



Wally Nugent addresses the audience at the Dayton Chapter's September meeting. Nugent will serve as chairman in 2007.

Dayton-area chamber chief 'SCOREs' at luncheon

SCORE's September meeting offered a buffet of information and included the installation of officers for the upcoming year. The event commenced with a luncheon after which guest speaker Phil Parker, president and CEO of the Dayton-area Chamber of Commerce, spoke to the group about the challenges of economic development facing Dayton and local communities. Parker also discussed improvements in the city schools' quality of education, retaining high school and college graduates for employment in the



Phil Parker

Dayton area, and transitioning from our traditional engineering background to newer high-tech industries and services. Mr. Parker said that 90% of Chamber members are small businesses while 60% of member companies have fewer than 20 employees.

Arnold Sandness, district director for Southern Ohio, conducted the swearing-in of the elected officers for fiscal year 2007. Holding office will be Wally Nugent, chair; Bob Halstead, vice chair; Hy Schooley, secretary; and Don Hoke, treasurer. Sandness led Nugent through the chapter chairperson's oath of office.

Upon completion of the swearing-in ceremony, Wally introduced the committee chairpersons who, with the elected officers, comprise the executive committee. They are: Gordon Callihan, Quality Assurance; Roger Doty, Education and Training; Ron Footer,



Arnold Sandness swears in SCORE's FY 2007 officers. From left: Wally Nugent, Hy Schooley, Don Hoke, and Bob Halstead



Arnold Sandness and Wally Nugent

Membership; John Houston, Marketing; and John Spoor, Office Management. Xubin Luo, chair of Technology committee was not present. Wally recognized a number of members for their outstanding contributions to the chapter in the past year. Namely: Gordon Callihan and Ron Footer for their work in recruiting and training new members; John Spoor and Brenda Arrington for their impeccable office administration and secretarial duties; and Roger Doty and John Houston for conducting more than 30 workshops.

In closing, Wally highlighted a number of areas of focus in the coming year.

- Maintain momentum in SCORE's ever-increasing client services.
- Continual improvement in the quality of services provided to our clients.
- Increased marketing: to potential clients, for member recruitment, and to community leaders.
- Client success stories.
- Recruit new members

The next chapter meeting will be at the Patterson Homestead on Wednesday, October 25, starting at 11:30 a.m. Guest speaker is Rob Rutherford, Asst. V.P. Huntington National Bank.

*John Houston
Secretary*

Scoring a big win

Gwin's Steam Cleaning, Inc. has taken the suggestions of the Dayton SCORE office and SCORE counselor Ron Footer to enhance their duct cleaning business. Under SCORE'S guidance, Gwin's Steam Cleaning has increased their business by 200% while successfully paying down their bank loan. Sheila Dayspring extends a heart-felt thanks to us our participation and readily recommends SCORE to others.



Now that's what we call success!

Footnote: A foot in the door

By Ron Footer

The Mossy Oaks is a nursery in West Alexandria, Ohio, which has successfully used SCORE to enhance an already established business. The counselor, Ron Footer, after the initial phone contact with the owner, Marcie Brunk, Mr. Footer followed up with additional calls to provide continuity to The Mossy Oak Nursery. Based on Mr. Footer's recommendations, Ms. Brunk indicated that she has hired additional help and invested in additional



advertising, which has proven successful in growing the nursery.

Ms. Brunk has thanked SCORE's Dayton Chapter for their assistance and will recommend SCORE to other small businesses.

UD Senior project in Entrepreneurship

By Robert Halstead

Last January, I volunteered to be a mentor for the University of Dayton Senior Project in Entrepreneurship program, which started in January and ended in April. The class met with the mentor and the client about once a week to develop a plan that would address a client's needs. Some required marketing assistance while others needed different help. All the students are above average and had completed several business courses. I enjoyed being a mentor, but the program needs more volunteers. If you are interested in becoming a mentor for this program or have clients who could use this special attention, please let Professor Franks know. I intend to be a mentor again for the next session in January.

▪ About Entrepreneurial Studies

The University of Dayton offers an undergraduate program in entrepreneurial studies. As part of the program, graduating seniors use their education and acquire real-world experience by working with large and small businesses as a consultant to help solve business problems. The typical candidate business in the program is privately held and has at least five full-time employees. Projects include market segmentation, cycle time improvement,

quality systems, service refinement, etc. Consulting assignments are done with oversight from an experienced faculty mentor. UD students and their mentors are seeking consulting projects for the January quarter. If a client has at least five employees and would like to participate by sponsoring a student or student group in an assignment, please contact Rob Franks by e-mail at rfranks263@yahoo.com or call 937-829-1696. There are no out-of-pocket costs to sponsoring businesses. Your commitments are to:

- (1) Clearly define the scope and objectives of the project
- (2) Provide information and data about the problem for analysis
- (3) Attend a formal, concluding presentation of the students' findings and recommendations

This is a great way to help a budding entrepreneur and solve a nagging business problem!

