

24th annual
WASHINGTON STATE BIZ FAIR
An All Virtual Event

Navigating the New Normal
Tuesday, November 10, 2020
7am - 5pm

PRESENTED BY:



Greater Seattle



EVENT PROGRAM GUIDE



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Washington State BizFair History

The Washington Small Business Fair, or “BizFair,” began in 1997 as a collaborative effort of local, state, and federal government agencies and local trade organizations to put on a free, one-day one-place event for aspiring and current small business owners to gain access to the knowledge and resources they need to start, grow, and thrive. After a successful first Biz Fair in 1997 and continued demand from the small business community, the partner agencies formed an ongoing BizFair Planning Committee that has organized the event every year.

About the 2020 Virtual Washington State BizFair

Just as small businesses are facing unique challenges in navigating a new and evolving “normal” as a result of the ongoing COVID-19 pandemic, all events such as the Washington State BizFair had to transition from a traditional in-person to an all-virtual format. The “live” event was held on November 10, 2020.



Who Attended the 2020 Virtual BizFair

Attendees by type

1,632 total attendees

- Regular attendees – 1,388
- Exhibit booth staff – 113
- Gala only – 88
- Speakers – 43

Stage of Business

- Early stages of a business startup (0-2 years) – 36%
- Growing business (2+ years) – 36%
- Thinking about starting a business – 13%

Attendees by region

- Central Washington – (10%)
- Eastern Washington – (9%)
- King County (outside Seattle Metro area) – 21%
- Northwest Washington – 3%
- Olympic Peninsula – 4%
- Pierce County – 9%
- Seattle Metro – 20%
- Snohomish – 11%
- Southwest Washington – 7%
- Thurston County – 5%

Event Hosts

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Tuesday, November 10, 2020
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PRESENTED BY:
SCORE | Greater Seattle

Washington State
**Small Business
Liaison Team**
BUSINESS WA 1099

**Employment
Security
Department**
WASHINGTON STATE

Washington State Department of
Labor & Industries

Event Sponsors

Thank you to the following organizations for their support

Corporate



State Agencies



Associations



2020 Small Business Awards Gala

In celebration of the U.S. Small Business Administration's National Small Business Week recognizing outstanding small businesses and supporters of small businesses in Washington State, SCORE Greater Seattle hosted a virtual Small Business Awards Gala at the end of the virtual BizFair event.

Here are the 2020 Washington state winners:

Cy Oatridge – 2020 National 8(a) Graduate of the Year

Joe Heinrich – SCORE Volunteer of the Year

John & Susan Hannah – 2020 Pacific Northwest Region & Seattle District Exporter of the Year

Judith Rinehart – SCORE Client of the Year

Karen Ginther – SBA District Director Award Winner

Madison Brewer – 2020 Seattle District Rising Start-up of the Year

Matt Purcell – 2020 Seattle District Veteran-Owned Business of the Year

Olga Sagan – 2020 Washington Small Businessperson of the Year

Sam Franklin – 2020 Seattle District Young Entrepreneur of the Year

Susie Jensen – 2020 Seattle District Rural Small Business of the Year

Thank you to the Small Business Awards Gala sponsors



BizFair Sessions

The virtual 2020 Washington State Biz Fair featured a keynote address and small business owner panel discussion and a series of 60-minute business seminar sessions. The seminars covered topics from creating a business plan and navigating federal taxes to building a website and growing a strong agricultural business.

Click on the session titles to go to a video link for each session.

[Welcome Remarks, Keynote Address and Small Business Owner Panel](#)

Welcome Remarks

Rafael Colon, Employment Security Department

Keynote Address

Bev Vines-Haines and Charlotte Clary, Ice Chips Candy

It's never too late to start a business. Learn how two grannies started and grew their business out of their garage. Discover how Ice Chips Candy soared in popularity after being featured on an episode of Shark Tank and won SBA's Encore Entrepreneur of the Year Award in 2016.

Small Business Owner Panel: Award-Winning Tips for Success

Sam Franklin, Greenvelope.com

John Hannah, Pacific Valley Foods

Cy Oatridge, Oatridge Security Group

Olga Sagan, Piroshky

Matt Purcell, PCI Pest Control

Susie Jensen, Wheel Line Cider

Moderated by: Tom Hughes, SCORE Greater Seattle

Don't miss the opportunity to hear real-life experiences from SBA's 2020 Small Business Week Award Winners. Learn how they've overcome challenges, stayed committed to their communities, grow their businesses, and how they have adapted to the "new" normal during a pandemic. Panelists will answer your questions during the live Q&A session at the end.

[Creating a Great Place to Work: Human Resources Best Practices, Resources & Requirements](#)

Tiffany Scott, Benton-Franklin Workforce Development Council Celia Nightingale, Department of Labor and Industries

From setting a positive stage with job design, successful recruiting, and onboarding, to ensuring you're meeting employer requirements, this workshop provides a quick but mighty overview of good HR practice.

[Starting a Business: What Does It Really Take to Start a Business?](#)

Chuck Botsford, SCORE Greater Seattle

Starting a new business can be overwhelming. Where do you start? This seminar prepares individuals to make the right decisions and create actionable plans when starting a small business.

[Package & Price Services to Maximize Revenue](#)

Susan Perreault, Washington Women's Business Center

Deciding what to charge for services is a balancing act. With Value-Based Pricing, service fees are based on your competitive advantage and brand (perceived value). The main goal is to better align fees/pricing with the value delivered. In this session, we will discuss how to price and package services to move the discussion away from price to the outcome.

BizFair Sessions

[Connect with Customers and Manage Your Business Remotely](#)

Matt Weber, Grow with Google

Discover Google tools that can help business owners work and manage their business during this time of uncertainty. Plus, get insights on more online and timely resources for small businesses.

