



Everett SBDC

2016 ECONOMIC IMPACT



SBDC Advisors Make A Difference*

Economic Impacts	2016	2006-16
Small Businesses Helped by SBDC Advisors	154	1,109
Jobs Created and Saved in the Community	7	592
Capital Formation	\$2,533,850	\$16,637,275

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



"...it was actually more valuable than people we have paid thousands of dollars to (for business consulting services)."

Maysaa Abouhamze, owner
Trieva Spa & Boutique, Lynnwood, WA

Spa owners rely on SBDC advising to expand business

LYNNWOOD, Wash.--Years ago, when Trieva Katsandres was a manicurist working out of her home, she would routinely walk her clients to their car so that she could fasten their seat belts, thus protecting their still-fragile nail polish.

"It didn't cost me anything, but it made a big difference," Trieva said.

For more than 20 years, that attention to detail, plus one thing and another, made it difficult for her to expand beyond being a sole proprietor. Then, when the recession hit in 2007, Trieva and her husband lost their home, which meant she lost her workspace, too.

It was a disaster which Trieva now regards as one of the best things that could have happened.

In losing her home, Trieva was forced to lease a workspace/treatment room, which led, eventually, to an unlikely partnership with Maysaa Abouhamze, a recent college graduate with a degree in social work with a focus on managing non-profits.

In 2011 Maysaa became a subcontractor and the two shared the treatment room, with Trieva scheduling clients in the morning and Maysaa taking the late afternoon/evening slots. They rarely saw each other, Maysaa said, but over

time they realized they had complementary professional skills and seemed to click personally.

"We try to think about everything," Maysaa said, from the details of the décor, to the lighting in the different rooms to how the guests are greeted at the front door and pampered during their treatments.

Trieva first began meeting with an SBDC advisor in 2011 when she wanted to expand. Over the next several years she met with Peter Quist, the SBDC advisor in Everett until 2015. Quist helped them secure an SBA loan in 2014 to open a second location at Northgate Mall.

"I didn't think the advising was going to be as professional as it was," Maysaa said. "It was actually more valuable than people we have paid thousands and thousands of dollars to" for business consulting services.

In 2015 they began meeting with Jennifer Shelton, who joined the SBDC in Everett when Quist retired. With Shelton they have been working on cash flow issues, employee management, business valuation and strategies for growth.

Incredibly, Maysaa said, when they looked over their 2014 financial projections two years later, they were only off by a couple hundred dollars.

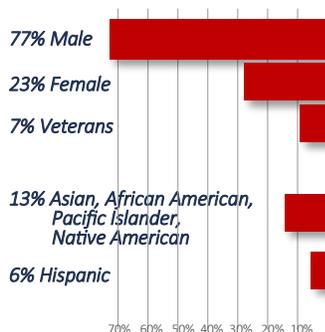
They are on track to do \$1 million in gross sales in 2016, Maysaa said.

Working with Shelton is incredible, Trieva said, because she is so enthusiastic about their business and helping them succeed. When she and Maysaa come to her with ideas for how to grow their business, "she's like a kid in a candy shop," Trieva said.

Still, Trieva said, she appreciates that SBDC advisors provide objective advice. "They have no other agenda" but helping their clients succeed, she said.

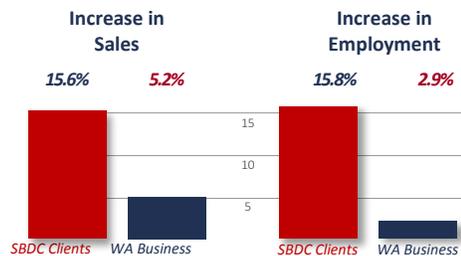
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Client Demographics



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.