem**

SBM Participant, 2008-Present



"The SBM program has been invaluable to me; I felt that I was drowning, and SBM threw me a life raft. My coaches gave me the help and instruction that I wasn't able to get from my accounting firm, and the marketing tips were invaluable. The retail environment is still a shark circling my raft, but at least I now have provisions and instructions on how to get to shore safely."

- **Laurie Armstrong Carter, Apples to Oranges, Silverton**

SBM Participant, 2014-Present



"I experienced a lot of personal growth by participating in the SBM program. As I grew, I was able to see things within the business that I hadn't noticed before. I found myself analyzing the business, tracking budgets, and finding ways to better our systems. My goals became clearer and I looked forward to learning more with each class! The monthly coaching sessions were eye opening for me and I always left them with a plan."

- **Jillian Renner, Golden Rule Remodeling & Design Inc., Salem**

SBM Participant, 2011-Present



"The SBM program served us in numerous ways. We are a non-profit needing business advice! Believe it or not, it is critical that a non-profit implement good business practices in order to not only survive and meet all of our expenses, but to serve our mission and make a significant contribution to the communities in which we live, serve and work. Throughout our time with this phase of the SBM program we were supported to better our business during the 4 hour classes and the remainder of the month between classes with e-mails, advisor support and resources on the dashboard they provided. All of the advisors are incredibly supportive and readily available. Thanks to this program we feel more solid and optimistic that we will be able to serve our mission with newly acquired sustainable business practices."

- **Lori Beamer, Melinda Gross, CoActive Connections, Salem**

SBM Participant, 2014-2016



"SBM keeps you thinking, inspired, focused and exposed to different perspectives and industries. It is an inexpensive local resource that is an exceptional value for your money!"

- **Rick Day, Advantage Precast, Keizer**

SBM Participant, 2010-Present



"The Small Business Management Program (SBM) helped me see what I needed to do so that my company could grow. Working with my SBM coach helped me get more organized and I appreciated my coach's willingness to do whatever needed to be done to help out. SBM is a program that takes a business to the next level; what a business gains from SBM definitely outweighs the cost and time invested."

- **Jared Pierson, Salem Geeks**

SBM Participant, 2012-2016





"The SBM program is definitely worth it to any business owner. I thought I knew a lot about my business but I was barely cracking the surface. SBM opened my eyes to a whole new world of what entrepreneurship actually is. It is a huge world, but having a monthly class and business coach is super helpful to guide you through it! Well done SBM!"

- **Matthew Mongenel, Growl Movement, Salem**

SBM Participant, 2013-2015



"The SBM program provided the invaluable opportunity to have access to and learn from industry leaders and experts. The one-on-one coaching sessions were a great way to bounce ideas around and get a fresh perspective on my business. That fresh perspective, both from my business coach and from the other SBM participants, was key in helping me grow my business."

- **Mendell Gosnell, Centurion Real Estate Management, LLC, Salem**

SBM Participant, 2014-2016



"We have been so blessed by the support and wisdom that has come from participating in SBM. We have loved the powerful teachings from outside instructors and the one-on-one support from our business coach has been priceless. If we were to put our gratitude into a nut shell, we would say that each perspective helped us see the whole we were longing for, but were unable to put together on our own. We loved the diversity of perspectives and the willingness to support us unconditionally. Our advice to any business owner who is interested in this program is you don't know what you are missing until you let others who are succeeding see your process. They will see what's working and will cheer you on, and kindly shine light on the areas you are avoiding or overlooking."

- **Lisa Solterbeck and Torrii Rogers, Journeys...A Center for Your Soul, Salem**

SBM Participant, 2013-2015



"Since so much of my time is spent designing and building specialized machines to meet each customer's individual needs, SBM has me focused on my business, and as a result, I am more knowledgeable and effective every day."

- **Sid Wurdinger, Wurdinger Manufacturing, Silverton**

SBM Participant, 2008-Present

"SBM's one-on-one monthly coaching sessions allowed us to effectively address some of the dynamics of running a family business. I went from being the boss' son to running the crew and SBM was pivotal in helping me improve my leadership skills. Overall, a business owner cannot afford not to know how to better run their business; they cannot afford not to participate in the SBM program."

- **Aage Wurdinger, Wurdinger Manufacturing, Silverton**



"The SBM support system is vital! It is amazing how much perspective you gain from classmates as well as the instructors. Plus, the tools provided are a benefit to you personally as well as the business. You must make the time and your investment will more than pay for itself through increased efficiencies."

