



## Ask SCORE for Business Advice

”Ask SCORE” Column  
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### **The SCORE Vision, Nov. 12, 2009 by Tina Dettman-Bielefeldt**

When SCORE counselors from around the state met in Stevens Point last week, the directive from the national office was clear. It is time to think differently about every aspect of how SCORE does business. It is time to make changes that will transform the number of people SCORE helps and our effectiveness.

Speaking from his office near Washington D.C., Devin Jopp, SCORE COO, explained the new vision and business model that will help SCORE create 1 million new businesses within the next seven years.

“We stretch to make a real difference in our own communities,” he said. “If we are going to make the effort of a major change, we want a major impact. The impact on small business success is what we are all about. SCORE can do this.”

There are more than 12,400 SCORE volunteers nationwide. The Green Bay Chapter, with branches in Marinette and Manitowoc, has 42 volunteers with a wide variety of expertise. There are accountants, small business owners, insurance agents, marketing professionals, lawyers, human resources experts, and media specialists. About 30% are still employed, a marked change from SCORE’s inception 45 years ago when it was comprised of retired executives.

To reach such a large goal, SCORE will be developing stronger community alliances, emphasizing long-term client relationships, developing a client matching program, recruiting for leadership and specific roles to build bench strength, and having defined stages for entrepreneurs. Processes will be standardized for pre-start, start-up and in business clients. The intent is to increase start-up and business survival rates.

Jopp explained, “This means not every client sees a counselor right away, and in some cases, not at all. The client relationship manager matches the client to resource for his/her stage in the process. For some, it’s a workshop; for other, it’s an assessment tool and resources. A better match means better prepared clients see counselors.”

SCORE plans to implement a “Core 5 Workshop Series”, a program developed by The Kauffman Foundation’s FastTrac system that has demonstrated success in helping start-ups. Additional tools and resources will be provided to chapters. Counselors will have

the opportunity to get certified. The emphasis will be on increasing the local impact of each chapter.

A new logo will be unveiled in January when the program enters the development stage. The first emphasis will be on recruiting and increasing the number of skilled volunteers, an unpaid job that comes with internal benefits.

“You volunteer to support a cause. This focus on new small businesses energizes all of us by helping our economy and communities to fuel economic growth. SCORE is the only group with the local expertise and mentors ready to help entrepreneurs fuel the recovery of their communities. We are the only group with the knowledge base, volunteer dedication and resources to collectively help communities across America – one entrepreneur at a time,” Jopp stated.

If you’d like to volunteer, the Green Bay Chapter would love to hear from you. Visit us online at [www.greenbayscore.org](http://www.greenbayscore.org).

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