

**Parsons, Susan**

Nov 19

**From:** Steve Wiley <steve@wileyconsultinginc.com>  
**Sent:** Monday, August 04, 2014 2:59 PM  
**To:** Parsons, Susan  
**Cc:** Frost, Liam  
**Subject:** DOING BUSINESS IN PORTLAND: Communications Slots with City Council  
**Attachments:** WCI Brochure.pdf

Good afternoon Sue,

Recently, I met with Liam Frost of Commissioner Nick Fish's office. I had initially met him at a street fair while manning a display table for the East Portland Chamber of Commerce. He was interested to learn more about the services I provide as a commercial credit consultant for small business owners, why these services are so vital and what makes me different from other consultants in this field. Basically, I am the missing piece in the support chain that neither the SBA SCORE program or the Small Business Development Center can provide. Liam understood well the concept after a while and encouraged me to contact you to make an appointment to address city council in the near future. He thought that the subject matter and message should be amplified. This is why I am contacting you at this time. According to the instructions he sent to me these are the things you want to know.

- The date you wish to speak Any time slot will be fine in the next month or so.
- Your name, address, and phone number See the signature block below for my contact information.
- The subject you that you will discuss, "Five Keys to Success for Small Business Owners."

Liam told me that there was only a few minutes allowed and that mostly I would be asked questions. Whatever the protocol is, I will gladly comply. I appreciate any assistance you can provide to help amplify my message.

I have taken the liberty of attaching a brochure I created that will provide an overview of the reasons that the subject matter is relevant to the interests of small business owners and business organizations that wish to help their members survive during economic downturns and thrive during upcycles. The health and well-being of the small business community which pays a lot of taxes and make this city great, I am sure you will agree, is of utmost concern to the City Council too. I look forward to hearing back from you in the near future. Please let me know if there is anything more you need from me to complete this application.

Best regards,

Steve

**Stephen H. Wiley, Wiley Consulting, Inc.**  
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- Strategic Business Resource Management
- Acquisition of Business Loans and Investor Capital
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Steve Wiley



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## About Steve Wiley

Steve has worked as a Commercial Lender, Loan Underwriter, Credit Examiner and Loan Workout Specialist in the finance business for decades. He watched many small business customers apply for loans unprepared and intimidated by the process. Steve is changing that picture. Steve gives his clients the answers to the exam before they have to take it.

## Why a Business Plan?

- THEY PROVIDE A ROADMAP TO SUCCESS
- THEY DEMONSTRATE PROACTIVE MANAGEMENT
- THEY INCREASE PROFITABILITY AND VALUE
- THEY REDUCE RISK
- ENTREPRENEURS MUST HAVE ONE TO ATTRACT INVESTMENT CAPITAL OR APPLY FOR A SBA LOAN OR GRANT

Investing money in your own business is an astute strategy when the funds are used to create a strong management team that provides balance, flexibility and protects the business from changes in the economic marketplace. That investment will pay for itself many times over.



## Teams Win Games

Small Business owners need access to attorneys, accounting help at the appropriate level, industry expertise, marketing assistance and sound financial direction. Wiley Consulting, Inc. helps Small Business owners connect with the support they need to have the right people doing the right tasks, at the right time, at the right price. It is too much for one person to do.

## What We Do

There are a lot of consultants in the marketplace today. What is the difference? Why should you pay for services that you can receive from SCORE or the Small Business Development Center for free?



**Talking about** constructing a business plan and actually **doing it** are two different things. SCORE and the SBDC do provide the resources Small Business owners need to do the job but do not collaborate with them, side by side, to create financial models and write the text that goes into a formalized external business plan that effectively connects with the reader. The hardest part is scheduling time to see the project to completion and then after construction, monitoring the results and making adjustments over time as conditions change. WCI provides the hands on support you need to complete the task and achieve the results projected.

## Realizing Your Dream

Your business is the one of the most important things in your life. It is your source of income, a major retirement component and in a manner of speaking, part of your identity. A house built on a weak foundation can only be built so high before it falls. Your business is your house. Give it the attention it needs *now* to grow soundly and thrive, even through difficult business cycles.

*Steve Wiley*



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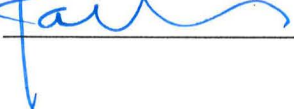
Request of Steve Wiley to address Council regarding Five Keys to Success for  
Small Business Owners (Communication)

NOV 19 2014

PLACED ON FILE

Filed NOV 14 2014

**LaVonne Griffin-Valade**  
Auditor of the City of Portland

By 

COMMISSIONERS VOTED AS FOLLOWS:		
	YEAS	NAYS
1. Fritz		
2. Fish		
3. Saltzman		
4. Novick		
Hales		