



Serving San Luis Obispo County & Santa Maria Valley

SCORE San Luis Obispo Monthly Newsletter | February 2023 | sanluisobispo.score.org

Dear Readers:

Each February, Black History Month celebrates the achievements of Black Americans, including the 2 million Black business owners in the United States. This year, SCORE San Luis Obispo and Santa Maria Valley spotlights four prominent local organizations, which each in its own way, advocate for and have programs dealing with the success of Black owned businesses and the general economic health of our Black community. Please join SCORE in supporting their efforts.

SCORE is proud to assist all businesses with a variety of tools and resources to help you meet your goals. [Our SCORE mentors](#) will team up with you to assist achieving your desired results. [Our free workshops](#) will give you expert advice to help you meet your business goals. And our recently-updated website has additional resources for your business, including [blog posts](#) on a variety of topics.

As always, all of these resources are free for your use, and we encourage you to utilize them and make your business goals into a reality!



Joe Whitaker
Marketing Chair, SCORE San Luis Obispo

Spotlight on: SCORE Client of the Month



Gary Maier,
Owner, Mr. Sandless of the Central Coast



Ultimately, a major traumatic event led Gary Maier down the path of owning his own business. Gary's son, Alex, was a 17 year-old senior at SLO High and was returning home from a soccer game when his life was taken by a distracted driver. "He was my best friend and only son and he was there one minute and gone the next. Our family was completely devastated and ultimately, I realized as my life was forever changed, I needed to assess my life's priorities.", said Gary.

Shortly thereafter, Gary retired early from a career managing Information Technology projects and began pursuing the idea of running a business. He researched for approximately two years while trying to decide whether to start or purchase a business. Gary identified specific criteria for his future business and began working with a local business broker. Gary went through evaluations of a few local businesses and made an offer on a landscaping business, but at the last minute the owner decided to sell to his employees, so his journey continued. One day Gary heard an advertisement for Mr. Sandless and decided to investigate. The evaluation process began multiple conversations with the franchise CEO. "Dan Praz started Mr. Sandless with a partner in 2004. When I began asking him questions, I could hear his passion and belief of the franchise come through in his voice", Gary recalls. Unfortunately, a snowboarding incident in January of 2022 sidelined the evaluation process for a few months, while Gary recovered from shoulder surgery. Gary then started cold-calling multiple franchise owners across the USA and went through a training process with a franchise owner in Monterey. Gary spoke with Mr. Sandless franchise owners who had been in business from 7 months to 7 years and discovered every business owner was enthusiastic about their future and had no regrets about purchasing the franchise.



Gary states, "The high level of support from the franchise was a factor, but the training process is what ultimately sold me on the franchise because I was able to see, firsthand, the transformation the deep cleaning, coloring, and refinishing processes brought to different types of floors, including different types of wood

flooring and a project of outdoor Saltillo tile that was darkened. The finished product was amazing, and every owner was extremely satisfied with the results." Gary bought his Mr. Sandless franchise at the end of 2022 and began completing projects in December.

Gary is busy working with SCORE counselors to develop and implement a marketing plan that will involve multiple media avenues. Gary will begin advertising to the public as soon as possible in a systematic way to produce effective results and grow the business slowly. Gary wants to ensure he has the resources in place to address every client's needs in a timely manner, while producing high quality results. "I'm a big fan of client and employee satisfaction; it will always be my primary focus", said Gary.

The element of the business Gary believes he will enjoy most is working with people to beautify their homes. Gary likes the process can be used on wood floors that have been sanded as much as they can be, which can save the homeowner from covering or replacing their beautiful wood floors. Additionally, the process is green certified, is much less intrusive than sanding, and the results are very similar. "I really like the fact I can save people time and money while simultaneously doing good things for the planet", Gary says. Additionally, the franchise has products to refinish and beautify laminates, tiles, cement and pretty much any kind of indoor flooring as well as fences and decks. All indoor projects come with a 5-year warranty and outdoor projects a 2-year warranty.

Mr. Sandless of the Central Coast is one of twenty-nine franchise expansions for the company in 2022, and one of three new franchises in California.

[Learn more about Mr. Sandless](#)

Spotlight on: SCORE Member of the Month

The SCORE San Luis Obispo Coordination Team *Jay Campbell, Thorv Hesselund, Carol Kerwin, Jack Luxton, Ron Singleton*

Do the Coordinators have the most important job in our chapter?

Will Rogers says “You never get a second chance to make a first impression”. Experts say “we size up people somewhere between 30 seconds and 2 minutes”.

Every new client’s first contact to request mentoring is with one of the Coordinators. They face outward to the Client and inward to the Chapter Mentors.

By the simple act of requesting help, new clients place themselves in our hands. Their first impressions form their mind set. Are they made comfortable? Do they see us as a “friend in time of need”? And most important, do they sense they made the right decision by coming to SCORE?

The Coordinator will attempt to contact by text, phone and/or email. Their first task is to engage with the client to determine if and how we can service their needs, their request for assistance. They may send the client to resources on our website that answers their need. If a mentoring session is called for, they schedule a Zoom Conference with two of our certified mentors, who take over and then attempt to engage the client in follow-on sessions as long as they can be of service.

