

January 2007

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Dayton SCORE offers business assistance to many local small business owners. For more information, log onto www.daytonscore.org or call 937-225-2887 to learn how SCORE can help you find solutions to your business issues.

SCORE in Action

Beavercreek business is 'Sew in Style'

A Beavercreek business has passed its start-up process, thanks to Tony Silvestri of the Dayton Chapter of SCORE.

Sew in Style owner Cheryl Richards discovered SCORE while surfing the Internet and learned about a workshop to be held at Wright State University. The information provided Cheryl the boost she needed to get *Sew In Style* in business.

The WSU workshop, led by SCORE counselor Roger Doty, answered many of Cheryl's questions and motivated her to put together a business plan.

Armed with the business plan, Cheryl then called the Dayton SCORE office. Brenda quickly scheduled an appointment for Cheryl to meet with Tony Silvestri.

Tony's energetic approach was just what Cheryl needed. He reviewed Cheryl's business plan and provided assistance to improve the business plan. Once the business plan was polished, Tony assisted Cheryl find a business location and



Cheryl Richards
Sew in Style

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negotiate a fair contract for the lease. Tony went so far as to assist Cheryl with the paperwork for the lease.

Cheryl now feels she is standing on solid ground, with information and assistance she received from the Dayton SCORE chapter. She admits to being grateful for the assistance that guided her through the start-up process by stating, "I can't imagine how I would have gotten through the start-up process without Tony and SCORE."

SCORE Success Story

Helping Hands Medical Massage

Jackie Livingston, owner of Helping Hands Medical Massage, is a Licensed Medical Massage Therapist who contacted SCORE while planning an expansion of her business. SCORE counselor Bob Halstead assisted Jackie through a review of her business plan and the financial aspects of relocating her business.



Jackie Livingston

Jackie found a suitable new location for her business and identified areas for improvement and growth in her current business plan. A review of Jackie's plan targeted a need to recruit another massage therapist. A second therapist has been brought on board; Helping Hands plans to staff a third therapist to support its growth.

Helping Hands Medical Massage is located in Huber Heights and provides its clientele with medical massage and aromatherapy. It also sells products that support and enhance massage and aromatherapy services.

Contact Helping Hands at 233-3899 or visit www.helpinghands.com.

Annual Awards Banquet

SCORE honors 4 members

Dayton SCORE's 2006 Annual Awards Banquet was held on December 14 at the Yankee Trace Golf Club. Guest speaker outgoing Montgomery County



Charles Curran

Commissioner Chuck Curran brought us insights on the economic and political climate within the Miami Valley, particularly, regarding Downtown Dayton development and Miami Valley economic growth patterns. Chuck indicated that as he prepares to leave the county commission, he plans to devote considerably more time to teaching Political Science at Sinclair Community College.

In addition to Mr. Curran's speech, four SCORE members were honored for their exceptional contributions. They are:

■ **Roger Doty** was presented with a Distinguished Service Award for his many accomplishments over the past three years. He came to us from Connecticut with a



Roger Doty

background as president and CEO of a small public company, an expert in high-tech manufacturing, a professor in business at three colleges, and a small business counselor with the SBDC.

Upon coming to SCORE, Roger immediately showed his skills as a counselor and took over SCORE's monthly "First Steps" workshop at Wright State

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African American Chamber Hosts Small Business Expo

On Dec. 18, 2006, the Greater Dayton African-American Chamber of Commerce hosted a Small Business Expo in the Wright-Dunbar Business Village to give small businesses an opportunity to showcase their products and services. Dayton SCORE had a booth at the Expo manned by members Bob Halstead, Leif Jacobsen, Clark Beck and Wally Nugent. The members made a presentation to attendees, describing the SCORE counseling and workshop services, and met several small businessmen and women who expressed



Dayton Mayor Rhine McLin discusses the merits of SCORE in the Dayton community with Leif Jacobsen and Chairman Wally Nugent, far left.

interest in SCORE. A couple of them have had counseling sessions since the Expo. Dayton Mayor Rhine McLin was among the attendees of the business expo. Later, when addressing the audience, Mayor McLin made special mention of the value of SCORE to local small businesses.

Entrepreneurship Week USA

The Dayton SCORE chapter is looking forward to supporting Entrepreneurship Week USA when the event kicks into gear Feb. 24 through March 3, 2007.

