

SCOREboard

Volume 17 Issue 8

May, 2008

Northern Illinois SCORE Chapter #574

www.NorthernIllinoisScore.org

**Northern Illinois SCORE
Meets Tuesday, May 13
For a regular meeting at
EIGERlab,
605 Fulton Ave.
9 a.m. Coffee
9:30 a.m. Meeting**

SCORE blog off to fine beginning

Our SCORE blog is online now, after a period of adjustment. Hopefully with your help we can post two or three times a week.

We can advertise our workshops, take surveys, etc. We need to make sure our clients and others know about it and how to access it. To find it, log on to rrstar.com – and then click on Business. When that page comes up, scroll down to Ask SCORE.

Regional conference useful

By Jim Dehler, Chair

Marion Wilke, Tom Mann and I attended the Spring Regional Conference for SCORE officers in Bloomington on April 28 and 29. We all came away with the feeling that this was one of the better conferences we had attended.

In addition to reviewing the District's performance goals to date (which were pretty much on target), a new measurement device called a Local Service Index or LSI was discussed. This index measures the number of counseling sessions (face-to-face and follow-on) plus workshop attendees in comparison to the number of firms in a SCORE chapter's service area. The number of firms is obtained from census data. Not-for-profits and many government agencies are not included. We are currently at the national average index number of 19. More information will be forthcoming. The goal is to keep our counseling sessions, including follow-ons and workshop attendance at a level commensurate with the number of firms we could possibly serve.

Some of the areas covered in a review of chapter activities included:

The use of units to measure chapter volunteer activity. One or more units were awarded for counseling, attending meetings, conducting workshops, working at desk, etc. A

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Regional meeting gives insights

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member had to have at least 6 units per year to remain a member in good standing and perform counseling duties.

Using a workshop program called “First Step, Fast Track” as the chapter’s workshop activity. This was a comprehensive program covering 11 weeks and costing \$250. It required certification of presenters and involved accountants, lawyers, marketing and bankers. In this chapter, 25 signed up and 17 completed the course.

One chapter moved to an office in a local mall. The mall manager provided the office based on the concept that the SCORE personnel would help mall clients and enhance their viability, thus avoiding turnover.

Diane Hoadley, Eastern Illinois University Dean, presented an overview of communicating with the Millennium Generation. This group is composed of people born between 1979 and 2001. Some of their characteristics which need to be taken into account when counseling with them include:

They tend to rely only on cell phones – no landline phones

They do not read newspapers, magazines or other hard print media – they surf the internet, instant message one another, talk with their parents on the cell phone, and read blogs (we have just started one on RRStar.com) to get their news.

Many do not own a TV or radio or a car (if possible).

They are usually technology savvy, confident, connected 24/7, emphasize family, friends and relationships and want jobs that emphasize creativity.

They are into fulfillment and making a difference in the world. They are optimistic and entrepreneurial in nature.

They use e-mail and text messaging frequently and are active on You Tube, My Space and Facebook (it has over 8 million postings).

They rely heavily on brands they know and trust for their information.

Judith Roussel, Director of the Illinois SBA Office, presented information on 7a and 504 loan programs. She said the activity in these loans was down slightly from last year. Of the state’s top 10 preferred lenders the Rockford area had three banks: J.P. Morgan Chase, National City and US Bank. Express loans are now

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**Officers
Northern Illinois
Chapter #574
2007-2008**

Jim Dehler, Chair

Tom Mann – Vice
Chair

Marion Wilke – Vice
Chair

Art Pulford – Secretary

Bob Christianson -
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Executive
Committee
Members:

Jim Dehler
Dunc Brown
Bob
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Ted Cowen
Jeff Kirk
Thomas Mann
Art Pulford
Bob Schmitt
Marion Wilke

Marion Wilke, Editor of
the SCOREboard,
welcomes articles.

Please send them to her
at

marwid1@sbcglobal.net
or call (815) 399-8640.

CEO Ken Yancey stresses need for more funding

(Editor's Note: Following is the last part of Ken Yancey's testimony to the U.S. House's Small Business Committee March 12. His points can be used when we talk to our House representatives.)

Although SCORE is not required by the SBA to do so, we are working diligently to increase nongovernmental funding. Last year, SCORE raised more than \$1 million in total contributions from corporate, foundation and volunteer sources. Most of these donated funds are restricted gifts for specific projects, and the funds cannot be used beyond their intended purpose. These include the HP disaster preparedness workshops I mentioned previously, as well as OPEN from American Express speed mentoring seminars being held in cities across the country.

The "Small Business Speed Coaching Test Drive" series offers exclusive, 30-minute, one-on-one evaluation sessions with experienced business coaches from SCORE. Small business owners also attend interactive workshops focused on areas that directly affect small business growth. These one-day seminars have been held in Orlando, Phoenix and Atlanta, with additional ones scheduled for Chicago and Dallas / Ft. Worth. About 350 business owners have participated in each of these events, with 100 signing up for more SCORE mentoring in Phoenix alone.

SCORE will continue to rely on the federal grant for operational funds. Congress set SCORE's annual funding level at \$5 million from FY02-FY07, although in some years, Congress mandated an across-the-board rescission of up to one percent that reduced the amount SCORE actually received. In FY08, Congress reduced SCORE's appropriation to \$4.95 million. Based on inflation, the \$5 million that SCORE was appropriated in FY02 has a purchasing power of about \$4.4 million today, or a decline of \$600,000. With a paid staff of just 15 people, SCORE's ability to generate additional funds is limited.

To meet rising costs, expand services and modernize operations, we request that the subcommittee consider urging the House Appropriations Subcommittee on Financial Services and General Government to fully fund SCORE at \$7 million in FY09. Additional funding would allow SCORE to better serve our clients by:

- Developing a national recruiting plan to add new volunteers who represent a diverse range of communities;
- Opening more chapters and branches in previously underserved geographical areas, including inner-city and rural markets;
- Providing additional financial support to local SCORE offices to fund outreach campaigns and handle increased expenses since 2001;
- Using new technologies and the Internet to increase the efficiency and effectiveness of SCORE services.

With a higher level of funding from Congress, SCORE can offer more support to chapters and volunteers; provide mentoring and workshops to more clients; and support job creation in communities across the country.

Chairman Shuler and members of the subcommittee: that's why we're here - to help entrepreneurs reach for their dreams of success and strengthen the economy of our great nation, especially during a time of economic uncertainty. SCORE appreciates the support of this subcommittee and your personal support of SCORE.

Regional meeting offers guidance for future

permanent and have a \$350,000 maximum. The Veterans express applies to veterans, reservists, National Guard and spouses (they can qualify for up to an 85% guarantee).

We also listened to a presentation by John Hentrick who created a community website, Riverbender.com, which serves the Alton/Godfrey area. His idea could possibly be used by many communities. It is worth a look.

The grand climax to the conference came when Northern Illinois SCORE was presented with a plaque honoring our choice as “Chapter of the Year” for the State of Illinois. We were also one of the top 11 chapters in the country. The plaque is located at the SCORE desk at EIGERlab.

Hope to see you all at our monthly meeting, May 13, at 9 a.m. for coffee and conversation.

Northern Illinois SCORE
Chapter #574
605 Fulton Ave.
Rockford, IL 61105

“Others can stop you temporarily – you are the only one who can do it permanently.”

-Zig Ziglar