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SUMMER 2008

Workshop: Small Business Accounting with Quickbooks

New Workshop Finds 'Quick' Success



*Dayton
SCORE
member
Denise
Duplinski
introduces
recordkeeping
& accounting
concepts and
how they
apply in
QuickBooks
to a couple
of workshop
participants.*

Small Business Accounting with Quickbooks (SBAQ) is Dayton SCORE's newest workshop and an instant success. Keeping on top of any small business's financial information is a must in the ability to navigate through difficult financial times. Making sure financial records are accurate and up-to-date is the starting point for good business decisions. Software solutions for recording all financial transactions, monitoring business performance, creating invoices and reports, and managing customer, supplier and employee information are clearly the way to go today. QuickBooks is the clear market leader in small

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New Members

Dayton SCORE was fortunate to obtain four excellent new members this past quarter: Donald Burke, Thomas Miller, Richard King, and Donald Tyler.

Don Burke retired in 2005 from MeadWestvaco



Corporation after a 39-year career with the forest products firm. His assignments included a managerial assignment in corporate strategic planning and several roles leading division marketing and

administration functions. From 1996 until his retirement, Don was VP Marketing & International for the Coated Board Division in Columbus, Ga., a \$600 million company that manufactured and distributed high-grade paperboard worldwide for uses in consumer packaging. In this role, Don led the division's marketing and distribution operations internationally. He served as chairman of the Bleached Board Committee of the American Forest & Paper Association, and VP of the Alabama World Trade Association. Don is a New Jersey native and a graduate of the University of Dayton with an undergraduate degree in accounting and an MBA.

Tom Miller holds a CPA and has an exceptional background as a financial executive in both for-profit and non-profit firms. His skills include: (1) cost reduction programs, (2) improving accounting, MIS operations, and financial reporting, (3) financial controls and



operational analysis, and (4) forecasting and long range planning. His assignments included VP of Finance for Globe Motors, Group Controller for Hobart Brothers, Controller for Oberer Development, and CFO for Micro Standard Technologies. For 20 years, Tom was an instructor at Sinclair Community College, teaching accounting, corporate finance and small

business courses. He recently retired as VP of Finance for the YMCA of Greater Dayton, where he was involved in day-to-day financial operations plus arranging financing for major construction projects. Tom holds undergraduate and J.D. degrees from the University of Toledo.

Dick King combined a career in public service with entrepreneurship. After an Air Force stint at WPAFB, he left as a captain and began a 26-year career at the base in civilian program management. In 1984, Dick and his wife started a light manufacturing business,



Alphabet Embroidery Studios, Inc., in their home. When Dick took early retirement in 1993, Alphabet expanded to a commercial location in Xenia. Alphabet produces embroidery for corporate logos, monogramming, uniform patches, table covers, clothing alterations and the like. After 23 years of growth, the business was sold in 2007 with a seamless transition. Dick has also been hands-on in the construction business, functioning as his own general contractor for personal investment projects. He is currently in his third 4-year term as a Sugarcreek Township Trustee. Dick received an undergraduate degree in Business Administration and Economics from Wayne State College in Ne., and an MBA from Wright State.

Don Tyler retired in 2006 with an impressive track record in sales and marketing, business turnarounds, strategic planning, business development and general management, largely in the powder coating industry. He started his career with



Armstrong Products in Warsaw, Indiana in R&D and production management. In recent years Don held the following key positions: VP of Ion Technologies in Cincinnati (marketing and

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strategic planning), Sales Manager of Ionics Engineering in Urbana (sales and marketing), Executive VP of Mas-Hamilton Group in Lexington (general management), Chairman of

MPL Corporation in Indianapolis (turnaround and general management), and VP of ITW Finishing Systems/Products Group in Indianapolis (strategic planning and business development). Don is a Vietnam veteran and studied music at Indiana University.

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business accounting software. SCORE's clients who are in the process of starting up a small business benefit greatly from the SBAQ workshop, as do our clients that have their business up and running and want to convert to QuickBooks as a tool to improve their financial performance. SBAQ is a 2-hour introduction to bookkeeping and accounting concepts and how they apply in the QuickBooks program. It is offered several times a year at participating libraries and chambers of commerce. The topics covered include defining assets, liabilities, equity, income and expense accounts; how debits and credits work within each account type; the importance of the bank account reconciliation; and how to read the balance sheet and income statement. The workshop utilizes a PowerPoint presentation along with a live demonstration of recording transactions in QuickBooks to demonstrate the concepts covered.



