Vandalia woman’s passion leads to business

Jenny Jackson, a Vandalia resident and a deputy clerk in the Vandalia Municipal Court, has for many years nurtured a passion for photography and nature that has resulted in an amazing collection of photos, including unique landscapes, wildlife scenes, flowers, and chronicles of her travels. Until recently, this hobby resulted only in beautiful pictures hanging in her home.

In 2006, Jenny met with her two sisters for a weekend in Santa Fe, New Mexico, during which time they urged her to share her photography with others. With encouragement from her husband, Gordon, she began thinking seriously about transforming her hobby into a small business. As a first step, in January of 2007 Jenny attended a Dayton SCORE small business, marketing workshop at the Vandalia Library conducted by counselor Roger Doty. As a result of attending the workshop and having learned more about a small business, Jenny further strengthened her resolve to start a business, but she realized she needed more help.

Having already had contact with SCORE, she contacted the Dayton SCORE office, which resulted in a session with counselor Leif Jacobsen that quickly evolved into a mentoring relationship. Among the early steps taken were titling the business ‘Through Jenny’s Eyes,’ forming a Limited Liability Company, obtaining a vendor’s license, beginning a business plan,

(Cont. on page 2)
The Dayton chapter of SCORE was fortunate to obtain three exceptional new members during the last quarter.

**Robert Weiner** had an outstanding career in retailing and sales. Among his many accomplishments, Bob: (1) started up several sites for the Abel Company, (2) opened the first Children's Palace Toy Store and managed the Trotwood, Ohio branch; and (3) spent 30 years in the office furniture business with Roth Office Equipment Company and Salem Office Products Company, where he had major managerial roles in addition to interior office design responsibilities and counseling business clients on efficient office operations.

**Rodney Childs** has broad managerial and industrial experience in such areas as quality assurance, assembly, plant management, and manufacturing engineering. Rod worked in several manufacturing firms in increasingly key engineering and managerial roles. The last 15 years of his career were with the Copeland Corporation in Sidney, Ohio, where he advanced to Global Supplier Quality Manager, working with suppliers to incorporate the latest quality methodologies and improve throughput.

**Cherlyn Ann Bell** is an exceptional entrepreneur, having started and operated several small businesses in such areas as event planning, seminar production, fundraising and public relations. Recently, Cher started an organization, Small Biz SUCCESS! Network, to support small businesses through networking, promotional and information services, and best practice sharing.

(Cont. from page 1)

developing a display of her work, which resulted in a display at Aullwood Audubon Center, and establishing many prospective business contacts. Now Jenny’s business is up and running. Some of her photographs were exhibited at the Mac Worthington Art Gallery in Columbus, and she was the featured artist at the gallery in May. Also, she recently had a showing of a selection of her photographs at the Vandalia Municipal Building. Her work is displayed at a beauty salon in Vandalia; a variety of note cards are available at the Aullwood gift shop; her work is accessible via her website [www.throughjennyseyes.com](http://www.throughjennyseyes.com); and she is exploring additional markets to sell her art. Jenny hopes to eventually be able to devote full time to her business.

Jenny says: “SCORE is a wonderful organization and I have told so many people about it and all the nice people so willing to help. Leif has treated me as if my business success is as important to him as it is to me”.

FAQS About Federal Procurement

**Q:** How do I identify federal procurement opportunities?

**A:** Federal Business Opportunities (FedBizOpps) [http://www.fedbizopps.gov/](http://www.fedbizopps.gov/) – the designated government-wide point of entry is the exclusive official source for public access to notices of Federal contracting actions over $25,000. (Agencies are encouraged to use FedBizOpps to provide notices for actions of $25,000 or less).

Notices of proposed procurements were formerly publicized in the Commerce Business Daily (CBD). However, with FedBizOpps designation as the one-stop Internet gateway to procurement opportunities, the CBD has ceased publication.

Once you identify those Agencies and buying offices that purchase your products and services, it’s a good idea to contact them directly to learn more about upcoming procurements (i.e., procurement forecasts) posted on websites or electronic bulletin boards.
Excellent speakers for our Fall chapter meetings

October

The October 24 meeting was held on Wednesday at The Patterson Homestead. Our guest speaker was Meredith Threatt, Director of the Southwest Central Ohio Procurement Technical Assistance Center (SWCO PTAC). Meredith oversees PTAC offices in Dayton, Cincinnati and Columbus. There are 93 PTAC programs located throughout the US. SWCO PTAC's mission is to provide technical assistance to small businesses in this region that desire to enter local, state and federal government markets, as a means to support economic development and to foster the retention and creation of Ohio jobs. PTAC's services include 1-on-1 counseling, identifying applicable set-aside programs, and hosting networking events.

