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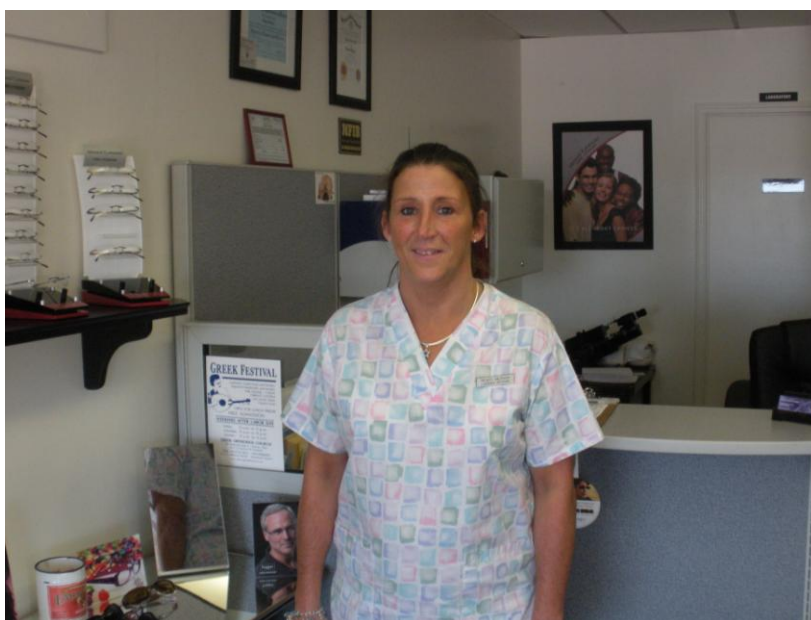
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Dayton SCORE offers business assistance to local small business owners. To learn more about our services, visit us at our Web site, [www.daytonscore.org](http://www.daytonscore.org), or call 937-225-2887.

SCORE can help you find solutions for your business matters.

#### SCORE in Action: Success Story

### AN EYE TOWARD VALUE



*Peggy Bilpuch inside Englewood Optical*

After graduating from Wilbur Wright High School, Dayton native **Peggy Bilpuch** pursued a career as a dog groomer. Although she became very skilled as a groomer, she didn't enjoy the frequent scratches and bites. Peggy's older sister was a licensed optician, working for Lens Crafters, and offered to help get her a job with that company. It worked, and for seven years Peggy worked in Lens Crafters labs grinding eye glass lenses. The lab manager who trained her quickly recognized that she was his most efficient employee. Peggy liked the eye glass industry very much, and during her last two years with Lens Crafters, she apprenticed for a licensed optician. After the apprenticeship, she took and passed the State of Ohio exam and became a licensed optician.

For the next 13 years, Peggy worked in several optical shops and optometrist offices. She developed a reputation as a skilled and very charismatic optician. While she enjoyed the profession, she became increasingly disturbed by the pressure she received from her employers to oversell eyeglass features to

customers. She was, and is, very intent on providing her customers excellent service and the lowest possible cost. Over the last few years this sensitivity made her think about having her own optical shop. Throughout 2008, this desire became very strong, but several friends discouraged her because they were concerned about the risk of starting a business in a weak economy. Peggy's dream, however, was to open a low overhead shop, price to provide moderate profit margins, and insure that customers were not buying features they didn't require or couldn't afford. She felt that this business model would be a winner, particularly in the current economic climate.

Peggy's husband fully supported her dream. They found and leased a space in Englewood that would be a good low overhead optical shop location. Her husband, a skilled do-it-yourselfer, completely refurbished the space, including installing new electric and lighting, and building beautiful frames display cases. The process took eight weeks and cost only \$8,000, which came from their savings. Peggy made arrangements with an optometrist to come to her shop two days each week to do eye exams. On March 2, Peggy opened **Englewood Optical**, with an appropriate tagline: Affordable Eyewear for Everyone.