Denise Duplinski has been a Dayton SCORE member since mid-2007, and is the presenter of SBAQ. Denise is a Wright State University accounting graduate and a CPA for 20 plus years. She works full time in a public accounting firm in Bellbrook, Ohio, of which she is co-owner. She is a QuickBooks Certified Pro Advisor and a QuickBooks Point of Sale Pro Advisor. These pictures show Denise and some of the participants in her June 4 SBAQ workshop at the Main Branch of the Dayton Metro Library.

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.

Presidents Club Names ‘Volunteer of the Year’

The Presidents Club of Dayton is an organization comprising the presidents, vice presidents and immediate past presidents of the service and civic clubs of metropolitan Dayton. Dayton SCORE is a long-time member of The Presidents Club. Each year member organizations nominate their “**Outstanding Service Club Member**” and a breakfast meeting is conducted at which the nominated members are recognized and presented with a certificate denoting their selection. The event this year was held on May 15 and was chaired by Margaret Barclay of the Centerville Optimist Club. Dayton SCORE’s outstanding member this year was an easy choice: **John Glaser**. John initially joined SCORE in 2004, but had to go inactive when taking a temporary full-time position with Northrop Grumman at WPAFB. John returned to SCORE in early 2006 and quickly became extremely active. He is currently vice chairman of the chapter, Chair of the Marketing Committee, conducts Business Start-Up workshops for the chapter, and is heading a committee to develop a strategic plan for the chapter. In October he will become chapter Chair for fiscal year 2009. John spent a career in civil service with the Air Force specializing in logistics and strategic planning. Congratulations to John Glaser for a well deserved award!



Margaret Barclay of the Centerville Optimist Club presents Dayton SCORE’s John Glaser with the outstanding member of the year

THIRD QUARTER WORKSHOPS

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

Tuesday, July 8

“Marketing for the Small Business”

6:30 – 8:00 p.m.
Dayton Metro Library
Main Branch
215 E. Third St.
937.227.9500

Thursday, July 17

“Business Start-Up Basics”

6:00 – 8:00 p.m.
Dayton Metro Library
Kettering Moraine Branch

3496 Far Hills Ave.
937.496.8938

Tuesday, August 5

“Business Start-Up Basics”

6:00 – 8:30 p.m.
Dayton Metro Library
Miami Township Branch
2718 Lyons Rd., Miamisburg
937.496.8944

Wednesday, August 6

“Business Planning for the Small Company”

6:30 – 8:00 p.m.

Dayton Metro Library
Main Branch
215 E. Third St.
937.227.9500

Tuesday, September 9

“Business Start-Up Basics”

6:00 – 8:30 p.m.
Dayton Metro Library
Trotwood Branch
651 E. Main St., Trotwood
937.496.8958

Popular Workshop Targets New and Potential Businesses

Business Start-Up Basics (BSUB) is a popular Dayton SCORE workshop that is targeted to newly established businesses and potential entrepreneurs. Its purpose is to address many of the important aspects of small businesses at a fairly high level in order to help the participants acquire some basic skills necessary to start and operate a small business and determine where they need to learn more to be successful. Many Dayton SCORE clients' first exposure to our organization is through their attendance at a BSUB workshop, after which they return for face-to-face counseling. The workshop is free, and is presented several times each year at participating libraries and chambers of commerce throughout the Miami Valley.

Among the topics covered in the 2 ½ hour workshop are: an overview of entrepreneurship skills; how to get your business started; how to select the most appropriate business structure; business registrations, licenses and permits; business taxes; obtaining financing; understanding financial statements and cash management; and developing marketing and business plans. The workshop utilizes a PowerPoint presentation, but is very interactive. The workshop has helped literally hundreds of local entrepreneurs get their businesses off to a good start.

Dayton SCORE counselors are encouraged to attend the BSUB and the other workshops conducted by SCORE. They are highly educational, and the investment of a few hours will quickly refresh his or her knowledge of the basics of starting and managing a small business. They also provide the opportunity to see how these workshops are conducted and evaluate whether or not the counselor has the talent to conduct, or assist with, a workshop.

John Houston, a Dayton SCORE counselor for over eight years, and a chapter chair for three years, conducts most of the BSUB workshops, and does an exceptional job. John, a native of Scotland, retired from the NCR Corporation after a 37-year career as an international sales and marketing executive during which he worked in 10 countries.



Above: SCORE counselor John Houston conducts a BSUB workshop at the Huber Heights Branch of the Dayton Metro Library. Below: John discusses business ownership with some workshop attendees.