Meredith indicated that the major challenges for small businesses trying to obtain government contracts are: understanding the relevant government markets, bringing the right resources to the table, wading through the registrations paperwork, and building relationships with contracting officers.

She made it clear that there are many opportunities for cross referrals between PTAC and SCORE. Clearly, where our clients need help in pursuing government business, we should refer them to PTAC. Conversely, when PTAC clients need help with basic business matters (such as business plans, cash flow management, preparing for loan requests, etc.) they should refer the clients to SCORE. Meredith even suggested that some co-counseling with clients having both needs would be an excellent idea. Meredith was invited to attend any future chapter meetings and workshops.

November

The November meeting was held on Wednesday, the 28th, at The Patterson Homestead. Our guest speaker was Hal Hunter of the Montgomery County Economic Development Department. Hal is responsible for the BusinessFirst! Program, a collaboration of 80 regional resource partners (including Dayton SCORE) whose mission is to assist existing firms address their issues, and hence retain their existence and employment in the area. BusinessFirst! includes not only Montgomery County, but also Miami, Greene, and Warren counties.

Hal will visit any existing company in this region that seeks help, work with its management to identify its needs, and then form a team of people from the resource partners that have the skills to address the company’s needs. In general, the type of needs that BusinessFirst! is prepared to address fall into these categories: workforce recruitment and training, business development loans and grants, government procurement approaches, and technological consulting. The BusinessFirst! program is funded by ED/GE grants from the four participating counties. ED/GE grants are funded by sales taxes and are provided for the purpose of creating new jobs or retaining.

(Cont. on page 4)
(Cont. from page 3) existing jobs at prevailing wage rates. Hal indicated that he will refer companies to SCORE when our small business counseling skills are needed. He asked, however, that when we accept these referrals, we provide him feedback on the value of our counseling, such as our total counseling hours for the company, jobs created or saved, cost saving generated, etc. Again, however, BusinessFirst! is not interested in start-up businesses.

December

The December meeting was our Annual Awards Luncheon, and was held on Wednesday, the 19th, at the Yankee Trace Golf Club. The guest speaker was City of Dayton mayor, Rhine McLin. Mayor McLin is a long time strong supporter of small business and of Dayton SCORE’s role in helping small businesses start up and grow in the Dayton area. She discussed the fact that the Dayton area has been a fertile area for invention and business generation throughout its history. A recent consultant study was conducted to determine what is needed to resurrect economic development in Dayton.

The conclusion: the city needs to focus on retention of current businesses and expansion of those businesses. She stressed that while it would be great to be able to attract major manufacturers to locate here to build large plants with large numbers of jobs, that prospect is most unlikely. Realizing that, the city’s primary task is to excel at retention and expansion of its current businesses.

Mayor McLin explained that Dayton has difficulty competing with local townships for businesses because townships cannot impose income taxes. Examples are the Miller Lane area and the Dayton Mall which are located in townships. Hence, Dayton must compete by providing businesses with excellent services and making the city very business friendly. She indicated that a recent development is Joint Economic Development Districts that include both cities and townships working together to attract businesses.

Other topics addressed included a Tech Town initiative in Dayton to try to create low cost facilities for start-up businesses that come out of The Entrepreneurs Center. Currently the city is losing many of these businesses. A question was raised as to a problem with the cost of parking in downtown Dayton. Mayor McLin stated that the majority of parking is in the hands of private companies, and while the city cannot control their pricing, an effort is being made to convince them to be more people friendly.

After the talk, SCORE chairman, Bob Halstead, made several length of service and achievement awards to deserving members.
Kimberly King and her husband, Rick, have nearly 50 years combined experience in the custom picture framing industry. They have been framing professionally in their home for other businesses for many years as a sideline. Both had careers previously as frame shop managers (they actually met in a frame shop); but they had a long-time dream of owning their own shop.

In 2004, they decided to seriously pursue this dream, and began looking for the right frame shop business to purchase.

