

## Cascade Web Development

2100 SE Water Avenue  
cascadewebdev.com  
Owner: Ben McKinley



### **What is your business?**

Cascade web development is a digital strategy, design and development company serving the outdoor industry and professional service companies. We also develop web software to help companies manage their web solutions. Evergreen is a robust and scalable content and data management platform. Whitepass is an intranet/extranet platform supporting online collaboration and business process management. A third platform, brandlive, was incubated within cascade for several years before being spun out in 2012 and accepted into the third class of the Portland Seed Fund.

### **Are you growing?**

Revenue and jobs are growing. We're on a nice growth trajectory where we're operating in a very healthy manner and now it's just a matter of driving enough sales to justify adding more people. We are seeing an opportunity to continue to add to the team.

### **What are one or two key regional factors that you believe have led to your growth?**

I think it's the power of relationships and a shared love of where we live. When you roll up your sleeves and work with others on initiatives that you're passionate about, you not only support the community but also build relationships and, down the road. When people are thinking about purchasing services they tend to go to people they know and have some experience with.

### **What was the most important thing you learned from the Small Business Development Center?**

One of the biggest takeaways from the program was the notion of working *in* the business versus working *on* the business. I think we all struggle with finding the right balance. It was really helpful to get best practices and others' thoughts on where and how we can empower our teams to take the lead and help move the company along, and also get key insights on where a CEO's focus must be in order to help the company thrive in the near and far term.

### **What are you doing differently as a result of what you learned?**

I've gotten more comfortable understanding that I didn't start this company just to get myself a job, but I had loftier goals, and what can I do to empower my team so that I can spend more time working on the vision of what we can become instead of just producing the work on a daily basis?

### **What one or two things did you learn from your SBDC classmates?**

One of my classmates, Gina Morris, owner of Radish Underground boutique, was a great example to me of how you can continue to pursue your dreams and as they shift and change, you can shift and change with them. It was good to be reminded that we all set our limitations. As a business owner you just need to think further down the path and set things up to run on their own so you can spend more time exploring other avenues.