

Federal Building, Suite 104
200 West Second Street
Dayton Ohio 45402

Phone: 937-225-2887
Web: www.daytonscore.org
Email: score@daytonscore.org

IN THIS ISSUE

- ~ Success Story 1
- ~ Outreach 3
- ~ News Reel 4
- ~ Marketing Workshop 5
- ~ Upcoming Workshop 6
- ~ Meetings Roundup 7
- ~ Services Performance 8

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, or call 937-225-2887.

SCORE can help you find solutions for your business matters.

SCORE in Action: Success Story

Workers' Comp Expertise Begets A Business Opportunity



Becky Belcher at Work

Rebecca (Becky) Belcher is a native of Cleveland, Ohio. After graduating from Hiram College, she moved to Washington D.C. and began a career in the insurance field with State Farm Insurance. She earned her Chartered Property/Casualty Underwriter certification and became a licensed staff assistant and underwriter for Property/Casualty insurance. After a time Becky and her husband moved to Dayton. She went back to school at Wright State University where she earned a Bachelor of Science degree in Finance and a MBA in Accountancy.

Cont. on page 2

From page 1

Becky's next career step was with the Ohio Bureau of Workers' Compensation as an Audit Reviewer in 1993. She supervised a team of auditors to insure audit consistency, quality, and accuracy. She was selected as the BWC's Southwest Ohio Adjudication Representative for audit issues, representing BWC on many insurance premium audit cases.

Workers' Compensation insurance pricing is done by classifying different workplace exposures into a system of codes, each one with a rate commensurate with the risk associated with that workplace exposure. In most states the classification system used is one devised and maintained by the National Council on Compensation Insurance (NCCI). Becky was an active participant in Ohio's conversion to the NCCI system during the mid-1990s. For the next decade, she performed hundreds of rating inspections and premium reviews of Ohio employers: manufacturing, farms construction, wholesale, transportation, public entities, and many more. She also completed post-graduate courses in fraud and compliance.

In mid-2008, after working for the BWC for 15 years, Becky decided to explore her longtime dream of starting her own business in which she would provide workers' compensation-related services to businesses; e.g., conducting independent onsite review of NCCI codes used for premium calculation, checking on the accuracy of premium reporting, conducting pre- or post-BWC audits, serving as an expert witness for disputes in premium audits, providing education on premium reporting, and helping with questions related to adherence to BWC's policies and regulations for premium reporting.

Recognizing that she needed guidance in the process of starting her business, Becky attended a Dayton SCORE workshop on business planning and then made an appointment to meet with a SCORE counselor to discuss the viability of her business idea and obtain help with her business plan. Fortunately, Becky was matched with Bob



Bob Halstead and Becky Belcher

Halstead, a longtime SCORE counselor who spent his career in the insurance industry and was co-owner of a large local agency. Bob encouraged Becky to pursue her business concept and work on a business plan, with special attention to marketing. In September 2008, Becky became sufficiently confident with her business concept that she resigned her job with the BWC. Bob and Becky continued to interact frequently over the next few months as she continued working on her plan, attended small business networking events, formed a Limited Liability Company, **Workers' Comp Premium Reduction & Recovery LLC**, developed a training module for workers' compensation premium audits, and created a marketing brochure.

Thus far in 2009, Becky's business is off and running. She has several client assignments lined up, has plans for moving the business out of her home into an office in the spring, and is in conversation with a potential partner. Becky is most complimentary of and grateful for the support of SCORE and Bob Halstead: "Bob's knowledge of my field and his encouragement to develop a strong business plan and to think hard about how to market my business gave me the confidence to take the major step to start this business. SCORE and Bob are wonderful resources. I can't thank them enough."

Major Outreach Activities Underscore First Quarter of '09

Chapter Chair John Glaser had made contact with the Yellow Springs Chamber of Commerce to request an opportunity to attend a Chamber's meeting to describe Dayton SCORE's services to its members. Karen Wintrow, Executive Director, was pleased to accept the offer, and on **Thursday, February 12**, John made an excellent presentation to the 20-plus members present. He handed out several SCORE pamphlets and was given a good reception.

On **Friday, February 13**, member Bob Halstead made a presentation to 20 students in Dr. Bud Baker's "Developing and Implementing Competitive Strategies" class during Wright State University's Weekend MBA Program at the Mound. Bob focused on explaining SCORE and its capabilities for assisting small businesses. Member Dan Worsham, a student in the class, recommended Bob to Dr. Baker. Since many in the class are small business people, some counseling opportunities are expected to result from the presentation.