Business Loan Express

Roger Doty has assisted a client in completing the application for a Community Express Loan, which was faxed to Business Loan Express (BLX) on September 21st and received tentative approval on September 22nd. There is more to be done, but so far it has been a very smooth process. BLX will make SBA Guaranteed loans ranging from \$5,000 to \$50,000. They are amortized over seven years and do not require collateral. BLX will consider startups, so keep them in mind if you have clients who need loans in this range.



Mark Your Calendar!

Our **Annual Awards Luncheon** this year will be held at the Yankee Trace Golf Club in Centerville, on **Thursday, December 14**, at 11:30 a.m. (Note the Thursday versus our usual Wednesday meeting date.) Besides some good fellowship, awards for deserving members, and a great lunch, we will have a special guest speaker, Charles J. Curran, president of the Montgomery County Commission. Mr. Curran will be discussing issues related to the business and economic condition of the local community. As always, spouses and guests are welcome. Our calendars tend to fill up during the holiday season, so please mark your calendar now.

Role Call

Dayton-area SCORE members who attended the September 2006 chapter meeting:

Brenda Arrington	Clark Beck
Victor Bilek	Gordon Callihan
Roger Doty	Ron Footer
Bob Halstead	Don Hoke
George Mahfouz	Ed Meadows
Wally Nugent	Arnold Sandness
Alan Sipe	Tony Silvestri
John Spoor	Glenn Strawn

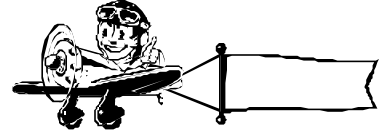
*Prospective member Leif Jacobsen and his wife attended.

Many members were accompanied by their spouses.

Marketing Tools

As we all know, a business can be doing everything else very well, but if it doesn't do a good job of marketing itself, its results will be sub-optimized.

The business may be producing



the highest quality products, and providing great service. It may have the best cost structure and the lowest prices. But if it isn't doing a great job of getting the word out to its marketplace about its virtues, and it isn't creating a strong image among all its constituents, then its bottom line will be weaker than it could be.

The same goes for us. We may be doing a very good job of counseling the small business that search us out (and I believe we are). However, if we don't do a good job of getting the word out broadly among the Miami Valley's small business community that we exist, have strong business experience, and provide good counseling service, we are falling short of our potential. And I believe that this is the case; i.e., we aren't doing a good job of getting the word out.

It is important to understand that it is not just potential small business clients that we need to reach. We also need to inform local leaders of the value we add to the community, and we need to tell the organizations that fund us and those that might fund us about the good that we are doing.

Therefore, we have a significant challenge to do a much better job of marketing Dayton SCORE. For our marketing communications to be as credible as possible it needs to provide solid information as to the good we are doing and the value we are adding to our clients, and as a consequence, to the well-being of the Miami Valley. And here is where you come in!

We need to begin to develop “success stories” to demonstrate the positive results of our counseling and workshop work. Let’s define the term. A “success story” is a brief narrative relating that a Dayton SCORE client reached a milestone in his/her current or potential business, in large part due to the assistance provided by our counselor, and which includes a testimonial to that fact by the client.

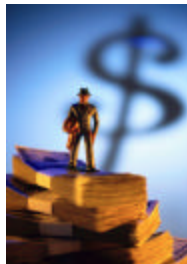
An appropriate milestone for the client could be something along the following lines: completed his business plan, received a start-up loan, held an open house for her recently opened business, turned around his profitability through a cost-reduction



program, increased her sales via a new marketing campaign, and so on. In other words, success stories can address short-term accomplishments; they needn’t relate to such big deals as having reached a \$1 million in sales after mentoring a client for three years.

A success story can be told in a couple of paragraphs, so long as the milestone is clearly documented, the assistance of the counselor is defined, and a quote by the client is included.

