

Success Story



🌐 earthtonesgifts.com

📌 @earthtonesgifts

☎ 805.238.4413

📍 1319 Park St,
Paso Robles, CA 93446

EarthTones Gifts, Gallery & Center for Healing

Gifts from the Heart

EarthTones Gifts, Gallery and Center for Healing developed in 2005 with a focus on eco-friendly products, handcrafted goods, and personal growth. Partners Mary Uebersax and Greg Carroll met at the So. California Renaissance Fair and shared an appreciation for storytelling, celebrating history and discovering enduring crafts, music, and arts. In 2008, a move to Paso Robles allowed space to showcase visiting artists and add programs and resources at the forefront of the lifestyle movement to inspire and empower inner discovery for people of all ages.

Advanced strategic planning with partners including SBDC, MCSC, and KWBC allowed them to explore new models of entrepreneurship. Growth in 2021 will deepen relationships among local suppliers, writers and artists and with ecommerce and digital outreach serve a larger community in the mind-body-spirit fields.

SBDC Assistance

COVID-19 Funding
Social Media Marketing
Business Plan
Website

Economic Impact

\$15K CA Relief Grant

\$57.5K EIDL

\$4.1K PPP

3 Jobs Supported



“As the business challenges escalated in 2020, our partnership with SBDC afforded us local help, skilled insight, and on-demand assistance. Our successes throughout the year were because we had timely and professional guidance to navigate our disaster assistance, maintain employees and customers, and plan for new horizons with e-commerce and digital services.”

–Mary Uebersax, CEO of Earthtones



CAL POLY
Center for Innovation
& Entrepreneurship
Small Business Development Center

🌐 SBDC.CALPOLY.EDU

📌 @CALPOLYSBDC

✉ SBDC@CALPOLY.EDU

☎ 805-756-5171