

# Live Your Dream SCORE Can Help

Small Business Mentoring | Business Training Seminars  
Online Assistance at [WWW.SCORE.ORG](http://WWW.SCORE.ORG)



**SCORE**<sup>®</sup>  
Counselors to America's Small Business

# SCORE Quick Facts

“SCORE provides **expert advice and valuable resources** for entrepreneurs to start and grow their own small businesses. Millions of Americans **count on SCORE** for confidential business counseling, workshops and seminars. **SCORE** offers a wide range of **online information and services**, including email counseling, at **www.score.org**.”

Ken Yancey  
SCORE CEO



## About SCORE

- SCORE's more than 10,500 working and retired business professionals have volunteered to help a new generation of small business owners start and grow their companies.
- SCORE has 389 office locations across the country to serve local business communities.
- SCORE helped more than 350,000 people last year.
- Since 1964, SCORE has provided expert counseling to more than 8 million small business owners.
- SCORE offers nearly 7,000 local business training workshops every year.
- In 2008, SCORE volunteered 1.3 million hours to helping entrepreneurs succeed.
- The SCORE Web site, [www.score.org](http://www.score.org), provides 24/7 access to more than 1,200 online counselors.
- Last year, SCORE online counselors conducted more than 120,000 counseling sessions.
- In 2008, the SCORE Web site received more than 2.8 million unique visitors.

## About Small Businesses

- Small businesses are 99.7 percent of all employer firms.
- Small businesses generate more than 50 percent of the non-farm private gross domestic product (GDP).
- Two-thirds of new employer establishments survive at least two years after startup, and about 44 percent survive at least four years.
- Minorities own 4.1 million firms that generate \$694.1 billion in revenues and employ 4.8 million workers.
- Women own 6.5 million businesses that generate \$950.6 billion in revenues and employ 7.2 million workers.

Source: U.S. Small Business Administration, June 2008.

### Contact Information:

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As a resource partner with the U.S. Small Business Administration (SBA), **SCORE** operates in cooperation with the SBA to provide entrepreneurs with information vital to their success, including counsel on financing options, business planning, marketing strategies, product development and more. For more information, please contact Michael Keaton at 202/205-7637 or [media@score.org](mailto:media@score.org).

# Client Success Stories

“People interested in owning their own business ask me how to get started. I always tell them to contact SCORE, and **go to a SCORE seminar. SCORE gives you straightforward advice** and the seminar gives you the basic **essentials** you need.”

**Raul Cantu**

Owner

Nacho Mama's and Adonis/Aphrodite  
Richmond, VA



## SCORE Makes a Difference

### SCORE Bears Results for Vermont Teddy Bear

Vermont Teddy Bear Company's ads for “BearGrams” are familiar to anyone who listens to radio. But after early success, founder John Sortino struggled to maintain the company's momentum during the economic recession of the mid-eighties. SCORE counselors helped him refine and expand his advertising, as well as reengineer his manufacturing process. By the early 1990s, Vermont Teddy Bear was a national phenomenon and the company made the *Inc.* magazine list of fastest-growing companies in 1994.

“It was **comforting to have SCORE** come in and work with me, especially early on when I was pretty much on my own. SCORE has wonderful counselors who were **more than willing to spend time with me.**”

**John Sortino**, Business consultant and founder  
Vermont Teddy Bear Company

### Vera Bradley Designs Stitches Up a Multi-Million Dollar Business

It's a long way from the basement to the big time, but Barbara Baekgaard and Patricia Miller have taken their line of women's luggage, accessories, and clothing from trunk sales in their homes to more than 3,000 retailers around the globe. As demand grew, they found their match in SCORE counselor George Cook, who applied his background in corporate finance to help them develop a business plan and establish bookkeeping and inventory procedures. In just three years, sales topped \$1 million.

“We were very lucky to connect with somebody whose business expertise complemented our creativity. I'm sure **SCORE does that for everybody. SCORE is a fantastic organization.**”

**Patricia Miller**, Co-founder, Vera Bradley Designs, Inc.

### Little Scoops Turns Cool Idea into Hot Business

Fun parties for kids with games, dancing, and sundaes in a fifties-style ice cream parlor. No planning, set-up or clean-up for mom and dad. That was the vision Michelle Violetto had for Little Scoops. Five years later, she and partner Tanya Ehrlich have hosted hundreds of parties and opened nine more locations. SCORE counselors Peter Gordy and Marty Kahn helped them develop a business plan, set up finances and evaluate locations for the first Little Scoops shop, which opened in 2002. Today, Violetto and Ehrlich are preparing to franchise Little Scoops nationwide, and *Entrepreneur* magazine named Little Scoops one of its “Hot New Franchises for 2005.”

“Many of our female friends have started their own businesses. **We refer them all to SCORE. It's a great organization.**”

**Michelle Violetto**, Founder, Little Scoops

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Read more SCORE success stories online at [www.score.org](http://www.score.org).

# Answers to Common Questions

“What **impressed me** most about the people at **SCORE** was their willingness to take the time to answer my questions. **SCORE is just like an advisory board** for us. You can bounce ideas off them and get tangible feedback.”

**Emily McHugh**

Owner  
Casauri  
Ft. Pierce, FL



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## **Q: What is SCORE?**

**A:** For more than 40 years, SCORE “Counselors to America’s Small Business” has been the premier, free business counseling and advice service in the United States. SCORE is a nonprofit association with 389 offices nationwide and more than 10,500 working and retired business professionals who volunteer to help a new generation of entrepreneurs.

## **Q: How does SCORE help small businesses?**

**A:** SCORE’s expert counselors provide business advice on everything from how to write a business plan, to cash flow management, to growing your existing business. Business owners can access SCORE counseling services via face-to-face sessions or online at [www.score.org](http://www.score.org). SCORE also offers business training workshops and seminars on a range of topics at local SCORE offices.

## **Q: Are SCORE’s services free?**

**A:** SCORE’s business counseling services are offered at no cost as a community service. Workshop and seminar fees generally range from \$20–\$75.

## **Q: Does SCORE work with the U.S. Small Business Administration (SBA)?**

**A:** Yes. As a resource partner, SCORE operates in cooperation with the SBA to provide entrepreneurs with information vital to their success, including counseling on loans and financial options, business planning, marketing strategies, product development and more.

## **Q: Who are SCORE counselors?**

**A:** SCORE counselors offer real-world experience gained from owning their own business or serving in management positions for companies like McDonnell Douglas, Hewlett-Packard, Procter & Gamble and General Electric. Counselors may be retired or working business owners, business executives or operations managers. All SCORE counselors are volunteers who receive specialized training by the association.

## **Q: Does SCORE offer resources online?**

**A:** Yes. SCORE provides award-winning business resources for entrepreneurs online at [www.score.org](http://www.score.org). With more than 2,000 pages of content, this how-to site provides practical solutions and suggestions on a wide variety of business issues. Ask SCORE is a free online service for entrepreneurs to submit questions to a SCORE online counselor. Questions can be submitted 24/7 and answers come within 48 hours.

## **Q: How can entrepreneurs contact SCORE for business advice?**

**A:** Business owners can call 1-800/634-0245 and ask for the phone number of their local SCORE office. Or they can visit [www.score.org](http://www.score.org) to search for a counselor by specialty who can provide online assistance. Business owners also can email [contact.score@sba.gov](mailto:contact.score@sba.gov) with their city and state, and SCORE will respond with local contact information.