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The Dayton chapter of 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

Miamisburg's 'Bolivian' delight

Rafael and Cesar Santillan are natives of Bolivia who, together with their wives, Guisela and Sylvia, came to the Dayton area. Rafael and Guisela came here during 2002 and Cesar and Sylvia during 2004. They had the concept of opening a restaurant here with a small menu of Bolivian specialties, particularly their mother's marinated rotisserie chicken. They contacted Dayton SCORE for help to implement their concept. Their initial meeting was with member Giff Solem at which their business model was explored for viability and possible



From left Guisella, Rafael, Sylvia and Cesar Santillan of Nelly's Chicken in Miamisburg.

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locations for their restaurant were analyzed. After a location was chosen in Miamisburg near the Dayton Mall, a second meeting covered such matters as zoning, permits, and licenses. Subsequent meetings involved perusal of the facility, selecting suppliers, marketing, menu enhancement, and other operational issues.

The Santillan brothers opened their restaurant, *Nelly's Chicken*, in early 2006. They run the business while their wives handle the kitchen. The restaurant enjoyed near immediate success. A popular Dayton

restaurant critic gave *Nelly's Chicken* a very favorable review as the area's first and only Bolivian restaurant, with interesting and tasty dishes.

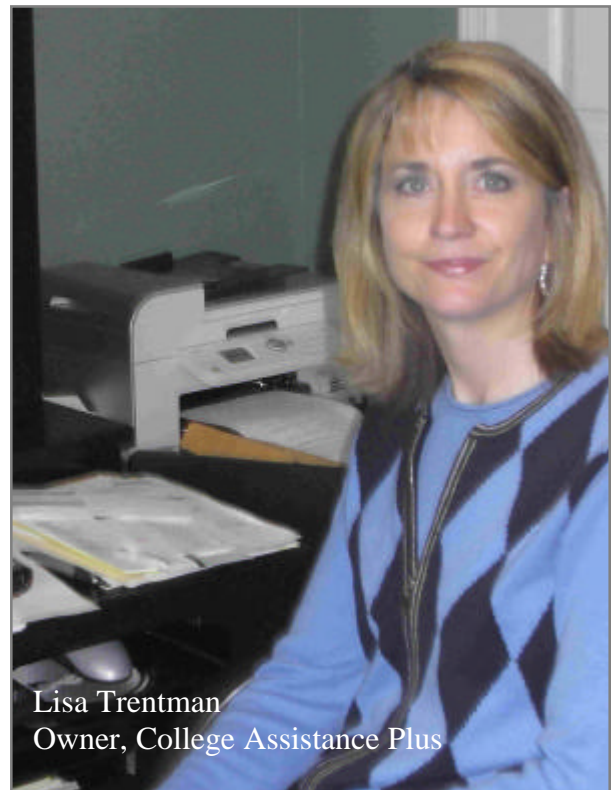
Rafael offers the following: "Giff Solem was invaluable to us in helping us refine our business idea and taking us through the many steps in setting up the business correctly. We will continue to seek his guidance and counsel. Thank you Dayton SCORE!"

By the way, Giff lives in Miamisburg and is a regular *Nelly's Chicken* customer.

College Assistance Plus finds success with help of SCORE

In mid 2006, Lisa Trentman purchased a local franchise of a national company called *College Assistance Plus*. The company's franchisees help families and students in high school navigate the college selection, application and financing processes with the goal of saving them time and money on college costs. While enthusiastic about her business, Lisa was struggling with finding sales prospects, and was also having trouble closing sales. Not sure where to turn for help, a friend suggested that she call SCORE. After an evaluation of her situation, Dayton SCORE introduced her to member Tony Silvestri.

Tony was a huge help to Lisa right from the start. After a couple of counseling sessions with Lisa, Tony attended a presentation that Lisa gave to a group of potential clients. As Lisa relates: "Tony gave me feedback on my presentation immediately following it. He had great ideas about which ideas to emphasize, and also suggestions to improve my delivery. But probably the most valuable advice he gave me was on how to handle the follow-up with each of the attendees. He emphasized to me how important it was to follow-up with each attendee



Lisa Trentman
Owner, College Assistance Plus

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personally, without seeming pushy. Tony subsequently met with me on different occasions to help me formulate marketing and sales strategies to grow my business. We continue to have on-going dialog, and Tony has referred several people to me, including his granddaughter!”

Lisa feels that, since working with SCORE, her business has turned a corner and is gaining the momentum she hoped for. Congratulations to Lisa on her business success.

Mary Ellen Nugent

We were all saddened to hear that Mary Ellen, Wally’s wife, passed away on March 28th.

Mary Ellen often attended our chapter meetings and brought us lunch. We will all miss her quiet presence.

