

The Idaho Small Business Development Center At Lewis-Clark State College Welcomes A New Regional Director



We are pleased to announce Kyle R. Guelcher has been selected as the Idaho Small Business Development Center's Director of Region 2. Region 2 encompasses North Central Idaho, including the counties of Latah, Nez Perce, Lewis, Clearwater, and Idaho.

Kyle joined the Idaho SBDC at Lewis-Clark State College in April of 2020 as a Business Consultant. Since that time, he has assisted businesses with a variety of issues, including risk avoidance, social media and marketing, and disaster assistance and support.

Before joining the Lewiston SBDC Office, he practiced law for over fifteen years, where he counseled businesses and individuals on many different issues. In addition, for over five years, Kyle was a SCORE certified mentor, and he helped businesses start, run, grow, and succeed.

Although Kyle does not provide legal services or legal advice, he looks forward to continuing his efforts to build our communities, accelerate the success of businesses, and drive economic development.

Treasury, IRS Provide Additional Guidance to Employers Claiming the Employee Retention Credit

Much awaited guidance on the ERC for the last half of 2021 has been issued.

WASHINGTON – The Treasury Department and the Internal Revenue Service has issued further guidance on the employee retention credit, including guidance for employers who pay qualified wages after June 30, 2021, and before January 1, 2022, and additional guidance on miscellaneous issues that apply to the employee retention credit in both 2020 and 2021. [Notice 2021-49](#) amplifies prior guidance regarding the employee retention credit provided in [Notice 2021-20](#) and [Notice 2021-23](#). We recommend that you undertake due diligence with this topic, including discussing with professionals, such as a Certified Public Account and/or attorney.

We Are Here to Serve and Help

Including in Idaho, Clearwater, and Latah Counties



Did you know that we have consultants across North Central Idaho? Our newest consultant, [Tim McDonald](#), works cooperatively with Ida-Lew and the SBDC as a Business Consultant in Lewis County and Idaho County. [Chris St. Germaine](#) offers assistance in Clearwater County. [Todd Broadman](#) consults with clients in Latah County.

[Request An Appointment](#)

FREE Webinars and Remote Learning Continues

[Accelerating Business Success Webinar Series](#)

The North Central Idaho SBDC has launched, no cost, on-demand workshops for small businesses on a variety of topics designed to enhance business success. Below are a few of the titles and links to register:

- [Sales 101: How to Drive Sales Post Covid-19](#)
- [Marketing Basics Part IV: Social Media Marketing Basics](#)
- [Generating Leads Online and in the Real World](#)

See the entire list HERE: [Third quarter enrollment still open!](#)

Why Do You Need A Business Coach?

Are you curious about the **benefits** of a business coach or consultant?

Read an article from [The Business Journal of North Idaho](#) [HERE](#), it just makes more cents!



Local Business News Update From Our Local Business Consultant In Moscow

SBDC Small Business Consultant Todd Broadman *Small Business Update - August 28, 2021*

Have you received your Idaho state tax rebate check? Business is booming – for some: Idaho income tax filings beat forecasts by \$469 million - along with sales tax revenues that were up \$166 million over projections.

As a small business consultant, those kinds of numbers can spark enthusiasm. Do they motivate some to develop novel business ideas? The one-of-a-kind solutions that the market is hankering for? I relish the opportunity to help each client flesh-out the complexities of their business model. (The challenge for me is to share practical advice without throwing too much water on their fire). New business ideas are not only exciting to develop, innovative solutions are essential for future generations who seek employment. Existing ideas from our large, behemoth industries are not creating those growth numbers in terms of jobs; in fact, they are actively shedding jobs. We see this locally: the University of Idaho is actively trimming payroll, while EMSI and SEL are rapidly expanding their base of well-paid employees.

My experience tells me that we aren't short of new business ideas in Latah County; we are though, short of disciplined business processes to ground and provide traction for local small business plans to take root. Not for lack of advice-givers: it wouldn't surprise me if there are more so-called business "gurus" out there than actual entrepreneurs.

Some more raw numbers: 75% - 90% of start-ups fail. When we unpack that, we find the reasons given include: lack of capital (38%); no market need (35%); flawed business model (19%), and so on.

From where I sit though, these numbers mask what is really going on, or more to the point, not going on: there is an acute shortage of disciplined processes, not to mention the commitment to follow processes. That can be changed! Have a great idea for a small business or want to expand an existing business - and are ready to commit to a process to develop it?

Let's talk.

And if you need additional skills in a wide range of small business functions,

check out the [current SBDC course offerings](#).

Schedule An Appointment With A Business Consultant Today!

Need to sign up for a no-cost consultation with one of our **six** experienced consultants? **Register Online now:** <https://bit.ly/isbdcncid>

Sincerely,

Kyle R. Guelcher

Director of the Region II SBDC at Lewis-Clark State College
North Central Idaho SBDC

www.LCSC.edu/sbdc; www.idahosbdc.org

(208) 792-2465

September 2021

We are here to help with COVID 19. The Idaho SBDC remains open to provide consulting support for Idaho businesses during this time. Some of our consulting will be held virtually, but our expert staff across the state can still help you navigate this situation.

We do not offer legal services, legal advice, or tax advice, for any legal/tax questions, issues, or advice, please contact a qualified attorney and/or certified public accountant.

The Idaho SBDC is funded by the U.S. Small Business Administration, host institutions of higher education, and the State of Idaho. The Idaho SBDC is an equal-opportunity/affirmative action employer. Services are provided on a non-discriminatory basis. Language assistance is available to those with limited English proficiency. To request an accommodation or language assistance, please contact Kyle R. Guelcher at 208-792-2465 or krquelcher@lcsc.edu. LCSC welcomes participants with disabilities. In all situations, a good faith effort will be made to provide accommodations. All opinions, conclusions, and/or recommendations expressed herein are those of the author(s) and do not necessarily reflect the views of the SBA.