



Building Better Businesses since 1988

Happy New Year from West Company!

From the Chief Executive Officer
Pamela Patterson



This year at West Company has been a busy one! West Company has spent over 900 hours counseling clients and offered 83 training sessions and we are very proud of the results of our work in 2010.

2010 Economic Impacts in Mendocino County

West Company staff have helped 16 new businesses get started and create 23 new jobs through out the county. We've also helped our clients in accessing over \$300,000 in investments and business loans!

As we continue this exciting work into 2011, we invite you to take a look at some of the great activities and exciting new businesses West Company has supported in 2010 and [check out what's coming up in 2011!](#)

2010 Training Summary

This has been a year for new workshops. West Company has been working hard to develop and pilot new training programs to better meet the needs of local businesses throughout the county, and the results have been overwhelmingly great!

We successfully piloted new classes that offer higher level skills in financial management and marketing including "Zero-Budget Marketing" and "The Price is Right?" In particular we had rave reviews on the "[Profit Mastery](#)" course, that is changing the way people look at their businesses across the country!



Even with all the new stuff we have been actively offering the [Building a Better Business Series](#), which offers basic skills.

In 2011, West Company will continue to offer classes on Starting a Business, Financial Management, Marketing, and Small Business Taxes. [Click here to check out our schedule!](#)

2010 Network Development



Through funding provided by the City of Fort Bragg Community Development Block Grant Program, West Company Company piloted programs that were specific to "Health and Wellness" practitioners, "Downtown Retail" merchants, and service-based businesses in the city of Fort Bragg. The networks were designed to offer industry specific training and an opportunity for businesses to network and build connections. The results of these programs were valuable and exciting. We are looking forward to more entrepreneurial network development in the future.

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[Join us on January 19th for our Coast Winter Networking event!](#)

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[Some of our 2010 Clients](#)

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[For more information visit our website: www.westcompany.org](#)



We have been working hard helping our clients ramp-up their online presence, and we have been doing the same! West Company now has an active blog, a Facebook page and groups, plus videos about our client success stories and testimonials. Follow our real-time adventures on Facebook...

[Find us on Facebook](#)

or join our Mendocino Entrepreneurs Group where you can find out what other small business owners are doing...

[Find us on Facebook](#)

and check out our blog for valuable information.
<http://westcompany.blogspot.com/>

Are you interested in new programs, client success, and testimonials?
[Visit our YouTube Channel.](#)

Welcoming New Staff and Consultants in 2010!

Help us in welcoming our staff and advisors new in 2010:

Hannah Alexander joined the West Company Coast office in March, as Administrative Support. Currently a student at the College of the Redwoods, she brings a wide range of talents acquired through her dynamic work history.

Melissa Handley recently joined West Company in Ukiah as an administrative coordinator. She brings fifteen years of diverse office experience.

Robert Ramirez joined West Company in March, 2010 as the Business Development Manager for inland Mendocino County. Robert has worked closely with the Spanish-speaking community and microenterprises in the Bay Area. He holds a BA in Psychology and a minor in Chicana/o Studies from UCLA and a Masters of Urban and Regional Planning from San Jose State.

Joy Calonico is a returning West Company consultant. For five years she worked for West Company and the Santa Rosa SBDC, serving local entrepreneurs. She holds Masters degrees in fine art, business and communications.

Lisa Mortimeyer is a Certified Independent Business Advisor for West Company and owns LanMor Industries, Inc.

[Click here to find out more about West Company staff and consultants!](#)

West Company wraps up the Glenn County Program



The end of 2010 brings the end of West Company's Glenn County program and a grand thank you and farewell to Bill Beckett, Glenn County Business Development Manager.

2011 Training and Events

[Winter Networking Event \(Coast\)](#)

Wednesday, January 19, 2011
4:00-6:00 pm
760 B. Stewart St, Fort Bragg

[Building a Better Business Series](#)

Ukiah: January 25 - March 1, Tuesdays, 1:30 - 4:30 pm
Ukiah (spanish): Jan 26 - Mar 2, Wednesday, 2:00 - 5:00 pm
Fort Bragg: Jan 26 - Mar 2, Wednesdays 5:30 - 8:30 pm

West Company offers Build a Better Business training workshops designed to make you a successful business owner. The series includes six 3-hour workshops that are designed to give new business owners the basic knowledge necessary to make their idea successful. The workshops can be taken as a

series, or individually to brush up on specific skills.

[More Info...](#)

[Profit Mastery](#)

Ukiah: February 3rd - March 17th, 5:00 - 8:00 pm

Profit Mastery combines humor and plain English with real-world experience to give business owners and advisors the skills and tools they need to drive immediate improved financial performance. Profit Mastery consists of 16 hours of hands-on classroom activities and presentation designed for the highest comprehension and retention.

In this workshop you will determine and evaluate the current financial position of a case study business utilizing industry benchmarks and formulas. Using the Road Map, you will gain the tools to chart a course for the future of your business. You will leave with a process to assess the performance of your business and a strategy to implement change.

Cost: \$450 for West Company Clients, \$500 for non-clients. Save \$50 if you register before January 14th!

[More info...](#)

[TaxTalk with Keith Hall](#)



Ukiah and Fort Bragg:
Tuesday, February 8
10:00 am - 12:00pm

Take advantage of this amazing opportunity to join West Company and Keith Hall CPA, author of *Schedule C: From A to Z*, and the National Association for the Self Employed's (NASE) COO and National Tax Advisor, for a special semi-webinar for Mendocino County businesses.

Hall offers valuable information for both start-up and existing micro and small businesses.

- Learn about hidden deductions
- Changes to the tax code for 2010
- Hot tips to take the worry out of tax season

All attendees receive a free copy of Schedule C from A to Z, a line-by-line guide to filing the tax form for sole proprietors!
Cost: \$25

[Register now, space is extremely limited!](#)

[For more information about our class schedules join our mailing list!](#)

**FREE
2011 Tax
Calendar**

Do you have trouble keeping track of when your taxes are due? This full size 12 month calendar has all the important tax dates for small business owners. You'll never have to pay another penalty again. Print this coupon and bring it to the TaxTalk seminar to receive your free copy. Space and supplies are extremely limited so sign up soon.

Valid only with registration for the TaxTalk semi-webinar on February 8, 2011.

For more information visit [West Company](#) on the web or contact our office at 707-964-7571.

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& The Women's Business Center