

# Celebrating Success

COCC's Small Business Development Center 541-383-7290

## Paul the Computer Guy

Paul Spencer

(541) 330-0610

<http://www.paulthecomputerguy.com>

**Employees: 4 full-time**

Paul Spencer needed a job after moving to Bend in 2005. He had worked as a computer programmer in the aerospace industry in Los Angeles, but wanted a change from that ultra-technical environment. So he started a business he calls Paul the Computer Guy as an antidote to the “geeky” approach to computer trouble-shooting. Initially working part time from home, he and three technicians now work from an office on Franklin Avenue near Third Street.

The defining aspect of his business is people-oriented customer service: “I place a lot of importance on being personable and being able to relate well to customers who don't know anything about computers,” says Paul. “I want to be known for the best customer service in the computer business in Bend.”

“I'm a bit surprised at how challenging it is to find employees who have both technical skills and excellent customer-service skills,” says Paul. “I feel really lucky to have found the employees I have.”



### Partnership with the SBDC

When he started his business, Paul learned about the COCC Small Business Management Program. “I have the technical skills to fix computers, but I didn't have the background to run a business.” Paul hoped to learn how to better manage employees and to understand the financial aspects of his business. “My expectations were met—exceeded, in fact,” he says.

“The classroom portion has been very enlightening. Every month we delve into a new topic, and all the content is relevant to my business. The monthly sessions at my shop with the advisor are great. I get to apply our classroom learning to my business and work on issues as they come up. I think most business owners don't realize that there's so much to running a business. This program is the best value for your money you could possibly find. You won't find an equal educational experience for the cost.”



*With help from the Small Business Administration and the Oregon Business Development Department, the Small Business Development Center offers advising and workshops to new and existing businesses.*