



Serving San Luis Obispo County & Santa Maria Valley

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

Dear Readers:

August is National Black Business Month. This annual celebration was created in 2004 when historian John William Templeton and engineer Fredrick E. Jordan partnered to advance the policies affecting Black businesses and develop greater economic freedom for Black communities.

We at SCORE San Luis Obispo and Santa Maria Valley celebrate the month by extending the term to all BIPOC (Black, Indigenous and People of Color) owned businesses and hosting an event on August 29th - additional details are available below.

Black small business owners and their communities have faced extraordinary challenges over the years. SCORE continues our commitment to being part of the solution. We're here to give you the tools to meet and overcome any business challenge so that you can succeed, including [mentors](#), [workshops](#), and [additional resources](#).



Joe Whitaker
Marketing Chair, SCORE San Luis Obispo

TEXTURE



Courtney Haile
Founder, Texture

Embracing Texture: R.A.C.E. Matters opens Black hair salon and multi-use Space in SLO



A venture by nonprofit organization R.A.C.E. Matters SLO County, Texture is a place for hair, culture and community with a salon, events, and retail. Inspired by the cultural significance of Black beauty salons and barbershops, Texture was conceived by R.A.C.E. Matters Founder and Executive Director Courtney Haile in 2021, and with steadfast and loving vision has been birthed. Texture is supported by a growing list of supporters, including the City of San Luis Obispo's office of Diversity, Equity, and Inclusion. The city's DEI office, with the Human Relations Commission and Economic Development Department respectively, granted Texture funding to launch the space and procure culturally affirming retail inventory.

The salon will feature a rotating line-up of stylists who specialize in textured hair – defined as curly, coily, or kinky – including but not limited to styles such as braids, locs, weaves, silk presses, roller sets, curly

cuts, and more. Their first visiting stylist, Caprisha Daniels has serviced SLO County for the past year and a half at various locations and had been in communication with Haile via Instagram years prior about coming more frequently to the SLO area.

In January 2023 with a stroke of luck or better yet, after setting a Craigslist alert with her rental needs, Courtney found a potential-filled, seemingly perfect location at 474 Marsh Suites A & B. The design process was painstakingly detailed. Alongside her designer Sonia Sokolova, Haile commissioned original artwork, sourced around 60% second-hand furniture and decor, and dug into her own collections to adorn the property that was once a fish market. After much work by paid professionals and kind, highly skilled community volunteers, the Texture is activated and ready for operations.

Beyond just offering hair services, Texture will be a work and meeting space for R.A.C.E. Matters and the organization's collaborators as well as an event space to host R.A.C.E. Matters arts, educational, and social programming. The embodiment of the mission of R.A.C.E. Matters SLO – amplifying Black voices and matters of racial and social justice - Texture is a space to foster open dialogue, build authentic relationships, share stories of joy and resilience, and celebrate the beauty of culture, diversity, and inclusion.

Those interested in hair services can book August and September appointments with stylist Caprisha Daniels [here](#), and all are invited to stay connected to Texture via [Instagram](#) and their [website](#) as they recruit more stylists.

[Learn more about Texture](#)



Spotlight on: SCORE Client of the Month



MaryAnn Mae Talino (NinjaM.A.E), CEO/Founder
Purple Bloom Group, LLC

The Happiest City: A film by NinjaM.A.E. and the Next Gens



NinjaM.A.E. (a.k.a. MaryAnn Mae Talino) became a visual healer through conscious storytelling inspired by her Babaylan-Magdirigma lens, within her Filipino Indigenous roots.

These mean "Healer" and "Warrior" respectively. Her multilingual, multicultural and multinational background gave her a unique perspective that inspired her to use film in order to support social transformation.

MISSION:

NinjaM.A.E is on a healing mission to provide a platform for social-cause storytelling using authentic voices from a diverse filmmaking community. For the past 8 years, her Next Gen training program initiative grew and continues to inspire and increase diversity in the film industry by mentoring women, people of color,

and other individuals that have long been marginalized in this field.

