

College of the Siskiyous

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PRESS RELEASE

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2009 ASBDC STATE STAR NOMINATION: SUSAN WRIGHT, CMA, SBDC CONSULTANT

Weed / COS - Susan Wright is a Certified Management Accountant with over twenty years experience in the local business community. She has a unique combination of accounting and management skills accumulated through education and employment in private sector corporations, small business, public agencies, and the non-profit sector. Susan holds two AA degrees from Shasta College, a BS Degree in Business Administration with an emphasis in Accounting from CSU, Chico, and is in the process of obtaining an MBA from CSU, Chico. She currently teaches Introduction to Managerial Accounting, Payroll Accounting, QuickBooks, Windows, Excel, and Word at Shasta College.



Susan has been an SBDC Consultant with the SBDC hosted by Shasta College and College of the Siskiyous since spring 2007. In only two years she has assisted 160 clients through one on one consulting (and over 400 through community workshops and trainings) in creating 12 new businesses, 46 existing business jobs (change in staff), reported \$2,785,000 increase in business sales, \$2,857,765 in economic impact for new loans and equity capital.

According to Keli Anthis, SBDC Director, "I can't think of a better representative for the State Star Award than Susan Wright. We are privileged to have accumulated a very knowledgeable and skilled team of consultants and Susan is without a doubt our center Star. She understands what it takes to assist her clients in achieving their full potential in sales, marketing, and efficient business planning and operation. She also serves as a mentor for other consultants in our center in terms of her skills at collecting and assisting her clients in achieving economic impacts."

Susan has the following to say about her work with the SBDC, "my role as a Small Business Development Center consultant is a fantastic fit for me. It is very fulfilling to be in a position where I can help budding or seasoned business owners to reach their goals by sharing my experience and expertise. However, I also feel very privileged to work with some of the most creative, innovative, and courageous people I have ever met. It's never dull and the challenges are bountiful."

Susan's talents and service above self can best be described by one of her clients, Jason Eatmon, owner of The Development Group, Inc, who with Susan's assistance opened their business in spring 2009 and within four months acquired two million dollars in sales and hired three additional employees. "Susan Wright was instrumental to us in getting our business started. She took the time to truly understand our company and our needs. Throughout our sessions with Susan it was very evident that she had (and continues to have) a genuine interest in our longevity and our success.

Her suggestions obviously stemmed from a great background of knowledge and expertise. She not only looked at our immediate needs, but assisted us with long-term planning. There was not a single category of our business development planning that Susan did not touch on. My favorite attribute of Susan is her phenomenal resourcefulness. In fact, we continue to contact Susan with questions on strategies and suggestions for areas such as business plan updates, access to capital, and HR resources. Her support has been so instrumental to our business, that it seems inconceivable to have done it as efficiently without her."

Testimonials and feedback such as the example provided is the overall consensus from the evaluations and conversations with those small businesses that have had the opportunity to work with Susan.

Awarding Susan Wright the State Star distinction for the Northeastern Region Small Business Development Center is one of the best ways of rewarding and acknowledging her dedication, commitment, and outstanding service to the clients she wholeheartedly serves. As the center director, it will be my sincere privilege to stand beside Susan as she receives said award as I am confident you will not find a more dedicated and deserving State Star! She is truly an honor to work with and is extremely valued by our center, our community, and the clients we serve.