



Building Better Businesses since 1988

866-604-9378



Small Business
Development Center
Mendocino



and The WOMEN'S BUSINESS CENTER

West Company 2009 Year-End Newsletter Mendocino SBDC and the Women's Business Center

From the Desk of Pamela Patterson, CEO:



Please join me in celebrating West Company's accomplishments for 2009. We continue to meet our mission through our service to those wanting to start a business and business owners wanting to improve or expand their business. Our mission is to assist microbusinesses to grow creating self-sufficiency and wealth. We are here to help our business community create jobs using business and economic development strategies. In 2010, we look forward to facilitating a cluster of business owners in the health and wellness field as part of our economic development work associated with the Targets of Opportunity.

Highlights from
2009

News Inside West

Staff

2009 Funders

Conferences and
Training

New Website!

2009 Events

2010 Workshops
and Seminars

2010 Business
Leaders
Luncheons

Health and
Wellness Cluster
Development

Thank you to
our Board Members !

West Company is fortunate to have dedicated volunteer board members to help guide our organization. We would like to extend a special thank you for their time, commitment, and hard work in 2009!

Anne Molgaard
Janice Bell
Kathy Brigham
Marlene Ruiz
Marie Jones
Teri Ullrich

West Company's Business Community Impacts 2009

2009 has been a very eventful year for West Company. With new grants, new staff, and new programs we have been working hard to serve the community of small business owners throughout Mendocino County and Glenn County. These changes we have been able to improve our services to the community and have been able to serve more clients and increase our community impacts.

In 2009, West Company helped:

- more than 20 new businesses get started!
- create over 35 new jobs in Mendocino County!
- over 50 businesses to increase their sales, increase profits, write business plans, implement accounting systems, and improve the effectiveness of their business!
- our clients to successfully receive over \$1.25 million in financing thanks to the assistance of our volunteer loan manager Tom Becker.

Additionally West Company has:

- hosted over 32 workshops including our Building a Better Business Workshop Series!
- provided over 1,000 hours of business consulting to over 280 clients!



Left to Right: Shawn Haven, Scott Beardsley, Elicia Andrus, Christine Chavez, Sharon Costello, Joe Mortz, Rodger Brown, Laura Sotelo, William Housley, Rosa Linares, Jody McGee, and Loyd Hambrick, Instructor and COO of West Company

Events in 2009

Business Leaders' Luncheons in Fort Bragg and Ukiah have been a great success. In addition to the delicious lunches and time for networking, the luncheons have provided an opportunity for community business leaders to hear about topics ranging from the State Park closures to broad band Internet access. This year's notable speakers have included:

2009 Highlighted
West Company Client
Success Stories

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[Services](#)
[Classes & Events](#)
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Company

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and support local
economic development
in Mendocino County!](#)

- Linda Ruffing, "Our Coastal Economy"
- Shirley Frericks, "Broadband on the Coast"
- Congressman Mike Thompson
- Marilyn Murphy & Carlyne Cathey, "Current Status of State Park Closures Proposals"
- Mark Quinn of the San Francisco SBA
- Russell Lowe, Aide to Senator Diane Feinstein, Political Update to Coastal Business Community



Business Leaders' Luncheons will continue in 2010 and we are looking forward to some interesting topics and riveting speakers. [To stay posted on our Business Leaders' Luncheons join our mailing list.](#)

[Find out about February's Business Leaders Luncheon!](#)

2009 Staff and New Positions

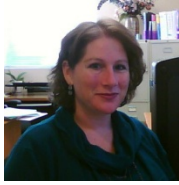
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Chief Operating Officer



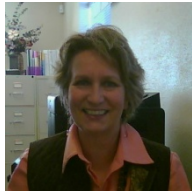
We are very pleased to present West Company's new Chief Operating Officer, Loyd Hambrick. Loyd was promoted from Business Development Manager to COO in June, while continuing to share his business management expertise with clients he is using that expertise to improve internal operations within West Company.

Mendocino Women's Business Center Director



West Company also welcomes a new employee this year. Heather Gurewitz started as the new Business Development Manager for the Mendocino Coast in July and in December was made Director of the Women's Business Center. She comes to West Company with an extensive background in community-based economic development and business assistance. She is already making a difference in the community through consulting with West Company clients, leading workshops, and developing business networks.

Program Data Manager



Recently Cathy Boyd was promoted to the position of Program Data Manager for West Company. She now manages the collection of data and reporting to funding agencies and organizations for West Company.

Glenn County Business Development Manager



As West Company's Business Development Manager for Glenn County Bill has delivered West Company services to clients through the Micro-Enterprise Community Development Block Grant from Glenn County. In addition to one-on-one consulting, Bill provides training courses, outreach, and information to local start-up and existing businesses in Glenn County.

