Clackamas SBDC’s Longtime Client asks
“Do you camp?”

Steve DeAngelo, owner and founder of the wildly successful DeAngelo’s Catering & Events. “We find that people who love to camp make excellent caterers. You have to love the daily set up and tear down of everything.”

DeAngelo’s catering has done just that since 1982.

Though the name may imply that they serve all Italian all the time, don’t be fooled. They excel at all genres, from Cajun to Mexican, and have grown to also offer full service event planning down to permits.

When asked about utilizing the Small Business Development Center Steve said, “You’ll never experience what business is like today, until today. With the ever changing business environment in today’s economy, and dealing with a perishable commodity, it was critical to focus on growth and profitability,” he explained. “The SBDC really taught me to do what I do best, and to outsource the rest.”

One of the biggest advantages of using the SBDC for Steve has been the opportunity to grow his business to the point he can enjoy life outside of the kitchen and office. He has taken many of the principals he learned in the SBDC classes and applied them to his non-profit work.

DeAngelo currently sits as the board chair for Potluck in the Park. This non-profit has been hosting a potluck dinner every Sunday, rain or shine, in Bryant Park, for anyone in need of a hot meal for the last 23 years.

“I love it.” Steve said, “It keeps my drive alive and I’m able to bring what I have learned from SBDC and my business to the non-profit side of my life.”

For more information on DeAngelo’s Catering & Events visit his website at www.cateringbydeangelos.com. To check out the upcoming SBDC classes and utilize the resources that helped Steve, visit http://www.bizcenter.org/locations/clackamas/overview.
Free Seminar!

Going into Business
Thursday, January 7 or Thursday, February 4
Or, Thursday, March 3
6:30 PM–9:20 PM
Room OIT-157
To reserve a place in one of these FREE Going Into Business seminars, call 503-594-0738 or e-mail bizcenter@clackamas.edu.

Are you starting (or thinking about starting) a business? Before you go too far, find out what it takes to start up and successfully operate your own business in Oregon. This class will help you assess whether business ownership is the right path for you. Discover what resources are available to you for researching, starting up, financing and managing your dream business, so that it doesn’t turn into your worst nightmare.

Instructor: Brett Lichtenthaller

To Register Online:
Returning Students: Log in (or set up) myClackamas at www.clackamas.edu and register via CougarTrax
New Students:
- Go to www.clackamas.edu/sbdc
- Click on Online registration for new students
- Click on Search for Classes/Workshops
- Enter only the Course Code #
- Select the class (check the dates) and complete registration (requires credit card or debit card payment)

Tips & Fun Facts

- SEEK FIRST TO UNDERSTAND, THEN TO BE UNDERSTOOD
Understand why people buy. Don’t assume that people are buying your expertise. You are selling satisfaction. It’s not about performing your task brilliantly. It’s about satisfying your clients deeply.

- THANK YOU NOTES WORK MAGIC
Send customers hand-written thank you notes. Even consider sending a note when you don’t get the business. Customers will appreciate your goodwill.

- IT’S ALL ABOUT PERCEPTIONS AND COMFORT
  - Perceived expertness comforts
  - Clarity comforts
  - Integrity comforts
  - Interest and empathy comforts
  - Passion comforts
  - Consistency comforts

Tips courtesy of Robert Sherk.

Finding the Profit Zone
Wednesdays, February 10 & 24
2:00 PM–4:50 PM
Room OIT-157
Fee: $99
Course Code: XSBM-0002-11

Are you getting your fair share of the value you provide to customers as profit? Our guess is you aren’t. Join us for this important discussion of how to earn more profit and increase the value of your company in the process.

Instructor: Robert Sherk

Small Business Recordkeeping & Tax Basics
Saturday, January 16
9:00 AM–12:50 PM, Room OIT-157
Fee: $59
Course Code # XSBM-0013-18

This class will help you understand basic accounting terminology for your small business and assess various options for tracking income and expenses, entity structure, taxes and recordkeeping requirements.