April 22

Dayton SCORE member Wally Nugent made a presentation on SCORE to the West Carrollton Rotary Club. The history and mission of SCORE was described as well as the particulars of Dayton SCORE's membership, counseling and workshop services, and recent accomplishments. The typical issues that clients bring to SCORE were discussed, as were the skills needed to be a good small business counselor. The 20 Rotarians present expressed interest in referring small business owners to SCORE for counseling.

May 7

Dayton SCORE chairman Bob Halstead, together with members Jim Collins, Cher Haynes, Gordon Callihan, John Spoor and Rod Childs, participated in a **General Motors Moraine Assembly Plant Opportunity Fair** conducted by The Job Center. General Motors and GM unions sponsored the event to provide GM workers who are considering buy-out options and retirement offers with enhanced education and career decision-making information. About 1,000 workers attended the event. SCORE members talked to

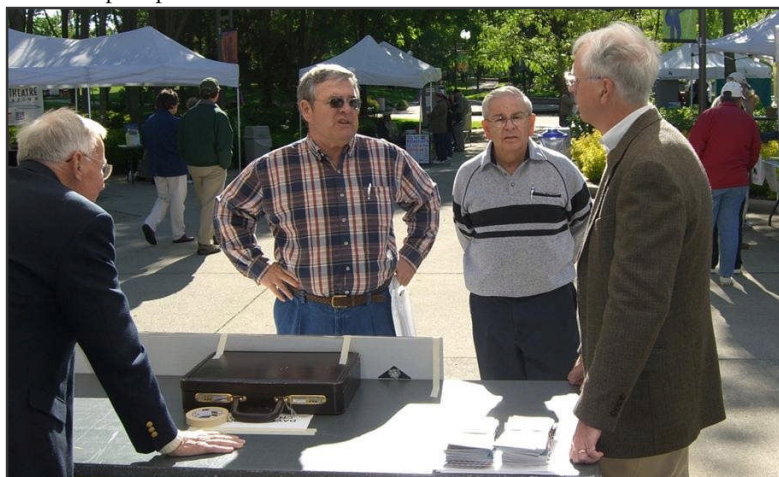
many attendees who were considering starting a small business. They handed out SCORE brochures and information about our counseling services and workshops. This generated a significant number of counseling opportunities and also interest in our upcoming workshops. The Job Center indicated that SCORE would be invited to similar events it conducts in the future.

May 20

The **South Metro Regional Chamber of Commerce** hosted an **Economic Inforum and Panel Discussion** focused on Small Business. The panel consisted of representatives of County Corp., SBA, SBDC and Dayton SCORE. Vice Chairman John Glaser gave a presentation in which he discussed the chapter's vision and mission, emphasized the services that SCORE offers current and potential small businesses, and described the tools the chapter uses to assist entrepreneurs. He emphasized that Dayton SCORE is a community partner with local educational institutions, chambers of commerce, banks, libraries and SBDC.

May 21

The **City of Kettering Parks, Recreation and Cultural Arts Department** sponsored an **Opportunity Marketplace** event at the Lincoln Park Commons. The event showcased options for work, learning and volunteering for people over the age of 50. Representatives from a number of local businesses and non-profit organizations were there to describe the opportunities they have for seniors. Dayton SCORE members Leif Jacobsen, John Glaser and Bob Halstead manned a booth at the event. A great number of people stopped by our booth to learn about Dayton SCORE's volunteer opportunities related to assisting small businesses. It is believed that we will get some new member prospects from the event.



Dayton SCORE members Leif Jacobsen and John Glaser discuss SCORE volunteer opportunities with event attendees.

April

The April meeting was held on the 23rd at The Patterson Homestead. Our guest speaker was **Bob Goldberg**, president of **FOOD FOR**



THOUGHT Marketing Consultants. Bob started his company in 1989, targeting small to mid-sized companies, to provide complete marketing services to such companies that don't have a marketing specialist. He typically works directly with the owner of the client company, and he usually not only recommends marketing initiatives, but also often implements the ideas for the client. He describes himself as his clients' "pinch hitting marketing director." Bob's career prior to setting up his consulting company was marketing in the food service industry; so many of his clients are in the food and retail industries.