- **Becky O'Brien, Cherry City Interiors & Design, Salem**

SBM Participant, 2010-2012

"SBM is a great resource for learning new ways to improve your business and reminder of the things you should be doing. Plus, it also counts for continuing education credits!"

- **Leslie Kampstra, Cherry City Interiors & Design, Salem**



"The SBM program has been worth every dime paid in and every minute invested. It has given me the knowledge, tools, confidence, and courage to forge my business forward and to continue to work hard for a better future for me and my family."

- **Cindy Wurdinger-Kelly, Valley Pacific Floral, Woodburn**

SBM Participant, 2013-Present



"You don't know how much you don't know until you engage with all the different aspects of small business that the SBM program covers each month. You cannot afford to miss this opportunity to grow and protect your business. It may seem like a lot of money at first, but in the long run, you will recoup what you spend in time saved and in wiser business financial decisions. Learning from the challenges and mistakes of other small businesses has been priceless and the SBM coaches are amazing! They are always positive, always encouraging, and are able to share an outside, yet informed view, when challenges arise. I cannot imagine where I would be right now in my business (if, at all) without their solid support."

- **Vivian Zagar, Tangled Purls, Salem**

SBM Participant, 2012-Present



"Whether you are a tiny home-based business with minimal sales (like me), or a very busy commercial venture (like several of my classmates), I can say with confidence that there is no more valuable way to spend your time and money than on the SBM program. Not only does it afford you the opportunity to step out of your work environment for a few hours a month to gain some perspective, it offers you new tools to assess your business strategy and learn from other business owners. You will fall in love with your business all over again!"

- **Kathy Presnell, My Bob Rocks, Salem**

SBM Participant, 2014-2015



"My greatest gain is having a business coach who really cares about my business and is an objective set of eyes to offer insight and opinions. My advisor has even helped me bring increased balance to my personal life."

- **Sandy Green, Simply Blissed, Salem**

SBM Participant, 2004-Present



"The instructors and advisors of SBM are top notch. I have spent big dollars for business consulting. What SBM provides rivals or surpasses my experience with the private consultant."

- **Kevin Tobey, Salem Business Computers, Salem**

SBM Participant, 2007-Present

"I am so impressed with the quality of teaching, materials and speakers we have received. The additional one-on-one with our advisor had made a big difference in assuring the follow through on action items and homework which benefits our business greatly!"

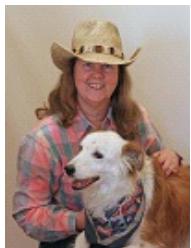
- **Cecelia Tobey, Salem Business Computers, Salem**



"With the help of SBM, we now have a much better handle on our human resources and have improved our employee handbook and manuals, as well as our systems and financial management. Being a part of SBM also helped me manage my time and focus my energy. The inspiration, networking, and creative ideas from the instructors and other business owners were worth the time and money I put into SBM. After each class and business coaching session, I felt re-energized and more hopeful about our business. Since manufacturing businesses are unique to many of the other businesses in the program, through SBM we've also created a Manufacturer's Group comprised of various manufacturing business owners. We collaborate on projects, site visits, share ideas and available opportunities. It's been really helpful and inspiring to be a part of SBM and our group of other local manufacturers."

- **Celeste Shadbolt Bonniksen, Cherry Country, Rickreall**

SBM Participant, 2010-Present



"SBM is a fantastic program that helped me learn more about managing and growing my young business. The material was presented in a number of ways – speakers, videos, reading assignments, group discussions, etc. – to keep it interesting and add depth to the class. There was so much to learn from the other students during the discussions and each speaker covered topics pertinent to all business owners. I really benefited from the individual coaching sessions because they focused specifically on my business and what it needed at that time. Overall, I found SBM to be a very worthwhile program."

- **Brenda Cutting, Canine Corral – Doggie Daycare, Boarding & Training, Salem Area**

SBM Participant, 2012-Present





"SBM has made me aware of so many different moving parts in my business. The classes explained how to look at a profit and loss statement, how to check accounts in QuickBooks, dealing with risk management, cash flow, human resources, marketing, etc. SBM made sure that knowledgeable speakers explained these subjects in a way that business owners can understand. I put off participating in the SBM program for a few years thinking I really did not need it. Now, all I can say is, do not put it off, it is worth it!"

- **Kevin Davidson, Culbertson's Cleaning/Daeco Construction, Salem**

SBM Participant, 2014-2015

"SBM was beneficial to my business because it highlighted my weaknesses as well as my strong points. The classes offered a variety of areas and ways in which to run my business while staying connected to the operation and people of my business. SBM also showed me the value of focusing more on what I don't know than on what I do know and the benefits of leaving my comfort zone. The diverse group of people I met in the program also gave me insights and ideas from different perspectives and helped me see that others have the similar issues."