Are Coordinators a critical cog in the SCORE machine? You bet!

What Every Business Owner Should Know

Get Creative: Professional Tips on Naming Your Business for Success in 2023

Written by Grant Polachek

Creating a brand name is one of the essential stages of launching a business. A good name is just what you need to attract customers, differentiate your brand, and help you build trust and recognition in the market.

On the other hand, a bland and generic name can lead to customer confusion, lost sales, and even legal trouble.

But what makes a brand name good or bad, and why. If you don’t know this, you could likely give your business a name that wouldn’t benefit it at all. That’s why today we’re going to show you what a good brand name is like and how to get one for your business.

In this guide, you’ll learn how to create a great brand name that’ll give your product and company a head start in the market.

[READ MORE](#)

February is Black History Month!

Black History Month celebrates the achievements of Black Americans, including the 2

million Black business owners in the United States. Locally, we are fortunate to have a number of organizations in San Luis Obispo County & Santa Maria that advocate for and promote local Black business owners. A few of these organizations are highlighted below.

NAACP San Luis Obispo



Who we Are

Founded Feb. 12, 1909, the NAACP (National Association for the Advancement of Colored People) is the nation's oldest, largest, and most widely recognized grassroots-based civil rights organization. Its more than half-million members and supporters throughout the United States and the world are the premier advocates for civil rights in their communities, campaigning for equal opportunity and conducting voter mobilization. The San Luis Obispo County Branch is 350 members strong!

What We Do

We advocate and engage on local, State and Federal levels for social equity in these areas: Criminal Justice, Economic Opportunity, Education, Environmental and Climate Justice, Health, Media Diversity

February Activities

Feb 14th NAACP Founders' Day Celebration. (Flyer link <https://naacpslocty.org/wp-content/uploads/2023/01/Founders-Day-Flyer-2023.pdf>)

Feb 14th Membership Drive Kickoff. (Flyer link <https://naacpslocty.org/wp-content/uploads/2023/01/2023-Membership-Drive-Flyer.pdf>)

Website link <https://naacpslocty.org>

NAACP San Luis Obispo County Branch

110 S. Mary Ave., Suite 2215, Nipomo, CA 93444
(805) 619-5354

Email: naacpslocty@gmail.com

Website: <https://naacpslocty.org>

NAACP Santa Maria/Lompoc



Founded in 1909, the NAACP is the nation's oldest and largest civil rights organization. The Santa Maria Branch of the National Association for the Advancement of Colored People was issued a charter by the National Office on September 9, 1963.

Past Presidents were: Mr. Horace Ellis; Mrs. Frances Green Holloway; Mr. Harold Harris; Mr. Silas Moore.

You can contact the Santa Maria & Lompoc Branch of the NAACP here:
805-757-3529
info@santamarialompcnaacp.org

[Learn more about the Santa Maria & Lompoc Branch of the NAACP here.](#)

RACE Matters

R.A.C.E. MATTERS

Happy Black History Month from RACE Matters!

Black Business Belongs. We are proud to promote Black-owned businesses through our Black-owned business directory which can be accessed [here](#).

In 2022 we worked with the San Luis Obispo Chamber of Commerce to form the [Business Helping Business](#) Program — which is designed to create a more diverse and equitable business community by intentionally supporting the involvement of businesses owned or operated by historically marginalized groups.

Finally, we are excited and proud to share that in Spring 2023 in the City of San Luis Obispo, R.A.C.E. Matters will open a Black-centered cultural space with a salon that specializes in Black hair care as well as cultural programming. Stay tuned!

Follow us on Instagram: @racemattersslo and stay tuned to our [website](#) for updates!

Diversity Coalition of San Luis Obispo County



DIVERSITY COALITION SAN LUIS OBISPO COUNTY

**FOSTERING UNDERSTANDING
IN OUR COMMUNITY**

Black Hair Matters
with Myraline Morris Whitaker

Join us to learn more about the historic Sister Soldier Project led by Myraline Morris Whitaker, it's impact and the work that remains to be done.

Our main speaker will be followed by a panel on black hair, moderated by Julie Lynem. Panelists:

- Erica Stewart, SLO City Mayor
- Courtney Haile, Executive Director of RACE Matters
- Nailah DuBose, founder of "Braids by Nai"

WHEN: February 23rd, at 6:30PM
WHERE: SLO Public Market Event Center - 3845 S Higuera St. SLO.
Virtual streaming available.
RSVP: DIVERSITYSLO.ORG

Special thanks to:

Our Mission: To build and sustain a coalition that seeks a more diverse, equitable, and inclusive community through advocacy and education.

The Coalition offers a number of programs and events open to the public. You can learn more about their upcoming event "Black Hair Matters", taking place on February 23rd, [at this link](#).

