



## Tabor Has Obama Stimulus Info

### Our Own Stimulus Strike Team Will Share Details at March Membership Meeting

**By Crystal Fincher  
Economic Development Chair**

You've heard about the stimulus program and the millions of dollars flowing into our region, but do you know how it can directly benefit your business?

Tabor 100 has formed a Stimulus Strike Team to analyze all information associated with federal, state and local stimulus dollars. We also are building relationships with project decision makers in the public and private sectors.

We will ensure that our members have the information they need regarding the stimulus and have a fair chance to access the hundreds of millions of dollars in

contracting opportunities coming over the next few years.

**Tabor members will receive information from the Stimulus Strike Team at the Tabor 100 general membership meeting on Saturday, March 28.**

If your business needs capital in order to compete for stimulus contracts, we've got you covered. Among Tabor's members are officials from Fortune Bank, which is among the top five banks giving Small Business Administration (SBA) loans. They will explain what the Obama plan means.

This meeting will provide you with details on more than 100

stimulus projects and programs, including:

- Transportation and infrastructure projects
- Green business and environmental projects
- SBA loan programs and assistance
- Healthcare information technology projects
- The steps needed to prepare your business to take part in stimulus programs;
- Hear our plan to connect your business with project decision-makers.



Please join us beginning at 10 a.m. at the **Central Area Senior Center, 500 30th Ave S., Seattle, WA 98144.**

## Networking Sessions Build Business Links

**By Crystal Fincher  
& Nicole Franklin**

Undoubtedly, one of the biggest challenges that small to mid-sized businesses face is being able to survive this turbulent economy. Now, more than ever, business owners are learning that the economy is a system that has individual moving parts that are interconnected.

For African American business owners, the interdependence of the economy can be the source for finding opportunities that can breathe new life into an existing business. These opportunities are waiting to be discovered. Although competition may be high for limited resources, treating the success of your business as a team endeavor can be the competitive advantage you may be looking for.

In other communities, we have seen first hand the competitive advantage that can be achieved by leveraging, resources, education,

experience and social networks.

For this reason, the leadership of Tabor 100 has coordinated a series of Meet-and-Greets, including a special member-to-member Meet-and-Greet in April.

The event will be an opportunity for attendees to talk about their business with other members within the organization. The goal will be to exchange ideas, share success stories, but more importantly, inform other members about the valuable goods or services that you provide to the surrounding community.

This gathering provides an intimate setting for Tabor 100 members to introduce and promote their businesses to each other and provide valuable feedback. Lunch will be served.

Meet-and-Greet events with the City of Seattle, Port of Seattle, King County and Puget Sound Energy, has resulted in 12

Goods & Services Meet-and-Greet	
Sponsor:	Port of Seattle
Time & Date:	11:30 a.m. - 1:30 p.m. April 16
Location:	Port of Seattle Headquarters, Pier 69
Member-to-Member Meet-and-Greet	
Sponsor:	Tabor 100
Time & Date:	11:30 a.m. - 1:30 p.m. April 25
Location:	To be announced; see web site for updates
Architecture, Construction & Engineering	
Sponsor:	Port of Seattle
Time & Date:	11:30 a.m. - 1:30 p.m. June 10
Location:	Port of Seattle Office at SeaTac Airport
To present your business at a Meet-and-Greet you must register on the Events page of the Tabor 100 web site at <a href="http://www.tabor100.org/events.html">www.tabor100.org/events.html</a> . A confirmation of your registration will be sent to you following your registration. Contact: Committee Chairwoman Crystal Fincher via e-mail at <a href="mailto:economicdevelopment@tabor100.org">economicdevelopment@tabor100.org</a> .	

contracts for Tabor member businesses with an approximate value of \$500,000.

There are six slots available for businesses to present at the April 25 Meet & Greet, however all members are welcome to

attend as observers. Members of the Asian, Hispanic, Vietnamese, and Filipino chambers of commerce and other minority businesses have been invited to participate in our Meet-and-Greets.

# Don't Let Economy Force Retreat From Green Practices



## Cal Shirley

With the bottom line on everyone's mind, it's easy to be distracted from sustainable business practices, the hot topic just a few short months ago. But just because the economy is tight doesn't mean you have to forego your green business practices and lose your claim to a green business identity. In fact, I'd say the opposite is true, that there has never been a better time to make investments or adopt new habits that will pay off now and in the long run. Sustainable business is not a luxury, it's an imperative, and it's still a way to differentiate your business, which is especially important during these challenging economic times.

With both tax day and Earth Day around the corner, April is the perfect time to take another look at how financial and environmental considerations can compliment your business offerings.

