

## Whatcom County to Get Expanded Service Capacity in Building Business Resiliency

Contact: CJ Seitz, Director, Western Washington University's Small Business Development Center, at (360) 778-1762: For Immediate Release 5/28/20

Bellingham, WA – To better serve the increasing demand for services, the WWU Small Business Development Center (SBDC) announced the appointment of Asche Rider as their new Associate Director.

“I’m very much looking forward to continuing to build on the services the WWU SBDC has provided to our community for (nearly) forty years. We have an amazing team that inspires our clients with their expertise, good humor, breadth of knowledge, and commitment to our community.

Asche will be moving into a management role focused on coordinating resources related to COVID-19 and helping businesses plan for market reentry in a smart, strategic manner.

Asche has particularly strong analytical skills and is adept at homing in on root causes in complex situations. You might be surprised to learn that Asche is certified in Hazard Analysis and Critical Control Points (HACCP), and was a key team member in bringing a mobile slaughter unit under USDA inspection. Asche joined the SBDC in 2018 and brings a bachelor’s degree in Philosophy from Simpson College and a master’s degree in Business Administration from Western Washington University.

WWU SBDC Directory CJ Seitz is excited for Rider to step into her new role. “Asche’s work in developing our rural outreach program over the last two years has proved that she is capable of elevating the services we offer to the next level. Her passion, leadership, and expertise are invaluable and will help guide us through the months to come,” says Seitz.

The SBDC provides free, confidential advising, technical assistance, and research to business owners and managers in an effort to help businesses thrive throughout Whatcom County.

The Small Business Development Center at Western Washington is funded in part by the U.S. Small Business Administration (SBA), the City of Bellingham, the Port of Bellingham, Whatcom County and the City of Blaine.

Since 1983, the Small Business Development Center has enabled Western Washington University to give back to the business community, and has helped to shape the economic future of Whatcom County.

To schedule an appointment with an advisor in your area, contact [SBDC@wwu.edu](mailto:SBDC@wwu.edu) or 360-778-1762. For more information, visit the WWU SBDC website at <https://sbdc.wwu.edu/>