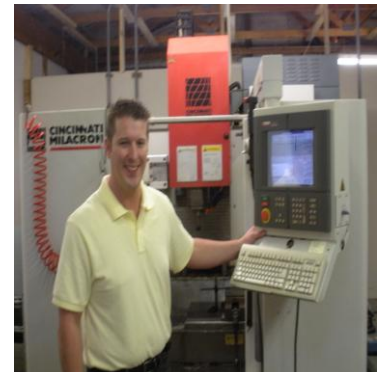
Two weeks after opening, Peggy attended Dayton SCORE's "Business Planning for Small Companies" workshop at the Northmont Library. She says that the workshop was a major eye-opener for her and has dramatically impacted her activities ever since. Specifically she cites the following: (1) differentiate your business from competition and provide superior value, (2) develop a rigorous business plan with financial projections that are credible, (3) understand and closely manage cash flow, and (4) market aggressively. She did develop a business plan that solidly embraces her strategy of providing excellent value. She is very cash flow conscious. And she is pursuing several marketing tactics, including weekly advertising in the local Englewood newspaper, listing in phone books, developing a good website, having attractive

letterhead and business cards, and distributing flyers locally every few weeks.

Peggy's revenue was surprisingly good in March and has grown each month since. She is comfortably profitable. She is an enthusiastic fan of SCORE and, in fact, convinced her friend who is opening a hair salon in the space next to her shop to develop a mentoring relationship with a Dayton SCORE counselor. Her vision is to outgrow her shop location within three to five years, and expand to a larger space and incorporate a lab to do her own lens grinding. Our bet is that she will achieve that vision!

#### FOOTNOTE

The success story in the Summer 2009 newsletter, featured Thomas Hodge. Tom was a certified Journeyman Toolmaker with the General Motors Moraine Ohio plant in late 2008 when the plant was closed. Rather than applying for a transfer, Tom decided to take the GM buyout and



start his own machining business. He came to Dayton SCORE in late 2008 and began a very close mentoring relationship with member Dick King. Beginning in January 2009, Tom worked hard and long to find and lease an appropriate workshop in Germantown Ohio, set up the shop, acquire equipment and develop skills in their operation. He began taking jobs in May and the start-up is progressing very well. On Monday, July 13, Tom was featured on the NBS Nightly News with Brian Williams TV show in a piece on entrepreneurs starting a business during a recession. The piece stated that Tom had just hired his first employee, his father Don Hodge, a retired machinist. Dick King was also featured in the piece, and SCORE was highlighted as a major resource for aspiring entrepreneurs.

## FROM ADVERSITY TO ENTREPRENEURSHIP



Curt Andrews

**Curt Andrews**, a Dayton native, knew his desired career path from his first accounting course at Fairmont West in the late 1960's. He attended Adrian College in Michigan, graduating in 1974 with a degree in Business Administration with an accounting major. While at Adrian he honed his leadership skills by holding officer positions in the Business Fraternity and the school's Circle K chapter, and becoming a broadcaster with the school's radio station.

For 18 years beginning in 1975 Curt taught accounting courses in the evening at Miami Jacobs College in Dayton, an activity in which he excelled and enjoyed. In 1993, however, the College revamped its curricula and his role was eliminated. From 1977 through 2001, Curt worked for the Senior Citizens Center of Greater Dayton, as a staff accountant for 15 years, and as Director of the Center's Senior Aides program, lower Aides program for nine years. The Senior Aides Program, largely federal funded, develops job skills for lower income seniors and places them in positions with non-profit organizations. The Senior Citizens Center completely reorganized its programs in 2001, resulting in Curt losing his job

For the next six years Curt took jobs in retailing, with Rite Aid as an assistant store manager, and in accounting with HCR Manor Care nursing homes.

In 2007, his wife became gravely ill, resulting in hospitalization for 13 months. He spent most of his time during 2007 caring for her, and had little opportunity to be meaningfully employed, although he did work for Jackson Hewitt during tax season. Fortunately his wife recovered, but is still largely incapacitated. In 2008 and 2009 he did seasonal tax work for a CPA firm in Centerville, while continuing to care for his wife.

But after tax season this year, Curt decided that his best career course of action would be to pursue starting an accounting practice of his own. He honed his skills in Excel and during June and July took a distance learning course from Universal Accounting Center and passed the exam to become a certified Professional Bookkeeper. He came to Dayton SCORE in June and met with counselor Wally Nugent. Wally mentored him through business start-up steps, and advised him on various marketing ideas. He also attended SCORE workshops. In August Curt opened his Moraine, Ohio home-based business, **Andrews Accounting Service**, focusing on providing small businesses with accounting and bookkeeping services. These services include managing financial records such as monthly statements, accounts receivable, accounts payable and payroll. He is also available for tax services and consultation on financial strategies. He is busily pursuing marketing tactics such as mounting a direct mail campaign, calling on new small businesses, and joining several small business networking groups.

