



Serving San Luis Obispo County & Santa Maria Valley

SCORE San Luis Obispo Monthly Newsletter | April 2023 | [sanluisobispo.score.org](http://sanluisobispo.score.org)

Dear Readers:

From time immemorial, Spring has always been seen as the season of renewal, growth and expansion. We feel an extra energy and focus. The phrase “Spring into action” applies also to your business livelihood.

Put the extra hour of daylight to good use by each day devoting time to simply “think”, think about how to grow and expand your business.

Then, contact SCORE San Luis Obispo and Santa Maria Valley for assistance from our array of always free services to small business owners and those contemplating starting a business.

On [our website](#), you can [request a free mentor](#), take a variety of [free workshops](#), and browse our [large library of resources for your business](#). SCORE San Luis Obispo has the tools you need to spring into action and accomplish whatever your business goals may be.



Joe Whitaker  
*Marketing Chair, SCORE San Luis Obispo*

# Spotlight on: SCORE Client of the Month



## Aaron Stireman CEO, The Moving Experience



Once upon a time, in the beautiful town of San Luis Obispo, there was a passionate rock climber named Aaron Stireman. Aaron loved nothing more than scaling the rocky cliffs and feeling the wind in his hair as he conquered new heights.

One day, as Aaron was helping a friend move, he realized that there was a need for a more personalized and professional moving company in his town. He saw an opportunity to combine his love for adventure and his desire to provide exceptional service to people in need of a stress-free moving experience.

And so, with his passion and determination, Aaron founded "The Moving Experience" - a startup moving company that promised to deliver a seamless and enjoyable moving experience to its clients.

At first, things were tough for Aaron and his team. They had to work tirelessly to build their reputation and earn the trust of their clients. But with Aaron's rock-climbing skills, he knew how to tackle any obstacle and never gave up.

Through word-of-mouth referrals and positive reviews, The Moving Experience started to gain momentum. Aaron's team focused on providing a personalized touch to every move they took on, making sure that their clients felt heard and understood every step of the way.

The Moving Experience quickly became known as the go-to moving company in San Luis Obispo, with a reputation for being reliable, efficient, and friendly. People started to recognize Aaron's passion for adventure and his commitment to his clients' satisfaction. As the business continued to grow, Aaron realized that he could combine his love for rock climbing with his passion for providing an exceptional moving experience. He started offering adventure moves to clients, taking them on a unique journey that included climbing and hiking to their new home or office.

Having not run a business before, Aaron looked around for resources to help him make good decisions for a mutual benefit of Clients and Employees. This is where SCORE's mentoring came in. Having the opportunity to draw from experience with SCORE mentors, Aaron was able to connect some dots quickly and deliver a dependable, exceptional moving experience.

People were thrilled with the new experience, and Aaron's business continued to thrive. The Moving Experience became a household name in San Luis Obispo, known for its exceptional service, personalized touch, and adventurous spirit.

And so, Aaron Stireman and The Moving Experience lived happily ever after, with Aaron still scaling rocky cliffs and delivering memorable moving experiences to clients all over town.

[Learn More About The Moving Experience](#)

## Spotlight on: SCORE Member of the Month

### Alby Heredia, Certified SCORE Mentor



#### The Power of Mentorship

Inspired by a small business owner who would become his first mentor, Alby Heredia began his entrepreneurial career at a young age. While still a teen he created Mari Inc., a software development company. The firm created custom software for trade schools participating in Federal Financial Aid programs and set Alby on a quest as a lifelong learner and believer in the power of mentorship.

His quest for knowledge in that first endeavor led him to become an expert in Federal Financial aid. Soon, he would expand his skills into other aspects of business management. Eventually, Alby was coaching and consulting a number of small businesses including trade schools, salons, a coffee shop, and even a hospital chain. Having learned firsthand the power of a great mentor, his goal was to become a trusted resource for his clients.

An unexpected life change resulted in both a change of location and career. Alby moved back to the Portland, Oregon area and was hired as the managing editor for a group of trade newspapers. With Alby's process and management support and growth mindset, the company was able to double its monthly circulation to over 80,000 during his tenure with the company. And while the experience was one of the most enjoyable of his career, the call of entrepreneurship led him to start his next endeavor, Alby Associates, Inc.

While common in the post-Covid era, Alby's new company was unique for its time. With employees distributed nationally the company creatively used software and online tools to build a distributed, virtual, work-at-home workforce. This model allowed for a scalable workforce which could flex its support to meet the demands of the business. With a real estate and project management focus, the new company supported the real estate industry.

Continuing to improve his skills, Alby earned the coveted Project Manager Professional (PMP) certification from the Project Management Institute. He leveraged this experience in a new role as a Senior Project Manager for Conduent, a Fortune 500 BPO company. During his tenure with Conduent his responsibilities included leading global initiatives such as the Annual Enrollment Period for well-known medical insurance clients and the implementation of an impactful leadership development program.

Alby's goal of being a trusted resource was rewarded in 2022 when he was recognized out of over 10,000 employees as one of the company's model leaders and was awarded the Conduent Values Award for individuals who "consistently demonstrate the philosophy and values of a culture of excellence and for making a significant contribution to the organization."

As a SCORE mentor, Alby seeks to not only continue his own learning journey but to also become a trusted resource for a new group of small businesses — through the power of

# What Every Business Owner Should Know

## Important Questions to ask in your SWOT Analysis



Every small business owner should conduct a SWOT analysis at least twice yearly to assess their Strengths, Weaknesses, Opportunities and Threats compared to their competition, markets and industry.

