



## Ask SCORE for Business Advice

“Ask SCORE” Column  
Green Bay Press Gazette  
Sat., Sept. 27

Tina Dettman-Bielefeldt

### Column Title: SCORE Seminar Planned

Jim McCormick, SCORE volunteer and past Chapter Chair, thinks that planning and research is the best way for a new business owner to be successful. “The only entrepreneurs that can skip this important step are those that can afford to fail,” he says.

McCormick plans and moderates seminars for SCORE. It’s a big job, but one that McCormick sees as vital. He explained, “We teach the critical areas that business owners must consider and address before they start, to reduce the risk of failure and potential financial hardship on the entrepreneur and his or her family.”

The “Starting Your Own Business” seminars are held three times a year and include two evening sessions. The next will be held on October 7 and 14 from 6 to 9:30 p.m. at the Business Assistance Center at NWTC.

There are three sessions per evening. On Oct. 7, Mike Hall, CPA and Business Consultant for QuickStart, will discuss **Successful Business Planning**; KaraLynne Moore, Vice President of Commercial Lending at Associated Bank, will talk about **Financing Your Business**, and David Daul, Attorney with Wanezek & Jaekels, will cover **Legal Issues for Small Business**.

The second evening will feature Mary Lindstrom, CPA and Accounting Consultant at Focus\$, **Small Business Accounting & Taxes**; Jeff Bergum, Commercial Insurance Broker, **Small Business Insurance Needs**, and Paul Lotto, Business and Marketing Instructor at Ashwaubenon High School, **Productive Marketing Concepts**.

McCormick emphasizes that the subject matter helps business start-ups and existing businesses. He believes that a struggling business can be revived with a better understanding of business concepts. “We can help small businesses adjust their business strategies to address areas of struggle. On site SCORE mentors are also available to address specific individual needs between and after sessions,” he noted.

The speakers are well-trained professionals, and there is time after each presentation for questions to address individual areas of concern. If questions arise after the seminar, participants are welcome to contact speakers for additional information.

Having conducted seminars for several years now, McCormick considers the financial information as some of the most necessary. “Business owners need to prepare the financials in their business plan to determine if this business venture can actually pay the expenses within a reasonable period of time, including salary to the owner/operator. If the venture can be profitable, then it’s time to proceed with all the other requirements prior to opening. Many of these other issues are addressed in the seminar,” he said.

If additional assistance is needed, McCormick recommends follow-on, individual counseling from SCORE mentors. The seminar is a bargain at \$45 for both sessions and \$10 per session for a spouse or additional person from the same company. Counseling is free, and sign-up for both are available at [www.greenbayscore.org](http://www.greenbayscore.org).

If you’d like further information, contact the Green Bay Chapter of SCORE “Counselors to America’s Small Business.” Call Cindy Gokey at 920-496-8930 for information.

Tina Dettman-Bielefeldt is co-owner of DB Commercial Real Estate in Green Bay and Chapter Chairman for the Green Bay SCORE group.