

Sophorn Cheang - Understand That Each Business Faces Unique Barriers

So as the state economic development leader and as the Director, I know that many of my my colleagues share the same vision that we are committed to our communities, we committed to to to our the mission, to our missions and visions, for our organization and our agency and for us.

At the end of the day, we hold true to our vision of prosperity for all Oregonians and economic resiliency need to represent a transformative, a possibility with accountable action and not A1 sided or approach.

So it means going beyond business as usual to reimagine and to re envision an economic future that is more equitable, creative, innovative and sustainable for all Oregonians.

Again, it will requires our collective efforts, strategies and talent.

I share that with not just the my team here's at our agency, but also our partner because I believe that we we need to do this together.

Maybe we have to commit to the world and really invest our time to meet our the needs of our communities and as a public servant that is important that we we understand where's the communities gap and then also be there to serve the community and be able to find the resources and be creative and and also a strategic in our investment.

So I you know for for me I I believe that remember that the small businesses if I were to share any type of advice or thought to to my colleagues and out there that small businesses can take many different shapes and develop and very product field.

But Oregon, you know as a small business state, we recognized that there are so many barriers and not just need in finance, but it also for being being able to to pivot to the social and economic environment.

I think that during the pandemic we be able to to stand up not only the new programs, but being able to work with the governor's office and stand up the small business navigator hotline.

That is kind of where our we know that our small businesses know where to access.

Secretary of State already have the small business advocates that they can call and answer just general question.

We set up that hotline during the pandemic on our own because we believe that that is the that's a gateway for some of our small businesses.

They need to talk to someone like they need to connect to someone that they can understand that where can they locate on the resources who they need to call, what are the informations that they need to know and what's out there and what's available and what for federal funding though because not everybody can understand especially our immigrants and refugee business owner, they it take time for them to understand what is the federal funding and why the federal funding.

They have to go through the federal and not going through us as a state agency or they cannot go to their local community-based organization to access to those.

So there's a process that how we can help them.

My point is recognize the needs in the community, being able to be flexible, being able to to leverage whatever the resource that we have on hand to assist the the businesses especially small businesses who who need to to pivot their business plan, who need to to change their strategy who and need that support.