**Mike Cox**



"With the SBM Program you get a pearl at every turn and one pearl can make all the difference in the future of your business. It has been amazing to gain creative ideas, knowledge, experience, and different perspectives from the speakers, classmates, and my coach. My coach always brings out the best in me, asking me questions I didn't even know to ask myself."

- **Lisa Martinsson, Glance Optics & Eyewear, Salem**

SBM Participant, 2011-2012



"Attending the Small Business Management (SBM) program helped us identify and make changes within our organization in order to be successful. Meeting with our SBM coach on a monthly basis was a game changer; we were able to engage in a systematic and sustainable approach to growth. Six months after starting SBM, we created new jobs, added a location, and more than doubled our cash flow. We also learned the importance of balance between work and home to avoid burn out. SBM is the best resource for any business owner wanting to develop a sound business model and be successful."

- **Eric Davis, JD Health and Wellness Center, Salem**

SBM Participant, 2013-2014



"I've been in business a long time and have a lot of knowledge and experience, but the SBM Program is hands down the most valuable dollars I have spent on my business and I am ready to do it again. My business shifted because of SBM and it was great to have the accountability and tools to guide me to positive success."

- **Ellen Montague, Cascade Bodyworks Massage, Salem**

SBM Participant, 2011-Present



"The SBM program has been incredibly beneficial! I went into the program expecting to become stronger in a few specific areas, but even the areas we felt strong in, I learned from and became even stronger in. That's what's so great, things and times are changing so much and so fast, you can be in business for 1 year or 30 years and still learn just as much from SBM. It was a huge advantage having one-on-one time with a business coach as well. My coach took the time to get to know me in my business, giving me resources, her knowledge, and experience to help me make decisions on where I want to be and what I need to do to get there. She held me accountable, guided me and gave me positive reinforcement. She gave me the inspiration to do more and be more. There is nothing else out there like the SBM Program; it's the whole package with so much in one place."

**- Kayla Van Lydegraf, Dale's Remodeling, Salem**

SBM Participant, 2013-Present



"SBM has given me new tools to perform my work. It has changed how I look at the business and its opportunities."

**- Larry Moore, Westview Products, Dallas**

SBM Participant, 2009-Present



"SBM has helped me adjust my priorities so I can focus on the long-term growth of the business rather than short-term survival. I always look forward to the honest and open conversations with my coach. I cannot imagine growing a business without SBM!"

**- Fabian Lopez, EarthTech Outdoor Services, Salem**

SBM Participant, 2012-Present



"I am learning so much about my business but more importantly, I am learning things about myself and the way that I operate my store that I may not have seen had I not had an opportunity to participate in the SBM program."

**- Angie Oven, Bridal Gallery, Salem**

SBM Participant, 2009-Present



"I learned so much in the class session on financials. Making some changes to tracking and reporting gave me a clearer picture of my business. Working with my SBM coach kept me accountable. I'm guilty of not keeping my promises to myself and my coach helped me stay on track every month. I caught up on many tasks that were not urgent but were really important to my sanity and the health of my business. Meeting with my coach every month and/or with other business advisors at the SBDC specific expertise, helped me improve aspects of my business I wasn't paying a lot of attention to. I exceeded every goal I set at the beginning of the SBM program and I know it's because I committed the time and money. No one else is going to do it for you. If you are serious about making changes in your business, take this course."

**- Jazmyne Hesseltine, Cherry City Waxworks, Salem**

SBM Participant, 2012-2016



"Participating in the SBM program has expanded my knowledge and toolset for decisions I make in my company. For me, the SBM program provided important information on both the theoretical and applicable areas of running a business. While the classroom time was an excellent source of information on running my business, the one-on-one coaching sessions permitted my coach and I to thoroughly address questions I had about topics covered in class and my business specifically. The coaching sessions kept me accountable and focused on making progress towards my big goals. The amount of quality information and time spent with coaches in the SBM program far outweighs the cost and time spent away from the business. What you bring back to the business will pay you back and continue to do so."

**- Andrew Burleigh, West Coast Seed Mill Supply Company, Salem**

SBM Participant, 2013-Present



"SBM gives you the tools you need to chart the destiny of your business! It has exceeded my expectations."

