

West Co. BlogSpot: Are you combating your image?

By Heather Gurewitz

Most businesses spend years developing their image, and just when their business is ready to grow, they find themselves struggling with their original brand. West Company is a good example, initially the Women's Economic Self Sufficiency Training Center, we are constantly having to use our marketing materials to let potential clients know that we not only serve men as well as women, but that we also offer our consulting services to higher level businesses. While we continue to provide services as host to the Mendocino Women's Business Center (WBC), West Company is also host to the Mendocino Small Business Development Center (SBDC), a nationwide program sponsored by the Small Business Administration (SBA) that provides a more advanced level of consulting to start-up and existing businesses. One of the main goals of the SBDC program is to create jobs and economic impacts in our local economy. There

are no income requirements to participate in this program, and while there are fees for trainings, one-on-one consulting is covered by our funders.

Since West Company began hosting the center, we have been actively marketing our new image. We take a holistic approach to our marketing, meshing both traditional and digital media venues. We make use of all opportunities to let people know how our services have expanded. And of course, we deliver on what we offer by bringing new and innovative programs to our community. Even with all our efforts, we still have people call and ask if we only serve women. So, we keep at it.

You can read more about doing business on the coast on our blog, visit www.westcompany.org.

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