[Selling Online: Ecommerce Readiness and Pivoting](#)

Jenefeness Tucker, Small Business Development Center (SBDC)

Currently, 76% of US consumers shop online. Experts say there will be more than 300 million online shoppers in the US by 2023. If you aren't selling online, it is likely you are leaving tons of money on the table. If you need assistance getting started, this workshop will help you! Discover if you're digitally ready, what online platforms to consider, and where to turn for e-commerce help.

[WA Small Business Requirements & Resources – COVID-19 Impacts](#)

Rafael Colon, Employment Security Department, Andrew Bryan, Department of Labor & Industries, Cindy Autuchovich, Department of Revenue, and Scott Hitchcock, Office of Regulatory Innovation

This workshop provides a quick overview of some of the state agency responses to COVID-19 that impact small businesses, including resources, services, and requirements.

[Strengthening Creative Arts/Crafts-Based Business](#)

Lisa Smith, Washington State Microenterprise Association

Entrepreneurs in the arts, fashion, music, and food/beverage sectors literally build cultural vitality, a vibrant quality-of-life, and economic prosperity for urban and rural communities everywhere. Yet during the COVID crisis, it is estimated that sales of goods and services for creative industries in the US will face estimated losses of \$150 billion. Business support services for artists, writers, musicians, foodpreneurs, etc. are essential now, more than ever. If you need support to help your business pivot now or plant seeds during the economic recovery, this session is for you. Join us to learn about available training, financing, and other resources available to creatives throughout Washington State, right now!

[Create a Quick Business Plan](#)

Rebecca West, SCORE Greater Seattle

Join other entrepreneurs in this hands-on workshop in which you will first write your "Unique Value Statement" that concisely describes your product or service and its value.

[Small Business Bookkeeping and Quickbooks Online Basics](#)

Rachel Barnett, Gentle Frog

In this hour learn the basics of small business accounting: what are financial statements (and why you should care), the basics of small business bookkeeping, and get a brief introduction to QuickBooks Online to get you started right.

BizFair Sessions

The Basics of Business Entities, Contracts, & Leases

Steve Burke, Small Business Development Center (SBDC)

Learn how your business entity and the contracts and leases you engage in for business intersect and the basics of what every business owner has to know about their legal situation.

Register, License, Go

Patrick Reed, Washington Secretary of State, and Tanya Dassow, Washington State Department of Revenue – Business Licensing Service

Understand the steps you need to take to register and license your business in the state of Washington with the Secretary of State and Department of Revenue's Business Licensing Service.

Tips and Tools for Growing Sturdy Businesses in Agriculture

Lisa Smith, Washington State Microenterprise Association

More and more beginning farmers and food entrepreneurs are launching businesses in Washington, with over 300 different agricultural products being grown here every year. Many of these businesses need financing and technical support to meet the growing demand for healthy, locally sourced products. This workshop presents tips and tools that rural/farm-based entrepreneurs can use immediately to grow their network of ag and business resource partners, as well as identify financing and market opportunities.

Washington State Business Taxes

Quinn Dickason, Washington State Department of Revenue

Learn about Washington's business and occupation (B&O) tax and when and how to collect and pay retail sales tax – straight from the source.

Beyond Startup: Avoiding Four Fatal Errors

Celia Nightingale, Washington State Department of Labor and Industries

Don't let fatal errors be the end of your business! Learn how to set your priorities, manage your cash, determine if a worker is an employee or contractor, and how to stay on top of regulatory and tax requirements.

Slay the Social Media Dragon

Robbin Block, Blockbeta Marketing

Marketing these days involves conquering the many-headed beast of social media. Win the battle with strategic and practical ways to use various social media sites effectively. Learn about low-budget tools and resources to save time and improve results.

Financing & Crowdfunding Panel

Cathy Griffith, Small Business

Administration (SBA), Karen Campbell, SNAP Financial Access, Darren Guyaz, Business Impact NW, and Robin Dode, Banner Bank

Financing alternatives are out there, but what is the best option for your small business? This session explores the benefits of the various options from the SBA loan programs to alternative lenders and crowdfunding.

BizFair Sessions

Selling to the Government

Kate Hoy, Washington State Procurement Technical Assistance Center (PTAC), and Ana Ranvir Singh, Small Business Administration (SBA)

Should a government entity be a client of yours? This 101 class is geared toward business owners who may want to expand into government contracting. We will discuss the basics of selling to all levels of the government from federal and state agencies to local entities. We will discuss certifications that you may be eligible for and introduce you to free resources that can help navigate the process. This session will include time to answer your questions.

Keys to Creating a Business Boosting Website

Jim Rosemary, NewTech Web

Uncover the secrets that are guaranteed to make your website a powerful business-building tool.

DIY Market Research

Jay Lyman, Seattle Public Library

Whatever stage your business is at, having good data is important. Information is key to success, but can be expensive or time-consuming if you don't know where to look. Find out how to easily navigate various databases available through your local library to help you make informed decisions in your business planning, marketing, site location and market analysis. Also, gain valuable information and insights to better understand local economic conditions, customers, and more.

Federal Taxes and the Small Business Owner

Joe Heinrich, SCORE Greater Seattle

You've started a new small business, or you've been in business for some time. Great! Yet you feel you may not be reporting and paying all your federal taxes properly. Look no further! Here's a workshop that provides you the essential information about federal taxes you need to know for your business, plus how to report them and pay them!

PSE Lighting Incentives for Your Business!

Heather Pierce, Puget Sound Energy, Scott Harder, Puget Sound Energy, Michael Lane, LC, Puget Sound Energy, and Andrew Pultorak, LC, MIES, Puget Sound Energy

Join the PSE Business Lighting webinar where our experts share how PSE can help you pay for your lighting upgrade and save energy! Saving money month after month. Included in this 60-minute event, we will discuss the many ways PSE's Business Lighting Program can help pay for a portion of your lighting upgrade (up to 70%!), show you the latest lighting technology, highlight past Business Lighting customer experiences, show how easy the enrollment process is, give away prizes and more!

