

December 5, 2016

To: Lamar Cotten  
Community Development Consultant

Dear Lamar,

The Alaska Small Business Development Center (SBDC) provides no-cost advising and low cost educational programs to entrepreneurs looking to start or grow their small business. SBDC business advisors work with entrepreneurs in confidential, one-on-one sessions in the areas of management, marketing, sales, finance, accounting and other disciplines required for small business growth, expansion and innovation.

This proposal is for the SBDC to provide free, confidential business advising services beginning January in 2017 in the community of Valdez. An advisor will visit Valdez once or twice per month, for 1-3 days per trip, not to exceed 18 trips during the course of the year. Services could include a combination of 1:1 advising sessions with small group advising sessions and small business workshops. We'll work with you during the course of this contract to deliver the services that provide the highest impact for the Valdez community, and to schedule the advising sessions per community needs. All advising sessions and workshops will take place at the Prince William Sound College.

You can be confident that your partnership with the SBDC will produce results – our team is performing at a higher level now than at any point in our 35-year history. In 2016, we:

- Achieved all-time highs for the 3rd consecutive year in 5 out of our 6 key performance goals
- Submitted our 2nd application to the Washington State Quality Award Program, which is a state administrator for the Malcolm Baldrige National Quality Award.
- Helped Alaska's businesses obtain more than \$19M in loans and equity investments.

The SBDC staff is comprised of highly qualified, experienced business professionals, many with business ownership experience, and/or advanced degrees in business. All business advisors are certified through the Alaska SBDC's Professional Certification program as well as the Association of Accredited Small Business Consultants (AASBC). For this project we will assign a lead business advisor, Fairbanks Center Director Russell Talvi (see bio below). Russell will be the point of contact for this contract, and will coordinate all scheduling of SBDC business advisors.

Proposal Amount: \$25k + travel expenses

I look forward to discussing this opportunity further and engaging with the business owners of Valdez.

Sincerely,



Isaac Vanderburg  
Executive Director  
The Alaska Small Business Development Center



**Julie Nolen**, Assistant State Director & Central Region Director has been involved in family businesses since she was 8 years old, first with her parents and now assisting her husband with his two businesses and as a silent partner in the family restaurant. Her mother was a life-long entrepreneur who felt it was very important to introduce the values of a strong work ethic and business ownership from a young age. Julie joined the SBDC team in 2009 and her areas of expertise include: business plan development, marketing, event planning and restaurant management.



**Ian Grant**, Assistant State Director & Southeast Center Director has experience as a small business owner in the restaurant industry. He specializes in assisting his clients on their business plans, financial projections and cash flow management. Ian has been with the SBDC for almost four years and has assisted clients in a wide range of services including buying and selling a business, management and strategic planning.



**\*Russell Talvi**, Fairbanks Center Director, has 20 plus years of experience as a manager/owner of a destination resort as well as hospitality and food and beverage businesses in AK and Hawaii and has participated in the Executive MBA Program at University of Hawaii, Manoa. He has personal experience buying and selling businesses, both asset sales and stock sales. He loves to help existing small businesses review their current financial performance, discover opportunities and implement improvements to increase their profitability.



**Allan Carraway**, Anchorage Business Advisor, started his first business at 17 years old and hasn't looked back since. He has accumulated over 20 years in small business as well as retail management. In recent years, he has turned efforts more toward helping start-ups and developing techniques to help businesses of any stage a leg up against their competition. Allan's specialties include retail, small format grocery, networking, marketing, and business valuation.



**Kimberlee Hayward**, Ketchikan Center Director, is an experienced business development professional with more than twenty years experience working with small businesses. Kimberlee has extensive knowledge in small business marketing, government contracting, information technology, and business relationship building.

She is an expert in the psychology of website design, email marketing, web development, customer relationship management, and business process re-engineering. Prior to becoming a small business owner, Kimberlee worked for Oracle, Hewlett Packard, and was the S&L Director of Global Government for EDS. After becoming an entrepreneur Kimberlee owned several small successful businesses in Colorado, D.C., and Alaska. Kimberlee is the author of the Brilliant Marketing, a small business marketing methodology used around the world.



*SBDC Business Advisors are AASBC accredited.*

\* Lead Advisor

| Request for support