Dayton SCORE was invited to participate in the 2009 Ohio Business Matchmaker event on **Wednesday, March 18**, at the Nutter Center. The event was co-sponsored by the Small Business Administration. The primary purpose of the event was to provide the opportunity for buyers and sellers of



SCORE counselor Bob Halstead with intern Carl Amore talking with interested attendees. Carl started his internship with us in March and will be with us through May when he will graduate from National College with a Business Administration degree

goods and services to come together. Over 150 buyers were on hand for one-on-one meetings with small businesses. The buyers were from city, state, county and federal agencies as well as prime contractors and other organizations with combined purchasing budgets of hundreds of millions of dollars. SCORE's role at the event was as a potential resource provider to the small businesses in attendance. Several Dayton SCORE members manned a booth for the day and were able to provide information to many of the small businesses about our counseling and workshop services.

SCORE Intern Exhibits Standards of Excellence

Dayton SCORE was fortunate to obtain the services during January and February of **Vashyra Waller** as an intern in our Federal Building office. Vashyra graduated at the end of February from National College where she majored in Business Administration Management and Accounting, and made the Dean's List. Vashyra has had an impressive work history since graduating from the John H. Patterson Career Center in 1997. Upon coming to SCORE in January, she hit the ground running by developing news releases, creating databases, and taking on several marketing assignments. She also volunteered to develop a workshop, "Basic Accounting for Small Businesses with Software," which she will conduct for Dayton SCORE as part of our total workshop offering in March, April and May. The workshop: (1) addresses the basics of accounting terms and principles needed to communicate effectively with accountants and lenders, (2) shows how to work with basic accounting spreadsheets, and (3) covers the traditional financial statements – income statements, cash flow statements and balance sheets.



Vashyra
Waller

April Speed Coaching Event

SCORE and American Express Open created a partnership to create a "Small Business Speed Coaching Test Drive," a multi-city seminar and counseling tour designed to support small business growth and trigger success through educational and mentorship programs. Dayton SCORE has agreed to be part of the tour and is planning a Speed Coaching event for April 23 to be held at the Mandalay Banquet Center.

The theme of this half-day affair is "Positioning for Small Business Success" and will feature presentations from two prominent local business leaders as well as an opportunity for the small business attendees to receive one-on-one counseling with a Dayton SCORE member. Prospective in-business attendees will receive invitations to this event via email within the next few weeks and registration will be online. The event will commence at 8 a.m. and will include a continental breakfast. Dayton SCORE views this event as an excellent opportunity to increase its exposure to and create mentoring relationships with in-business entrepreneurs.

Dayton SCORE Releases Promotional Video

A DVD Video professionally produced for Dayton SCORE by "themediagroup @ Michaels" has been completed.

The 9-minute video is a major marketing tool for the chapter and will be used in many ways such as a part of outreach presentations, new member recruiting and orientation vehicle, an aid in fundraising, and more.

The DVD describes SCORE's mission; focuses on our counseling, mentoring and workshop activities; features a client's success story; highlights our annual Awards Luncheon; and generally presents our approaches to helping small businesses in the Dayton metro area start, prosper and grow.

Parts of the video have been placed on our Dayton SCORE Web site.

If you are interested in obtaining a copy of the video, please call the Dayton SCORE office at 937-225-2887.

Small Business Workshop Builds Marketing Expertise

“Marketing for a Small Business” (MSB) is a very popular workshop in Dayton SCORE’s total workshop offering. It has been conducted for the last few years at many library and chamber of commerce venues throughout the Miami Valley. Marketing encompasses the activities and processes for creating, communicating and delivering value for customers.

The two-hour MSB workshop explores many aspects of marketing for small businesses, including the importance of: (1) an effective business plan as the first step in building a successful company, (2) understanding the needs of customers within your target market, and of understanding the strengths and weaknesses of your competitors, as the basis for achieving competitive advantage and financial success, (3) understanding your costs in depth as a prerequisite to setting your prices, (4) finding ways of marketing your business at a low cost, particularly techniques for achieving “word of mouth” advertising, and (5) keeping existing customers loyal, continually seeking new customers, and adding value to each transaction.

Of all the reasons small business clients come to Dayton SCORE, questions about how to more efficiently and effectively market their business is one of the most frequent. Studies on small business mortality always cite poor marketing as one of the three or four most common reasons for business failure. The MSB workshop is a great first step in gaining ideas for improving a small business’s marketing efforts.