How to Become a Seller on Amazon Business

Lois Rouder, Amazon, Kelly Cudworth, PNWB Office Products

Prime Day sales for third-party sellers – most of which are small and medium-sized businesses – surpassed \$3.5 billion this year, making it the two biggest days ever for those selling partners on Amazon. Learn how to become a Seller on Amazon Business and hear from a successful Washington State Seller – strategies on how their business has grown and thrived.

Exhibitors

Amazon Business

Amazon Business provides its users a purchasing solution for their registered business of any size. Each business can assign users who are allowed to register and purchase business supplies on Amazon on behalf of their employers. The main administrator can add authorized users or remove them as needed, and manage payment methods, shipping addresses, approval workflows, reporting options and more, based on the needs of the business. "We provide easy access to hundreds of millions of products – everything from IT equipment to janitorial supplies – to businesses of all sizes and across industries," said Martin Rohde, director of the commercial vertical at Amazon Business.

<http://www.amazon.com>

Lois Rouder lorouder@amazon.com

Association of Washington Business (AWB)

Formed in 1904, the Association of Washington Business is Washington's oldest and largest statewide business association which includes nearly 7,000 members representing 700,000 employees. AWB serves as both the state's chamber of commerce and the manufacturing and technology association. While its membership includes major employers like Boeing and Microsoft, more than 90 percent of AWB members employ fewer than 100 people. More than half of AWB's members employ fewer than 10.

<https://www.awb.org>

Sean Heiner SeanH@AWB.ORG

BSG Solutions

We provide one-stop solutions for Website, Online Store, Salesforce CRM, and Business Strategy. BSG Solutions is a management consulting firm that provides customized technology solutions to small and mid-size companies. BSG combines expertise in Project Management, IT Strategy, and Business Process Improvement to deliver innovative solutions. Services: Website Online store Google My Business Google Workspace Salesforce CRM Web Hosting Project Management Marketing Strategy.

<https://bsg-solutions.com>

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Business Impact Northwest

Business Impact NW is a nonprofit Community Development Financial Institution (CDFI) dedicated to serving under-banked entrepreneurs. We provide coaching, classes and access to capital to community small businesses, with an emphasis on working with traditionally underserved populations – entrepreneurial low/moderate income earners, women, people of color, veterans, immigrants or members of the LGBTQ community. We have been serving the community since 1997. Business Impact NW's objective is to provide financial and technical support to entrepreneurs in economically marginalized communities who would not otherwise have access to financial services. Our lending guidelines are more flexible than traditional banks because of our community impact mission. While careful in our decision-making process, Business Impact NW is able to take considered risks on underserved small businesses in order to achieve this mission. Our loan department

Exhibitors

Business Impact Northwest cont.

offers lending services in Washington State and Oregon. We offer business support services (training, coaching and classes) in Washington State, Oregon, Idaho and Alaska through various technical assistance programs, including the Washington Women's Business Center (WBC) and Veterans Business Outreach Center (VBOC). Business Impact NW's head offices are located in Seattle, WA.

<https://businessimpactnw.org/>

Steve Watts-Oelrich

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Comcast Business

Digital transformation is reshaping the business world with new, exciting technology solutions that enhance the customer experience and increase productivity – and that can help generate more revenue and repeat business. Comcast Business offers a secure, high-performance, scalable network solution designed for high-volume transaction processing, enhanced application performance and secure access to cloud or data center resources. Advanced network solutions help to create those memorable experiences. Comcast Business also offers voice and mobile options for a unified communications approach that helps improve communication and collaboration for a mobile workforce, advanced WiFi for always-connected customers and staff, and Managed Services for worry-free IT supported by an expert team of service professionals. Advanced network solutions help create memorable experiences,

enhance customer satisfaction and employee productivity.

<https://business.comcast.com/community/>

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Grow with Google

Grow with Google offers free tools and training to help people across the United States grow their careers and businesses. Since launching in 2017, we've trained more than three million Americans on digital skills.

www.grow.google

Vanessa Chandler vchandler@google.com

King County Finance & Business Operations Division

The Business Development and Contract Compliance (BDCC) section of King County administers the Regional Small Contractors and Suppliers (SCS) Certification Program, which applies incentives to solicitations that give small businesses, including businesses owned by minority, women and disadvantaged groups, a competitive advantage in winning County contracts.

Visit our website at

www.kingcounty.gov/bdcc. Be sure to check out King County's procurement site for current contracting opportunities and more information on how to do business with King County

<https://www.kingcounty.gov/depts/finance-business-operations/procurement.aspx>

Laura Preftes

Laura.Preftes@kingcounty.gov

Exhibitors

Meylah

At Meylah, we are not your typical technology company. Today's changing world requires far more thought leadership and strategic stewardship than easy to deploy technical answers to growing global challenges. Innovative cloud-based solutions are just a part of the strong foundation for Meylah's groundbreaking platform. Our mission is bigger, and our purpose is even greater. Building smart communities through digital transformation are at the heart of everything Meylah creates. We grant economic access for local leaders, businesses, and organizations to build sustainable places to live, work, and play, so they can thrive and grow together. We believe every business can become their own impact-driven enterprise of changemakers, rooted in generosity, education, and connectivity. This is where local and global innovation is born. This is Meylah. Igniting economic access through digital transformation. If you are looking for a technology company to help you with digital transformation, please connect with us. We offer the following: 1. Automation of business processes using Cloud Technology 2. Integrated dashboard & data Reporting Solutions 3. Digital community building with events, social media, and digital campaigns 4. Strategic consulting and business planning for digital transformation 5. Strategic partnership with cloud vendors and more Connect with us if you need a free digital-ready assessment and report for your business.