Our sympathy goes out to Wally and to her family.

**Total Performance
FY 2007 vs. FY 2006
THROUGH MARCH (MONTH 6)**

Service Type	MARCH 2007	YTD FY 2007	MARCH 2006	YTD FY 2006	YTD CHANGE %
Face-to-Face Sessions					
New	45	232	55	249	-6.8
Follow-On	22	197	42	240	-17.9
Total Face-to-Face	67	429	97	489	-12.3
Online Sessions					
New	38	224	38	192	16.7
Follow-On	46	252	37	305	-17.4
Total Online	84	476	75	497	-4.2
Workshops					
Number	7	26	6	16	62.5
Attendees	101	393	139	273	44.0
Total Services	252	1,298	311	1,259	3.1

Dayton chapter welcomes 7 new members

SCORE is pleased to announce the addition of seven new members. They are:

Ted Berry has an MBA from Xavier and a law degree from Boston College Law School. Ted's work experience includes stints with the Legal Aid Society, the City Law Department, a private law firm, a public records online service, and a risk management center. He now has his own consulting firm in which he provides business and customer development support, research and analysis of online legal and business information, and competitor research.



Ted Berry

Aaron Delidow is a graduate of the Michigan State University School of Business. His work experience includes being an auditor with a national drug chain where he focused on mergers and acquisitions, and several years in the Performance Improvement industry holding positions in management, finance, operations, and marketing. Aaron and his partner currently own a business brokerage firm, Provest Properties, Inc., helping entrepreneurs with financial and operational issues, business valuation, and business deal development.



Aaron Delidow

John Soutar is a graduate of Gannon University and has a certification in industrial purchasing from Penn State. John has taught college level courses in

purchasing, project management, and cost estimating. He worked in purchasing, materials management, industrial engineering, and quality assurance in manufacturing firms for many years, and owned a manufacturing business in Troy until recently.



John Soutar

Mel Tatman attended Wright State University majoring in business management and marketing. With his father Mel started a towel and uniform rental business in 1971, and eventually sold it to Cintas. Since 1990 Mel has been the owner of Multi-Service, Inc., an industrial cleaning firm that processes heavily soiled textile items such as absorbents, gloves, safety equipment, shop towels, and wiping cloths.



Mel Tatman

Ray Potter has an undergraduate degree from the University of Pittsburgh and a master's degree in Personnel Administration from Indiana University. Ray has extensive human resource management experience working with and consulting for large union and non-union firms in many industries. He was a



Ray Potter

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SCORE COO Devon Jopp to visit Southwest Ohio

Devon Jopp, the new Chief Operating Office of National SCORE, will be the speaker at a special meeting hosted by Chapter 34, Cincinnati on April 27th. Chapter 34 has invited us to join them for this special meeting. This will be a rare opportunity to meet our COO, and ask questions.

The meeting will be at the West Chester Chamber of Commerce, located in The People's Community Bank Building off Cox Road. The meeting will start at 10 a.m. Lunch will be served at about 12 p.m. After lunch, Chapter 34 will host a "Best Practices" roundtable discussion on Financial & Accounting Matters. We are welcome to leave after lunch or to stay for the discussion.

This is a unique opportunity to meet our COO. I will be attending the meeting and hope that many of our members will also attend. Brenda will contact you to determine who will attend the meeting.

Bob Halstead

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SCORE counselor in the York, PA chapter for several years before moving to Eaton in Preble County and joining Dayton SCORE.

Scott Marvin attended Augustana and Illinois Central colleges. He has 30 years of retail and wholesale sales experience, including being the owner of Illini Supply and as store manager for Builders Square, Handy Andy Home Centers, C.T. Farm and Country, Quality Farm and Fleet, and Bed Bath and Beyond. He has

extensive knowledge of residential and commercial building products, agricultural products, and home décor learned while employed at various major retailers. Scott spent three years in management for a local equipment rental business, and is now co-owner of Wags Inn, a local upscale dog-boarding kennel. Scott has experience in recruiting, merchandising, payroll



Scott Marvin

management, profit and loss analysis, and logistics and operations management. In addition he has machinery rental experience learned while working for a large area equipment rental firm.

Kevin Tennon has a BA degree in Business Administration from Central State University, an MBA from Central Michigan University and Corporate Governance Certification from Tulane University Law School. He is an IT Financial Manger / Business Systems Analyst at Lexis-Nexis and is also an Adjunct Professor, MBA Program – Indiana Wesleyan University and is an Adjunct Professor, Undergraduate Program – Central State University.



Kevin Tennon

His past experience includes work as a financial Analyst for Ross Laboratories and as a tax and auditing associate with Cooper & Lybrand.