**- Dr. Zohra Campbell, Indigo Wellness Center, Salem**

SBM Participant, 2007-2010



"I highly recommend the Small Business Management (SBM) program to other small business owners. I was somewhat skeptical coming in, but the changes I've made as a result of SBM, especially the one-on-one business coaching part of the program, have been enormously beneficial. I work less and make more money now than when I started with SBM, and I'm not finished implementing everything. The potential is, at least for me, truly life-changing."

**- Ty Davison, MacAtoZ, Salem**

SBM Participant, 2013-Present



“SBM is an investment in your business that you cannot afford to let slip by. More importantly, it’s an investment in you as a person and an entrepreneur. Every class was filled with information that every business person should know. I learned something new in every class. The networking opportunities and knowledge you will gain from other business owners are priceless. You will also have excellent one-on-one sessions with a business advisor. That alone is worth the cost of SBM. I walked out of the SBM classes knowing I would succeed in my business venture. I now consider the SBM and SBDC staff as one of my most valuable partners.”

**- Raul Valdivia, CPA, CFE, Salem**

SBM Participant, 2008-Present



“I have taken SBM twice and I still find myself learning more and more each time! SBM has shown us where we were lacking and where to improve the business. The different strategies they teach have both saved time and money, and most of all my SANITY!”

**- Martha Zuck & Maggie Triplett, Petals & Vines, Monmouth**

SBM Participant, 2008-2012



“I loved having the time set aside each month to be committed, and held accountable, to work ON my business and FOR my business, not just IN my business. Each class focused on a particular element of owning, operating and managing and I was able to take something valuable away from each class. Sample documents, resources, conversation, speakers, one on one consult time, access to all college resources... WOW.”

**- Chelsea Pope, Dallas Area Chamber of Commerce**

SBM Participant, 2010-2012



“For those new to business, SBM is an excellent primer to the complexities of owning/operating an enterprise. For the experienced owner, it is a useful refresher and opportunity to reflect on their specific circumstances. One of the greatest aspects of SBM is that it takes place over an extended period. This is in contrast to the standard corporate seminar approach of attempting to absorb 25 topics in 3 days. Having the opportunity to work with a subject matter for 30 days and discuss it with a coach gives ample time to contemplate, study, and absorb the teaching material. As for time and financial investment SBM requires, time and money are always in short supply. Education is always a choice and requires the expenditure of both resources. But remember this, ‘you always pay for your education, one way or another.’ Choosing to pay for it up front is often much less expensive than paying for it by making mistakes.”

**- Jim Parks, Sofa Garden, Inc., Salem**

SBM Participant, 2012-Present





“Usable information - Knowledgeable speakers - Well-planned topics. These are just a few of the reasons I benefited from SBM and recommend it to others. Nine classes over nine months gave many invaluable insights into business and made me work ‘on’ my businesses, not just ‘in’ it. SBM gave knowledge, encouragement, and tools, plus brought new friendships and business relationships. The course plan is practical and down to earth, yet solid and very useful. The SBM team puts on an exceptional program!”

- **Marlin Brownell, Foremost Marketing and Media, Salem**

SBM Participant, 2012-Present



“Being part of the SBM Program is such a bonus for me and my Company! In this economy, they have so much to offer a small business, including amazing advisors that keep pointing me in the right direction. Let them help you too!”

- **Linda Hill, Public Works Supply, Donald**

SBM Participant, 2002-2015



“The SBM program covered so many critical topics for small business owners, while connecting me to the proper tools and resources to be successful. The monthly one-on-one coaching sessions held me accountable, kept me on track and gave me a safe and private environment to ask questions I might not otherwise ask during class. As a business owner, you have to make hard choices with your time. The value of this program is a wise choice and an excellent value. Don't put off your opportunity to make your business stronger right now!”

- **Kathy Moore, Salem Area Chamber of Commerce & Crystal Image Photography, Salem**

SBM Participant, 2011-2012



“You won't find a magic bullet to run your business, but the nuggets you'll find in SBM can make things easier & more profitable.”

- **Gary LeDoux, LeDoux Auto Service, Salem**

SBM Participant, 2004-2008





"I joined SBM after being referred by a trusted colleague, and because I had exhausted most of the knowledge I had regarding running/leading a growing business. There are certainly a variety of fundamental business leadership skills to be learned through this program, but for me the greatest asset is being part of a community of business owners who are facing similar struggles, and the ability to have one-on-one mentoring and accountability from the SBM instructors. This program has played a key role in giving me the skills and motivation to press forward as a business owner."

**- Duane Cardwell, Cardwell Creative, Salem Area**

SBM Participant, 2010-Present



"SBM provided us with the exposure, structure and direction to better manage our business. Not only is the business mentoring invaluable in instituting controls and taming problems, the interaction with the other business owners in the class proved a constant source of inspiration. A tremendous investment well worth the time & resources."

