



Best of West

MARCH 2006

In This Issue

Business Funding Fairs

Wild Rose Blooms with West Company's Help

Tell a Friend

West Company would like to thank the following folks for their donations in February; Donna Call, Ruth & Michael Hunter, Miriam Gruver, Arlene Shippey, Patti DeMatteo, Kathleen Brigham, & Sheilah Rogers. The QuickBooks Seminar this month went great. Thanks to Pattie DeMatteo, MendoBooks.com and all those donated to support the event.

Most businesses need funding, including ours, so West Company will be holding a Business Funding Fair May 2nd at the Ukiah Valley Conference Center and May 3rd at Fort Bragg Town Hall. Local lending institutions will present information on the state of business lending in Mendocino County followed by a question & answer period and expo. The public is welcome and there is no cost to attend. This event is sponsored in part by a grant from The Pacific Gas & Electric Company.



Pacific Gas and Electric Company[®]

Wild Rose Botanicals really started to grow in 1998 when Janine Ellsworth was able to take West Company classes offered in Covelo. "I don't know what I would have done if they hadn't taught the class locally," she says. She had been a massage therapist for many years and producing products since 1996. She feels her work with West Company helped her stay focused on her business especially in the beginning when it was only a part-time activity. In addition to business classes, Janine took the Individual Development Account training as well. The matched savings of this program helped her save enough for professional logo development. She was also able to purchase materials for both products and labels through the program.



Now Janine is poised to take her business to the next level. She recently began an association with an MD and together they have developed a first aid balm and first aid powders kit. Janine offers a variety of products including a St. John's Wort Massage Oil, Aromatherapy blends for massage, Pain Relief and Skin Healing balms. Her products are available locally at Mariposa's Market and Pine Ridge Health in Willits and as far away as the Ashland Community Food Store in Oregon. Janine also sells her products at fairs and farmers markets and hopes to soon be selling on the web. In the meantime you contact Janine and Wild Rose Botanicals at (707) 983-9359 or wildrose@pacific.net.

One thing that Janine has discovered about business is the need to continuously improve her skills. She is grateful that West Company is around to help her with that. Last summer she worked with Stephen O'Mara on marketing goals, a plan & budget. This year she is

working with Rachel Murray to put together a brochure and website. West Company remains committed to assisting entrepreneurs through their many stages of development from informal sideline to profit generating corporation.

Don't forget to tell a friend or better yet lots of friends about the services available at West Company and the work we do. If you have sent a donation in the past, tell someone why and ask them to make a donation also. It is our donors who make the extra programs available like the classes taught in Covelo that helped Janine so much.

Help make someone's dreams come true.

Tell a friend about West Company Today!

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