



Southwest Idaho

A relocated business finds success in Idaho

2017



**Northwest Cultural
Resource Consultants**

Jennifer Whiteman
McCall, Idaho
Started: 2005

NorthwestCRC.com



“I couldn’t have done so much for my business without the assistance from the DBE Program and continued guidance from my SBDC consultant.”

Moving from California to McCall, Jennifer Whiteman found it difficult to find work for her business, Northwest Cultural Resource Consultants. A consultant from the Southwest Idaho SBDC contacted her about the Disadvantaged Business Enterprise (DBE) grant reimbursement program and the opportunity to work with the SBDC to create a business development plan.

Working with the SBDC, Jennifer completed a variety of business assessment tools including the Business Model Canvas and developed a strategy to grow her business. The DBE grant monies were used to bolster her aging technology and allow her to better communicate within her industry as well as update her marketing materials. By January of 2016, Jennifer was able to obtain a contract that digitally graphed the ancestral sites of a Native American tribe. This new revenue stream not only allowed her to work from her home; she was able to hire a part-time employee and accountant.

As of June, Jennifer had enough full-time work for the next 18 months and planned to hire a full-time employee with benefits. Her business is on target to match what she was doing in California.



**EMPOWERING
BUSINESS SUCCESS**