Richard Pugh is a five-year SCORE counselor and is the presenter of MSB. He earned an undergraduate degree from Grambling College and a masters degree from the University of Dayton. Richard had along and very productive



Richard Pugh at the MSB workshop at the New Lebanon branch of the Dayton Metro Library on March 10



Richard Pugh talks with attendees of the MSB workshop

career in sales, sales management and marketing with the Mead Corporation in Dayton. After leaving Mead, he bought two Wendy’s franchises and applied his marketing skills to make them very successful. After seven years of operating his restaurants, Richard sold them and turned his talents to teaching. He taught business and history courses at Central State University and Sinclair Community College, and continues to teach at Sinclair. Richard was Education Committee Chair for Dayton SCORE in 2008.

Workshops

Spring Workshop Schedule

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

Tuesday, April 7	Tuesday, May 5
<p>“Business Start-Up Basics” Dayton Metro Library, Trotwood Branch 651 E. Main St., Trotwood 6 - 8 p.m. 937-496-8958</p>	<p>“Marketing for the Small Business” Dayton Metro Library, Brookville Branch 425 Rona Parkway Dr., Brookville 6 - 8 p.m. 937-496-8922</p>
Tuesday, April 14	Saturday, May 9
<p>“Basic Accounting with Software” Dayton Metro Library, Kettering Branch 3496 Far Hills Ave., Kettering 6 - 8 p.m. 937-496-8938</p>	<p>“Business Start-Up Basics” Troy - Miami County Public Library 419 W. Main St., Troy 1:30 - 4 p.m. 937-339-0502</p>
Wednesday, April 15	Saturday, May 16
<p>“Strategic Planning for the Small Company” Dayton Metro Library, Main Library 215 E. Third St., Dayton 6 - 8 p.m. 937-463-2665</p>	<p>“Marketing for the Small Business” Troy - Miami County Public Library 419 W. Main St., Troy 1:30 - 4 p.m. 937-339-0502</p>
Saturday, April 18	Tuesday, May 19
<p>“Strategic Planning for the Small Company” Troy - Miami County Public Library 419 W. Main St., Troy 1:30 - 4 p.m. 937-339-0502</p>	<p>“Business Planning for the Small Company” Dayton Metro Library, Main Library 215 E. Third St., Dayton 6 - 8 p.m. 937-463-2665</p>
Tuesday, April 21	Tuesday, May 26
<p>“Business Planning for the Small Company” Dayton Metro Library, Trotwood Branch 651 E. Main St., Trotwood 6 - 8 p.m. 937-496-8958</p>	<p>“Basic Accounting with Software” Dayton Metro Library, Northmont Branch 333 W. National Rd., Northmont 6 - 8 p.m. 937-496-8950</p>
Tuesday, April 28	Saturday, June 20
<p>“Marketing for the Small Business” Dayton Metro Library, Huber Heights Branch 6160 Chambersburg Rd., Huber Heights 6 - 8 p.m. 937-496-8934</p>	<p>“Business Planning for the Small Company” Troy - Miami County Public Library 419 W. Main St., Troy 1:30 - 4 p.m. 937-339-0502</p>
Tuesday, May 5	
<p>“Business Start-Up Basics” Dayton Metro Library, New Lebanon Branch 715 W. Main St., New Lebanon 6 - 8 p.m. 937-496-8948</p>	

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.

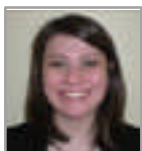
Chapter Meetings Roundup

JANUARY

The January meeting, scheduled for the 28th, was cancelled due to ice, snow and windstorms.

FEBRUARY

The February meeting was held on the 25th at The Patterson Homestead. The guest speaker was Caitlin Bortolotto, Business Development Officer with CityWide Development Corporation. CityWide was formed in Dayton in 1972 to help businesses create jobs and strengthen the city's neighborhoods via a variety of financial, consultative and educational services. Caitlin specializes in pairing businesses, particularly small businesses, with finance programs to help them grow and prosper.



Caitlin Bortolotto

Caitlin described two neighborhood projects that CityWide is leading. First, the Genesis Project, a public-private partnership to improve the Fairgrounds neighborhood adjacent to Miami Valley Hospital. This is being done by increasing homeownership, improving traffic flow and parking, providing financing for new and expanding businesses, and providing community-based police officers. Second, the Phoenix Project, a public-private partnership for redeveloping the greater Fairview neighborhood. Its goals are to improve homeownership through new construction, rehabilitation of homes, and improving the appearance of the upper Salem Avenue area.

