Welcome to Gesa’s quarterly business newsletter, “The Bottom Line.” On behalf of Gesa’s Commercial Services Team, I hope that your business experienced success in 2013. I would also like to wish you and your business partners a prosperous and happy New Year.

This past year, Gesa has enjoyed tremendous growth and the successful completion of our core data system upgrade. Our Commercial Services Team is truly one of the best in the region, and we continue to be a leader in providing the necessary capital to our local businesses. For our leadership, Gesa was awarded the SBA 504 Credit Union Partner of the Year Award by Evergreen Capital.

Looking forward into 2014, we will continue to enhance our cash management products and services. Some of our plans include launching remote deposit capture and improving our merchant Visa/MasterCard sales and services. We are also looking to offer our small business merchants a terrific mobile merchant capture product, which will provide the availability to deposit checks and process Visa/MasterCard. We will continue to work hard to provide competitive and innovative product offerings to our business members.

We truly appreciate your business.

Respectfully yours,

Benjamin W. Rutledge
Vice President of Commercial Services
New Year’s Resolutions for Small Businesses in 2014

The New Year brings new plans, new energy, and a fresh take for small businesses. Gesa surveyed small business owners to bring you their New Year’s resolutions and exactly how they plan to accomplish these goals. The secret to success for these entrepreneurs is constantly striving for improvement. For inspiration for your business’s own goal setting, look no further than these New Year’s resolutions from local, successful small business owners.

✔ BUILDING A NEW FACILITY
Kyle Gibson is the owner of Kyle Gibson Rock-n-Landscapes and Rock-n-Pools, which includes landscape design and construction, and installation of custom shotcrete pools in Tri-Cities, WA.

“Our resolution for 2014 is to move into a new facility. We have been renting for the last 3 years, and have outgrown our current space. The right facility would allow us to set up displays of our water features, rock accents, and swimming pools. It would provide a greenhouse to house plants and allow us to store materials on site. This would not only make the logistics of our business more convenient, but it would create remarkable cost savings and establish an additional marketing advantage.”

✔ BUILDING AWARENESS
Torri Duggan is the co-owner of Clarity Eye Care, a local optometry office in Sunnyside, WA.

“In the new year, we plan to build awareness of our business and establish ourselves in the market. Beginning in July 2014, we will be able to start selling hardware such as glasses, contact lenses, sunglasses, and accessories, as well as other eye and vision aids. This is something we haven’t been able to offer in the past, and know it will help us reach a new customer base. We also have plans to host a grand opening celebration in July 2014, which will help build awareness for our practice.”

✔ EXPANDING CUSTOMER BASE
Tamara Krieger is the owner of Cheese Louise, a purveyor of domestic and imported artisan and farmstead cheeses, located in Richland, WA.

“We are really looking to expand our customer base in 2014. One of the things we have introduced to help achieve this goal is a “Breaking All the Rules” dinner series, where patrons can enjoy a unique wine and food pairing experience. We will be offering these dinners throughout the year, with hopes that it will attract new faces.”

✔ UTILIZING NEW TECHNOLOGIES
Brook Brown is the owner of Mad Bee Crops LLC, a farming and crop company located in Richland, WA.

“In 2014, we are looking to streamline our business by using new technologies and methods. We plan to institute newer tools, such as GPS, precision application implements, and genetically modified crop technology. This will reduce inputs, eliminate waste, and increase production.”
Pay Your Taxes with EFTPS

Take the labor out of filing federal taxes and replace your paper-based system with one that’s streamlined and simplified.

The Electronic Federal Tax Payment System (EFTPS) is the easiest way to pay all your Federal taxes. EFTPS is offered free from the U.S. Department of the Treasury to help business owners conveniently pay all their federal taxes electronically.

EFTPS is available 24/7. Visit their website at www.eftps.gov. (Have your Taxpayer Identification Number ready). You select how you want to make your payments.

1. Make a Payment
2. Cancel a Payment
3. Change Bank Account Information
4. Review Payment History

You will instruct EFTPS to move the funds from your account to the Treasury’s account on the date you indicate. Your tax records will be updated with the IRS.