<https://meylah.com>

Chaitra Vedullapalli chai@meylah.com

Pluck Business Solutions

FREE 30-DAY TRIAL of our 40+ integrated and mobile small business apps to run your business end to end. At Pluck Business Solutions, we create & maintain technology software for your unique small business needs using 40+ integrated software solutions. Whether you are starting from scratch or just need that one app to get your business to the next level, we'll help you select, design and get the software solution fully operational. The best part is we'll install it, customize it and maintain it for you, if you wish. We have solutions for: Online Sales, Scheduling & Subscription Billing with Payment Gateways Webinars, Online Virtual Events & Retreat Microsites Customer Databases (CRM) & Portals Email & Internal Communication Website Creation, Chat & Funnels Social Media & Email Marketing Vendor, Accounting & Inventory Management Online Meetings, Surveys, Forms & e-Signatures HR Recruiting, Training & Retention Project Management & Help Desk Document Management, Reporting & Data Analytics Mobile App Creation Hardware & Software Support Consider SOCIAL MEDIA MANAGEMENT - We'll create and post content for you and engage with your followers. Fully professional to protect and grow your brand organically. Now offering VIRTUAL ASSISTANT services for Micro & Small Businesses. Hand-picked and supervised by us. Pay by the hour and no job is too small.

<https://www.pluckbusinesssolutions.com/>
Julie Vails MD MBA
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Exhibitors

Puget Sound Energy

Energy is essential for communities, and we're committed to creating a better energy future for our customers and neighbors across the region. Beyond partnering to support our customers through this difficult time, our mission today is deep decarbonization and greenhouse gas emissions reduction. We were an early leader in addressing climate change, investing billions in renewable resources and energy efficiency for homes and businesses. Now, we are on the path to meeting the current and future needs of our customers and to deliver on the objectives of Washington's Clean Energy Transformation Act. Our customers want clean energy and we're committed to working together to make this a reality. As part of our commitment, we're: - Moving closer to coal-free electricity years ahead of schedule with the sale of Colstrip Unit 4, and the closure of Units 1 and 2. - With our customers, saving 67 billion electric kWh and 600 million natural gas therms through energy efficiency programs. - Creating a new financial assistance program to distribute millions to customers impacted by COVID-19, and helping customers more easily get bill payment-assistance from existing PSE HELP and LIHEAP funds and additional support. - Studying battery storage technology in a variety of scenarios, including the ability to provide wind and solar energy storage. - Leading as the largest utility producer of renewable energy in the Pacific Northwest.

<http://www.pse.com>

Heather Pierce Heather.Pierce@pse.com

The Entrepreneur's Source

Our number one goal is to help people explore new or additional career options through business ownership. We are a coaching firm that educates people who have a desire to learn more about how to become self-sufficient and take control of their destiny. There is no cost for to our clients other than their time. We are in the business of Possibilities, Options, and Dreams through Education, Awareness and Discovery.

<https://entrepreneursource.com>

Mark Bloomquist

mbloomquist@esourcecoach.com

Thurston EDC Center for Business and Innovation

The Center for Business & Innovation (CB&I) has created an ecosystem of services and resources for entrepreneurs, business owners and managers to help them achieve greater success. No matter what you and your business need, our center's resources will help you accelerate your business learning and planning, to start a business or grow your business faster and more successfully. Thurston EDC Center for Business and Innovation

<https://thurstonedc.com/cbi/> Washington

Center for Women in Business

<https://wcwb.org/> Washington

Procurement Technical Assistance Center

(PTAC) <https://washingtonptac.org/>

ScaleUp Training Series

[http://scaleupthurston.org/scaleup-](http://scaleupthurston.org/scaleup-washington/)

washington/ Thurston Economic

Development Council

<https://thurstonedc.com/>

<https://thurstonedc.com/cbi/>

James Davis jdavis@thurstonedc.com

Exhibitors

U.S. Department of Housing and Urban Development

U.S. Department of Housing and Urban Development (HUD)'s Section 3 Business Registry is a listing of firms that have self-certified that they meet one of the regulatory definitions of a Section 3 business and are included in a searchable online database that can be used by agencies that receive HUD funds, developers, contractors, and others to facilitate the award of certain HUD-funded contracts. The database can also be used by Section 3 residents to identify businesses that may have HUD-funded employment opportunities.

<https://portalapps.hud.gov/Sec3BusReg/Registry/What>

Hamdi Mohamed

Hamdi.A.Mohamed@hud.gov

U.S. Small Business Administration (SBA)

Created in 1953, the U.S. Small Business Administration (SBA) continues to help small business owners and entrepreneurs pursue the American dream. The SBA is the only cabinet-level federal agency fully dedicated to small business and provides counseling, capital, and contracting expertise as the nation's only go-to resource and voice for small businesses.

The Seattle District Office serves Washington and northern Idaho with office locations in Seattle and Spokane.

<https://www.sba.gov/wa>

Desiree Albrecht desiree.albrecht@sba.gov

Ventures Nonprofit

Ventures Nonprofit can help you start or expand your small business! We offer access to business training, capital,

coaching and hands-on learning opportunities for entrepreneurs with limited resources and unlimited potential. We serve those in our community for whom traditional business development services are out of reach, with a focus on women, people of color, immigrants, and individuals with low income. Ventures is a nonprofit organization and our services are free or very low-cost.

<https://www.venturesnonprofit.org/>

Amy Hollander

ahollander@venturesnonprofit.org

Washington Small Business Development Center (SBDC)

The Washington Small Business Development Center (SBDC) is a network of more than 30 expert business advisors working in communities across the state to help entrepreneurs or small business owners start, grow or buy/sell a business. SBDC advisors provide one-on-one, confidential, no-cost advising on all phases of small business development and are often co-located with economic development specialists in community colleges, economic development agencies or government agencies. Other services of the Washington SBDC include no-cost or low-cost workshops on a variety of business topics and customized market research services.

<https://wsbdc.org/>

Stacey Dacar stacey.dacar@wsu.edu

Exhibitors

The Washington State Commission on Hispanic Affairs

The Commission on Hispanic Affairs strives to improve public policy development and the delivery of government services to the Hispanic community. The Washington State Commission on Hispanic Affairs (“CHA” or “the Commission”) was created by a Governor’s Executive Order and established in statute in 1971. As mandated by the state legislature, the Commission’s functions are to improve public policy development and the delivery of government services to the Hispanic community through the following means: Identifying and defining issues concerning the rights and needs of Washington State’s Hispanic Community; Advising the Governor and state agencies on the development of relevant policies, plans and programs that affect Hispanics; Advising the legislature on issues of concern to the state’s Hispanic community; Establishing relationships with state agencies, local governments, and members of the private sector.

