



# Omak SBDC

## 2016 ECONOMIC IMPACT



### SBDC Advisors Make A Difference\*

Economic Impacts	2016	2006-16
Small Businesses Helped by SBDC Advisors	102	835
Jobs Created and Saved in the Community	37	410
Capital Formation	\$6,266,588	\$26,579,133

*\*Economic impacts are self-reported and client-verified.*



**"We can't help but see all the pitfalls that would have most likely taken out our company if not for SBDC advising."**

Tree Kiesecker, Owner  
Plain-N-Simple, Wauconda, WA

#### SBDC advisor helps couple grow business that thrives on simple values

WAUCONDA, Wash. – John and Tree Kiesecker had quit their day jobs, he as an orchardist and she as a nurse, and were scrambling to make ends meet when they heard about the free business advising services of the Washington Small Business Development Center. They made an appointment to talk with Lew Blakeney, the SBDC advisor in Okanogan County.

The Kieseckers explained that they wanted to be business owners, but weren't sure what that business would be. "What's your goal?" Blakeney asked.

To make \$50 a week for groceries, work hard, be as self-sufficient as possible and be masters of their own fate, they replied. They were still in the "trying things out" stage, Tree said, with John raising 40 cattle on their 560-acre ranch and doing forestry and ranch work while she made jams, jellies, lotions, soaps and other gift items that she sold at farmer's markets and local stores.

Blakeney suggested they write a business plan and values they wanted their new business venture to embody. When you look for new opportunities, he said, make sure they align with your values.

They discovered that creating beautiful gardens or landscapes for their clients was satisfying work that matched their core values. They particularly enjoy shining up neglected gems or rescuing entire gardens.

As the landscape projects got bigger, they realized they needed a new business plan – and systems and procedures that would keep them on track.

"Lew helped us put together a contract for services for use with landscaping customers," Tree said, "and boy, oh boy, has that saved us." Blakeney also worked with them on how to bid jobs, introduced them to "change orders" and talked them through filing a lien for non-payment of services.

"He even worked with us on how to talk to customers," Tree said, "He coached us to say, 'That may seem like more than you expected, but we owe it to our customers and ourselves to stay in business.'"

In a letter to Blakeney earlier this year, Tree wrote, "we can't help but see all the pitfalls that would have most likely taken out our company" if

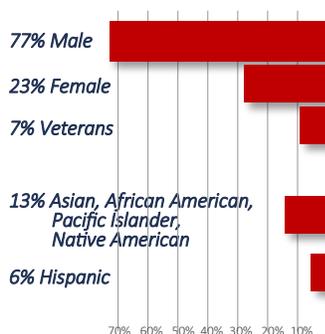
not for Blakeney's advising.

From those early days when Tree set a goal of making \$50 a week, the Kieseckers have been able to set their sights higher: health insurance, car repairs, children's braces and, this year, helping with college tuition for one of their daughters.

They aren't getting rich, Tree said, but they are their own bosses, they enjoy their work and they can provide for their family, which was their goal from the beginning. It's that plain and simple.

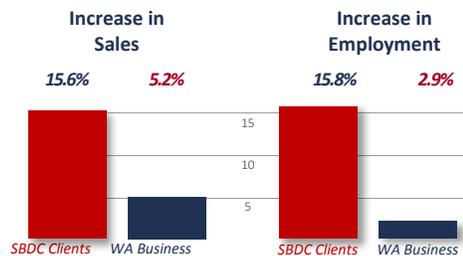
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#### Client Demographics



#### WSBDC Performance

*Clients vs. state average*



Independent Annual Survey Source: Dr. James Chrisman, Mississippi State University

#### WSBDC Locations in Washington



The Washington SBDC is a partnership with the U.S. Small Business Administration, Washington State University's Office of Research and other Washington institutions of higher education and economic development organizations.