[Learn more about the Diversity Coalition here.](#)

February SCORE Workshops

[Before you Spend Any More](#)



Money on Marketing, Get Your Brand Story Straight

February 9th, 2023 | 11:30am - 1:30pm

Before you update your website, jump on social media, or film your first marketing video you need to have your Brand Story down pat. Your brand needs to be crystal clear on what you do, who you do it for, and the unique value only you can deliver. Building a brand is more than just a logo, tagline and nicely designed website, though. A clearly defined brand helps you make strategic decisions, tells your customer what to expect when working with you, and explains how your product or service is different. Investing time to identify and create a strong brand right from the start helps you get noticed and forge a faster and deeper connection with your customers.

In this presentation, learn why it's important to hone in and focus on your unique value offering, fine tune your ideal target market, and ensure your brand messages stand out from the crowd in a way that ATTRACTS customers. You'll learn:

- Why it's so important to build a strong brand
- How defining your ideal target market is the key to creating a brand that attracts customers
- Why consistency is so important to building a memorable brand

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Art for Profit & FUN!

February 23rd, 2023 | 5:00pm - 6:30pm

In this presentation, presenter Terza Ekholm will cover how to turn any piece of art you create into potential profit.

- Profit is not just financial, it is an investment of your energy, time, heart, mind and soul.
- There are more physical products than ever to be created from your art, from books to wearables to digital products in and out of Web3.
- Marketplaces as well as marketing strategies will also be covered.
- Resource list as well as communities provided following Q&A

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Social Media Strategies for SUCCESS!

February 27th, 2023 | 11:30am - 1:00pm

We all hear that we “need” to be engaging on Social Media by creating blogs, posting on



Facebook, LinkedIn, sending newsletters, etc. Before we decide WHAT we are going to write and post, we first need to decide WHY we want to engage through Social Media and HOW it will be an effective and efficient part of our marketing strategy.

- What value do your products and services bring clients?
- How are you satisfying their needs and solving their problems?
- How are you creating a WIN WIN, while addressing your clients' WIIFM? ("What's In It for Me?")

Through hands-on activities, participants will explore strategies to share value and create urgency, while engaging with your clients through Educational Marketing. Engage in "Social Media Strategies for SUCCESS!" to create action steps to immediately embed value within your everyday Social Media marketing.

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SCORE District-Wide Workshops



SCORE District 4 has a number of additional upcoming workshops to help grow your business! Here are some of the featured workshops happening around our district:

- [February 8th: Increase Sales & Leads Using SEO For Your Business Website](#)
- [February 16th: Fund Your Business with Sponsors](#)
- [February 23rd: Maximize Scale: A Practical Guide to Digital Advertising](#)
- [Capital: Commitments 102](#)

SCORE Partner Workshops

[Historically Underutilized Business Zone \(HUBZone\) Small Business Federal Contracting Program](#)

February 2nd, 2023 | 10:00am - 11:00am

The government limits competition for certain contracts to businesses in historically underutilized business zones. It also gives preferential consideration to those businesses in full and open competition.

Joining the HUBZone program makes your business eligible to compete for the program's set-aside contracts. HUBZone-certified businesses also get a 10 percent price evaluation preference in full and open contract competitions. HUBZone-certified businesses can still compete

for contract awards under other socio-economic programs they qualify for. The HUBZone program fuels small business growth in historically underutilized business zones with a goal of awarding at least three percent of federal contract dollars to HUBZone-certified companies each year.

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SBA 8a Certification Presentation
February 7, 2023 | 10:00-11:00am | Via Zoom
Presented by: Thomas Scheu,
SBA Business Opportunity Specialist

Learn about the value of the SBA 8a Certification and its components.
The 8(a) program is a nine-year business development program that provides business training, counseling, marketing, and technical assistance to small businesses that have been certified.

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U.S. Small Business Administration

WELLS FARGO University of La Verne CITIZENS tri counties bank UnionBank

[SBA 8a Certification Presentation with Thomas Scheu, SBA Business Opportunity Specialist](#)

February 7th, 2023 | 10:00am - 11:00am

Join MCSC SLO Women's Business Center and Thomas Scheu, Business Opportunity Specialist, from the SBA Fresno District Office as they discuss the value of the SBA 8a Certification and its components. The 8(a) program is a nine-year business development program that provides business training, counseling, marketing, and technical assistance to small businesses that have been certified.

[LEARN MORE & REGISTER](#)

[Additional SCORE Workshops Available from our Regional Partners!](#)

Looking for additional workshops? Our SCORE partners in Ventura and Santa Barbara also have free workshops available to assist your business!

- [Los Angeles](#)
- [Long Beach/South Bay](#)
- [Santa Barbara](#)
- [Ventura](#)

Articles from SCORE



[Best Practices for B2B Email](#)



[How Women Entrepreneurs can win Federal Contracts](#)



[6 Tips for Managing Multiple Business Locations](#)

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SCORE San Luis Obispo

SCORE's mission is to foster vibrant small business communities through mentoring and education. We believe that every person should have the support necessary to thrive as a small business owner. Our volunteers are committed to the development and growth of successful small businesses across America....one business at a time.

[Website](#) | 805 547-0779 | [Email](#)