West Company's New Web Presence

With the assistance of CGC Designs, West Company has developed a whole new look for our website. On our website you can:

- [Find out about our services and client success stories](#)
- [View our calendar of events](#)

- [Sign up for services and workshops](#)
- [Purchase West Company business planning materials online or register for events](#)
- [Read about West Company in the Press](#)
- [Read our blog posts](#)
- [And get some quick FAQs about starting a business.](#)

Don't forget to join our [Entrepreneur's group on Facebook!](#)

Funding in 2009

West Company has been fortunate that local governments see the value not only in supporting micro-enterprise development, but also in supporting the work of West Company. As a sub-contractor for the City of Fort Bragg's, Mendocino County's, and Glenn County's Community Development Block Grant (CDBG) West Company has been able to offer services without cost to the clients in 2009. These include:

- One-on-one consulting services
- Workshops
- Network/incubator development

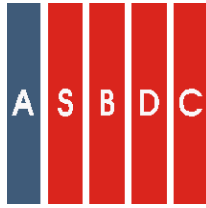
Additionally West Company's Mendocino offices continue to host the Mendocino Small Business Development Center and the Women's Business Center, programs funded through the Small Business Administration.

U.S. Small Business Administration



West Company has also received funds generously donated by Bank of America and other private businesses and community members. [Click here to donate!](#)

Conferences and Staff Training in 2009



As the Mendocino Small Business Development Center, West Company is able to partake in the yearly conference for the Association for Small Business Development Centers. This year, Pamela Patterson, CEO, Loyd Hambrick, COO, and Heather Gurewitz, Business Development Manager, attended the conference in Orlando. All three participated in workshops, trainings, and seminars that help to improve the effectiveness of our services.



At the 2009 ASBDC conference, both Loyd Hambrick and Heather Gurewitz took the 16 hour intensive facilitator training course for Profit Mastery. The course will be offered in Fort Bragg in the spring (dates TBA).

Association for Enterprise Opportunity

CEO, Pamela Patterson participated in the national conference for the Association for Enterprise Opportunity in the spring of 2009.

Up & Coming Programs for 2010

Workshops & Seminars

Building a Better Business Workshops

We are currently offering our BBB series in Ukiah. The series began on Tuesday, January 5, 2010 1:30-4:30pm. The BBB series is six sessions (3 hours each) and is lead by Loyd Hambrick, COO of West Company. Topics include business planning basics, finance, marketing, management, and more! To find out more or to [sign up](#), visit our website.

In Fort Bragg, will be offering the BBB Boot Camp on Saturday January 23rd & 30th from 8:00am to 5:00pm. This 16 hour

intensive course will cover finance, marketing, management, and basic business planning.

[Sign up.](#)

The BBB workshop series will take place in Fort Bragg in late spring (end of April/early May, dates TBA).

Business Plan Writer's Group

You know you need a business plan, so here is an easy way to get it done. West Company will be hosting the Business Plan Writer's group. This five week session will provide a supportive group environment for participants to write their business plans, get feedback, and create a plan they understand and can use for the future.

Week 1 (Feb 10): Mission Statement, goals, business description

Week 2 (Feb 17): Break-Even analysis, target market definition

Week 3 (Feb 24): Marketing strategy

Week 4 (March 3): Financial projections: Profit and Loss

Week 5 (March 10): Financial projections: Cash Flow

Prerequisite: the Building a Better Business Workshop series or the equivalent to participate (or instructor consent)

Note: In order to complete a plan, participants will need to complete homework assignments in order to have all the necessary information.

[Sign up!](#)

For more information contact Heather at West Company at 964-7571 or email heather@westcompany.org

Schedule C Unveiled

On March 24th, 2010 West Company will partner with the National Association for the Self Employed to bring Keith Hall, CPA and co-author of *Schedule C, A-Z*, to Ukiah. Keith is an engaging speaker with extensive knowledge on deductions and tax savings tips for small business Owners. More details to come!

Profit Mastery



The bank may (or may not) be able to help a business fill its financial short falls, but in today's economy businesses all over the US are finding there is a need to better understand the financial

workings of their business and in many cases, make changes. Profit Mastery is a great program developed by Steve LeFever which "demystifies" finance and helps owners get on the path to healthy finances. West Company will be offering the course in Spring 2009.

Business Leaders Luncheons

The Business Leaders Luncheon series will continue on Thursday, February 18th, from 12:00pm-1:30pm at the North Coast Brewery Grill and Tap Room in Fort Bragg. This month we will be welcoming special guest speaker, Diana Church, Economic Development Representative from the Economic Development Administration (EDA). Ms. Church will discuss the regional economy of Northern California and EDA's economic development projects.

Tickets are \$22 including lunch.

For more information contact West Company at 964-7571.

Networking the Community

Health and Wellness Industry Cluster



West Company is working with health and wellness practitioners on the Mendocino Coast to help develop an industry cluster that will promote and support health and wellness providers that deliver quality services and use good business practices. As a part of this industry cluster development West Company will be:

- Providing technical assistance and training to participants
- Assisting in the development of the network
- Assisting in the development of a marketing strategy

For more information or to participate, please contact Heather at West Company, 964-7571.