

WSU Center Provides Tools for Small Businesses

By Beverly King

Welcome to the first publication of the Ogden Standard's Business Magazine. I am excited about this publication and about the opportunity to write an article of interest each month. My name is Beverly King and I am Director of the Small Business Development Center (SBDC) located at Weber State University. The SBDC is one of three SBA partnership programs designed to provide technical assistance to small business owners or individuals interested in starting a small business. The other two agencies are SCORE and the Women's Business Center.

My office serves Weber, Davis, Morgan and Box Elder counties. My primary office is located on the Ogden WSU campus, however we have outreach offices located in downtown Ogden, Brigham City and will soon be providing services through the Davis Business Alliance located at the Davis Applied Technology College in Kaysville.

We provide assistance in three different manners. First is through our training programs. These programs range from free seminars covering the basics of start-up, marketing and finance to full courses on entrepreneurship that cover a broad spectrum of business management topics. Several of our classes are also offered in Spanish. Currently one course is available on-line and others are planned for the future. Prices are reasonable for the courses and partial scholarships are available for some.

Second, we provide free one-on-one counseling. Most of our counseling focuses on the development of business plans. Other counseling topics include funding opportunities, financial analysis, marketing,

management, business valuation, government contracting and other topics. The counseling has an educational focus in that we try to help you understand how to run your business, not perform the operations for you. You will be an active participant in the process! We now have access to a couple programs designed to help you view a dashboard of your business' status and develop long-term plans for growth and profitability. Counseling services are free of charge. Appointments and patience are required as we are a small office with limited staffing.



And third, we are a good source for referral to other business resource programs. These referrals may be to the UBID program for government bid-match services, to UMEP for manufacturing process improvement, to USDA for rural development, to incubator programs, to venture capital or angel investor programs, or to other agencies. We try to maintain contact with many of the programs that are going on in this state.

We are proud of our partnership with Ogden City at the Business Information Center located at 2444 Washington Blvd. At this office you may visit with an SBDC counselor, a SCORE counselor or utilize a library and computers.

The new Davis Business Alliance at the DATC in Kaysville provides a host of services all located in one space. Along with the new services of the SBDC, you can find the Davis Chamber of Commerce, the UBID program, SCORE and the e-Station incubator. This is a wonderful concept for helping business to grow and prosper.

The nearest Women's Business Center is in Salt

Lake City. Please contact me for more information.

You can find out more information about the SBDC at my website <http://community.weber.edu/sbdc> or the statewide website, <http://utahsbdc.org> . You can contact me at 801-626-7232 or bking1@weber.edu. Also please check out our new on-line business forum at <http://wsubusinesstalk.com> . While still new, this forum is a terrific opportunity to post questions and gather responses from other individuals.

If you have particular topics you would like to see discussed in future issues, please e-mail me with you thoughts!