



Serving San Luis Obispo County & Santa Maria Valley

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

Dear Readers:

September is the month known for its Labor Day holiday and its traditional beginning of the Fall Harvest Season.

As mentioned before in this column, small business owners are more often “Labor” rather than (or in addition to) “Management”. It’s also the best season to “harvest” new customers.

Clichés aside, September is the beginning of the most important four months of the year, especially for a small business, selling a consumer product. At the risk of another cliché, often, your “make or break” season.

For most businesses in the U.S., the end of year religious holiday gift-giving produces their most active consumer sales season, especially relevant to those business who depend heavily on on-line sales.

Whatever your business needs may be as you navigate this important season for business, SCORE is always here to assist! Our always-free services include [mentoring](#), [workshops](#), [online resources](#), and more.

Joe Whitaker
Marketing Chair, SCORE San Luis Obispo



Spotlight on: SCORE Client of the Month



Heeva Asefvaziri *CEO/Founder, Flush Packaging*



Heeva Asefvaziri grew up here on the Central Coast, graduating from SLO High and going on to earn his degree in Packaging and Industrial Technology from Cal Poly. After over 7 years of consulting and designing custom packaging for large companies, Heeva realized the high costs and barriers to entry prevented the millions of small businesses across the US from having access to great, eco-friendly packaging.

Flush Packaging started as an idea in Heeva's Ventura, CA apartment back in 2019 and has since quickly grown over the past four years to servicing over 8,000 small businesses across the US.

"I spent my career working with large organizations designing custom packaging for a wide array of different products and applications. When I looked around the industry, small businesses were overlooked and underserved. I wanted to help the business owners operating off their dining room tables to be able to grow and join them in that journey."

Today, Flush offers over 100 different off-the-shelf packaging options for over 300 different vessels common in the candle, home luxury, and food + beverage markets, but also offers fully custom design services.

But let's rewind back to the beginning stages of the company – when Heeva learned about the SCORE program through the SBA and why he immediately felt inspired to reach out.

"I couldn't believe there was a free program out there with no shortage of business professionals with ranging backgrounds, who were essentially just waiting for someone to ask for guidance on developing their business. I thought, wow – what an undervalued, underutilized resource!"

In early 2019, Heeva met with mentors Tom Phillips and Jim Spencer of the Santa Barbara SCORE Chapter to discuss everything from business model mapping to product development to website building. "I really wanted to maximize the chances of success for my business idea and felt with such an amazing network of resources available through SCORE, a lack of resources was not going to be a reason for this idea not working out."

After relocating Flush from Ventura to Paso Robles, Heeva transitioned to working with Horace Morana and Jay Campbell of SCORE's San Luis Obispo Chapter to set new growth goals for 2024 and beyond.

For more information about Flush Packaging and any of their products or services, check them out at <https://flushpackaging.com/>

To get in touch with Heeva or any of the team at Flush Packaging, please email info@flushpackaging.com

Learn more about Flush Packaging



What Every Business Owner Should Know

Turning Your Idea into a Business



You have an original idea or you have an idea to improve on an existing business model. If you have decided to start your business from "scratch" you need to know how to find a good idea and turn it into a business opportunity. Business opportunities usually develop from simple ideas that come from ordinary sources.

Good ideas do not have to be sudden flashes of inspiration. Many very good ideas have come from frustrating experiences as a customer, suggestions from friends or business colleagues, or from personal interests.

To find a good idea and turn it into a business opportunity, it is critical you focus your idea, set a goal, and then secure information and feedback on your idea.

[READ MORE](#)

September is National Hispanic Heritage Month

National Hispanic Heritage Month is annually celebrated from September 15 to October 15 for recognizing the contributions and influence of Hispanic Americans to the history, culture, and achievements for the United States.