In late-2006, after two years of searching, Kimberly found an existing frame shop that was available. She liked the location, began serious talks with the owner, and was inclined to buy the business. But Kimberly and Rick felt they needed help in deciding if the purchase made good sense.

On the recommendation of a friend, Kimberly called SCORE and arranged an appointment with counselor Emerson Shank. In their first session, Em reviewed the financials of the business and concluded that its real value was far less than the asking price. He asked Kimberly to prepare a “Pro’s and Con’s” list of buying this business. After that exercise, with Em’s involvement, the King’s concluded that they were better off trying to start their own business. So they began looking for a storefront that met their location and cost criteria.

As a stroke of good luck, a friend of Kimberly told her that a small storefront just became available in Centerville in the same building as Bill’s Donut Shop at 270 N. Main St. Bill’s is a Centerville institution and brings in a lot of traffic. The building is easily accessible from the street and has adequate parking. The King’s successfully negotiated a lease on the space in early 2007.

Working with Emerson, the King’s completed a start-up checklist and start-up cash needs plan. Em set them up with an accountant who established a recordkeeping system for their use to facilitate financial performance analysis and tax preparation. Setting up the store went well, and on April 14, 2007, Centerville Framing & Gifts opened its doors.

The business mix is 90% framing and 10% gifts. The gift offerings are changed frequently to reflect the season. As hoped, Bill’s Donut Shop customers are a great source of traffic. The business is going well, and the King’s are very pleased with their decision. Kimberly says: “Emerson Shank was very helpful in guiding us to the right decision and in setting up our business appropriately. More than a counselor, he was and is a mentor. I am a fan of SCORE, and in fact, I recently recommended SCORE to a friend.”
FIRST QUARTER WORKSHOPS

Our “First Step Workshop will be conducted at Wright State University on the 3\textsuperscript{rd} Thursday of each month (January 17, February 21 and March 20) from 9 to 11:30 a.m. The cost is $25 per person. To register, call Dayton SCORE at 937.225.2887.

Workshops at area libraries are scheduled as shown below. There is no cost, but registration at the indicated telephone number is requested.

**Thursday, January 17**
“Business Start-Up Basics”
6:30 – 8:30 p.m.
Centerville Library
111 W. Spring Valley Road
937.433.8091

**Monday, January 21**
“Business Start-Up Basics”
6:30 – 8:30 p.m.
Tipp City Library
11 E. Main St., Tipp City
937.667.3826

**Thursday, January 24**
“Marketing for the Small Business”
6:30 – 8:30 p.m.
Centerville Library
111 W. Spring Valley Road
937.433.8091

**Thursday, January 31**
“Business Planning for the Small Company”
6:30 – 8:30 p.m.
Centerville Library
111 W. Spring Valley Road
937.433.8091

**Monday, February 4**
“Marketing for the Small Business”
6:30 – 8:30 p.m.
Tipp City Library
11 E. Main St., Tipp City
937.667.3826

**Tuesday, February 5**
“Business Start-Up Basics”
6:00 – 8:30 p.m.
Dayton Metro Library, Vandalia Branch
500 S. Dixie Dr.
937.898.6541

**Monday, February 11**
“Small Business Accounting with QuickBooks”
6:30 – 8:30 p.m.
Dayton Metro Library, Kettering Moraine Branch
3496 Far Hills Ave.
937.227.9509

**Tuesday, February 12**
“Business Start-Up Basics”
Noon – 2 p.m.
Xenia/Greene County Library
76 E. Market St., Xenia
937.352.4000 X3

**Monday, February 18**
“Business Planning for the Small Company”
6:30 – 8:30 p.m.
Tipp City Library
11 E. Main St., Tipp City
937.667.3826

**Tuesday, February 19**
“Marketing for the Small Business”
Noon – 2 p.m.
Xenia/Greene County Library
76 E. Market St., Xenia
937.352.4000 X3
Workshops (Cont.)