SBA Loan Programs

If you are planning to start a business or expand an existing business, turn to Gesa Credit Union for financing help! Gesa Credit Union is a preferred Small Business Administration (SBA) lender. Our partnership with the SBA assists us in providing the necessary capital to fund the expansion of an existing business, the acquisition of an existing business, the startup costs of a new business venture, and the acquisition and construction of owner occupied commercial real estate properties.

There are three SBA loan programs in which Gesa is authorized to participate in; SBA 7(a) loan program, SBA Express loan program, and the SBA 504 loan program. Each of these three programs has various benefits to the business owner, and minimizes some risks associated with business lending.

SBA 7(a) LOAN PROGRAM
A tool to finance long-term fixed assets, such as equipment. It also allows for the injection of working capital, such as inventory and normal operating expenses. A nice benefit of this program is that the business can repay the loan over a period of five to 10 years.

SBA EXPRESS LOAN PROGRAM
A tool to provide the operating line of credit to fund timing gaps in cash flows, short term inventory, and account receivables. A nice feature of this program is the SBA will commit to the line of credit for up to 5 years.

SBA 504 LOAN PROGRAM
A tool to manage large capital outlays needed for the acquisition or construction of commercial real estate. The SBA limits the initial cash down payment which will preserve cash flow for future uses. A nice benefit is the ability to incorporate fixed asset purchases into a construction project or if fixed assets need to be updated as part of the purchase of commercial real estate.

All three of these programs are for the benefit of owner operated businesses that are expanding, starting, or looking for a new facility. If you are interested in one of these programs, please contact one of our experienced commercial loan officers for more details.

Team Members

Ben Rutledge, VP Commercial Services
Brad Wright, Commercial Loan Officer
Jeremy Wiersma, Commercial Loan Officer

Kurt Beckley, Commercial Loan Officer
Anna Sauceda, Cash Management Services
Gary Grant, Small Business Development Officer
With over 18 years of being in the restaurant industry, Peter Chen knows how to bring people together to enjoy not only a meal – but an experience. This is something Chen, owner of Fujiyama Japanese Steak House & Bar, has in common with Gesa Credit Union. Creating a positive experience for customers and offering excellent customer service.

For those who have not had a meal at Fujiyama, it's a unique dining experience patterned after the tradition of the restaurant chain, Misono, the originators of teppanyaki-style cooking. Fujiyama’s chefs cook meals on gas-heated hotplates that are integrated into tables around which many people (often multiple parties) can sit and eat at once. The chefs are very skilled and entertaining, and perform a cooking show for the customers.

Fujiyama started on the west side of Washington, with two locations in Silverdale and Olympia. Chen then began looking to expand his business in other locations. “I knew there were no restaurants like Fujiyama in the Tri-Cities, and thought we could bring something unique to the area,” said Chen. That’s when he turned to Gesa Credit Union.

When it was time to purchase a building for the Kennewick location, Chen turned to Gesa’s Commercial Services Team for a Commercial Real Estate Loan. “We initially went to Gesa based off references and because of their community involvement,” said Chen. “Once we started working with them, we discovered they had great customer service, quick turnaround times, and great communication.”

Chen soon began using Gesa’s Business Checking and Savings accounts to manage cash flow for not only Fujiyama, but his personal finance as well. “I really like my Gesa checking and savings accounts. I have never had any problems with my accounts and the Gesa staff are always friendly and professional,” said Chen.

Once the Kennewick restaurant opened in June 2012 with great success, building for the South Richland location began. Gesa helped finance the construction and long-term financing for the new location, which opened in September of 2013. Now Tri-Cities has two Fujiyama locations, which offer great food, a great show, and great fun for everyone.

With over 100 years of combined industry experience, Gesa’s Commercial Services Team is dedicated to the needs of local businesses. From basic savings and certificate accounts, to lines of credit and commercial real estate loans, Gesa has a full suite of business products to meet your needs. Gesa is also a preferred Small Business Administration (SBA) lender to assist business owners with start-ups or expansions.

Let Gesa help you grow your business today.