



SCORE's CHANGING ENVIRONMENT....

Change is coming to SCORE. After fifty plus years of being associated with retired executives SCORE is expanding its role in the community. No longer is a SCORE counselor only a retired individual. Today you may be working with a traditional counselor or you may be working with an executive who is actively working in your local economy.

This change in focus is being driven by a new business model from National SCORE, one that is striving for a greater impact across the country. The goal is audacious, but attainable- to create one million new businesses over the next five years.

Beginning with the New Year, SCORE will introduce a new logo, a symbol of the changing direction and expectations in the coming years. SCORE will remain a volunteer organization, but the counseling process will be further refined and standardized. Counselor training and certification programs will increase as the organization moves to provide their clients with a better product. In addition, the SCORE website will be revamped to significantly improve its use by both clients and members. Greater ease of navigation and even more timely information will be a great assist to SCORE clients.

National SCORE is challenging local Chapters to expand their footprint in the community. Unfortunately too many clients who dream of creating their own business still are unaware of the unlimited assistance and support available to them at no cost. Working with our current clients SCORE is stressing regular follow-ups in an attempt to build a long lasting relationship for success.

Success for all concerned will most obviously be measured in the number of jobs created. Successful new business start-ups mean more jobs available for our growing population. Equally important will be SCORE's ability to substantially improve the survival rate of those small business entrepreneurs that are challenged by today's difficult competitive environment. Better survival rates will translate into more opportunities for job seekers.

If you're considering starting a new business or even if you're only in the planning stages I would encourage you to visit with a SCORE counselor. Many small businesses can trace their start to just such a meeting. If you're in business today and looking to expand or are troubled by this difficult economy you are invited to call on one of our experienced business executives. Your total investment will be the time you allot to the meeting.

We will continue to address this changing environment over the coming months.

Bob Miramonti, President

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