We will use these success stories in several ways. First, we will put them on our website. Second, we will use them in our newsletters that we will be distributing to our members, local community leaders, and our current and potential funders. And down the road, we would like to use them to select some clients to honor at our



chapter meetings for their strong achievements. I have no doubt that if we do a good job of developing solid success stories, and use them well, our client base will grow, our presence in the Miami Valley will improve, our new member recruiting will benefit, and our funding will come more easily.

I am sure that each of you has a recent success story to share. Please take the time to write it (or them) up and get it to me. If you need help in documenting it, I’ll be happy to get you that assistance.

This is a key initiative, and we’ll be talking about it a lot over the next few months. We need to practice what we preach. Marketing Dayton SCORE is critical. Let’s do it!

Wally Nugent

SCORE defines total services

As you know, our fiscal year 2006 was completed at the end of September, so it’s time to look back on our total services performance. Total services, as defined by SCORE is a measure calculated by adding the number of our counseling sessions conducted (face-to-face and online, and new and follow-on) to the number of attendees at our workshops. And as the table above shows, we had a bang up year, up 45% over fiscal 2005. As the table clearly indicates, this accomplishment is due to two factors.



Wally Nugent

First, our follow-on counseling sessions (i.e., the 2nd, 3rd, 4th, etc., sessions with a client) were up dramatically. Increasing our follow-on percentage is important because it means that we are forging

deeper relationships with our clients, delivering higher value to them, and moving toward mentoring versus ad hoc counseling. This improvement was no fluke, because we made higher follow-ups a priority at the beginning of the year. So, congratulations to all members who counsel for their great work in this area.

Second, our workshops and workshop attendees were way up. This is due to the good work of Roger Doty and John Houston, two counselors who do the

vast majority of our workshops. Roger, as our Education chairman, continued our monthly "First Step" workshops at Wright State University and developed new relationships with EMTEC and various Chambers of Commerce and library systems to sponsor workshops in their venues. John further enhanced our relationship with the Dayton Metro Library and conducted monthly workshops at their various branches. Great job, guys!

Wally Nugent

**TOTAL SERVICES PERFORMANCE
FY 2006 vs. FY 2005**

SERVICE TYPE	FY 2005 TOTAL	FY 2006 TOTAL	% Change
FACE-TO-FACE SESSIONS			
NEW	531	526	-1%
FOLLOW-ON	179	472	+164%
ONLINE SESSIONS			
NEW	402	395	-2%
FOLLOW-ON	304	596	+96%
WORKSHOPS			
NUMBER	19	34	+79%
ATTENDEES	309	506	+64%
TOTAL SERVICES	1,725	2,495	+45%

KEEPING SCORE!

The following statistics profile last month's SCORE counseling activities. *Great job, team!*

Counseling activity for September 2006

Counselor	Follow-On			Follow-On Total	New Case			New Case Total	Grand Total
	Email	Face-to-Face	Phone		Email	Face-to-Face	Phone		
Beck	9			9	3			3	13
Biegel						1		1	1
Callihan	10	2		12	4			4	16
Collins		1		1		1	1	2	3
Doty		4		4		6	1	7	11
Footer		4		4		1		1	7
Halstead	1	4	1	6	1	1		2	19
Henry						5	1	6	6
Houston	1			1	3	3		6	7
Nugent	6	3		9	11	10		21	30
Sandness	2			2	6			6	8
Shank		3	2	5		3		3	8
Silvestri		2		2		1		1	3
Sipe	1			1	5			5	6
Spoor						3		3	3
Wenner						3		3	3
Grand Total	30	23	3	56	33	38	3	74	144

Close outs are not included except in the grand totals

DAYTON SCORE
Executive Committee Members

FY 2007

Officers

Chair	Wally Nugent
Vice Chair	Bob Halstead
Treasurer	Don Hoke
Secretary	Treasurer

Committee Chairs

Education & Training	Roger Doty
Marketing	John Houston
Quality Assurance	Gordon Callihan
Technology	Xubin Luo
Membership	Ron Footer
Office Management	John Spoor

Dear Members:

Several of you have asked about the cane I use, which has a seat attached. It is available from Travelsmith. Visit the site at www.travelsmith.com. The most recent catalogue shows the price to be \$59.00.

*Sincerely,
Bob Halstead*

<p>SCORE "Counselors to America's Small Business" provides professional guidance and information, accessible to all, to maximize the success of America's existing and emerging small businesses. The material in this newsletter is based on work supported by the U.S. Small Business Administration (SBA) under cooperative agreement number SBAHQ=05-0001. Any opinions, findings, conclusions or recommendations expressed in this publication are those of the authors(s) and not necessarily reflect the views of the SBA.</p>
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