ABOUT THE FILM:

"The Happiest City?" is a film about how in 2010 San Luis Obispo (SLO) was deemed "The Happiest City in America" by Oprah and National Geographic. As a sociologist, NinjaM.A.E. asked the community if this is true, and if it is, whom is it happiest for? Purple Bloom needs your help to demonstrate how the Next Gen Initiative can change the world. Based on our findings, SLO has a Bellwether effect—the power to influence and set trends that can lead our Nation. We are not the "happiest city in America" but authentically "The Connected City."

Together, WE can change the world.

What Every Business Owner Should Know

Location, Location: Choose it Wisely for your Business



Choosing the best location for your new business is a critical decision not to be made in haste. Your first consideration for convenience and cost factors is contemplate the possibility of running your startup company from home. With the rising number of virtual companies, it's easier than ever to work remotely and take advantage of some home-office tax deductions at the same time. If the

home-based option won't work for you, finding a location for your small business requires doing due diligence.

[READ MORE](#)

Save the Date: BIPOC Business - The Journey & Rewards



SCORE San Luis Obispo
FOR THE LIFE OF YOUR BUSINESS

SAVE THE DATE!

BIPOC BUSINESS:
THE JOURNEY & REWARDS

A town hall style networking social and panel discussion event. Light refreshments will be provided.

08.29.2023
6PM-7:30PM

SEACREST OCEANFRONT HOTEL

Held in partnership with R.A.C.E. Matters and the Santa Maria Valley Chamber Hispanic Business Group.

Join us for a BIPOC (Black, Indigenous & People of Color) panel discussion and networking event! BIPOC Business: The Journey & Rewards is free to attend and all are welcome - light refreshments will be provided.

- When: August 29th, 6:00pm-7:30pm
- Where: SeaCrest Oceanfront Hotel, [2241 Price St, Pismo Beach](#),

[LEARN MORE & REGISTER](#)

Find the Business Resources You Need Through SCORE

SCORE offers a wide variety of business resources for minority groups. Click the links below to learn more:

- [Business Resources for Hispanics](#)
- [Business Resources for African Americans](#)

- [Business Resources for Asian American, Native Hawaiian and Pacific Islander Entrepreneurs](#)

August SCORE Workshops



[Facebook Marketing For Your Business](#)

August 16th, 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.

Workshop Presenter: Lacey Clifton-Jensen, Chicadita®

Lacey Clifton-Jensen, Chicadita® is an energetic and innovative Social Media and SEO expert. Her expertise in using the ever-changing technology has helped her clients and employers achieve their marketing, communication and branding goals. She has developed and managed hundreds of projects which include Social Media marketing campaigns, SEO projects, blogging, PowerPoint presentations, YouTube videos, and White Papers.

[LEARN MORE & REGISTER](#)



[How to Begin Your Business](#)

August 17th, 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.

[LEARN MORE & REGISTER](#)

[\(IN PERSON EVENT\)](#)



BIPOC Business: The Journey & Rewards

August 29th, 2023 | 6:00pm - 7:30pm | SeaCrest
Oceanfront Hotel, Pismo Beach

Join SCORE San Luis Obispo, R.A.C.E. Matters, and the Santa Maria Valley Chamber Hispanic Business Group for a town hall style networking social and panel discussion event. Light refreshments will be provided. (Stay tuned - more details to come!)

LEARN MORE & REGISTER



Marketing Your Unique Business

August 31st, 2023 | 5:00pm - 6:30pm

What every new business owner must learn and every existing business owner better know! Everyone's business is unique! And every business has a USP! Do you know yours? Learn how to identify your Unique Selling Position(s), the key component of any successful business, and how to apply your USP, using ALL your marketing tools.

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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:

- [**August 8th: Accelerating Your Marketing with AI**](#)
- [**August 15th: Amazon - The Best Test Market Around**](#)
- [**August 24th: 50 Point Checklist for Selling your Business**](#)

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](#)

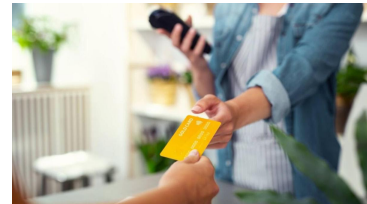
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