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Economic gardeners help small businesses grow in the Rogue Valley

By Mike Green, Natalie Golay
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RCC SBDC

Rogue Community College (Grants Pass) Small Business Development Center

The Rogue Community College Small Business Development Center (SBDC) supports the growth of small businesses in the Rogue Valley and contributes to the economic development of the region.

Joining the Exchange are two guests: **Ruth Swain**, Director of RCC's SBDC and **Tim Busald**, SBDC Business Advisor.



JPR Senior Producer Natalie Golay

Tim Busald, Business Advisor at the Oregon Small Business Development Center on the campus of Rogue Community College in Grants Pass and Jefferson Exchange host Mike Green in the JPR studio on July 16, 2025.

RUTH SWAIN BIO

Ruth is the Director of the Rogue Community College SBDC, joining the team in 2021. She previously served four years with the Mt. Hood SBDC, where she was Interim Innovation Director leading the statewide Cybersecurity and FranFit programs for the Oregon SBDC network.

Ruth has supported small businesses and regional economic development for thirty years. She has extensive training and success in regional economic growth in both major metro and rural communities. She is an award-winning marketing expert, with numerous national awards for excellence in communications.

As Director of RCC's Small Business Development Center, Ruth's focus is overseeing the ongoing programs and services of the center, and serving as a Rogue Community College SBDC ambassador to the local business community and our many economic development partners.

Ruth graduated from Eastern Washington University cum laude, focused on business, marketing, and communications. She also is an expert in fundraising and grants management.

Ruth enjoys reading a wide variety of literature and genres, from business strategy and leadership to philosophy, to gritty detective mysteries. She enjoys exploring with her family and her dog Charlotte Bedelia (Celtic Goddess of Fire).

TIM BUSALD BIO

As a business advisor for RCC's SBDC, Tim works with a variety of businesses in the areas of leadership, team building, product research and development, sales and marketing, financial analysis, capital formation and operations.

Tim co-founded Bubba Gump Shrimp Company Restaurants, Inc. in 1996 and led the development of the company to become an industry leader in the specialty casual seafood dining segment. During his career, he was responsible for the daily operations through various phases of domestic and international growth.

As President / CEO, Tim led the company through the strategic acquisition of the organization, which has led to continued growth for the business. He has also spent significant time working with international companies in a variety of business areas such as franchise development, procurement and logistics.

Tim's experience in the restaurant industry spans over 30 years. Prior to co-founding Bubba Gump Restaurants, Inc., Tim spent several years at Rusty Pelican Restaurants, Inc. and Hyatt Hotels Corporation. Mr. Busald received his BS degree in Consumer and Family Sciences from Purdue University. He has lived in the Rogue Valley with his family since 2005. He enjoys all things water-related from fly fishing to kayaking and paddle boarding the Rogue River.