

## ORIENTATION

### Forms and Consents

- Contact information release
  - Emails *and/or phone numbers (phone numbers are optional)*
  - Social Handles and website if applicable
- W-9 Form
- Self-Assessment Google Form (On first day of class, last day of class, and one year from graduation)
- Attribution Form (example only)

### Reporting Importance

- The program is in part funded by the successes you report to us, including:
  - Capital infusion - grants, loans, investments
  - Sales increase
  - Creating a job/hiring new employees

### Information/Attachments

- Schedule of Sessions
- Cohort Groups
- Dedicated website page for up to date information:  
<https://www.westcenter.org/programs/startup-mendo-2023-schedule/>

### Publicity Expectations

- In Person events (*for more details, see below*)
  - Photos, headshots
  - Videos, interview
  - Pitch Presentation
  - Media interviews
- Social Media Interviews (*for more details, see below*)

## Communications

- Emails will come from @westcenter.org addresses. To ensure you receive our emails, please whitelist (or add your email address book) the following emails:
  - [events@westcenter.org](mailto:events@westcenter.org)/Constant Contact. Weekly reminder emails will be sent from this email.
  - Kelly Gieser, Program Manager, [Kelly@westcenter.org](mailto:Kelly@westcenter.org)
  - Laura Brooks, Program Director, [Laura@westcenter.org](mailto:Laura@westcenter.org)
- Slack (*optional*) - centralized chat/information sharing platform. Informal way to connect with participants who choose to join. [Click here to join!](#)
- Additional contacts:
  - Rachel Clark, Lead instructor, [synergybusinesscoaching@gmail.com](mailto:synergybusinesscoaching@gmail.com)
  - Lisa McCormack, Cohort leader, [lisa@affogatohr.com](mailto:lisa@affogatohr.com)
  - Julia Siderakis, Cohort leader, [1991ugc@gmail.com](mailto:1991ugc@gmail.com)
  - Joe Rodola, Cohort leader, [rodola8@yahoo.com](mailto:rodola8@yahoo.com)

## Sessions

- Weekly Zoom sessions on Tuesdays, starting January 17, 2023 at 5 PM.
  - Class attendance is required. If you aren't able to make it, you must notify the Program Manager or your Cohort leader ahead of time.
  - Recordings for lessons will be made available to make up the lesson but are not to be used as a substitute for attendance. There are invaluable opportunities for networking and questions and answering that only happen through live attendance.
  - **MISSED CLASSES.** If a participant misses 3 or more sessions without communication with the Program Manager, the participant can stay in the program but will no longer qualify for stipend money.
- Computer and Applications:

- Zoom - updated Zoom app and registered to the class.
- PDF reader/editor ([Adobe Acrobat Reader](#), [Adobe Online Editor](#), [Sejda.com](#); *all free*)
- Excel application ([Google sheets](#) (*free*), [Microsoft Excel](#) (*free*), Apple Numbers )
- **Lessons:** 2 hours (5 - 7 PM) of lesson and working session. Recorded.
  - Slides will be made available day after class
  - Recordings are provided for emergency cases
- **Cohort breakouts:** 1 hour (5 - 6 PM) working sessions. Not recorded.
  - Attendance is still required to ensure continuity of cohort support, accountability of worksheets, and respect for each other's commitment.
- **Worksheets:**
  - There will be 19 worksheets throughout the program. We expect these to be reviewed and or completed and discussed during cohort breakout weeks.
- **Social Media Interviews:**
  - During the program you will be asked to give a short interview (in person or over Zoom) to be made into West Center social media posts. These will become program social media highlights that you can be tagged in and share with your audience.

## Cohorts

- Cohorts Groups will consist of one Cohort Leader and four participants.
- Cohort groups are intended to be a safe space for you to create connections and camaraderie to be able to discuss challenges, find solutions, share ideas, and get inspired.
- Under the guidance of a Cohort Leader, all participants will learn from each other and the leader as they work on their startup business tasks each week. The leader will also create continuity through the program by providing a common source of support and expertise.
- Cohort group participants will provide peer support, encouragement, and accountability to complete the implementation activities for each business venture between meetings.

### Cohort Leaders vs West Advisors

- Leaders will be your first point of contact for basic information. Any questions outside of their wheelhouse/expertise will be referred to your West Advisors.
- Advisors are here to help with deeper questions, especially for already established businesses that have immediate needs and concerns to address.
- Advisors can be reached at any time during and after the program.
  - Coastal clients: Kevin Williams, [Kevin@westcenter.org](mailto:Kevin@westcenter.org)
  - Inland clients: Steve Lam, [Steve@westcenter.org](mailto:Steve@westcenter.org)
  - If you don't know who your advisor is, contact [Lillian@westcenter.org](mailto:Lillian@westcenter.org), our Client Specialist.

### In Person Events

- **Kick Off Event; Thurs January 12, 2023; 4 - 7 PM; Rivino Winery, Ukiah**
  - Expect professional headshots at event; photographer on site
  - If possible, no kids—more time to meet and get to know your cohort and leaders
- **Business Planning Capstone; Sat April 1, 2023; 11AM - 2PM; The Brambles, Philo**
  - Instructional & working session with the group; followed by fireside chat
  - Speakers include West Center CEO Mary Anne Petrillo and your West Center Advisors Kevin Williams and Steve Lamb. Plus StartUp2022 alumni!
  - Optional - wine tasting social at Bee Hunter afterwards. Please RSVP w Kelly
- **Graduation Event; Thurs June 8, 2023; 4 - 7 PM; Little River Inn, Little River**
  - Expect final headshots; Event videographer on site
  - Final pitch presentation required and recorded.
  - Family, kids, and friends invited; celebration time!