<https://www.cha.wa.gov/>

Nancy Rocha Aguilar

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Washington State Department of Commerce

SizeUp: SizeUp offers a sophisticated set of online diagnostic tools that will help you refine your business model, identify competitors, find suppliers, develop advertising strategies and more. You can run various scenarios, comparing your business to others in the area to see how your pricing, staffing, revenue projections and marketing strategies stack up, complete

with local, regional, state and U.S. data comparisons. **Entrepreneur Academy:** The Academy takes you through 11 lessons designed to teach you the essential skills you need to become a successful small business owner. Each lesson includes a video by an expert on the subject, workbook, assignments and quizzes. **ScaleUp:** Small business owners participate in 35-hours of on-site classroom training to improve financial operations, reduce operational expenses and learn how to compete more effectively in the marketplace. **Thrive!:** Targeted to second-stage companies, this program takes an entrepreneurial approach to regional prosperity. Often referred to as a “grow from within” strategy, it helps existing companies increase revenues by as much as 10 to 20%. In contrast to traditional business assistance, Thrive! focuses on removing roadblocks to growth such as developing new markets, refining business models, aligning internal operations and gaining access to competitive intelligence. **Small Business Export Assistance:** Commerce fields a team of experts who can help you get into exports or expand into new markets worldwide. Services include technical assistance, research, matchmaking, trade shows and trade missions to key markets around the globe. **Export Voucher Program:** Qualifying small businesses in Washington State can be reimbursed up to \$5,000 for export-related activities, including trade show and trade mission fees, travel, interpreter and translation services, training, international certifications and more. **Regulatory Roadmap:** The Department of Commerce is partnering with local and state agencies to

Exhibitors

Washington State Department of Commerce cont.

help improve the regulatory experience for businesses so they can open or expand in cities throughout Washington State. The program's goal is to improve our economic vitality while creating jobs. Initial projects are focused on the restaurant, manufacturing and construction sectors.

Retirement Marketplace: An online marketplace where qualified financial services firms offer low-cost retirement savings plans to businesses and individuals, including sole proprietors, "gig" workers and the self-employed. The Retirement Marketplace simplifies the process of finding a retirement savings plan by making it easy to compare state-approved plans.

Financing Startup Wisdom: This handy guide contains 27 different strategies that entrepreneurs can use to access business capital, from the highly traditional to those that are pretty out-of-the-box. Includes pros and cons for each strategy as well as case studies.

Small Business Credit Initiative: The Small Business Jobs Act in 2010 allowed states to create new programs that are geared specifically to the needs of small businesses that want to grow and expand. The Washington State Department of Commerce worked with private financial institutions to create three new programs whose \$19.7 million in funds will deliver \$300 million in new capital to Washington State small businesses by the end of next year.

Education Startup & Entrepreneur Resources: This online resource contains in-depth information and resources for entrepreneurs, start-ups and small businesses, including funding resources, training and technical assistance,

mentorship, education and information.

Global Entrepreneurship Month: Each November, our partners across the state hold workshops, seminars and competitions to expose residents to the idea of owning and running their own business. It's a great way to find out what it takes to run a business and glean new ideas.

Startup Centers: Startup Centers offer entrepreneurs, startups and small businesses a suite of consulting, mentoring, and educational programs and services designed to jump-start and grow local businesses. StartUp NCW in Wenatchee is affiliated with the Department of Commerce but economic partners throughout Washington operate other startup centers.

How-To Guides Small Business Playbook: If you're thinking of starting a business, relocating your operations to Washington State or planning to invest in one of the state's successful businesses, The Small Business Playbook is for you. Filled with real-world insights, information and lessons learned, written by a Washington State small business owner.

When Trouble Strikes – A Crisis Planner for Small Businesses: Natural and manmade disasters are inevitable. While you can't prevent every disruption in your business, there are things you can do to either reduce their likelihood or their impact. When Trouble Strikes gives you proven ways to identify and neutralize potential disruptions as well as things you can do to get back up and running in their aftermath.

<https://www.commerce.wa.gov/growing-the-economy/business-services/>

Lynn Logan lynn.logan@commerce.wa.gov

Exhibitors

Washington State Department of Enterprise Services (DES)

The Department of Enterprise Services (DES) manages and procures state Master contracts as well as the policies around government purchasing. DES also manages the many business and operational services that state agencies and municipal governments need to deliver public services. Our centralized services include facilities and lease management, accounting, human resources, risk management, contracting and printing. DES is working to procure more goods and services from small, diverse, and veteran owned businesses.

<https://des.wa.gov/>

Shana Barehand

shana.barehand@des.wa.gov

Washington State Department of Financial Institutions

Are you planning to raise money for your business by selling stock or borrowing money from investors? If yes, do your homework and make sure you're in compliance with the law first. The Securities Division of the Department of Financial Institutions administers the Securities Act of Washington, which applies to these types of capital raising activities. We provide informational resources to help small business owners explore the methods by which they can raise capital from investors in compliance with the law. You can also contact us to find out if a franchise opportunity you are considering is properly registered or has been the subject of complaints.

<https://dfi.wa.gov/securities>

Lyn Peters Lyn.peters@dfi.wa.gov

Washington State Department of Labor and Industries (L&I)

L&I is a diverse state agency dedicated to the safety, health, and security of Washington's 3.3 million workers. We help employers meet safety and health standards, and we inspect workplaces when alerted to hazards. As administrators of the state's workers' compensation system, we are similar to a large insurance company, providing medical and limited wage-replacement coverage to workers who suffer job-related injuries and illness. Our rules and enforcement programs also help ensure workers are paid what they are owed, that children's and teens' work hours are limited, and that consumers are protected from unsound building practices. We serve customers in 19 offices throughout Washington and have approximately 2,800 skilled employees, including safety inspectors, claims specialists, nurses, researchers, accountants, labor experts, and support staff.