President Obama and the federal government are

**The Green Economy, especially as it relates to energy use, is generating a lot of buzz right now.**

making it easier for all of us by extending tax credits for energy efficiency and looking for places to distribute funds that take combating climate change into account. Our own governor, Chris Gregoire, has been instrumental in developing policy and supporting legislation that encourages energy efficiency and renewables. The thinking is that these measures save taxpayers money, which, of course, is especially important now, and will protect the environment by reducing carbon dioxide emissions. This green economy can stimulate the job market, right when we need it most, and help provide a long-term road to recovery.

The Green Economy, especially as it relates to energy use, is generating a lot of buzz right now. There's a hope attached to the term. It's a relatively new field and people are hoping the dollars put into it by the federal government, the feel-good attachment to the environmental cause and the jobs generated will be instrumental in pulling us out of the recession. I believe that the Green Economy is to today what Roosevelt's public works projects were to the 1930s.

My own company is an example of how green practices can have economic benefits. In 2008, the efforts of

PSE's conservation programs will lower customer bills by a collective \$30 million annually, reduce carbon emissions by 450 million pounds and support 450 Washington-state jobs. And just because the economy looks uncertain, PSE has no intention of backing off our commitment to conservation. In fact, now is when we need it the most. Conservation helps us avoid building new power plants and helps our customers manage their energy bills.

So how can you legitimately differentiate your business as part of the Green Economy without increasing overhead?

An easy way is to participate in a Green Power Program. PSE has one, and many other utilities do as well. Green Power Programs support the development of new energy technologies, such as energy generated from cow manure, and guarantee that there is enough power from wind, solar and hydro in the grid to support your particular level of use. It's a cost-effective way to invest in a clean energy future and support more sustainable resource use among the business community.

Before you enroll in a Green Power Program, first make sure you've analyzed your business energy use to make it as efficient as possible. The

premium to use Green Power can easily be offset by reducing overall usage.

One Vashon Island PSE customer is a great example of how this can work. She is an entrepreneur and small business owner who is very active in her local chamber and an advocate for green business. In an effort to lower her restaurant's carbon footprint, she had PSE conduct an energy audit to determine where the staff could cut back on energy usage. By turning off equipment, computers and lights when the restaurant is closed, they were able to reduce energy use enough that the restaurant was able to enroll in 100 percent Green Power without an impact to their overall utility bill.

Program participants receive a plaque and window decal to help publicly promote their support of Green Power, an easily recognizable way to differentiate your business as one with an agenda supporting sustainability.

None of us has to sacrifice our environmental responsibility in order to save money. If anything, maintaining our position as green business practitioners poises us to be leaders in the Green Economy, a place that is surely of historical significance as the future unfolds.

*Cal Shirley is vice president, Energy Efficiency Services for Puget Sound Energy.*



# Business Development Consultant Helps Clients to Achieve

Change agent, serial entrepreneur, speaker, and writer Tracy Corley has a knack for doing what has not been done before. Her writing, coaching, and consulting services make it possible for organizations to increase cash flow, enhance competitiveness, and improve efficiencies. You can reach Tracy and sign up to receive blog updates and her newsletter through her company web site at [www.tsuluwerks.com](http://www.tsuluwerks.com).

## What are the minimum marketing tools every business owner must have no matter how small my marketing budget is?

Every business should have professional business cards, a well-written and designed web site, and a professional e-mail address. These three items will get any business off to a great start. The business cards should be professionally designed and printed, preferably without the "VistaPrint" or another free service's logo on the back. The web site is the calling card of the 21st century. Folks look for your web site address on your business card, then visit your site to learn more. If your web site is not professional, uses a lot of clip art, or contains information that doesn't describe why they should do business with you, you will be discredited as a serious business owner. Finally, nothing screams amateur more than having msn.com, yahoo.com or gmail.com e-mail address. Through our company, we offer email-only hosting with domain names for less than \$100 per year. All other marketing items can be sent electronically or improvised until you have the resources to make the marketing investment.

## Member Profile

*Tracy Corley*

Tracy Corley, Chief Strategist and President, TsuluWerks, Inc.



Read the full interview with Tracy Corley at [www.tabor100.org](http://www.tabor100.org)

## How about activities that should be part of my sales outreach? Does anyone still do cold calling?

Folks still do cold calling, but shouldn't have to. I believe in making "warm" calls. Business development and marketing folks should constantly seek opportunities, then market to those companies. By the time you pick up the phone to make the call, the company should already know about you. The ideal situation is to NEVER make a cold call. Referrals and leads from other sources (like direct mail, web sites, e-mail newsletters, and LinkedIn profiles) will be so numerous, that your sales team will be taking more inbound calls than making outbound ones.

## It's easy for a small-business owner to get immersed in the day-to-day operations of his or her company. What do effective managers do to make sure they aren't neglecting other core areas?