Obviously gaining customers in this economy is an uphill struggle, but he has had a few successes thus far. Curt has suffered more than his share of adversity in his life, but he has embarked on an entrepreneurial path that gives him more control, and he is liking it. He credits Dayton SCORE with giving him confidence and support in taking this path. He states, "Wally and SCORE have given me sound advice and the confidence to start my own accounting practice. I am most appreciative for their help and will continue to seek their guidance."

### ACCOUNTING USING SOFTWARE

The “**Basic Accounting for Small Business with Software**” workshop has become a popular staple in Dayton SCORE’s portfolio. The workshop targets small business owners or potential owners who desire to use software to manage the financial aspects of their company. The objective is to acquaint them with the fundamentals of accounting, explain why accurate accounting is crucial to business success, and show how using software facilitates accurate and low cost accounting.

Three Dayton SCORE counselors facilitate the workshop. **Sue Taylor** is a CPA with broad experience in business accounting, currently a Senior Consultant with ACG focusing on accounting, human resource and payroll applications, and a certified QuickBooks instructor. **Allyn Conway** has a sales background and the owner of ACG, a seller of business software solutions, service and support. **Rod Childs** is a retired manufacturing, quality control and financial expert, and the chair of Dayton SCORE’s Workshop Committee.



The workshop covers the following topics: (1) key accounting terms, (2) cash versus accrual accounting methods, (3) accounting software alternatives, (4) demo of QuickBooks, (5) setting up the accounting software, (6) chart of accounts, (7) the three traditional financial statements, (8) cash flow management, (9) inventory, (10) advantages of accounting software, and (11) the steps required before utilizing accounting software.

Sue and Rod facilitated the workshop on September 1 at the Dayton Metro Library’s Huber Heights Branch. They covered the topics above and Sue demo’d each topic using QuickBooks. While Quickbooks was used, they stressed that other accounting software packages are very similar. The session was very interactive and the participants were clearly anxious to apply the information in their businesses.



## New Members

**John H. (Jack) Culp** joined Dayton SCORE in July. Jack has been active in the audio visual communications



*Jack Culp*

industry since 1962. Following the study of marketing and business management at the University of Cincinnati, he joined Twyman Films, Inc. (TFI), a leading national distributor of non-theatrical motion pictures located in Dayton. To create new business opportunities for TFI, he started an equipment sales division. In 1972 Jack organized a new business, **Audio Visual Systems, Inc.**, and purchased assets related to the equipment sales division from TFI. The business plan for AVSI was to market AV equipment in a 17 county area surrounding Dayton. Under his leadership AVSI grew from 3 to 58 people with annual sales of \$10 million. In 1999 AVSI merged with MCSI, Inc., a public company in the system integration business. Jack remained with the new company for two years to assist in the transition.

For many years Jack was active with the leading industry trade association, the International Communications Industries Association. He was chairman of the Professional Development Committee, Secretary of the Education Communication Foundation, and held all offices in the Association, becoming President in 1990. During these years the

Association expanded work force and professional development programs, both in the US and internationally.

**Jitendra “Jay” Ghanekar** joined Dayton SCORE in August. Jay began his career with Thyssen-Krupp in India as a Purchase Engineer in 1995. He came to the U.S. in 1998 to work for Tava Technologies in Sacramento, California as a Systems Engineer/Consultant, joined Globe Motors in Los Angeles as a Design Engineer in 1999, and was transferred to Globe Motors in Dayton in 2003 as a Sr. Design Engineer where he manages projects world-wide from product conception to end of life. Jay received a B.S. in Mechanical Engineering from the University of Pune, India, an M.S. in Mechanical Engineering from California State University, and an MBA from Ohio State this year. He has a working knowledge of German, Portuguese, Spanish and several Indian languages.



*Jay Ghanekar*

Jay and his wife Mohini have two children, Roma who is seven and Tanya who is eight months. A gifted musician, Jay plays saxophone, keyboard and other instruments. An avid outdoorsman, he enjoys hiking and kayaking. He is also a writer of short stories and poems, and is a published cartoonist.

## Chapter Meetings

The July chapter meeting was held on the 22<sup>nd</sup> at The Patterson Homestead. The guest speaker was **Chris Cane**, who spoke on the topic of social networking websites. Chris is a member of the Cincinnati SCORE chapter and has developed a keen interest and expertise in computer social networking. He focused his discussion on Twitter, Facebook and LinkedIn.



*Chris Cane*

Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to the simple question: What are you doing? While it seemingly has little relevance to the business community, Chris indicated that P&G has started using Twitter to communicate with customers.