<https://lni.wa.gov/>

Small Business Liaison Office

SMALLBUSINESS@LNI.WA.GOV

Washington State Department of Revenue

As Washington state's principal tax collection agency, the Department of Revenue oversees about 60 different taxes. It collects more than 90 percent of state General Fund tax revenues and all local sales tax revenues. The Department of Revenue processes approximately 1.85 million tax returns annually. Businesses constitute the largest group paying state taxes, with more than 480,000 businesses currently filing tax returns on a monthly,

Exhibitors

Washington State Department of Revenue cont.

quarterly, or annual basis. Nearly 335,000 other small businesses are registered with the Department, but they have no tax liability and are not required to file tax returns. Key functions include: Business License Service Providing taxpayer assistance, information, and education Accounting for and processing tax revenues and information Responding to more than 300,000 telephone calls annually Distributing money to local governments Conducting appeals Administering property taxes Developing tax legislation Managing the state's Unclaimed Property Program Conducting tax and fiscal research Locating unregistered businesses Auditing and collecting delinquent taxes Enforcing compliance The Department of Revenue also administers special programs, such as those affecting timber, cigarette, real estate, leasehold, and estate taxes.

<https://dor.wa.gov>

Kim Johnson KimberlyJ@DOR.WA.GOV

Washington State Department of Social & Health Services (DSHS)

DSHS, Division of Child Support (DCS) is responsible for gathering New Hire Reporting data from employers in the state of Washington. DCS uses the information to collect financial support and provide medical coverage for children and families. Sharing new hire information with a few key agency partners also prevents millions of dollars in benefits fraud each year and helps keep employer contribution costs down. We are here to help employers and potential employers find out more about the New Hire Reporting laws and how to

best comply with them. We can also answer questions and provide businesses with resource materials related to new hire reporting, child support and medical enforcement.

<https://www.dshs.wa.gov/esa/division-child-support>

Mitch Dillard

Mitchell.Dillard@dshs.wa.gov

Washington State Employment Security Department (ESD)

ESD's focus is on helping workers and businesses succeed in what can sometimes be challenging times. Join our business-friendly program representatives from SharedWork, Work Opportunity Tax Credit, Labor Market Information, Tax & Wage, Paid Family and Medical Leave and WorkSource. WorkSource is a statewide partnership of state, local and nonprofit agencies that provides an array of employment and training services to job seekers and employers in Washington. To get personalized help with your job hunt or with your business, find your local WorkSource office today. Visit WorkSourcewa.com - Resources - WorkSource locator.

<https://esd.wa.gov>

Rafael Colon RColon@ESD.WA.GOV

Washington State Liquor and Cannabis Board (WSLCB)

Welcome to the Washington State Liquor and Cannabis Board (WSLCB). If your business deals with or if you are thinking of a business that deals with the manufacturing, distribution, or sale and service of alcohol, cannabis, tobacco, and vapor products in Washington State, you are in the right place. We can guide you

Exhibitors

Washington State Liquor and Cannabis Board (WSLCB) cont.

through the licensing process, explain regulatory requirements, and direct you to resources. Our subject matter experts are on standby to answer your questions in real-time via chat, phone calls, or emails. The WSLCB's mission is to promote public safety and trust through fair administration and enforcement of liquor, cannabis, tobacco, and vapor laws.

<https://lcb.wa.gov/>

Kim Sauer kim.sauer@lcb.wa.gov

Washington State Microenterprise Association

At the Washington State Microenterprise Association, we support Microenterprise Development Organizations (MDOs), regional leaders that assist Washington businesses with five or fewer employees. MDOs help entrepreneurs earn more, innovate, grow, and contribute to the Washington State's economy through services such as training, technical assistance, microloans, and advocacy.

<https://www.wamicrobiz.org/>

Lisa Smith lisa.wamicrobiz@gmail.com

Washington State Office of Minority and Women's Business Enterprises (OMWBE)

Learn about becoming certified in Washington state as a minority or women owned business. OMWBE is a state government agency that promotes equity in state spending. OMWBE certifies businesses as minority or women owned and provides tools and resources for the state government to work with certified companies. Certified businesses gain access to special programs and can be more

competitive when working with the government.

<https://omwbe.wa.gov/>

Caleb McInville calebm@omwbe.wa.gov

Washington State Office of the Insurance Commissioner

The Washington State Office of the Insurance Commissioner protects insurance consumers and oversees the insurance industry. We make sure insurance companies follow the rules and people get the coverage they've paid for. Each year, we answer questions and investigate problems for nearly 100,000 people. Additionally, we maintain a statewide network of volunteers who advise consumers on health-coverage issues.

<https://www.insurance.wa.gov>

Daniel Bumbarger danielb@oic.wa.gov

Washington State Small Business Liaison Team (SBLT)

The Small Business Liaison Team is a collection of state agencies that support the small business community in Washington by providing insight, information, and access to resource partners.

<https://www.business.wa.gov>

Scott Hitchcock (800) 917-0043

Washington State YesVets Program

The Employment Security Department, in partnership with Washington Department of Veterans Affairs, Department of Commerce, Washington State Military Transition Council, Washington State SHRM, and local chambers of commerce across the state, have partnered to create a statewide campaign to hire veterans, supporting House Bill 2040. This Bill, introduced by Representative Gina Mosbrucker,

Exhibitors

Washington State YesVets Program cont.

recognizes employers who show their commitment to veteran employment by hiring veterans into their workforce.

<https://esd.wa.gov/yesvets>

Monique Martin MOMartin@ESD.WA.GOV

Western Washington University (WWU)

Western Washington University (WWU) provides a range of options to help you achieve your career and professional goals. From professional certificates and bootcamps to test preparation programs and short courses, WWU gives you the edge you need to shine on the job.