Workshop Schedule

Here is a list of workshops scheduled at the present time. Please mention these workshops to your clients.

First Step Workshop: Third Thursday each month at Wright State University @ 9 a.m. - 11:30 a.m. To register, call 225-2887. Cost is \$25.00 per person.

4/12/07	5/17/07	6/14/07
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Dayton Metro Library Workshops

Business Start Up Basic: First Tuesday of each month at various library locations @ 6:00 - 8:30 p.m. To register, call the library. Admission is free.

- 4/3/07 - Northmont: 333 W. National Rd. 937.836.1610
- 5/1/07 - Northtown-Shiloh: 35 Bennington Dr.; 937.277.9514
- 6/5/07 - Main Library: 215 E. 3rd St. 937.227.9500

Marketing for a Small Business: 6:30 - 8:30 p.m. To register, call the library. Admission is free.

- Wed. 4/11/07 - Fort McKinley: 3735 Salem Ave. 937.227.9507
- Thurs. 6/21/07 – Northmont: 333 W. National Rd. 937.836.1610

Business Planning for the Small Company: 6:30 - 8:30 p.m. To register, call the library. Admission is free.

- Tues. 4/17/07 – Wilmington / Stroop: 3980 Wilmington Pike; 937.277-9521
- Tues. 6/12/07 - Kettering/Moraine: 3496 Far Hills Ave.; 937.277.9509

Business Briefs

The following briefs were updated. The new versions are available on our Web site under the volunteers only section.

- ▶ Brief 2.01 - Incorporation in Ohio - courtesy Bob Smyth
- ▶ Brief 3.00 - Simplified Business Plan Outline - courtesy Chuck Giesler
- ▶ Brief 3.01 - Comprehensive Business Plan (Condensed Outline) - courtesy Chuck Giesler
- ▶ Brief 3.02 - Comprehensive Business Plan (Expanded Outline - courtesy Chuck Giesler
- ▶ Brief 8.01 - Patents - courtesy Bob Smyth
- ▶ Brief 8.08 - Trademarks & Service Marks - courtesy Bob Smyth
- ▶ Brief 8.09 - Copyrights - courtesy Bob Smyth
- ▶ Brief 13.03 - A Guide to Exporting - courtesy John Houston & Bob Halstead, Dayton Chapter
- ▶ Brief 13.05: A Guide to Importing - courtesy John Houston & Bob Halstead, Dayton Chapter

For more information about Business Briefs, contact the Dayton SCORE office @ 937.225.2887.

Next Chapter meeting

**The Patterson Homestead
April 25, 2007 @ 11:30 a.m.**

The guest speaker will be Jerri Todd, President GDREIA of The Real Estate Investing Business. All of us have had clients who want to enter the real estate investing business. Here is a program where we will learn more about the process.

Dayton SCORE: Chapter meetings roundup

January featured a presentation by Bill Menker, MLIS. He is a reference specialist at Centerville Public Library.



Bill Menker

He spoke on starting an e-Bay Business. His presentation was very complete and worthwhile. He covered many aspects of e-Bay business that most of us were not aware of.

February: Bob Hockwalt and Aaron Delidow, Provost Properties, Inc. gave a very interesting presentation on “Buying a Business vs. Start-up.” They can assist owners wishing to sell their business or assist buyer with the purchase of a business.



Bob Hockwalt



Aaron Delidow

March: Billy Grill, Jeff Lehman and Ka Yu, The Greentree Group talked about “Web Development for Small Business” They took us through the pros and cons of various ways of developing a Web site.



From left: Ka Yu, Billy Grill and Jeff Lehman of The Greentree Group were present at the March chapter meeting to discuss Web development for small businesses.

Chapter Initiatives

WRIGHT-DUNBAR

During March we provide three seminars at the Wright-Dunbar facility. They were attended by 45 individuals. We also provided counseling on March 8th and March 22nd to several clients. We expect to repeat the seminars in the future and will continue to provide face-to-face counseling twice a month at the Wright Dunbar facility.

EATON

Our branch office in Eaton is under development. Branch manager Ray Potter has held meetings with several groups and is making excellent progress in establishing this Branch in Eaton Ohio.

Client Satisfaction Survey

Here is the result from 100 client surveys. We have work to do in the area of obtaining agreement on the next steps and encouraging clients to return for more counseling.

	Were you treated courteously and professionally	Were your issues/questions addressed well	Did you and the counselor agree on clear next steps	Were you encouraged to return for further counseling	Percentage of responses
Responses					
1	81	63	59	69	68%
2	12	22	26	19	20%
3	3	10	7	6	7%
4	4	5	8	6	6%
Total	19	37	41	31	
100 responses					
1	Strongly agree				
2	Agree				
3	Disagree				
3	Strongly disagree				



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