



## community development partnership

*Creating opportunities for people to live, work, and thrive on the Lower Cape*

### When a Little Expertise is All You Need

*“But no one is an expert at everything...and that’s why this program is so essential.”*

Shayna Ferullo, Snowy Owl Coffee Roasters



Over the years, the CDP has helped launch and strengthen over 2200 businesses on the Lower Cape. We are always amazed at the passion, skill, and determination that people bring to starting (or growing) their own businesses.

Still, no matter how impressive a local business owner’s capabilities may be, there are times when outside expertise can make a big difference. That’s where our mini-grants for professional services come in.

Shayna Ferullo and Manuel Ainzuaín, founders of Snowy Owl Coffee Roasters in Brewster, are known for their skill at sourcing, roasting, brewing, and serving up superb coffee. But their inventory systems weren’t working for them.

Shayna handles most of the business and technology aspects of the operation. And she’s actually pretty good at it. Past experience with Salesforce led her to choose it for improving the ways they track inventory.

“What I wanted,” says Shayna, “was to be able to track quality in a way that reflects our own philosophy—that is, tracing things all the way back to the bean at its ‘green’ pre-roasted state and even back to the farmer who grew it.”

Listening to Shayna and Manuel, you learn there can be some pretty complex challenges behind serving up a consistently delicious, carefully sourced cup of coffee. They need to follow the political situation in Brazil, for example, be ready to shift suppliers when problems affect the supply chain, and calculate the impact of that on their schedule for roasting custom orders.

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Shayna knew that Salesforce software could save hours of analysis. But after choosing it, she quickly realized it wasn't a perfect fit. She would need expert help to make it work for Snowy Owl.

She found the right operational consultant—someone who knew Salesforce well. And she committed herself to delving into the back office underbelly of the business.

“The problem was, it was spring when we made the decision to do this,” says Shayna.

“That's the hardest part of the year for us in terms of cash flow. It's when we need to stock up on product to sell in the summer, spend money on hiring, onboarding and training staff, invest in new equipment, and tap into our marketing budget.”

The mini-grant made going ahead possible. “Without the support of the CDP, Shayna says, “we could not have afforded the consultant's fee for the full project.”

Consulting projects come in many shapes and sizes, says Pam Andersen, the CDP's Director of Business and Credit Programs and point person for the mini-grants. Every business and business owner is different.

“But no one is an expert at everything,” she says. “That's why this program is so essential.” So far this year 10 businesses have qualified for mini-grants covering a range of expert services from setting up bookkeeping systems to building websites.

Mini-grant consultants do not have to be Cape-based, but many are. When that happens, these small grants go an extra-long way—helping the businesses that need the expertise, and supporting local experts, too.

The CDP now has \$20,000 allocated for mini-grants. And now is the time to apply: the summer season is so intense here that many local business owners find winter is the only time they can make progress on the kinds of special projects these funds support.

“It's important for owners participating in this program to plan to dedicate time, the way Shayna did,” Pam says. Consultants provide expertise, but business owners are always closely involved, whether with vision, background, or in learning new systems.

To find out about eligibility requirements and apply for a mini-grant for professional services, [contact Pam Anderson](#) at the CDP by email [pam@capecdp.org](mailto:pam@capecdp.org) or phone 508-240-7873, ext 18.