

①

From: Amy Boggs [mailto:amy@sparklingpalaces.com]
Sent: Tuesday, March 13, 2012 2:25 PM
To: Parsons, Susan
Subject: Entrepreneurial Story 3/21

Dear City Counsel Members,

There's only one sport I watch, and that is basketball. And basketball is a lot like running a small business. While I'm busy hustling down the court trying to win new clients, my small business development center advisers are my coaches and my cheerleaders, wearing my team colors, right there on the sideline.

I couldn't run my housecleaning business without them.

See, I'm an entrepreneur - I built a company from scratch and yet I still wonder to myself if I have a "real job." I'm a college drop-out. I don't have a diploma framed in my office; I've never even written a resume. Yet, I've been running a small business for almost a decade. So a lot of the time, I don't even know how extraordinary I am or what amazing things I've accomplished, unless I have someone who knows my story point it out to me, and cheer for me.

I've recently hit a milestone with my business: for the last two years we've had steady revenue, a solid client-base, with capable employees to do our "Sparkling." In an era of uncertainty and recession, this is a big deal. And I almost didn't realize it. It was my SBDC adviser who pointed out this milestone. And before I could get complacent about it, she said it was time for us to grow. So with this coaching, I buckled down and wrote my business plan. I joke that it only took me 2 days to write the plan - 9 years and 2 days, that is. And that plan is now becoming a loan proposal for us to get a \$15,000 loan that will rocket our sales three-fold in the next two years, and reach over half a million in sales by 2014.

The beauty of having cheerleaders and coaches is that they believe I can do something before I believe I can do it. It's scary to take a risk, like getting a loan, but I have a team that talks me through the game plan and the execution and keeps me motivated.

I started a small business because I like doing things my way, on my own. The truth is, the more I let my business advisers help me, the better things get with my business. My SBDC team is invested in helping me grow, exceed my own expectations and support me every step of the way. Every business owner in Oregon needs an SBDC adviser!

~ Amy Boggs, Sparkling Palaces

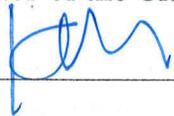
Request of Amy Boggs to address Council regarding entrepreneurial small
business story (Communication)

MAR 21 2012

PLACED ON FILE

Filed MAR 16 2012

LaVonne Griffin-Valade
Auditor of the City of Portland

By  _____

| COMMISSIONERS VOTED AS FOLLOWS: | | |
|------------------------------------|------|------|
| | YEAS | NAYS |
| 1. Fritz | | |
| 2. Fish | | |
| 3. Saltzman | | |
| 4. Leonard | | |
| Adams | | |