

# The Snohomish Times

The Snohomish Valley Reporter



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**Kathie Salvadalena**  
425-350-0020  
kathiesalvo@comcast.net

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## Survive and Thrive in Tough Economy

While most people feel the pain of living through a tough economy, small businesses feel it even harder.

In fact, the U.S. Small Business Administration reported that small firms are being hit the hardest by the rising energy costs. Small firms spend considerably more on energy than large ones do. This alone is enough stress to make or break small businesses.

"A small business can weather the financial storm and thrive, but they have to be proactive in order to succeed in this market," explains Cher Murphy, president of Cher Murphy PR, a public relations firm with offices in Miami and Virginia. "It's not enough to simply hang a sign that you are in business and sit back and wait for the masses to come through the door. However, thriving during these economic times is completely possible."

Small businesses feeling the pinch of the rise in energy costs can still grow their business by taking steps to cover all bases. Some tips to keep in mind include:

- \* **Monitor Expenses.** Since energy bills will be increasing, it's important to watch the rest of the expenses. If there are ways to cut costs, or at least not increase them unnecessarily, now is the time to do it. Put off making additional purchases that the company can do without for a while.
- \* **Focus on Profits.** Most businesses have a few things that make most of their money. And they have some things that tend to take a lot of their time and resources, and make them very little money. Now is the time to focus on what is profitable, and ditch what isn't.
- \* **Watch the Cash Flow.** If there was ever a time to keep an eye on accounts receivable, it's now. Vendors may be struggling, which means a delay in paying invoices. Monitor cash flow to keep the bills paid and the money coming in. Don't let any client get too far behind in their payments while continuing to give them additional service.
- \* **Know the Market.** Take some time to re-evaluate the target market for the business. Determine what they need and want, and then figure out the best way to provide them with it.
- \* **Think Outsourcing.** Rather than hire people to work in-house for every position the company needs, consider outsourcing them. Everything from secretarial work to public relations and sales can easily be handled through outsourcing. This will take a huge financial burden off the company, while still helping it to grow.
- \* **Keep Passionate.** There's nothing that will hurt a business more than a pessimistic attitude. Businesses that stand the test of time see ups and downs, and they find a way to survive and thrive. Keeping the passion about the business can go a long way toward helping it through this down economy.

"Small businesses are feeling the brunt of this poor economy," explains Murphy. "But those who see the challenge head-on and find ways to meet it will be around for a long time to come. If you can make it in the business world in this economy, you have to realize it only gets easier."

Wednesday, October 29, 2008



### China World's Fastest-Growing Aviation Market

The Boeing Company [NYSE: BA] detailed its 2008 Current Market Outlook (CMO) for the China region today, forecasting a market for 3,710 new airplanes worth about \$390 billion over the next 20 years.

Tuesday, October 07, 2008



### APA 8 Ball League

APA 8 Ball League will start on Tuesday October 21st at 7pm. Jeff (League Operator) has mentioned to me that it will be a traveling league if we cannot get 6 teams here in Snohomish. We would like to have everybody here every week so we need some teams!!!

Sunday, October 05, 2008



### Boeing Consolidates Aviation Training

The Boeing Company [NYSE: BA] announced today it is combining Alteon, a wholly owned subsidiary, and existing training groups within Boeing Commercial Airplanes to form a new, unified training organization.

Friday, September 05, 2008



### Economic and Workforce Development Conference

2008 Economic and Workforce Development Conference Lynnwood Convention Center, Lynnwood, WA. Taking advantage of the green movement and how to rake in the money people are spending to convert to green products.

Tuesday, September 02, 2008



### NEW! AWB elections Web site

Businesses and individuals searching for information on candidates for legislative and statewide office can now visit the new elections Web site launched by the Association of Washington Business.

Tuesday, August 12, 2008



### P-8A Poseidon Moves to Preflight



## PHOTO BLOG

Category: People

11/07/2008

### Homeless Man Under Snohomish Riverwalk



Posted by: Snohomish Times Staff

While documenting flood waters on Friday the Snohomish Times came across a homeless man and his dog living under the river walk bridge behind the American Legion.

He did not have any food for his dog so we went to the store and picked him up some food for him and his dog. We also notified the authorities of his location so close to the rising river.

## Advertisement



Area Newsletters - Author, Date and Title

- 11/14/2008
- City Newsletter 11/11/2008
- Flooding Tips 2008 11/07/2008
- Snohomish City Newsletter 11/05/2008
- Flood Tips 2008 10/31/2008
- City Managers Newsletter 10/29/2008
- Neighborhood Coalition

## Letters and Your Stories

- Why no mention of Illegals lately?
- Autumn Festival Event
- Vote for Mike Hope
- Decat in the 44th Legislative District
- Beware of the enemy from within
- Gregoire Whoppers from the Yakima Debate
- Gov. Sarah Palin
- 3:30
- Real Transformation in Olympia
- PUNT PASS & KICK THIS SUNDAY!!!!

*Belle Chapel*

2007 PICK  
The Knot  
Best of Weddings

**231 AVENUE B**  
SNOHOMISH, WA 98290  
**(360)568-2434**



Boeing Integrated Defense Systems and Boeing Commercial Airplanes employees gathered today in Renton, Wash., to celebrate the completion of final assembly on the first P-8A Poseidon for the U.S. Navy and its move to preflight work.

Thursday, June 19, 2008



#### **Dynamic Diesel Specializes in Trucks and RVs**

As diesel cars, trucks and motorhomes become more sophisticated, the mechanical problems that occur become tougher to diagnose, requiring highly trained technicians and expensive equipment, Dynamic Diesel and BEAR Alignment of Snohomish, Washington, has become a business story.

Monday, June 09, 2008



#### **The 5 most overlooked preventative maintenance items**

Many people perform their own vehicle inspections and minor repairs and rightly consider themselves good stewards. But between soccer matches, long hours at the office, and the occasional weekend in Vegas even the most common checks can get overlooked.

Wednesday, May 21, 2008



#### **Boeing Celebrates the Debut of the New 777 Freighter**

The Boeing Company today debuted the new 777 Freighter. Employees, suppliers, airline customers and community officials celebrated the world's most capable twin-engine cargo airplane during two debut events.

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City of Snohomish Chamber of Commerce Affiliate CITYOFSNOHOMISH.COM  
Any questions or a desire to submit a story may be directed to  
Todd @ Active Web FX.com (or) Mobile (425) 327-0859 Office (425) 357-6950  
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