Congratulations! Your business has made it through another year intact. When you’re a small business owner, that’s no small feat.

But even if last year was your best yet (and especially if it wasn’t), you know there’s always room to be better. The end of a year is a good time both to celebrate your successes so far, and to look for ways to improve upon what you did last year.

To make the most out of the year to come for your business, commit some time at the beginning of the year to working on resolutions that will make your business better.

Here are ten New Year’s resolutions to consider in 2018.
Start Up Washington is a resource maintained by the Washington State Department of Commerce’s Office of Economic Development & Competitiveness and serves as a clearinghouse for all the information and resources entrepreneurs, start-ups and small businesses need to achieve success, including funding sources, training and technical assistance, mentorship, education and information.

The Department of Commerce is committed to strengthening communities and growing local economies that celebrate the entrepreneurial spirit, provide the necessary infrastructure to support growth and expansion, have the right mix of services and programs to support intelligent economic development and offer families a safe place to live, work and play. Come explore this great resource HERE.

Manufacturer marketing: Four questions to guide your strategy

"Manufacturer". It’s one of those all-encompassing words that can carry so many different meanings for so many different types of companies. And that’s

40 Low Budget Marketing Ideas for Your Small Business

They say you have to spend money to make money, and that’s certainly true
strategy.

Think about all the things a “manufacturer” can be.

FREE Business Classes at A Library Near You!

Grow Your Business Internationally

Get Free Export Assistance Here

Established in 2013 following a national mandate to do more to support international trade, the Washington Export Outreach Team (WEOT) is a collaborative team of local, state, regional, and federal export assistance agencies who provide you the tools and resources you need to sell internationally.

WEOT has a "no wrong door" policy. You can contact or visit any of the WEOT members for export assistance. If that office is not the best fit for your specific export needs, you will receive a referral and a direct contact to another agency that will assist you.

Together, we bring the world to your door. Find out more HERE.

The International Economic Development Council (IEDC) released a user-friendly guide for business support organizations with practical tips on engaging small businesses in disaster preparedness. The intended audience for this resource includes local chambers of commerce, economic development organizations, small business development centers, SCORE offices, community colleges, business schools, community development financial institutions, local banks, and nonprofits that serve small businesses. Developed with input from continuity professionals, the information from this guide can be referenced when creating workshops or writing articles for company newsletters and e-blasts.

Highlights from the guide include:

- Why community and business organizations should engage
The Small Business Guides provides helpful information, links to valuable resources, and outlines the steps for starting and operating a business in Washington state. The Small Business Guide is available in English, Spanish, Russian, Korean, Vietnamese, and Chinese.

The Business Guide includes sections that will help you plan, run, grow, or close a business in Washington State. Download your guide HERE.

Always know where Washington State's cybersecurity risk level stands and measures you can take to protect your network. Want to do more? Contact us today to know how you can best protect your small business from cybersecurity threats.

**GREEN or LOW indicates a low risk.** No unusual activity exists beyond the normal concern for known hacking activities, known viruses, or other malicious activity.

**Examples:**
- Normal probing of the network
- Low-risk viruses

Learn About Our Made in Washington Program

Manufacturing is a vital arm of Washington's economy, and it's our mission to support and energize our local industry. The Made in Washington program is a free service to the community that certifies, promotes, and connects Washington State manufacturers. Check out our directory of Made in Washington businesses, or get certified and listed today! The program is at no cost to join and includes such benefits as listing in our on-line guide and use of the Made in Washington logo on your
New Year, New Focus On Your Business Needs

Actions:

- Continue routine preventive measures, including the application of vendor security patches and updates to anti-virus software signature files on a regular basis.
- Continue routine security monitoring.
- Ensure personnel receive proper training on cybersecurity policies.

Notification:

- No notification is warranted if a state is currently at this level.
- Notification via our website will be done concurrently with the Alert Level change.

Cascade Gasket and Manufacturing Co., Inc. is located in Kent, WA with 75 employees. For 145 years, the company has produced non-metallic seal, gasket and clamp block parts primarily for the aerospace industry. Learn more about the success they had working with Impact Washington and staying strong in the aerospace supply chain. Contact us today if you’d like to start your own success story!

Impact Washington hosts events on many topics, including LEAN, ISO, FSMA, and many more. Please check our Events page for our latest offerings and to register. We look forward to seeing you!

Schedule a Free Business Consultation Today!

Submissions are welcomed!
Please submit entries or report errors to our newsletter editor.