Instructor: Catherine Weesner
Required: Proficiency with computers & Windows

New for Contractors!
How to Pass the CCB Exam for Spanish Students
This course will help you improve your study habits, test taking techniques and computer skills. Learn how to answer the difficult or poorly translated test questions.
Saturday, January 30
9:00 AM–11:50 AM Room OIT-154
Fee: $67
Course Code # XSBM-0006-36

Mobile 4 Business
Learn how to use a mobile device to operate your contracting business! You will be able to track labor, submit invoices, collect payments, request bids, and efficiently manage your project.
Friday, January 22
9:00 AM–3:50 PM Room OIT-152
Fee: $197
Course Code # XSBM-0009-38

Tips courtesy of Robert Sherk.
Contractor’s Corner

**Continuing Education Classes for Contractors:**

- **Social Media**
  - February 19 9:00 AM—3:50 PM
  - 6 Hours Continuing Education Credit

- **WordPress Web Design Part 1**
  - February 20 9:00 AM—3:50 PM
  - 6 Hours Continuing Education Credit

- **Search Engine Optimization**
  - February 26 9:00 AM—3:50 PM
  - 6 Hours Continuing Education Credit

- **Mobile 4 Business**
  - January 22 9:00 AM—3:50 PM
  - 6 hours Continuing Education Credit

*See page 4 for more class details*

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**Preparing for the CCB Exam**

Friday, January 8, 8:00 AM—4:50PM &
Saturday, January 9, 8:00 AM—4:50 PM
Room OIT-157
Fee: $375*
Course Code # XSBM-0010-30
or, Friday, February 5, 8:00 AM—4:50 PM &
Saturday, February 6, 8:00 AM—4:50 PM
Room OIT-157
Fee: $375*
Course Code # XSBM-0010-31
or, Friday, March 4, 8:00 AM—4:50 PM &
Saturday, March 5, 8:00 AM—4:50 PM
Room OIT-157
Fee: $375*
Course Code # XSBM-0010-32

This class helps prepare students to qualify for and successfully pass the Construction Contractors Board (CCB) exam required for contractor certification in Oregon. The class fulfills the CCB pre-exam educational requirement.

Instructor: Ofelia Lara

*Fee includes 16 hours classroom time, Oregon CCB manual, study guide, chapter complements, course CD, and certification required to take the CCB exam. Does not include the cost to take the exam (for more info: http://cms.oregon.gov/ccb). Note: State or U.S. Govt-issued ID is required.*

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**Preparation for the CCB Exam Offered in Spanish**

Friday, January 22
8:00 AM—4:50 PM &
Saturday, January 23
8:00 AM—4:50 PM
Room OIT-157
Fee: $375*
Course Code # XSBM-0010-33
or Friday, February 19
8:00 AM—4:50 PM &
Saturday, February 20
8:00 AM—4:50 PM
Room OIT-157
Fee: $375*
Course Code # XSBM-0010-34

Instructor: Ofelia Lara

*Fee includes 16 hours classroom time, Oregon CCB manual, study guide, chapter complements, course CD, and certification required to take the CCB exam. Does not include the cost to take the exam (for more info: http://cms.oregon.gov/ccb). Note: State or U.S. Govt-issued ID is required.*

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**QuickBooks Pro: Part I**

Wednesdays,
January 6—February 3
6:00-8:50 PM, Room OIT-154
Fee: $199
Course Code # XSBM-0011-21

In this introductory class, you will find out how to set up your books right the first time, using QuickBooks Pro. If you are new to QuickBooks or have little bookkeeping experience, this class will get you started. Topics include how to navigate in QuickBooks, enter your sales and pay bills.

Instructor: Catherine Weesner

Required: Proficiency with computers and Windows

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**QuickBooks Pro: Part II**

Wednesdays,
February 10—February 24
6:00-8:50 PM Room OIT-154
Fee: $129
Course Code # XSBM-0012-22

In this continuation class, you will find out about some of the QuickBooks built-in features. Topics include how to create and customize company forms and reports, do basic job costing, memorize transactions and reconcile bank and credit card statements.

