



# Longview SBDC

## 2016 ECONOMIC IMPACT



### SBDC Advisors Make A Difference\*

Economic Impacts	2016	2006-16
Small Businesses Helped by SBDC Advisors	57	594
Jobs Created and Saved in the Community	23	307
Capital Formation	\$3,413,869	\$22,133,442

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



*"I send (my SBDC advisor) quarterly reports and he always comes back with some great, challenging questions about where we are going."*

Tabitha Beneke, Owner  
Keys Plus, Longview, WA

#### Family locksmith business evolves and thrives with SBDC advising

LONGVIEW, Wash.--When Tabitha Beneke's father died in 2012 and she inherited his locksmith business, the three long-time employees of Keys Plus faced several possible scenarios, none of them pretty.

Happily, and remarkably, she kept the business and none of that happened. In fact, three years later she has added two employees and two of her long-time employees, Tim Brown and Jeri Humbyrd, confident of their continued employment, started a family and bought a home together.

Beneke says Jerry Petrick, a certified business advisor with the Washington Small Business Development Center, has been critical in not only keeping her father's business afloat, but moving it forward. And so goes the ripple effects of expert small business advising.

"We are having a really great year," Beneke said this fall. "We just keep doing better and better, but this year it's been significant."

Humbyrd, the office manager, said getting up-date business systems in place has freed up more

time to focus on anticipating and meeting the needs of their customers, including stocking a diverse inventory of classic and emerging technology.

Beneke had never worked in her father's business and knew next to nothing about how it operated, but her meetings with Petrick gave her confidence she could figure it out.

She talks regularly with Petrick. As a first-time small business owner without a partner, she said, having access to confidential business advisor is huge.

In the first year or two they talked regularly, Beneke said, but now their meetings are less frequent, maybe three times a year. "I send him quarterly reports and he always comes back with some great, challenging questions about where we are going," she said.

"It's harder than I ever thought it would be," Tabitha said, but seeing the business grow and her employees thrive is immensely satisfying--so satisfying, that her 14-year-old daughter, Madison, has noticed and caught the small business

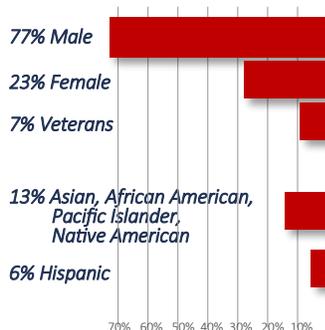
entrepreneur bug.

When she and her classmates were asked what they wanted to do when they grew up, she answered proudly, "I am going to own a business one day."

When she does, the SBDC will be there to help her along the way.

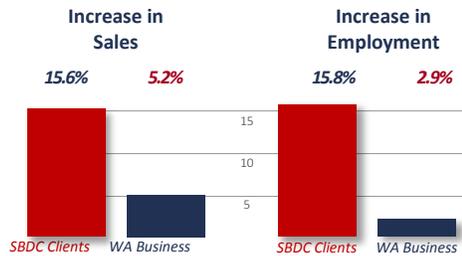
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#### Client Demographics



#### 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.