Facebook is a social utility that people use to connect with family, friends and others. When you register you create a page with your background, add photos, text, and videos. Chris told how he has connected via Facebook with several old friends with whom he had totally lost touch. Others indicated that they use the tool to stay in touch with family members from around the country. Chris strongly recommended that all of us create and use a Facebook page.

Chris spent most of his time on LinkedIn, a networking tool specifically designed for professionals to aid them in connecting with potential clients, suppliers, or other types of associates. The average age of a LinkedIn user is 41 and the average yearly income is \$140,000, which obviously is quite different than Facebook. By registering and creating your bio, photo, work history, etc., you enable professionals who can benefit from association with you to find you, and vice versa. LinkedIn has extensive search capabilities that permits you, for example, to search for a company of interest and identify the people within the company that you might want to contact. It also enables the formation of "groups", such as school alumni, professional societies and church members. Chris indicated that LinkedIn is a powerful tool for sales people to

identify leads. He strongly suggested that SCORE counselors should become sufficiently familiar with LinkedIn that we can advise our small business counselors in its value for their companies.

The August chapter meeting was held on the 26<sup>th</sup> at The Patterson Homestead. The guest speaker was **Nikima Barnhill**, a Regional Liaison for the Office of Ohio Secretary of State. Her region is five counties around Dayton. Niki lives in Centerville and has an MBA degree from the University of Dayton. She has held this position for only four months.

Niki discussed the Business Services role of the Ohio Secretary of State. She indicated that one of

Secretary of State Jennifer Brunner's four goals for her office is to ensure that business filings are quick, efficient and easy to



*Nikima Barnhill*

retrieve. The key services of the Business Services Division are: (1) Review and record initial articles and subsequent documents for corporations, LLC's, partnerships, trade names and other entities. (2) Provide a free mechanism to determine the availability of a proposed business name. (3) Provide a system for registering trademarks and service marks. (4) Record security interests in personal property (financing statement) under the Uniform Commercial Code. (5) Record certifications such as Good Standing Certificates, Certified Copies and No record Certificates. Niki indicated that over the last two years, Business Services has significantly improved the processing speed of filings and provided multiple level of expediting, improved access to services by moving the Client Service Center in Columbus to the first floor of their office and created a Regional Office in Cleveland to serve clients in Northeast Ohio, and brought outsourced business services, including UCC functions, file scanning and the call center, back to the Columbus office to improve customer service and accountability.

The September meeting was held on the 30<sup>th</sup> at the home of chapter chair, **John Glaser**, as a pot luck dinner with chapter



*Arnold Sandness, John Glaser and Don Hoke*

members, spouses and guests. The evening was an excellent opportunity for fun and fellowship, with plenty of wonderful food and drink. The meeting concluded with the induction of the duly elected chapter officers for fiscal year 2010, which began on October 1. John Glaser was reelected for his second term as chapter chair. **Don Burke**, who was not present, was reelected for his second term as vice chair, and **Don Hoke**, once again was elected as our excellent treasurer. SCORE's Southern Ohio District Director, **Arnold Sandness**, swore in John and Don to their positions. A good time was had by all.

## Total Services Performance

### TOTAL SERVICES PERFORMANCE FY 2009 vs. FY 2008

SERVICE TYPE	FY 2009	FY 2008	CHANGE %
Face-to-Face Sessions			
New	370	413	-10.4
Follow-On	315	240	31.3
Total Face-to-Face	685	653	4.9
Online Sessions			
New	631	506	24.7
Follow-On	798	676	18.0
Total Online	1,429	1,182	20.9
Workshops			
Number	52	47	10.6
Attendees	633	562	12.6
Total Services	2,747	2,397	14.6

A key measure of Dayton SCORE's performance on its mission to serve the small business community is the total number of services it performs, including face-to-face and online counseling sessions and workshop attendees. The table above compares our total services provided in fiscal year 2009, which ended on September 30, to those provided in fiscal 2008, and shows that we grew our services by 14.6%, a dramatic increase and the third straight year of total services increase for Dayton SCORE. As the numbers indicate, the increases are across the board, with the only negative being new face-to-face counseling sessions. However, the significant increase in face-to-face follow-on sessions is particularly encouraging as the chapter has been pursuing a strategy of developing more mentoring relationships with our clients. Our workshop performance is also encouraging, as we have been successfully forging relationships with additional sponsoring organizations in order to reach clients in a wider spectrum of our territory.