Caitlin then described CityWide's four key financing programs:

- **Direct Loans:** This program offers low down payments, below-market interest rates and gap financing. CityWide is a junior lender to a bank, with owner's equity at least 10%. Loans up to \$300,000.
- **SBA 504 Loans:** For fixed asset loans, this program offers long-term financing, low down payments and fixed, below-market interest rates. Again, CityWide is a junior lender to a bank, with owner's equity at least 10%. Loan amounts up to \$1.5 million.
- **Neighborhood Business Assistance:** This program offers affordable credit to successful neighborhood businesses located in City of Dayton Priority Board areas. CityWide will loan up to 95%, with loan amounts up to \$50,000.
- **Enterprise Ohio Investment Company:** Provides capital for promising Ohio-based businesses.

Leveraging private funding, EOIC invests in both established and start-up companies. Will loan up to 100%, with amounts up to \$150,000. In general, CityWide financing is not available to start-ups, although she stressed she will work with start-ups to advise them on potential funding sources.

In response to a question, Caitlin indicated that loan applicants should have, at minimum, the following information: two or more years of the business's financial history, the owner's personal financial statement, a 3-year cash flow projection for the business, a credible business plan, and information as to the uses to which the loan would be put. She stated that CityWide normally provides a decision within two weeks of the application.

MARCH

The March meeting was held on the 25th at The Patterson Homestead. The guest speaker was Sally Doran, President of Carlsbad



Sally Doran

Marketing & Communication, Inc. Sally was Marketing Director of AAA Miami Valley from 1991 to 2001. She then decided to leave AAA Miami Valley as an employee and offer her marketing services to that club and other AAA clubs throughout the country. She formed Carlsbad Marketing & Communications and quickly became very successful with it. She now does marketing strategy and marketing project work with 23 AAA organizations.

In late 2007 Sally considered selling her business, and talked to a Dayton SCORE counselor about how to go about doing so. The counselor helped her see that her business was a sound and profitable one, and she should reconsider selling it. Fortunately, she decided to maintain the business, and it continues to do well.

Recently Sally decided to broaden her marketing consulting work beyond AAA clubs to small businesses in general, and develop a "product" she terms Marketing-eze, which is essentially a kit of marketing tools that she can offer to small business clients. Among the tools are:

- Sales & Marketing Planning
- Logo Design & Brand Identity
- E-Mail Marketing
- Press Releases and Trade Magazine Articles
- Website Design and Hosting
- Direct Mail Marketing
- Brochures
- Promotional Items
- TV & Radio Advertising

Total Services Performance

TOTAL SERVICES PERFORMANCE

1ST Half FY 2009 vs. 1ST Half FY 2008

Service Type	1 ST Half FY 2009	1 ST Half FY 2008	Change %
Face-to-Face Sessions			
New	146	189	-22.8
Follow-On	129	287	-55.1
Total Face-to-Face	275	476	-42.2
Online Sessions			
New	284	162	75.3
Follow-On	426	296	43.9
Total Online	710	458	55.0
Workshops			
Number	26	34	-23.5
Attendees	345	291	18.6
Total Services	1,330	1,225	8.6

The first half of fiscal year 2009, which ended on March 31, showed an increase in total services provided by Dayton SCORE of 8.6% over the first half of fiscal year 2008. However, as was the case last quarter, the downward trend in face-to-face counseling sessions continued, being down 42.2% in the half. Fortunately, our online sessions were up dramatically, 55%, and our workshop attendance was also up significantly. We continue to pursue the marketing initiatives in our Strategic Plan to drive progress in our face-to-face counseling.

STIMULUS BILL'S IMPACT ON SMALL BUSINESS

While the totality of the Obama Administration's stimulus bill is complex, the primary impacts on small business are fairly straightforward:

- The guarantees on the SBA 7(a) loan program (the most common loan for small businesses) are raised to a maximum of 90%, from 85%, through calendar year 2009.
- Fees for borrowers on SBA 7(a) loans, and for both borrowers and lenders on 504 loans (fixed asset loans), will be eliminated through calendar year 2009.
- A new SBA program was created to provide deferred-payment loans of up to \$35,000 to viable small businesses that need the money to make payments on an existing, qualifying loan for up to six months. Repayment would not have to begin until 12 months after the loan is fully disbursed.
- SBA's Microloan program is being expanded. The program provides small loans up to \$35,000, paired with technical assistance, to start-up, newly established or growing small businesses, typically owned by low-income individuals, women and minorities. An additional \$50 million in funding is being loaned to micro lenders through the third quarter of 2010, and \$24 million in grants are being made available to provide technical assistance to borrowers.
- The SBA is being given the power to use the 504-loan program to refinance existing loans for fixed assets, providing fresh support for small business expansion.
- The Treasury Department has committed up to \$15 billion to help unlock the secondary markets for small business loans. By purchasing these securities, the Treasury is facilitating the ability of lenders to make new loans to small businesses by providing confidence that there is a ready buyer for those loans in the secondary market.