<https://oce.wwu.edu/>

Shanna Johnson johns917@wwu.edu

Yelp

Yelp is used by millions of consumers every day. When utilizing the Yelp for business platform, it allows you to connect with those consumers, help people get to know you, make customers happy and get the info you need. Managing your page is free and gives you powerful tools to grow your business.

<https://business.yelp.com/>

Ali Schwartz schwartz@yelp.com

Zena Consulting

Zena Consulting's mission is improving racial, economic, and geopolitical equity through business capacity and growth. We help leaders and managers communicate more effectively in today's complex marketplace. DIVERSITY MATTERS MORE TODAY You juggle more people, places and ideas than ever. Diversity is a given today, no matter where you are. Leading and managing it well is your choice. You don't have to do it alone. What does diversity mean to your organization? Do you have the right words, images, and strategies to attract customers? How can you be sure? Ask me. FACTS 1. The USA grows more diverse each year 2. Multi-ethnic millennials are the fastest growing demographic 3. Gender diversity improves an organization's bottom line 4. Equity awareness is increasingly important to employees and customers SERVICES • Strategic Communications • Training • Facilitation • Outreach DIVERSITY + INCLUSION = GROWTH Communication as the 'how' of diversity and inclusion. Do you have the right words, images, and strategies to compete?

<http://www.zenaconsulting.com>

Lee Mozena lee@zenaconsulting.com

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Commercial Foodservice Equipment Incentives: Cooking and sanitation make up more than half the energy usage in your business's kitchen, so high-efficiency kitchen appliances can significantly lower your bills and reduce energy use. Incentives are available for cooking, processing, refrigeration, water heating and sanitation equipment.

Our **Small Business Energy Assessment program** includes a free comprehensive assessment and energy-savings report, a proposal for additional energy-efficiency upgrade opportunities, and installation of low- and no-cost energy-saving products (if eligible)—all to help you reduce energy use and save more on your bill.

Custom Retrofit Grants offer incentives on energy efficiency upgrades not covered with our other programs. For most retrofits, Custom Retrofit Grants provide incentives up to \$0.35 per kWh or \$5 per therm of projected annual energy savings, plus we'll cover up to 70 percent of your total project cost.

To learn more, visit pse.com/business-incentives or call an Energy Advisor at 1-800-562-1482, Monday through Friday from 8 a.m. to 5 p.m.



DIGITAL B2B BUYERS

WHO THEY ARE, WHAT THEY WANT, AND HOW TO SELL TO THEM

A new type of customer has become prominent in the world of B2B procurement - the technologically fluent buyer. These buyers grew up using technology and shopping online; to them digital technology is a given - and they expect the rest of the world to keep pace.

This digital fluency isn't limited to one age group, but millennial workers are the most obvious and influential example of this new kind of B2B buying. Consider the following:

THE RISE OF DIGITAL NATIVES

Millennials have surpassed Generation Xers as the largest generation working in the United States

By 2025, millennials will make up **44%** of the US workforce¹

That's **74 million** workers²

73% of those involved in B2B purchasing decisions are millennials³

These "digital natives" have been raised with technology, and they're increasingly important to the world of B2B buying.

TODAY'S BUSINESS BUYERS PURCHASE DIFFERENTLY



They research products online

Today's buyers educate themselves via social media, trusted third-party sites, and search—68% of surveyed B2B buyers prefer to gather information online instead of interacting with sales.⁴



They listen to their peers

B2B buyers rely heavily on unbiased peer feedback like customer reviews. User reviews are the most used information source for today's digital buyers, aside from product demos.⁵



They look for companies they can trust

The number one reason B2B buyers repeatedly purchase from a manufacturer website is that they find it to be the most credible source of product details and information.⁶



They want efficient, easy purchasing

Digital buyers are heavily influenced by their everyday shopping experiences. In fact, 82% of business buyers want the same purchasing experience they have in their private lives.⁷



They're mobile

Among B2B buyers, 61% use mobile devices to research the products and services they buy for work; 41% of surveyed buyers say they prefer shopping on mobile-optimized websites.⁸

SELLING ON AMAZON BUSINESS MEETS THE NEEDS OF TODAY'S DIGITAL BUYERS



Online research

Vendors can boost their discoverability by selling on Amazon Business, which offers enhanced search functionality and content-rich product listings that can incorporate a range of different media.



Peer feedback

B2B buyers overwhelmingly rely on user reviews to determine if a product will work for them. Amazon Business sellers can build trust with B2B buyers through detailed, feature-rich reviews from other buyers.



Authenticity and trust

Business customers want to learn about the suppliers behind the offers. Amazon Business enhanced Seller Profiles help you tell your company's story and showcase your ownership credentials, certifications and product details.



User experience

Buyers expect seamless, feature-rich purchasing that mirrors their personal shopping activity. Sellers on Amazon Business leverage the familiar ordering experience that digital buyers already know so well.



Mobile access

Responsive web design and mobile-optimized experiences are crucial. Vendors who sell on Amazon Business ensure that their customers can view product details and shop on a variety of devices.

SELLING ON AMAZON BUSINESS IS THE ANSWER

By selling on the Amazon Business Marketplace, manufacturers, wholesalers and distributors can deliver the customer experience that today's tech-empowered B2B buyers expect.

[LEARN MORE](#)

Sources: 1. 228 Report Millennials, Statista, March 2016; 2. Pew Research Center, 2015; 3. 228 Report Millennials, Statista, March 2016; 4. Buyer-Vendor Survey, TruistRadio, 2015; 5. Q1 2017 B2B Buy-Side Online Survey, Forrester, 2017; 6. Andy Hux, Forrester, Magento Imagine Conference 2017; 7. Death of a (B2B) Salesman: Two Years Later, Forrester, March 2017; 8. Q1 2017 B2B Buy-Side Online Survey, Forrester, 2017; 9. Death of a (B2B) Salesman: Two Years Later, Forrester, March 2017.

