



Building Better Businesses for over 20 years

“Build Your Own” Better Business Series

*Choose a track that fits your needs * Create Your Own*



*Service Business * Profit Mastery * Asset Building Track * Bilingual*

Being a small business on the coast means being unique and independent.
That’s why West Company’s newest program is
a custom designed training program.

Participants will receive:

- **Up to 28 hours of business training (see back for course schedule)**
- **Up to 10 hours of individual consulting**
- **Business planning assistance**
- **Digital Makeover**
- **Free Advertising (Details TBD)**
- **Your personal “business reference library”**

Classes start in August and space is extremely limited.
To register call 964-7571 or visit www.westcompany.org

This program is grant funded, all participants must be income qualified.



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Fall Calendar of Incubator Course Listings by Track

Track	Course	Topic	Date (English Classes)	Date (Spanish Classes)
All	Building a Better Business: Got What It Takes?	Personal Financial	August 24, 2010 5:30 – 8:30 pm	August 26, 2010 5:30 – 8:30 pm
All	Building a Better Business: Does Your Idea Make Cents	Business Feasibility	August 31, 2010 5:30 – 8:30 pm	September 2, 2010 5:30 – 8:30 pm
All	Building a Better Business: Know Your Customers	Marketing	September 7, 2010 5:30 – 8:30 pm	September 9, 2010 5:30 – 8:30 pm
All	Building a Better Business: Communicating with Customers	Marketing	September 14, 2010 5:30 – 8:30 pm	September 16, 2010 5:30 – 8:30 pm
All	Building a Better Business: Nuts and Bolts	Business Management	September 21, 2010 5:30 – 8:30 pm	September 23, 2010 5:30 – 8:30 pm
All	Building a Better Business: Follow Your Money	Financial Management	September 28, 2010 5:30 – 8:30 pm	September 30, 2010 5:30 – 8:30 pm
Span	Let's Talk Business: Basic Business Phrases	Business Language	N/A	July 7, 2010 6:00-8:00 pm
Span	Let's Talk Business: Marketing Vocabulary	Business Language	N/A	July 14, 2010 6:00 – 8:00 pm
Span	Let's Talk Business: Finance Vocabulary	Business Language	N/A	July 21, 2010 6:00 – 8:00 pm
Span	Let's Talk Business: Laws and Regulations	Business Language	N/A	July 28, 2010 6:00 – 8:00 pm
Profit Mastery	Profit Mastery	Financial Management	October 9 & 16, 2010 9:00 am – 5:00 pm	N/A
Service	Pricing a Service Business aka "The Price is Right?"	Financial Management	October 12, 2010 5:30 – 8:30 pm	TBD
Service	Marketing a Service Business	Marketing	October 19, 2010 5:30 – 8:30 pm	TBD
Service	Marketing You	Marketing	October 26, 2010 6 - 8 pm	TBD
Asset	Financial Literacy: Savings and Banking	Financial Management	October 14, 2010 5:30 – 8:30 pm	TBD
Asset	Financial Literacy: Credit and Debt	Financial Management	October 21, 2010 5:30 – 8:30 pm	TBD
Asset	Financial Literacy: Credit Cards and Managing Money	Financial Management	October 28, 2010 5:30 – 8:30 pm	TBD
All	Computers for Small Businesses	Technology	Dates TBD	Dates TBD

Note: Individuals not participating in the incubator programs will be able to participate in individual courses if they are income qualified and given there is space available after incubator participants have registered.

**Income Qualification for the
City of Fort Bragg and Mendocino County
Community Development Block Grant
MicroEnterprise Program**

Income limits for this program are based on the number of people in the household and the Adjusted Gross Income (AGI) for the household. This can be found on the bottom line of the first page of your 1040 tax form. In order to qualify for this program, your household income must meet the following criteria:

If you are a **single person** household your income must be below **\$31,650**.

If there are **2 people** in your household, your total household AGI must be below **\$36,200**.

If there are **3 people** in your household, your total household AGI must be below **\$40,700**.

If there are **4 people** in your household, your total household AGI must be below **\$45,200**.

If there are **5 people** in your household, your total household AGI must be below **\$48,850**.

If there are **6 people** in your household, your total household AGI must be below **\$52,450**.

If there are **7 people** in your household, your total household AGI must be below **\$56,050**.

If there are **8 people** in your household, your total household AGI must be below **\$59,700**.

Please note, this program requires income verification in the form of a 1040, three recent paystubs, three recent bank statements, or public assistance documentation.