



## Ask SCORE for Business Advice

**Green Bay Press Gazette Sat., April 25, 2009**

### **Upcoming Seminars Tina Dettman-Bielefeldt**

“I’ve lost my job and need to buy a business,” a caller to my office said recently. With a sense of urgency and sometimes desperation, many unemployed workers are considering a business. They are ready to make a leap; often without the proper preparation. If the potential entrepreneur has limited experience in operating a business, one of the first recommendations I give is to contact SCORE.

A good overview of business is necessary for anyone seeking to open or purchase a business. To meet this need, SCORE will present “Starting Your Own Business” on Tuesdays, May 5 and 12 from 6 to 9:30 p.m. The last seminar was sold out, and early registration at [www.greenbayscore.org](http://www.greenbayscore.org) is recommended.

The seminar features local experts discussing six main business topics. On the first evening, SCORE volunteer James McCormick will give an introductory presentation on Successful Business Planning; Laurie Olson of The Business Bank will talk about Financing Your Business, and Jeff Bergum, SCORE volunteer and agent with Dave Wittmann Insurance will cover Small Business Insurance Needs.

On the second evening, Nancy Cherney, CPA of Schenck Business Solutions, will discuss Small Business Accounting and Taxes; John Olson, Attorney at Law and SCORE volunteer, will talk about Legal Issues for Small Business, and Paul Lotto, SCORE volunteer and Business/Marketing Instructor at Ashwaubenon High School, will provide Productive Marketing Concepts.

For established business owners, SCORE will offer a Guerrilla Marketing Workshop on Thur., April 30 from 6 to 8 p.m. at the Ramada Plaza Hotel in Ashwaubenon. Al Lautenslager, well-known author and marketing expert, will be the presenter. With 14 million copies of his book, “Guerrilla Marketing in 30 Days”, sold around the world, Lautenslager is a popular speaker and writer. He is a member of USA Today’s small business panel and appears regularly on radio and television. He is the featured marketing and public relations expert for Entrepreneur Magazine.

Guerrilla Marketing teaches business owners how to improve marketing, sales, and self-promotion skills. Lautenslager will provide information on getting new business, the important components of a marketing program, finding your target audience, refining and identifying your marketing message, getting your message out, marketing with no or a

low marketing budget, and partnering to succeed. The popularity of the program is due to Lautenslager's passion for low-cost, effective marketing.

The doors will open at 5:30 p.m. for networking prior to the workshop, and registration can be made on the SCORE website listed above. SCORE counselors will be on hand to assist with questions.

If you have a good handle on basic business concepts and marketing and are looking for assistance with specific concerns, SCORE offers free business counseling every week. The group of volunteer counselors includes specialists in accounting, marketing, insurance, human resources, law, and other fields. For information or to schedule a counseling session, contact Cindy Gokey, Green Bay SCORE administrator, at 920-496-8930.

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