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The Definition of Insanity:

DOING THE SAME THING OVER AND OVER AGAIN AND EXPECTING DIFFERENT RESULTS IN RETURN



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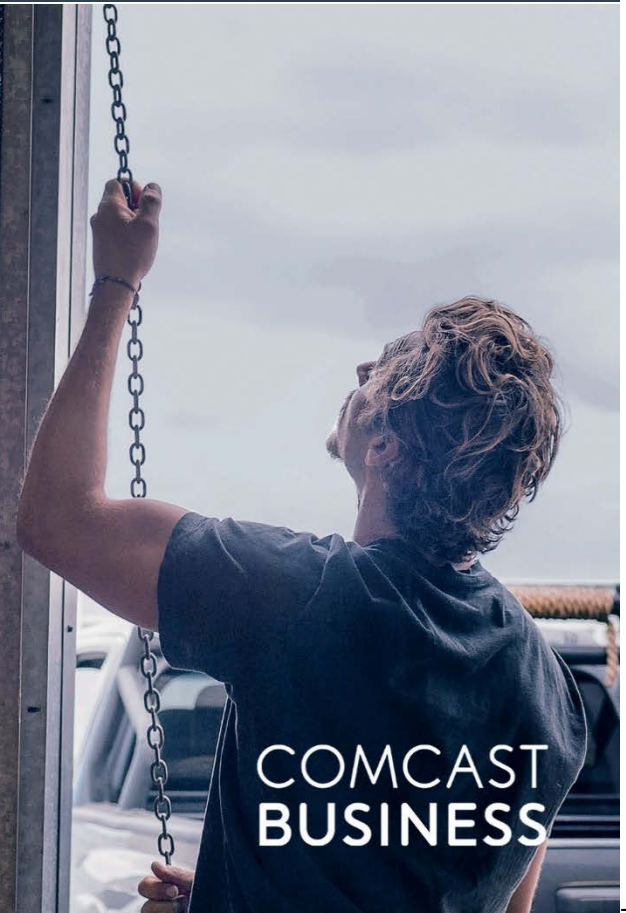
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COMCAST BUSINESS

We can help

Washington's smallest businesses are the backbone of a vital statewide economy. The Washington State Microenterprise Association (WSMA) supports organizations that help very small businesses to thrive!

Microenterprise Development Organizations (MDO's) serve the smallest and often hardest to reach businesses owned by those including BIPOC (Black, Indigenous and People of Color), veteran, and limited income owners in rural and urban Washington. These businesses generally consist of five or fewer employees with capital needs less than \$35,000.

MDOs provide essential business training, technical assistance, microloans, and valuable connections to business development services in their region. Learn more about how WSMA supports these MDO's across Washington State at wamicrobiz.org with:

**Capacity Building and Resources
Training and Technical Assistance
Grantmaking
Networking Opportunities**



Learn More About WSMA:

www.wamicrobiz.org
(360) 480-8048 or lisa.wamicrobiz@gmail.com
P.O. Box 1914 Olympia WA 98507



**U.S. Small Business
Administration**

2401 Fourth Ave. Suite 450
Seattle, WA 98121

Seattle: 206-553-7310
Spokane: 509-353-2800

infoSDO@sba.gov

www.sba.gov/wa

Stay connected to the SBA Seattle District Office and its resources designed to help businesses start, grow, expand and recover!

Download our [Resource Guide](#) for information on local assistance, funding programs, and government contracting.

Get [email updates](#) to stay informed with the most up to date happenings and events near you.

Find [local assistance](#) by connecting to one of our Resource Partners for all your business advising needs.

Get noticed on bids for government contracts. Become a certified minority- or women-owned business!

Government contracts can mean predictable, stable work and income to help your business through uncertain economic times.



Businesses owned by:

- Black, Indigenous, and People of Color
- Women
- Socially and Economically Disadvantaged Persons

May be eligible!

Learn more at omwbe.wa.gov

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Andi Vann, Owner



"From personnel challenges to understanding the market and our customer base, I always walk away from each meeting with Eric with set goals and a plan that will help our business thrive."

The Washington SBDC network, hosted by WSU, is an accredited member of America's SBDC. Funded in part through a cooperative agreement with the SBA, institutions of higher education, economic development organizations and other public and private funding partners. All services are extended to the public on a non-discriminatory basis. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance.



Virtual Meeting Bootcamp

LEARN HOW TO LEAD ENGAGING, EFFECTIVE, AND COLLABORATIVE ONLINE EVENTS AND MEETINGS.

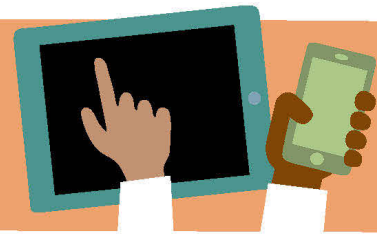
CONNECT WITH YOUR TEAM IN A NEW AND PRODUCTIVE WAY.

Provide your business with a fast-paced and interactive bootcamp customized to your needs, tech platforms, and meeting requirements, that will build your virtual toolkit and take your online meetings to a new level.

This bootcamp has been delivered nationally to over 2000 people impacted by COVID-19 precautions and remote working.

Collaborate and engage teams effectively online.

Transition your business meetings, team planning sessions, or product development collaboration to a virtual space.



How do I run a collaborative process that captures everyone's ideas and reaches some conclusions about our direction?

Resolve Your Questions

How do I ensure fully inclusive participation, engage quiet folks and keep people from talking over each other, 'checking out' or multitasking?

How do I foster a connected, relational and high-energy atmosphere online?

Which tools and platforms could support me in doing all this?

How do I do all this with a group who's not very tech savvy? (And what if I'M not very tech savvy?)

For more details and to begin the design process, contact:
Una McAlinden
 Certified Facilitator
 una@unamcalinden.com

Virtual Strategy Solutions

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