

CARES Act small business strategies webinar - April 6, 2020 10am

Speaker bios



Seattle District Director – [Kerrie Hurd](#)

Kerrie Hurd was appointed as the Director of the U.S. Small Business Administration in the Seattle District Office in January 2017, where she is responsible for the delivery of SBA’s programs and services throughout most of Washington state and the northern counties of Idaho. She oversees a staff of 13 and promotes lending and business development assistance in cooperation with area lenders, an extensive network of Small Business Development Centers, SCORE chapters located throughout the state, and 3 Women’s Business Centers.

Kerrie joined the SBA in 2012 in Boise, Idaho as a Lender Relations Specialist and was promoted to the Deputy District Director in the New Mexico District Office in 2015. In both Boise and Albuquerque, Kerrie had been actively involved with community efforts to finance emerging companies and commercializing technologies. As the previous owner of a loan brokering company, she understands many of the hurdles small businesses face when they try to access commercial credit, from both the lender and the business perspectives.

Kerrie, also known as Major Hurd, retired in 2014 from the U.S. Army Reserve where her final assignment as a Public Affairs Planner at U.S. Pacific Command capped her 25-year Reserve Component career that started in the Idaho Army National Guard band. She has a bachelor’s degree from the College of Idaho and a Master of Business Administration from Boise State University. In her free time, Kerrie enjoys traveling with her husband, Mike, anywhere a plane can land safely.

[Steve Burke](#) is the Western Washington Regional Manager and is a Washington SBDC Certified Business Advisor. Steve has 30 years of experience in the property asset management business much of it underwriting small business financials and business plans for commercial leases. His passion is studying current trends in the economy, technology, business tools and techniques and using those to assist small business owners in South Seattle, SODO, West Seattle, Tukwila, Renton and the Eastside areas in a full range of assistance from technology, innovation and reinvention to landlord/tenant issues, business plans, marketing, finance and financing. He has 10 years of experience owning his own business including obtaining SBA loans. He has an MBA from San Diego State University and is looking forward to helping you grow your business.

[Ron Nielsen](#) is the Washington SBDC Eastern Regional Manager. He has over 20 years of experience as an SBDC Center Director and business advisor. Ron has 27 years of business experience; he has owned and operated three businesses. Ron is a Profit Mastery facilitator, Certified NxLevel business instructor, a NASBITE International Certified Global Business Professional, and an Economic Development Finance Professional (EDFP). Ron can assist you with: loan packaging, all aspects of debt and equity financing, debt restructuring, financial statement analysis, identify ways to improve operational efficiency, financial forecasting, develop business plans, market positioning for small companies, human resource(HR)questions, government regulations and business expansion. Ron is a Washington SBDC Certified Business Advisor (CBA), and member of the Washington Small Business Development Center Network.