Thursday, February 21
“Marketing for the Small Business”
6:30 – 8:30 p.m.
Dayton Metro Library, Vandalia Branch
500 S. Dixie Dr.
937.898.6541

Tuesday, February 26
“Business Planning for the Small Company”
Noon – 2 p.m.
Xenia/Greene County Library
76 E. Market St., Xenia
937.352.4000 X3

Thursday, February 28
“Business Planning for the Small Company”
6:30 – 8:30 p.m.
Dayton Metro Library, Vandalia Branch
500 S. Dixie Dr.
937.898.6541

Monday, March 3
“Small Business Accounting with QuickBooks”
6:30 – 8:30 p.m.
Tipp City Library
11 E. Main St., Tipp City
937.667.3826

Tuesday, March 4
“Business Start-Up Basics”
6:00 – 8:30 p.m.
Dayton Metro Library
West Carrollton Branch
300 E. Central Ave.
937.859.4011

Tuesday, March 18
“Marketing for the Small Business”
6:30 – 8:30 p.m.
Dayton Metro Library
West Carrollton Branch
300 E. Central Ave.
937.859.4011

Tuesday, March 25
“Business Planning for the Small Company”
6:30 – 8:30 p.m.
Dayton Metro Library
West Carrollton Branch
300 E. Central Ave.
937.859.4011

Tuesday, March 25
“Small Business Accounting with QuickBooks”
6:30 – 8:30 p.m.
Dayton Metro Library
Huber Heights Branch
6160 Chambersburg Road
937.227.9508

CLIENT SATISFACTION REPORT
October through December 2007

<table>
<thead>
<tr>
<th>Average Score*</th>
<th>% 3 or 4</th>
</tr>
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<tbody>
<tr>
<td>You were treated courteously and professionally</td>
<td>1.18</td>
</tr>
<tr>
<td>Your issues/questions were addressed well</td>
<td>1.31</td>
</tr>
<tr>
<td>You and your counselor agreed on clear next steps</td>
<td>1.18</td>
</tr>
<tr>
<td>You were encouraged to return for further counseling</td>
<td>1.27</td>
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</table>

* 1 = Strongly agree      2 = Agree      3 = Disagree      4 = Strongly disagree

In the quarter just ended, our efforts to obtain feedback from our counseling clients continued. We feel strongly that the quality of our counseling sessions is more important than the quantity of these sessions. As the results above for the quarter indicate, our clients gave us very good marks, but we focus hard on those clients who tell us that their experience was less that satisfactory, i.e., who gave us a 3 or 4 score. We follow up with each such client to attempt to correct the deficiency.
TOTAL SERVICES PERFORMANCE

Q1 FY 2008 vs. Q1 FY 2007

<table>
<thead>
<tr>
<th>SERVICE TYPE</th>
<th>Q1 FY 2008</th>
<th>Q1 FY 2007</th>
<th>CHANGE %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Face-to-Face Sessions</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New</td>
<td>129</td>
<td>88</td>
<td>+46.6</td>
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<tr>
<td>Follow-On</td>
<td>82</td>
<td>74</td>
<td>+10.8</td>
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<tr>
<td>Total Face-to-Face</td>
<td>211</td>
<td>162</td>
<td>+30.2</td>
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<tr>
<td>Online Sessions</td>
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<td></td>
<td></td>
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<tr>
<td>New</td>
<td>67</td>
<td>72</td>
<td>-6.9</td>
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<tr>
<td>Follow-On</td>
<td>133</td>
<td>79</td>
<td>+68.4</td>
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<tr>
<td>Total Online</td>
<td>200</td>
<td>151</td>
<td>+32.5</td>
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<tr>
<td>Workshops</td>
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<tr>
<td>Number</td>
<td>11</td>
<td>9</td>
<td>+22.2</td>
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<tr>
<td>Attendees</td>
<td>109</td>
<td>126</td>
<td>-13.5</td>
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<tr>
<td>Total Services</td>
<td>520</td>
<td>439</td>
<td>+18.5</td>
</tr>
</tbody>
</table>

The above table details Dayton SCORE’s performance on the total number of services it performs, including face-to-face and online counseling sessions as well as workshop attendees, during the first quarter of our current fiscal year 2008 (October 1, 2007 through December 31, 2007) as compared to the first quarter of fiscal year 2007.

We are pleased that our services were up 18.5%. The key drivers for this increase were significantly higher new face-to-face clients and higher follow-on (i.e., second, third, fourth, etc.) counseling sessions, both of which were areas of targeted improvement.

DAYTON SCORE: Non-discrimination Policy

Dayton SCORE services are provided without regard to race, color, national origin, gender, age and disability. Persons with disabilities may request reasonable (special) accommodations (with a two-week advance notice). For special accommodations, please contact Brenda Arrington at the Dayton SCORE office: 937-225-2887.