

Prognosis: Positive



Even those who only rarely read business publications know that healthcare is generally thought of as a “growth industry.”

Growth? Carrie Governor’s young business, Caregiver Services, is a clear indicator of the health of the industry, having rocketed from just four employees less than two years ago to 70 today.

The secret to Carrie’s success? Hard work, a solid business model – providing in-home care to elderly and homebound residents of the Rogue Valley – and support from Rogue Community College’s Small Business Development Center.

“No matter how many times you’ve done a business plan,” Carrie said, “and you think you’ve got it, you haven’t.”

While she was enrolled in the SBDC’s management course, her instructor, Roger Harding, would make his own house calls on the burgeoning business, spending an hour at a time in Carrie’s office.

“That one-hour visit was like having a week off at a spa, because the program focused on all the good things we were doing.”

It was also a lot of responsibility, Carrie said, “having this person from the SBDC standing in front of me, asking tough questions and demand-

ing good answers.”

“Roger never made a decision for me,” Carrie recalls, “no matter how much I wanted him to!”

Today, busy managing a thriving independent business, Carrie Governor says she “can’t say enough” about Oregon’s Small Business Development Centers.

By 2020, the Baby Boom generation will reach its peak, and there’s no telling what success Carrie will achieve. Whether the company grows on its own, opens franchise locations or chooses another model, “we’ll go back to the SBDC and take the course over again” as the business evolves, Carrie says.

If your business could use a house call, or if you’d like help in taking its pulse or diagnosing its future, call your local Small Business Development Center. With the help of Oregon Lottery dollars, Oregon’s statewide Small Business Development Centers offer instruction and resources to new and existing Oregon businesses. For more information on Rogue Community College’s SBDC program, call (541) 956-7494. To learn about SBDC programs in other areas, visit us online at www.bizcenter.org.