The Santa Maria Valley Chamber's Hispanic Business Group offers opportunities to network and learn more about resources available for businesses. They have two events coming up which are free to attend and open to the public:

- [September 7th: Grow Your Business event at CoastHills](#)
- [September 14th: Hispanic Business Group Mixer at the Santa Maria Town Center Mall](#)



HISPANIC BUSINESS GROUP MIXER

SEPTEMBER 14TH 5:30-7PM
Santa Maria Town Center Mall

WE INVITE YOU TO CONNECT AND NETWORK
WITH LOCAL HISPANIC BUSINESS OWNERS
AND PROFESSIONALS.

NO-COST BUSINESS ASSISTANCE
WILL BE AVAILABLE.

*The Hispanic Business Group and its events are open to any person, business or organization of who identifies with or serves our Hispanic community.



FOR MORE INFORMATION: SUZANNE@SANTAMARIA.COM
PARA MÁS INFORMACIÓN: DAVID@SANTAMARIA.COM

These are both great opportunities to network and learn more about the local Hispanic businesses in our community. We hope to see you there!

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](#)

September SCORE Workshops



Marketing with Social Media

September 6th, 2023 | 11:30am - 1:00pm

In SCORE's Marketing with Social Media workshop, social media expert Lacey Clifton-Jensen (@Chicadita) will introduce attendees to the different social platforms and how they are best leveraged for a variety of unique selling positions. Participants will practice creating engaging post plans to create a tribe of brand advocates through social presence for the most effective social media marketing. Social Media is the ultimate tool to create awareness for your brand or company and a must for businesses today. From Facebook and LinkedIn, to YouTube and beyond, come to get a better understanding about how you can create and implement a social strategy to help you grow!

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

September 14th, 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



Business Model Canvas PLUS

September 21st, 2023 | 5:00pm - 7:00pm

Do you need your business to: Increase Revenues, Attract new Customers, Improve Products or Services, Become more Efficient and Grow Profits? The Business Model Canvas PLUS can help by identifying actions that will result in your business reaching new heights.

LEARN MORE & REGISTER



Telemarketing is Not Dead - When Done Right

September 28th, 2023 | 5:00pm - 6:30pm

In this workshop, Howard will discuss the three pillars of telemarketing:

1. REACH : How to attract your target prospects (as defined by you) into your sales process, leveraging latest technologies in web, SEM, e-Mail, telemarketing and other techniques.
2. QUALIFY: How to engage and qualify prospects using exact qualification criteria
3. CONVERT: Use prospect intelligence, data and history of customer interactions, including e-mails, telephone notes and

customer needs - allow you to convert and 'close'.

Workshop Presenter: Howard Larson, Larson and Associates

Howard Larson has been in the telemarketing business since 1975, and is the owner of Larson & Associates is a leading provider of business development, advertising and marketing solutions specializing in the marketing of complex business products/services. Our scope of services includes development of telemarketing, proactive web-integrated marketing tools, end-to-end delivery of business intelligence and sales leads, new customer introductions and post-sales client retention programs, active targeted marketing attacks, outbound/outourced telesales attacks, to pinpoint just a few of the areas we work in.

[LEARN MORE & REGISTER](#)

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:

- [September 7th: What to Expect when Applying for an SBA Loan](#)
- [September 12th: Building Effective Teams in the Workplace](#)
- [September 20th: Shopify vs. Squarespace - Choosing the Right Platform for 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](#)

Articles from SCORE



[How to Create a Marketing Budget for Startups](#)



[12 Resources for Hispanic Entrepreneurs](#)



[7 Ways to Protect Your Small Business from Risk](#)

[Read More Articles from SCORE](#)

Thank You to our Sponsors

Due to the charitable contributions of the following sponsors and donors, we are able to provide all of our services at no charge. Thank you!

Sponsors:

- [U.S. Bank](#)
- [Bank of America](#)
- [PG&E Foundation](#)
- [Small Business Administration](#)
- [Santa Maria Valley Chamber of Commerce](#)
- [Chevron](#)
- [City of Morro Bay](#)
- [City of San Luis Obispo](#)
- [City of Santa Maria](#)
- [City of Grover Beach](#)
- [City of Pismo Beach](#)
- [County of San Luis Obispo](#)

Donors:

- [SESLOC](#)
- Madonna Enterprises
- Advantage Answering