First, learn how to delegate effectively. This means trusting your team to do their jobs. Second, if you have to spend time in operations, at least 20 percent of the time should be focused on planning and strategic activities. If you don't

engage in strategic planning and business development, you will find that 10 years have passed and you're in the same place you've started. We offer ConsulCoaching and a number of strategic planning workshops and consulting engagements to help small companies carve out time for planning and prepare for working smarter **on** their business, instead of harder **in** their business.

## You hear all the time about businesses making money on the Internet. But some of this new-fangled technology seems complicated. What do I need to make the most of the Web?

Some companies need complex hosted applications and services to make the most of the Internet and generate revenue. Others just need a simple web site and a good social network through services like Facebook, LinkedIn, and Biznik. Your strategic plan should map out the vision, mission, values, and position you would like to take in the marketplace. From there, ask yourself "How can I leverage the Internet to fulfill my strategic plan?"

## When do I know it's time to call in a consulting firm to help take my business to the next level?

## What should I look for in a firm?

It's time to call in a consulting firm when you no longer have the resources in house to set or execute an initiative. Or, you might find that you're not meeting your goals and you're not quite sure why. When selecting a consultant, it is important that you treat the consultant as a trusted advisor. If you don't trust their judgment, don't hire them. Check their references, and assess their level of expertise by the initial consultation. I offer articles, webinars, and events for potential clients to see me in action.

## What's been one of your best successes since you started your own firm?

My best successes are my client successes. I am committed to economic development and to working with companies who are committed to success and growth. One of my best client successes was working with a financial company through a made-to-order marketing engagement. We served as their complete marketing department, handling both strategy and implementation. Within six months, their revenues were up by 129%. At the end of 12 months, their marketing spend had decreased, but revenues were up 225%. They are still on track for aggressive growth as they restructure during the downturn in the financial markets.

If you would like your business profiled in the Tabor Journal, send an e-mail to [taboreditor@tabor100.org](mailto:taboreditor@tabor100.org)

## Wrangling New Profits from Existing Assets

In challenging economic times, businesses have to rethink how they do business. When financing and resources are scarce, how does a growing business remain nimble? Join us for *Wrangling New Profits from Existing Assets*. In this program designed specifically for Tabor members, Tracy Corley, President of TsuluWerks, will share her insights on what you can do to get creative about creating new revenue streams. This session is designed to generate ideas and solid strategies for businesses that want to make a change in direction.

The event date and location will be announced. Watch the Opportunity Blog at [www.tabor100.org](http://www.tabor100.org).

# Tabor Board

## Executive Board

President Ollie Garrett,  
PMT Solutions, 206-399-8036  
president@tabor100.org

Vice President Lewis Rudd,  
Ezell's Chicken, 206-772-1925  
lewis@ezellschicken.com

Secretary Karen Primeau  
Platinum Group, 206-380-8773  
karen@platinumbusinessgroup.com

Treasurer Glenn Gregory  
Obsidian Investment Advisors  
425-558-5658  
ggregory@obsidianllc.com

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Economic Development  
Chair Crystal Fincher, Retail Lockbox  
Crystal@retaillockbox.com

Education Committee  
Chair Kevin Washington  
206-935-1228 washinkc@comcast.net

Fund Development Committee  
Chair William Dudley, J.C. Consulting  
425-917-8288 william@jcisreal.com

Gala Committee  
Chair Christa Peterson  
gala@tabor100.org

Government Affairs Committee  
Chair Cos Roberts, Urban Tech Systems  
206-658-2990  
croberts@utechsystems.com

Membership Committee  
Chair Marques Bailey,  
MYO's Worldwide Travel  
mbailey496@aol.com

Public Affairs Committee  
Chair Marcee Jones,  
Trek & Travel 206-851-8644  
publicaffairs@tabor100.org

Tabor 100 is a 501c3 non-profit association of individuals and business people dedicated to economic development, educational excellence and social justice for all people. Its efforts focus on elevating dialogue regarding how people of color can be full participants in the Washington State economy.

## Tabor Meets at NAAM



February's General Membership meeting was the first to be held at the Northwest African American Museum in Seattle. Guest speakers included representatives from Wal-Mart and Sam's Club.

## Tabor to Attend Regional Contracting Forum

Tabor 100 will be an exhibitor at the Regional Contracting Forum presented by the King County Office of Business Relations and Economic Development (BRED).

The forum provides a wealth of information on upcoming contracting opportunities with public agencies, networking with procurement officials and access to resources and tools to assist small firms seeking to do business with the government entities.

The regional contracting forum will be held on Tuesday, March 31 from 7:00 am to 3:30 pm. at Union Station, 401 S. Jackson St., in downtown Seattle.

## New Tabor Members

DeBorah Little, President/CEO, Touchdown Presentations; Lance Randall, Seattle Office of Economic Development; and Darryl S. Smith, Windermere Real Estate.

## Recently renewed

City Councilman Bruce Harrell.

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