



Best of West

June 2007

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Local Restaurant Changes Hands – But stays a West Company Client

West Company named Mendocino SBDC



On Thursday, April 27th, Café Vienna in Fort Bragg celebrated its new ownership with a ribbon cutting by the Mendocino Coast Chamber of Commerce. Rachel Murray, Program Director for West Company and Chamber Ambassador served as MC for the event.

West Company has been involved with Café Vienna from the very beginning. Current CEO and former Coastal Business Development Manager, Pamela Patterson worked with the original owners as they planned and opened the business.

Café Vienna received a loan from West Company's and participated in the IDA savings program to assist them in gathering the assets necessary to open the business. Take a look at the hood over the stove, there is hard evidence of West Company's work.

When current owner Maria Soto was interested in purchasing a local business she came to West Company for help making that decision. We assisted her in analyzing the financial documents and determining if this business would be a good fit for her.

We are happy to say it was. It was a delight to spend the morning with Maria last week and watch the regulars come in for their coffee and pastry. She had each order ready before the customer could even speak and you could see the looks of appreciation for her thoughtfulness and pleasant good morning.

This is what West Company is all about, helping small business owners succeed in pursuing their dreams. We have assisted with everything from start-ups to business sales. West Company specializes in assisting "micro-businesses" which are businesses with five or fewer employees including the owner. However our fee for service wing does assist larger businesses as well.

West Company's mission is to assist local businesses to grow, creating self-sufficiency and wealth. That means not just wealth for the business owner but wealth for the community in terms of access to goods and services from a local provider, increased employment opportunities and increased tax revenue to fund community priorities.

We are fortunate in our community that both the City of Fort Bragg and the County of Mendocino have pledged their support so that qualifying micro-businesses can access West Company's assistance for free. West Company provides help with business plan writing, marketing research, management issues, financial analysis and a full range of business issues.

For more information on West Company programs and services or to determine your eligibility for free assistance please visit www.WestCompany.org or call 964-7571. To make a donation to support the publishing of this newsletter and all the work West Company does call or visit the [donations page of our website](#).

On June 7th, Program Director, Rachel Murray attended the Installation Dinner of the Mendocino Coast Chamber of Commerce. Much to her surprise Rachel was also presented with the Ambassador Award of Distinction for the Mendocino Coast Chamber of Commerce. Rachel was humble saying, "All I try to do is get the word out about West Company and the great services it has to offer to business owners."

Also in attendance were the directors of the Redwood Coast and Willits Chamber of Commerce, making this a great opportunity to spread the word that West Company will now be the Small Business Development Center (SBDC) for Mendocino County. The SBDCs are an arm of the Small Business Administration and will give Mendocino County business owners a chance to access a greater range of services within the county. Look for more information on this exciting development soon.

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