SCORE plans to join forces with the Dayton Chamber of Commerce to sponsor a seminar targeted to small business entrepreneurs.

For more information, log onto: www.entrepreneurshipWeekUSA.com

SCORE wants your Success Stories

SCORE counselors: All of us have many success stories, so let's publish them. Therefore, please pass on your success stories to Wally Nugent or Bob Halstead. A particular success can be anything from obtaining a loan to completing a business plan, etc.

Keep in mind: we need these stories for our newsletter and for our Web site. For questions or comments on this issue, please contact me as soon as possible.

Sincerely,
Bob Halstead

at Wright State University. In 2005, Roger assumed the post of chairman of the chapter's Education Committee and quickly grew our workshop program, developing partnerships with local libraries and chambers of commerce to host and sponsor our workshops.

Roger has made the workshop program a major component of our total services package.

■ **Don Hoke** received a Distinguished

Service Award for his excellent performance as our Treasurer for four years. Don is a conscientious and very skilled financial

manager who, as a CPA, owned a public accounting firm for many years. He prepares our budget, develops our financial reports, manages our funds, pays our bills, and even serves as cashier at our chapter meetings and workshops. His willingness to give generously of his time and expertise has kept Dayton SCORE financially sound — we *are fortunate to have his services!*

■ **Lee Senne:** Due to an unfortunate accident several weeks ago, Lee was unable to attend the banquet. His extraordinary achievements, however, demanded that we recognize him.

Lee was a bank executive and commercial lending professional throughout his career.

His experience has brought tremendous benefits to SCORE members and clients for many years. In 1986, he was chapter chairman. Bob Halstead, Gordon Callihan and Wally Nugent visited Lee



Don Hoke

December 6 to present him with several awards.

In 2006, Lee marked his 20th year with SCORE — likely a chapter record — and received a 20-year service award.



Lee Senne

Additionally, Lee was inducted into the chapter's Emeritus group, and he received the Platinum Leadership Award — the highest award given to a SCORE volunteer and one Lee richly deserves.

In absentia, Lee received a standing ovation at the banquet.

■ **Gordon Callihan:** When Wally Nugent presented Gordon with Platinum Leadership Award, he claimed, "Gordy Callihan is my hero!"

Gordon's unbounded energy and willingness to assume any responsibility within the chapter has earned him tremendous respect and admiration.

Gordy has been with SCORE for over 13 years. He spent nearly 40 years with



Gordon Callihan

NCR in sales, sales management, and education roles. His skills as an educator are obvious when observing him counseling clients.

Gordy's charisma is infectious, and he applied this trait through his roles as chapter chairman in 1995 and 1996, assistant district director from 1998 through 2001, and numerous committee chairman positions, including his current role of chairing the New Member Orientation & Training Committee.

Client Satisfaction Survey

Survey Question	Response Average
Were you treated Courteously and professionally?	1.38
Were your issues/questions addressed well?	1.66
Did you and the counselor agree on clear next steps?	1.70
Were you encouraged to return for more counseling?	1.59
Total number of Mail and Email responses	72

Response Scale: 1... Strongly agree 3 ... Disagree
2 ... Agree 4 ... Strongly Disagree

Dayton SCORE: January Chapter Meeting

As a reminder, our January Dayton SCORE chapter meeting will be held on Wednesday, Jan. 24, at The Patterson Homestead, 1815 Brown Street. As usual, we will start the meeting at 11:30 a.m. with an informal lunch.

Our guest speaker will be Bill Menker, Business Librarian at the Centerville Library.

Bill is a good friend of Dayton SCORE; he has sponsored several of our workshops at the library and has helped many SCORE clients research information for their business plans.

Bill is a certified eBay Education Specialist, who teaches a variety of classes on eBay at the library. He has had a successful eBay business since 2000. Bill will talk about the process and success factors involved in setting up an eBay business.

In addition, Dayton SCORE has a number of important initiatives underway that we will be discussing — *so don't miss this important meeting!*

Wally Nugent

New Members

■ **Ed Meadows** joins SCORE after retiring from his successful podiatry practice of over 50 years.

Ed brings strong skills in management and administration as well as deep knowledge of the healthcare field.

Ed was a member of the Riverdale Optimist Club for 30 years. He also held the offices of Club President and Lt. General for the organization.

