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## Learning Leads to Earning: A Small Business Success Story

By *Andrea Korogi*  
Apr 01, 2006

**Shilla Tabrizi**, owner of **Shilla Design Studios**, is like many entrepreneurs – after many years in corporate America, she decided that she would really love to start her own small business so that she could pursue her own interests and work her own hours.

Also like many entrepreneurs, Shilla knew she wanted to pursue her talent in designing decorative glass, but she didn't know anything about how to run a business. So what did she do? She sought out resources for how to successfully manage a small business before she started it and she continues to seek counseling and support after 2 years in business.

Shilla heard about SCORE through her attorney. SCORE is an organization of retired, and semi-retired, executives who donate their time to help other business people succeed. Shilla attended SCORE's entire Entrepreneur Series workshops and learned about everything from how to do a business plan to how to use Quik Books.

Shilla says "It was during this inexpensive and very comprehensive course series that I found out about free counseling".

Shilla was put in contact with SCORE Counselor Lisa Bentson and Lisa helped mentor her through the start-up process.

"Lisa offered to come to my place of business and that's how we got started." Lisa and Shilla have been working together every since. "What I have enjoyed the most is having another business owner who listens to me and understands all the fears and trepidations of running a business. She guides and supports me through it all". She has continued to review my goals and decisions and also identified possible pitfalls to watch out for. I am grateful there are successful business people out there who are prepared to invest their precious time in this way and pass their wisdom on to others, and all at no cost! I hope I may be able to do the same for others."

Shilla joined the Chamber in an effort to continue her education and her outreach. One of the first things she did was to attend the Small Business Roundtable where we immediately helped her get connected with other members and resources. Her decorative glass business is doing very well and she will be working with the Chamber's Small Business Success Center.

Even if your business is already established, you should continue to reach for resources that can help you run your business better. Guidance is extremely important and the Carlsbad Chamber is the center for North County



SCORE counseling. In addition, we can provide mentoring, counseling and networking opportunities with other Chamber members.

In fact, all of these services will be offered through the Small Business Success Center which will open this month! For appointments or information, contact Andrea Korogi (760) 931-8400.



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