Instructor: Catherine Weesner

Required: Completion of, or enrollment in QuickBooks Pro:Part I

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**QuickBooks Basic: Payroll**

Saturday March 12
9:00-4:50 PM Room OIT-154
Fee: $149
Course Code # XSBM-0020-25

This class covers the basics of setting up and managing payroll using QuickBooks. You will use an established set of “company books” and set up company payroll information, enter employee names and run payroll reports.

Instructor: Catherine Weesner

Required: Completion of, or enrollment in, QuickBooks Pro: Part I
Technology for Your Business

Social Media for Business
Friday, February 19
9:00-3:50 PM, Room OIT-154
Fee $99
Course Code # XSBM-0016-41
A Social network is critical to the success of your business. The marketing of your business is a dynamic and ever-changing challenge. This workshop will introduce you to social networking fundamentals such as Facebook Fan Pages, Apps and Ads that can help your page be more user friendly, using Twitter to market your business, blog and website and utilizing tools to help manage social media effectively in 15 minutes per day.

Instructor: Misty Lambrecht

Mobile 4 Business
Learn how to use a mobile device to operate your contracting business! You will be able to track labor, submit invoices, collect payments, request bids, and efficiently manage your project.
Friday, January 22
9:00 AM–3:50 PM Room OIT-152
Course Code # XSBM-0009-38
Fee: $197

WordPress Web Design

WordPress Web Design Part I
Saturday, February 20
9:00 AM-3:50 PM, Room OIT-154
Fee $69
Course Code # XSBM-0018-51
This class will show you how to set-up a business website using WordPress. This includes hosting and domain set-up, WordPress installation, choosing a theme and basic content creation.

Instructor: Misty Lambrecht

WordPress Web Design Part II
Saturday, February 27
1:00 PM–3:50 PM, Room OIT-154
Fee: $69
Course Code # XSBM-0019-52
Students will practice installing plugins that will allow you to set-up shopping carts, slide shows, photo gallery, social network, Google Analytics, PayPal and more.

Instructor: Misty Lambrecht

Search Engine Optimization
Friday, February 26
9:00 AM–3:50 PM Room OIT-154
Fee: $99
Course Code # XSBM-0014-39
Do you want to find out how the search engines rank your website? How does Google view your site? Discover how you can get better search engine results for the search terms that matter most to your business.

Instructor: Misty Lambrecht

Search Engine Optimization
Friday, February 26
9:00 AM–3:50 PM Room OIT-154
Fee: $99
Course Code # XSBM-0014-39
Do you want to find out how the search engines rank your website? How does Google view your site? Discover how you can get better search engine results for the search terms that matter most to your business.

Instructor: Misty Lambrecht

Real Estate Broker License Course
Instructor Amy Donaldson
Tuesdays, January 5–March 15
6:00 PM–8:50 PM
Saturday, March 19
9:00 AM–4:50 PM Room M-254
Fee: $600
Course Code: SBM-010-01
Learn about:
- Real Estate Law
- Real Estate Finance
- Oregon Real Estate Practices
- Contracts
- Agency
- Real Estate Brokerage
- Property Management

This accelerated course prepares students to qualify for the Oregon Real Estate Broker’s license exam in just 11 weeks. It is a hybrid course, combining live lecture with online home study to meet the 150 hour requirement of the Oregon Real Estate Agency. Attendance is recommended at all evening classes as well as the Exam Preparation Day on Saturday following the last evening class. The course and instructor are certified by the OREA.

Small Business Greenhouse
Tuesdays, March 1, 2015–June 14, 2015
6:30 AM-9:20 PM, Room H-230
Course Code # SBM-020-03
Fee: $495
The Greenhouse program is designed to help entrepreneurs successfully start up and operate all types of new and existing businesses. This exciting program includes guest speakers, discussion, peer networking and individual business counseling.

Here is what recent attendee Sandy had to say about the class: “You teach us how to go from employees to leaders. You show us how to stop working IN our business and how to start working ON our business.

Note: VETERANS may qualify for fee discount.

Instructor: Jeff Selby