Welcome, Ed!



Ed Meadows

■ **Leif Jacobsen** comes to SCORE as he closes the packaging equipment manufacturing rep business that he and his wife operated for 22 years.



Leif Jacobsen

Prior to operating that company, Leif held positions in sales and marketing management in the oil and packaging industries, both domestically and abroad.

Leif has been a long-time member of the Downtown Dayton Rotary Club.

Welcome, Leif

Business Briefs

Cincinnati SCORE Issues' updates

SCORE **Briefs** can be found on our Web site and are maintained by a publication committee of Cincinnati SCORE. Dayton SCORE counselor **Bob Halstead** serves on the committee.

Log onto www.daytonscore.org to check out more briefs:

- **2.0:** Choosing The Legal Structure of your Business
- **2.03:** Business Organization Operations in Ohio
- **4.05:** Key Financial Ratios
- **6.0:** Advertising
- **10.03:** Taxes, Licenses and Permits
- **10.07:** Income & Social Security Taxes
- **10.08:** Sole Proprietorship Tax Procedures
- **10.11:** Tax Treatment of Business Startup Costs
- **13.02:** The Consulting Business

*Log onto SCORE's Web site under the **Volunteers only** section for more information about the above briefs. All are useful counseling resources for both fact to face and online ¾ so check them out!*

TOTAL SERVICES PERFORMANCE FY 2007 vs. FY 2006

Through December 2006 (MONTH 3)

Service Type	DEC. 2006	YTD FY 2007	DEC. 2005	YTD FY 2006	YTD CHANGE %
Face-to-Face Sessions					
New	21	107	25	107	0
Follow-On	29	107	56	111	-3.6
Total Face-to-Face	50	214	81	218	-1.8
Online Sessions					
New	26	99	19	84	+17.9
Follow-On	36	125	72	163	-23.3
Total Online	62	224	91	247	-9.3
Workshops					
Number	0	9	0	5	0
Attendees	0	126	0	69	+82.6
Total Services	112	564	172	534	+5.6

As the above report indicates, December was a relatively slow month when compared to the prior year in terms of counseling activity, both face-to-face and online. However, our year-to-date FY 2007 performance is marginally ahead of last year, due largely to our strong workshop schedule and attendance. Our follow-on counseling sessions remain an excellent percentage of our total sessions, 58% in December and 53% year-to-date FY 2007.

In order to continue to drive improvement in to total services performance, our challenge is threefold: (1) continue our marketing efforts to improve awareness of Dayton SCORE within the Miami Valley's small business community; (2) extend our reach to geographical areas and ethnic groups within our region that are underserved in terms of small business counseling; and (3) persist in seeking mentoring relationships with our clients in order to provide added value to them and drive up our follow-on percentage.

Upcoming Workshops

Wright State University

First Steps	1/18	9 a.m. to 11:30 a.m.	\$25	225-2887
	3/15	9 a.m. to 11:30 a.m.	\$25	225-2887

Dayton Metro Library

Business Start-Up Basics 6:00 – 8:30 p.m.	2/6	Huber Heights Branch 6160 Chambersburg Rd.	277-9508
Business Start-Up Basics 6:00 – 8:30 p.m.	3/6	Main Library 215 E. 3 rd St.	227-9500
Marketing for a Small Business 6:30 – 8:30 p.m.	1/23	Huber Heights Branch 6160 Chambersburg Rd.	277-9508
Marketing for a Small Business 6:30 – 8:30 p.m.	3/12	Vandalia Branch 500 S. Dixie Dr.	898-6541
Business Planning for a Small Company 6:30 – 8:30 p.m.	1/29	Brookville Branch 425 Rona Parkway	833-2553
	3/20	Main Library 215 E. 3 rd St.	277-9500

Oakwood/Kettering/Moraine Chamber of Commerce

Marketing for a Small Business 3:00 – 5:00 p.m.	1/30	2977 Far Hills Ave.	299-3852
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Centerville Library

Business Start-Up Basics 6:30 – 8:30 p.m.	1/24	111 West Spring Valley Rd.	433-8091
Marketing for a Small Business 6:30 – 8:30 p.m.	2/7	111 West Spring Valley Rd.	433-8091
Business Planning for a Small Company 6:30 – 8:30 p.m.	2/21	111 West Spring Valley Rd.	433-8091

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