



Ask SCORE for Business Advice

“Ask SCORE” Column
Green Bay Press Gazette Sat., Jan. 31, 2009

On-Air Advice by Tina Dettman-Bielefeldt

If you have a little extra time on a Saturday morning, consider tuning into BizTalk from 9 to 10 a.m. on WHBY 1150AM. Sponsored by the Fox Cities SCORE Chapter and the Venture Center at Fox Valley Technical College in Appleton, the show has been a source of information for businesses since 2002.

Hosts include Jim Rosetti, a mortgage broker; Tony Busch, owner of Priora Cash Flow Management, LLC; Amy Pietsch, executive director of the Venture Center, and Gary Vaughan, assistant director of the Venture Center. Rosetti, who hosted a similar program in Florida, created the program. The group is diverse with a wide range of business experience.

Each week, the program features an educational program along with a call-in section. Busch explained, “Essentially we focus on being a ‘how to’ program. That is, we want to bring information to the listening audience that will help them to make better and more informed decisions about starting, operating or growing their business.”

To accomplish this, local entrepreneurs are invited to share their experiences. They discuss everything from the start-up process to obstacles that have been overcome. The program continues to gain momentum as callers are invited to ask questions.

The number of callers varies per show, but Busch estimates that about 700 callers have been helped since the show started. Some people are shy about calling, and guests report that they get calls after the show at their business. If no calls come in, the hosts carry on with guests.

“The hosts drive the direction of the program. Because each of us works with entrepreneurs in our jobs and Jim and I are SCORE counselors, we have our fingers on the pulse of what entrepreneurs are thinking about and the challenges they face,” Busch noted. “I think we do a pretty good job of asking pertinent and relevant questions if we don’t receive any calls during a program.”

Occasionally, a call will come in that the guest and hosts don’t have an answer for. Busch says that they are honest with callers and point them in another direction or ask

them to call when they're off the air so they can get the information. The focus is on getting the caller the help they need.

With a conversational tone, Busch says that the show is fun to listen to and has a wide variety of listeners from business owners to students to senior citizens. He and the other hosts look forward to Saturdays. "We all really like to teach," he stated. "The radio gives us the opportunity to have a conversation with some very interesting and motivated guests. In a sense, the chemistry among the hosts makes it fun for the guests to tell their story."

If you have business questions or would like free counseling, contact the Green Bay Chapter of SCORE. Visit www.greenbayscore.org or call Cindy Gokey at 920-496-8930 for information.

Tina Dettman-Bielefeldt is co-owner of DB Commercial Real Estate in Green Bay and Assistant District Director for SCORE, Wisconsin.