

# VENTURA BUSINESS ASSISTANCE PROGRAM SUCCESS STORY: W.L. RUBOTTOM COMPANY



*“For now we are focusing on training employees. Things are looking up.”*

Working together: A Partnership with the City of Ventura Business Assistance Program and EDC-VC helped the W.L. Rubottom Company rebuild.

## CUSTOM CABINETRY MAKEOVER

Known for its custom kitchen and bathroom cabinets, W.L. Rubottom Company has been going strong since its founding in 1946. Working with builders and homeowners in Santa Barbara, Ventura, San Luis Obispo and Los Angeles counties, the company was doing well until the recent recession. Due to financial challenges, they leased one of the two buildings they owned and saw their workforce shrink from 120 to 30.

## REACHING FOR RESOURCES

Tasked with turning around the nearly 70-year-old family business, Jay McCoy, vice president of operations, turned to the city of Ventura and EDC-VC for assistance. He worked closely with an SBDC advisor, who helped him develop a three-year plan and secure a \$250,000 loan from EDC-VC.

With the city's support, the SBDC provided the company with several services, including consulting, training and getting them in touch with a lean manufacturing professional to help streamline the process.

The loan funds went toward a new accounting system, an upgraded IT infrastructure that gave outside sales reps access to information and a centralized library of key files.

## HAMMERING AWAY AT RESULTS

W.L. Rubottom's staff has participated in sales, finance and management trainings through funds made available through the Workforce Investment Act, Workforce Investment Board of Ventura County and California Employment Training Panel. The company also held lean training sessions and created standardized quote guidelines for sales reps.

Since working with EDC-VC in 2013, the company has experienced a 103% increase in profitability year over year.

## BUILDING A FUTURE

W.L. Rubottom is continuing to work with the EDC-VC and the city of Ventura on additional strategies to grow the recovering business.



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