**- Kendall & Claire Horn, Mid Valley Family Dental P.C., Woodburn**

SBM Participant, 2007-Present



"SBM helped keeping me on task along with the development and implementation of and employee handbook and structure for our business."

**- James Palmer, Sparkle Janitorial, Salem**

SBM Participant, 2009-2012



"SBM is an excellent opportunity for any business owner. We appreciate what we learned about how to improve our business' technology and the one-on-one monthly business coaching sessions gave us a lot of tips and resources to move our business forward. If a business owner makes the time to participate, I guarantee they will get a lot out of it."

**- Rosita Rivera, La Bonita Bakery, Salem**

SBM Participant, 2011-2012



"The interaction with the other business owners in SBM and the accountability to my SBM coach as an objective person outside of my business was very helpful. The time you spend on your business in SBM will save you time and make you more money in the long run."

**- Josh Heneveld, Premium NW Companies, Salem**

SBM Participant, 2012-2014



"SBM has accelerated my business-learning and helped me launch innovative internal systems that have boosted customer service and sales."

- **Krista McCallum, 237 Marketing & Web, McMinnville**

SBM Participant, 2007-2014



"I never imagined that I would be excited about income projections and accounting, but holy cow, it's fun! I feel so much more confident now because I know how to manage my business by the numbers. Yay."

- **Jennifer Hofmann, Inspired Home Office, Keizer**

SBM Participant, 2008-2010



"I now enjoy working at and on my own company more since SBM. The knowledgeable instructors made some very hard things easy and the SBM coaching sessions were tailored to my company's needs. If a business owner doesn't have the time to participate in SBM, that's all the more reason they need this class."

- **Bill Armstrong, Decker Petroleum Equipment, Salem**

SBM Participant, 2011-2015



"SBM helped give me the business edge I need in today's economy. As a result, I've been able to steer the course of my business in the direction I want to go, instead of rolling with the tides and hoping for the best."

- **Rachel Greco, Grandma's Attic, Dallas**

SBM Participant, 2007-Present

"The money we spent for our SBM education was an investment in the growth of our business. The one-on-one business coaching was most beneficial because it created structure and gave us encouragement, positive growth, and tools for success."

- **Amber Gigstad, Grandma's Attic, Dallas**



"I so enjoyed the SBM Program! There was so much energy, knowledge, support, and encouragement shared by other businesses, speakers, and facilitators. I highly recommend this program to any business owner looking to better their business as well as themselves."

- **Carol Leek, This Day Forward Coaching, Keizer**

SBM Participant, 2011-2013



"The SBM classwork really helped our business, especially the marketing class. And working with our business coach helped us think towards the future. They provided so much helpful information with their expertise in so many areas of business. If you don't have the time or money to invest in SBM, then why own a business? It's the best decision we've made (for our business) and we are still continue to learn. SBM can change your life!"

- **Delaine & Andrew Sparre, Service Graphics, LLC, Rickreall**

SBM Participant, 2012-2014



"It is never too late to learn more about how to run your business, even if you are a 22 year veteran of business ownership. I now have a much better focus on running my profitable business."

- **Paz Reingans, PAZ Design Group, Ltd, Salem**

SBM Participant, 2007-2010



"SBM helped me to realize all of the things I have not been doing, or did not know I should be doing and the strategies for starting to juggle everything a little bit at a time."

- **Daryl Ivins, Performance Zone Sports & Orthopedic Physical Therapy, Salem**

SBM Participant, 2010-2011



"I am really impressed with the SBM staff and curriculum. We are given useful tools to use in our non-profit as we grow and develop."

- **Marianne Mills, McMinnville Habitat for Humanity, McMinnville**

SBM Participant, 2009-2010



"I have to say that the time I have invested in SBM has been by far the best investment of time and money that I have made for my business, bar none. As a creative type, I really knew very little about how to run a business. From features and benefits, drawing up my mission and vision statements, understanding formulas and QuickBooks to track how my business is doing and the list goes on. The SBM program advisors have all been an enormous help and influence upon getting my business to look beyond the present into the future."

- **Jeffrey Haney, Lights in the Attic Creative Media, Salem**

SBM Participant, 2009-2012



“The SBM program has helped my company in so many ways. By implementing what SBM has taught me we have brought our financial systems to a much higher level allowing us to make smart decisions about our company with confidence. I highly recommend this program to any one serious about building and maximizing their business.”

- **John McGinn, All Pro Web Works, Salem Area**

SBM Participant, 2008-2010