Bob discussed several aspects of his marketing philosophy. Regarding advertising, he advised to clearly determine your target customer, observe how the competition is advertising, work closely with media sales persons, and plan ahead to be proactive versus reactive. He stressed the value of networking and suggested checking newspapers for meeting information, checking out internet networking sites, visiting a few groups before joining, and once joining be active and participate. Bob particularly suggested exploiting opportunities for public relations because they are effective and low cost, and carries more credibility than regular advertising because it is a news story. The media, particularly print, is always looking for upbeat business stories. He stressed PR subject matter, is endless: business anniversary, new employees, new product or service, production record, etc.

Bob is a possible resource for many of SCORE's clients. He is skilled at working with small and start-up businesses. He charges on a per hour basis, and is willing to work with clients to spread his charges to fit their cash flow situation.

May

Our May meeting was held on the 28th at The Patterson Homestead. The guest speaker was **Ken Binzer**, Education & Marketing Coordinator of Consumer Credit Counseling Service (CCCS), a unit of Graceworks Lutheran Services. Ken has been with CCCS for three years. Previously he was an educator in the military for 28 years, and for several years thereafter, an educator in the private sector.

CCCS is a local, non-profit credit counseling agency that has helped people in the Miami Valley solve their credit and debt problems since 1980. CCCS provides support,



knowledge and tools needed to make informed financial decisions, regain control over their debt, rebuild their credit and ultimately achieve financial fitness. CCCS offers financial

counseling, debt management programs, housing counseling and bankruptcy counseling. The initial client session at CCCS is free. If the client chooses to participate in a debt management program, there is a \$35 setup fee and a \$25/month fee while they are in the program. Ken made the point that these fees are almost always easily offset by the fact that CCCS has arrangements with creditors whereby they will accept lower interest rates and longer payment terms for CCCS clients.

Ken teaches a Bankruptcy Discharge class and other credit-related classes. It was suggested that Dayton SCORE add a personal credit workshop to our portfolio of workshops, and he was very supportive of the idea. Such a workshop would target the many SCORE clients whose personal credit issues are the major stumbling blocks to their vision of starting a small business. The workshop would help attendees understand their credit situation and develop plans to get their credit scores from the high risk area to ones where lenders would seriously consider their business loan

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applications.

Ken also discussed identity theft and how to avoid it, which led to a spirited discussion.

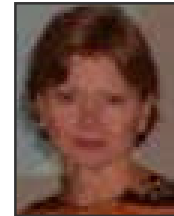
June

Our June meeting was held on the 25th at The Patterson Homestead. The meeting was used as a key element in the Dayton SCORE **Strategic Planning** process, led by Vice Chair, John Glaser. Members participated in a **SWOT Analysis**, which identifies the strengths, weaknesses, opportunities and threats relative to our organization’s success in fulfilling our mission to serve our small business community.

The session was a very interactive one, beginning with an assessment of the environment in which Dayton SCORE is now and likely will be operating over the next few

years. This assessment touched on an economic forecast of our service area, small business statistics in our area, our funding needs and potential sources, technology changes and their impact on small businesses, and the goals and challenges of the national SCORE Association.

Then we entered into the SWOT Analysis facilitated by **Donna Childs**, who served as president and CEO of the Better Business Bureau of Dayton for many years and is the wife of member Rod



Childs. The results of the SWOT Analysis will play a major role in the continuing Dayton SCORE Strategic Planning process which will set goals, action plans for implementing the goals, and measures to track our progress. The process will culminate in a Dayton SCORE Strategic Plan by the end of the summer.

TOTAL SERVICES PERFORMANCE
3 Quarters FY 2008 vs. 3 Quarters FY 2007

SERVICE TYPE	3 QTRS FY 2008	3 QTRS FY 2007	CHANGE %
Face-to-Face Sessions			
New	320	390	-17.9
Follow-On	186	280	-33.6
Total Face-to-Face	506	670	-24.5
Online Sessions			
New	374	309	21.4
Follow-On	549	250	119.6
Total Online	923	559	65.1
Workshops			
Number Attendees	38	39	-2.6
	358	508	-29.5
Total Services	1,787	1,737	2.9

The above table details Dayton SCORE’s performance on the total services it performs, including face-to-face and online counseling sessions and workshop attendees for three quarters of our current fiscal year 2008 (Oct. 1, 2007 through June 30, 2008) as compared three quarters of fiscal year 2007. Our total services increased 2.9% versus the last fiscal year due largely to very strong online counseling numbers. As mentioned last quarter, we believe the difficult weather this past winter was a major factor in the falloff in face-to-face counseling and workshop attendance this fiscal year. Our marketing efforts are focused on driving increases in counseling and workshop performance.