

*Treasure Valley Community College*  
Small Business Development Center  
*Ontario, Oregon*



February ENews  
2018

SBDC's story is best told its clients!



SBDC Success Story

*Second and Vine Bistro and Wine Shop*  
Ontario, Oregon



*"Ontario is a special place and needs a special place for people to gather in a warm, comfortable and inviting atmosphere to enjoy food and wine."*



*Left to right: Co-owner Suzie Ireland; Rebecca and Loren Dols; Co-owner Terry Dols*

**Second and Vine** is a cozy, inviting bistro located in Ontario, Oregon, owned by lifelong friends and Ontario natives, Terry Dols and Suzie Ireland. Terry and Suzie grew up together, their families were friends, and thus they have found themselves catching up with each other at family events, weddings, graduations and celebrations over the years. The idea of opening a wine shop in Ontario came up often, and even though Terry was living in Bend, Oregon, they began to make plans in earnest a few years ago. Their longtime friendship and their common interests served as a great foundation for their endeavor, and after analyzing the local market and doing their homework, they stepped out and began the process of opening the shop they'd been dreaming about.



First on the list was a venue. The first option fell through, but when the charming Howard house, built in 1934, fell vacant, they snatched it up and began to work their magic. After 15 months of lovingly restoring, refurbishing and converting the unique Howard home (during which Terry made the 350 mile drive from Bend to Ontario to work on renovations over weekends ), Second and Vine Bistro opened it's doors in

January 2016, and the response from the community has been fantastic.



From the start, Suzie and Terry's vision for the bistro has been to create a welcoming environment where people can set aside their busy days and connect over great food, excellent wine, and music. In keeping their desire to stay plugged into the community, the bistro highlights local wares whenever possible, whether it be farm-to-table food, specialty craft beers from the Northwest region, even the musicians!

Special events are a popular attraction, and

the bistro regularly hosts "Paint and Sip" art nights, "Friday Night Winos" wine tastings, and pop-up guest chefs who design unique, full four to six course meals. Holidays often garner their own night as well, such as the upcoming Valentine's Day dinner.



Local musicians are a regular fixture at the restaurant, and lend even more ambiance to the already comfortable atmosphere. In addition to the special event schedule, the bistro is available for private events and celebrations, which are treated with just as much care and expertise as the regular dining hours. Terry, Suzie and staff work hard to create a space that welcomes people to come in, relax, and enjoy their time, so patrons will not find big screen TV's, loud music or rushed service.



Terry reached out to the SBDC after opening the restaurant, and both Chris Hollaway, SBDC Advisor, and Andrea Testi, SBDC Director, have enjoyed working with Terry and Suzie as the bistro has grown. Terry has appreciated being able to present his creative ideas to Chris and Andrea, brainstorming and working through them to test their viability and implementing where possible. When Terry was looking for help managing the bistro's social media and marketing, Andrea helped him get in touch with TVCC college students who could fill the need. Chris was able to connect Terry with a craft brewer in Burns, Oregon, and Steen Mt. Brewery is now represented in the Second and Vine's craft beer selection. Terry continues to take part in workshops and seminars offered through the SBDC. He is always eager to continue to expand his skills as a small business owner, and make connections with others in the local business community.

Helping people like Terry and Suzie build a successful, thriving business is what we do! If



you have an idea for a starting a business, need help with an existing business, or simply want to further your skills as an owner, [please connect with us](#) at the TVCC SBDC. There are many resources available to you and we are excited to be able help you construct something great.

## Learn Away Thursdays - 2018 Series

Learn Away Thursdays is back for another year! Thanks to a generous grant from Bank of the West Ontario, the TVCC SBDC and Ontario Area Chamber of Commerce have put together a stellar line-up of presenters and seminars that are geared toward making small businesses better.

### Coming this spring:

#### Thursday March 29, 2018

- Digital Transformation *by Katherine Cleland, CEO of Cleland Marketing*

#### Thursday April 26, 2018

- Colleague & Employee Engagement *by Adrienne Presnell, Director, SAHS Patient Experience, St. Alphonsus Regional Hospital*



#### Thursday May 24, 2018

- Building & Enhancing Your Personal & Company Brand *by Karen Appelgren, Director - Zions Bank Business Resource Center*

More information regarding times and locations to be announced in next month's ENews. As always you can [contact our office](#) if you have any questions!

## Don't Let Your Business Stagnate



Andrea Testi, TVCC

Even though it's just February, you may be thinking one thing: SPRING! Garden plans are formulating, cleaning project lists might be growing. Your store might be clearing out the last of the winter stock or maybe you're taking inventory. Is refreshing your business on your agenda?

This is a great time of year to refresh and rejuvenate your business - analyze to see where you need to adapt, grow, or maybe do a little pruning. Director Andrea Testi outlines successful tips to help you get ready for the upcoming year in this month's [Malheur Enterprise](#) business article. [Click HERE](#) to read the entire article, and get your vision for 2018 energized and on track!

## 2018 Ontario Chamber of Commerce Business of the Year

*From Andrea ...*

*"Small business isn't for the faint of heart. It is for the brave, the patient and the persistent. It is for the overcomer. Oregon Trail Hobbies and Gifts has been in business for thirty four years. Their motto is simple yet goal focused - They Sell Serious Fun! The team at the TVCC SBDC is honored to know and work with this longstanding community business. The Cruson's are nimble and have demonstrated the ability to adapt to change quickly. They have systematically grown revenue, differentiate themselves from their competition, and have cultivated a loyal clientele. They are examples of the resilience, ingenuity, and opportunity at work in the free enterprise system. By taking risks, watching out for their employees, giving back to their community, and in living their lives with devotion and integrity, the Cruson's have shown that success is achievable."*



*Pictured l-r,  
Dale & Cheryl Cruson, SBDC Director  
Andrea Testi and husband Nick Testi*

We congratulate Dale and Cheryl Cruson and Oregon Trail Hobbies and Gifts on being the recipients of this [well-deserved award](#), and we look forward to continuing our relationship with them as SBDC friends and clients.

.....Blast from the Past! 2010 interview with Cheryl for an SBDC Success Story feature!





Oregon's Small Business Development Centers are partially funded by the US Small Business Administration, the Oregon Business Development Department, and the Oregon Public Utility Commission. All services provided on a non-discriminatory basis.



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