Award Winning Builder Credits Clackamas SBDC

Advantage Services Construction, Inc. Specializes in Remodels and Home Building with an Environmentally Conscious Niche

Like so many builders in the early 2000's Jeff Lightfoot, owner of Advantage Services Construction, Inc. in Portland, owned a booming company. Then, shortly after the 2008 recession, Lightfoot, like so many of his colleagues experienced a rapid decline.

I had been so fortunate," said Lightfoot. "My business since the late 1970’s had always been referrals and I had never had to do a lot of marketing or sales," he added. "I really wasn’t accustomed to that side of my business, but suddenly the calls weren’t coming in as much."

Lightfoot, like so many others in the industry, was faced with the dilemma of starting over, and joined several networking and leads groups as a first step in connecting in new ways to grow his business.

“It was in one of these groups that I first heard about the small business classes offered by the Small Business Development Center at Clackamas Community College,” explained Lightfoot. “Initially I was a little hesitant, but now I just can’t imagine if I hadn’t taken these courses. I am a student.” “One of the best parts of utilizing the classes is the ability to join in with people like Robert Sherk who visualize your business from a different perspective,” said Lightfoot. “We have been able to create strategies for my business such as value propositions and niches in my industry.” This ability to create vision has not only helped grow Advantage Services Construction, but Lightfoot recently completed a home building project that won him the prestigious Green Homebuilder of the Year award for 2014, and helped him find a niche in the building market.

“I have been in the industry for a long time and always appreciated the value of building with sustainability and with an environmentally conscious appeal,” said Lightfoot. “In today’s world, buildings consume about 60 percent of our energy and there is a way to reduce this significantly when building homes from efficient lighting, solar power, water collection processes and more.”

This minimalist/high performance housing niche is where Lightfoot will focus his marketing as well.

“Before the classes, I never knew how to do business marketing and advertising. They have helped set me up with consultants to maximize my website traffic and get up to date with technology. It’s a work smarter, but not harder mentality on growing my company,” explained Lightfoot. “For anyone in a similar situation as mine,” he said. “At the very least, meet with these people to see what they can offer.”

Story by Cindy Fetty
Workshops for New or Established Business

Free Seminar!

**Going into Business**

Thursday, January 8
Or, Thursday, February 5
Or, Thursday, March 5
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

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**Finding the Profit Zone**

Wednesdays, February 11 & 25
2:00 PM–4:50 PM
Room OIT–157
Fee: $99
Course Code: SBM-006-11

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

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**Small Business Recordkeeping & Tax Basics**

Saturday, January 17
9:00 AM-12:50 PM, Room OIT-157
Fee: $59
Course Code # SBM-006-18

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

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**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 poorly translated test questions.

Saturday, February 14
9:00 AM–11:50 AM
Course Code # SBM-006-36
Fee: $67

**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 23
9:00 AM–3:50 PM
Course Code # SBM-006-38
Fee: $197

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**Small Business Finance**

Saturday, February 21
9:00 AM–11:50 AM, Room OIT-157
Fee: $49
Course Code # SBM-006-17

You can improve financial results and make sound business decisions by better understanding financial statements and basic financial management concepts. If you could benefit from a review of (or introduction to) financial basics in a non-threatening atmosphere with other small business owners, this class is for you.

Small business counselor and instructor, Janet Powell, customizes her classes to meet the needs of her students.

**Instructor:** Janet Powell

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**Project Management: “Corral the Chaos”**

Tuesday, February 10
9:00 AM–11:50 AM
Room OIT-157
Fee: $30
Course Code: SBM-006-60

This project management workshop is just what you need to learn how to tackle the challenging responsibility of managing difficult projects. Upon completion, students will be able to take control of their situation by using the skills taught in this class to break the job down into achievable tasks, organize those tasks, and drive the project to completion.

**Instructor:** Alicia Lanier

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**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)
Contractor’s Corner

Preparation for the CCB Exam

Friday, January 16, 8:00 AM—4:50 PM & Saturday, January 17, 8:00 AM—4:50 PM
Room OIT-157
Fee: $375*
Course Code # SBM-006-30
or, Friday, February 6, 8:00 AM—4:50 PM & Saturday, February 7, 8:00 AM—4:50 PM
Room OIT-157
Fee: $375*
Course Code # SBM-006-31
or, Friday, March 6, 8:00 AM—4:50 PM & Saturday, March 7, 8:00 AM—4:50 PM
Room OIT-157
Fee: $375*
Course Code # SBM-006-32

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.

Preparing for the CCB Exam Offered in Spanish

Friday, January 23
8:00 AM—4:50 PM & Saturday, January 24
8:00 AM—4:50 PM
Room OIT-157
Fee: $450
Course Code # SBM-006-33
or Friday, February 20
8:00 AM—4:50 PM & Saturday, February 21
8:00 AM—4:50 PM
Room OIT-157
Fee: $450
Course Code # SBM-006-34
or Friday, March 20
8:00 AM—4:50 PM & Saturday, March 21
8:00 AM—4:50 PM
Room OIT-157
Fee: $450
Course Code # SBM-006-35

Instructor: Ofelia Lara

QuickBooks Pro: Part I

Wednesdays,
January 7—February 4
6:00-8:50 PM, Room OIT-154
Course Code # SBM-006-21
Fee: $199

In this introductory class, you will find out how to set up your books right the first time, using 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

QuickBooks Pro: Part II

Wednesdays,
February 11—February 25
6:00-8:50 PM Room OIT-154
Fee: $129
Course Code # SBM-006-22

In this continuation class, you will find out about some of the QuickBooks built-in features. Topics include how to use QuickBooks 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

QuickBooks Basic: Payroll

Saturday, March 14
9:00-4:50 PM Room OIT-154
Fee: $149
Course Code # SBM-006-25

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

Search Engine Optimization
Friday, February 27
9:00 AM–3:50 PM Room OIT-154
Fee: $99
Course Code # SBM-006-39
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.

Social Media for Business
Friday, February 20
9:00:00-3:50 PM, Room OIT-154
Fee $99
Course Code # SBM-006-41
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

WordPress Web Design Part I
Saturday, February 21
9:00 AM-11:50 PM, Room OIT-154
Fee $69
Course Code # SBM-006-51
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 28
1:00 PM-3:50 PM, Room OIT-154
Fee $69
Course Code # SBM-006-52
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

Real Estate Broker License Course
Instructor Amy Donaldson
Tuesdays, January 6–March 10
6:00 PM–8:50 PM
Saturday, March 14
9:00 AM–4:50 PM
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 10 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.

Instructor: Misty Lambrecht

Come Check Out Our Resource Library
Our library is located right here in our office. Choose from dozens of books on marketing and sales, operations, finance, management and leadership plus many other subjects. Once you have made your selection see Kathy for check-out guidelines and requirements.

A Special Thanks to the Voters of Clackamas County!
On Tuesday, November 4, voters approved a $90 million bond measure that will allow Clackamas Community College to better serve the students, businesses and families of Clackamas County.

Watch for improvements in education, training and the facilities at Clackamas Community College.

Again, we thank the voters of Clackamas County!