A SWOT analysis contains four sections that help determine your business's performance.

Click the link below to read more and download a free checklist to help create your SWOT analysis.

[READ MORE](#)

## April is National Volunteer Month!

With April being National Volunteer Month, we wanted to thank our amazing volunteers for all you do for small businesses in our local community.

We appreciate your dedication and enthusiasm to help entrepreneurs in your local communities thrive. Thank you for all that you do for SCORE!

Interested in Volunteering with SCORE San Luis Obispo? Learn more about the benefits of volunteering as a mentor in this upcoming webinar from SCORE National. [Learn more & register here.](#)

## SCORE San Luis Obispo Mentors Share Why they Volunteer

In recognition of national volunteer month, we've asked our SCORE mentors why they volunteer with our organization. Here's what some of them had to say:

"I enjoy mentoring...

1. As a way to give back to others and share my 30+ years of experience in marketing and sales to try and help younger start ups.
2. Interact with other mentors who also have a wealth of knowledge in many different disciplines.
3. Forces me to stay current with trends and processes that have evolved since I retired, like social media marketing, etc."

- Rob Kornet, Certified SCORE Mentor

"I joined SCORE because I had learned many lessons (good and bad) during my corporate career. Wanted to pay that forward and share it with new business owners and aspiring business owners. Along the way I developed great friendships with a good number of my SCORE colleagues. Definitely was the right thing to do for me."

- Robert Hyde, Certified Mentor & Co-Chair, SCORE San Luis Obispo

"I joined SCORE in 2014. Over the past 8 years I had the pleasure of helping new clients bring their idea to fruition and help clients that are already in business grow their business. SCORE has provided me the opportunity to share my marketing knowledge and that has been my greatest satisfaction."

- Horace Morena, Certified SCORE Mentor

Be sure to follow us on [Facebook](#) and [Instagram](#) -we'll be highlighting more of our mentors & why they volunteer throughout the month of April!

Learn more about volunteering with SCORE

## Save the Date: National Small Business Week Virtual Summit

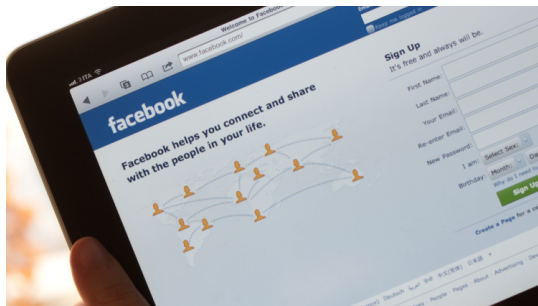


On May 2 – May 3, 2023, the U.S. Small Business Administration and SCORE will host the National Small Business Week Virtual Summit.

Access critical federal resources, learn new business strategies, and learn from industry experts! Join us online to participate in educational sessions, gather online business resources and connect with exciting speakers and peers.

[Learn More & Register Here](#)

## April SCORE Workshops



### [How to Leverage Facebook Marketing for your Business](#)

April 19th, 2023 | 11:30am - 1:00pm

Local social media expert Lacey Clifton-Jensen of @Chicadita will show attendees how to be more effective with Facebook through Insights (analytics), scheduling, events, and Ads Manager (advertising and Boosts) with advanced targeting to increase conversion and ROI. This is an intermediate workshop to help the business owner take their Facebook marketing skills to the next level. All participants should already have a Facebook business page.

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## [One Social Media Strategy to Rule Them All](#)

April 20th, 2023 | 5:00pm - 6:30pm

Learn to build your prospect list with one great social media strategy - no matter your platform. Workshop Presenter: Lin Schussler-Williams

As a speaker, coach and author, women's empowerment advocate and community founder, and podcaster, Lin teaches a thinking technology that changes perspectives and increases results. For over 20 years, Lin has worked with individuals, groups, business owners and salespeople, helping them build their dreams, accelerate their results, and create richer, more fulfilling lives.

Today, Lin is busy helping solopreneurs and small business owners get more sales, and inspiring and empowering women to be their best.

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## [How to Begin Your Business](#)

April 27th, 2023 | 5:00pm - 7:00pm

READY? SET. GO! Starting a business of your own is exciting but we bet you have lots of questions. If you are thinking of starting a business, or have just started one, this workshop is a perfect fit. Topics covered will include the fundamentals of getting started, business operation basics, business plans, and how to use and understand financial reports.

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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:

- [April 11th: Email Marketing Essentials for Business](#)
- [April 19th: The Basics of Business Entities](#)

## SCORE Partner Workshops



### Workshops from MCSC (Mission Community Services Corporation) & Women's Business Center

MCSC offers weekly workshops on a wide variety of subjects. In addition to providing a networking platform among attendees, classes are designed to increase understanding of important and current business topics and trends. Workshops are free of charge and open to the public.

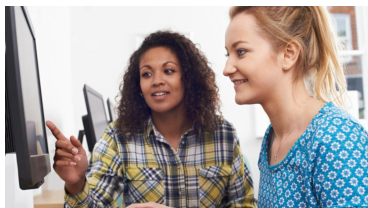
#### UPCOMING WORKSHOPS

### 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



[How to Train New Managers](#)



[How to Identify your Ideal Customer](#)



[How to Successfully Crowdfund your Startup](#)

[Read More Articles from SCORE](#)

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Call **1-800-634-0245** for the SCORE office near you or visit online at [SCORE](#).

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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](#)

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