



# Best of West

January 2006

In This Issue

Tell Us What You Think

## Client Success Story – Nason Caregivers Network

West Company wants to start the New Year out right. That means finding out what you, our donor community think. **Please take a moment to answer our ten (10) question survey.** Simply type this link <http://www.surveymonkey.com/s.asp?u=609501374081> into your browser or return the enclosed survey in the envelope provided. Give us your feedback on the work we do and the way we present our message. **Please** tell us what you think of us.

West Company would like to tell the following people what we think of them: Janice Porter, Janine Ellsworth, Joy Beeler, Anne Molgaard, Ruth & Michael Hunter, Miriam Gruver, Arlene Shippey, Patti DeMatteo, & Linda Simon. All made donations in December so we think they are great and fundamental to the continuing success of West Company. Also making donations in December were former West Company employees, Valerie Plummer and Toni Klein. It makes us feel especially good that these folks who know us and the work we do so well, feel we are worthy of their dollars. We would also like to thank Rose Garden for her assistance in getting out your newsletter last month.

Another person we think very highly of is Diana Nason of Nason Caregivers Network. Diana had been working as an employee of a respite organization. After assessing the need for such services in the community, she decided to start a network of experienced independent caregivers who shared her philosophy of caring.

Diana came to West Company with questions regarding how to structure such a business and the legalities involved. Through one on one consulting Diana was able to decide on a phased approach to business organization, beginning as a sole proprietor while at the same time taking steps toward eventual incorporation. Diana even continued these one on one consultations this summer and fall when the county program which had been funding her work with West Company ran out. According to Diana, "I was happy to pay the \$20 an hour consulting fee after all the work West Company has done for me but I sure was glad to see the Community Development Block Grant Program return." The \$20 fee Diana paid was less than a fourth of the cost of delivering those services. The difference in cost was covered by West Company's unrestricted savings built up by donors like you.

Diana also attended West Company's Building a Better Business Workshop series where she learned more about business ownership including marketing, record keeping, and how and why to write a business plan. Diana feels these services were a vital first step on the road to a successful business. "I don't know what I would have done without the assistance of West Company. Starting a business seemed like such a large and confusing undertaking but my consultant helped me work my way through the red tape and take things in small steps."

Currently Diana is in the process of hiring her first employee, an intimidating task. But with the help of West Company she is moving forward. If you haven't hired an employee yourself before or been responsible for all the accompanying paperwork, here is short list of a few of the things involved; file for SS-4 with the IRS, register to pay unemployment and worker's compensation, prepare an injury and prevention program, create descriptions & applications, create an employee handbook with all necessary policies and procedures of the company, report to the state's new hire agency not to

mention IRS Forms 940-EZ, I-9 and W-4. That doesn't even include finding and hiring the right person.

As the above illustrates owning your own business can be complicated and it often feels as if there is no place to turn to for help. West Company has been providing that place to turn for business owners in Mendocino County since 1988. Won't you help us continue our mission of assisting local microbusinesses to grow, creating self-sufficiency and wealth? Isn't the investment in the long-term economic health of your county worth it? Make your contribution today.

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- E-Commerce Scholarship - \$75**
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- Become a Best Friend - \$120**
- Financial Starter Kit - \$360**
- Marketing Starter Kit - \$400**
- Building a Better Business Scholarship - \$450**
- Other \_\_\_\_\_**

Follow the link below to visit our Website & Pay Pal.

<http://www.westcompany.org/donations.cfm>

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Contributions to West Company may be tax deductible as a charitable contribution.  
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You are invited to pass this newsletter along to anyone you feel would be interested in West Company's work.