

# SCORE MAINE

ANNUAL REPORT 2020



**SCORE** 

FOR THE LIFE OF YOUR BUSINESS

Photo Credit: Corey Templeton

**2020 Pivot: In less than two weeks, Gorham-based Flowfold switched from making outdoor gear and accessories to producing protective face shields for hospitals and health facilities in need.**

**Early customers included Maine Health, Dana Farber, and a contract for 500,000 shields with the state of Maine.**



# Strengthening Maine's Economy

SCORE Maine provides free small business mentoring, as well as online and in-person workshops. Our Mentors serve clients at all stages of the business lifecycle, from pre-start to exit.

2020 was a challenging year for small businesses. For SCORE Maine, the pandemic caused a shift in emphasis from in-person delivery of services to virtual access, with both client services and workshops. The result is SCORE Maine clients accessed services where and when they wanted.

In 2020, SCORE Maine facilitated 4,243 client sessions—and held 184 online workshops on topics ranging from e-commerce to funding. In 2020, SCORE Maine Certified Mentors helped create 509 new businesses and 1,412 jobs. Our clients' success is our success—we've featured some of their stories in this report.

SCORE Maine is the largest mentoring organization in the state, with a network of more than 130 volunteers. Our volunteers are the lifeblood of SCORE, and we graciously thank them for making our work possible during these unprecedented times. We are honored to have the opportunity to serve Maine's business communities.



A handwritten signature in white ink, which appears to read "Steve Veazey". The signature is stylized and fluid.

—Steve Veazey, SCORE Maine District Director

# Who We Are

## SCORE Helps Small Businesses

SCORE is a uniquely American organization that synthesizes two historic national ideals: entrepreneurial spirit and volunteerism.

Since 1964, SCORE has provided expert volunteer mentoring to more than 11 million entrepreneurs and small business owners. As the nation's largest network of volunteer business mentors, SCORE is committed to helping any person succeed in their small business endeavor.

## SCORE Mission

Foster vibrant small business communities through mentoring and education.

## SCORE Vision

We aim to give every person the support they need to thrive as a small business owner.

Serving all locations in Maine through virtual mentoring. We're proud to serve our state's small business communities.

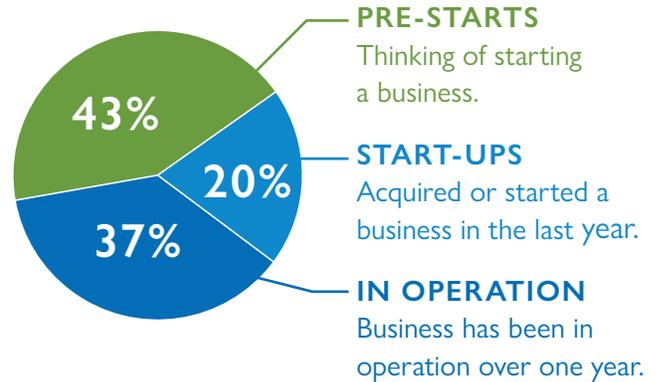


# Who We Serve

SCORE helps clients at all stages of the business cycle, from pre-start to exit.

Our services are available to all, and there is no cap for how often a client can use SCORE services. Most of our mentoring services are measured in years, not months.

## 2020 Highlights



## Our Impact



**3,194 people**

Attended 184 workshops with topics on everything from business plans and financial projections to social media.



**4,243 Counseled**

Current and aspiring small business owners received counseling from 130+ volunteers across the state.



**18,705 hours**

Were donated by our dedicated volunteers.

# SCORE Maine Success Stories

## Tiny Homes of Maine



Since selling their first tiny home in 2017, Tiny Homes of Maine has been designing and building custom tiny homes and tiny spaces for customers across Maine. The family-owned business is on a mission to make the tiny home dream attainable for more individuals.

Corinne and her husband Tom have the design expertise to ensure form and function, and their manufacturing and building industry backgrounds guarantee solid construction. Tiny Homes of Maine can also design, build and deliver mobile offices, retail space, art studios, vacation cottages and more. There is also an option to order a partially finished tiny home.

*“From when I launched my business in 2016, Nancy Strojny has been a huge supporter and advocate of mine. She has connected me to resources that enabled me to overcome the barrier at the time. I can’t say enough about Nancy’s impact on the startup business community in Maine.”*

—Corinne Watson

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### **Corinne Watson** **Tiny Homes of Maine**

Houlton, Aroostook County

CLIENT SINCE: 2016

CHAPTER: Bangor

MENTOR: Nancy Strojny



# Monte's Fine Foods



Monte's Fine Foods is a neighborhood market featuring Roman pizza, imported specialties, local food products and house-baked pastries. In addition to pizzas and other prepared meals, Monte's also offers an ever-expanding selection of local products and imported specialty foods.

Think of Monte's as an ingredient store, stocked with fresh produce, salumi, local meats — the company is the area's exclusive provider of Wormell Farm's naturally raised meats — tinned fish, sauces, fresh and dried pastas, spices, 20-month store-sliced Prosciutto, house-roasted turkey, local dairy items including ice creams and gelato, fresh produce and a broad assortment of gluten-free and vegan products.



*“Our SCORE Mentors were instrumental in helping us form our business plan and guiding us through the financing process. We couldn't have done it without SCORE!”*

*—Steve Quattrucci*

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## **Steve Quattrucci** **Monte's Fine Foods**

Portland, Cumberland County

CLIENT SINCE: 2016

CHAPTER: Portland

MENTORS: Nancy Elbert,  
Steve Robinson

# Blackie's Farm Fresh Produce



Blackie's was established in 1986 and features a year-round retail location.

Blackie's also provides a wholesale service to local schools, restaurants and convenient stores. Blackie's is a farmstand that has a 30-acre vegetable farm that produces much of their products through the summer and fall.

Matt worked as an employee for 17 years with the business before purchasing the store from the Labbe family.



*"Allyn was a tremendous help at helping us secure our loan through Farm Credit. Allyn also helped me navigate the transition from employee to owner and how to be the leader that the business needed. He helped me to create a culture within my business that results in success and productivity."*

*—Matthew Manson*

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## **Samantha and Matthew Manson Blackie's Farm Fresh Produce**

Auburn, Androscoggin County

CLIENT SINCE: 2019

CHAPTER: Portland

MENTOR: Allyn Lamb

# Burundi Star Coffee

Burundi Star Coffee is a Coffee shop and cafe featuring fine blends sustainably sourced directly from farmers in Burundi. The business opened its doors in March 2020. The green coffee beans are roasted here in Maine.



*“My SCORE mentor helped me to reign in my ideas and organize them. He is a really good listener and very patient with me.*

*—Jocelyne Kamikazi*



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## Jocelyne Kamikazi Burundi Star Coffee

Portland, Cumberland County

CLIENT SINCE: 2019

CHAPTER: Portland

MENTOR: Tom Moore

# Papoose Pond Campground



Papoose Pond Campground is a family-owned campground in Western Maine that specializes in family activities and entertainment during the camping season. Notably, the campsites feature private kitchens and bathrooms. The campground has 60 cabins and 180 campsites and is located on the southern shore of Papoose Pond in Waterford, Maine.

*“John is an outstanding mentor, always asking questions that make you think beyond the immediate future but long term as well. He provides a non-judgmental, outside perspective that allows you take a step back from your daily operations and look at the larger picture. His experience with complex budgets and cash flow has been extremely valuable as we navigate doing business during the pandemic.”*

*—Kitty and Duncan Winship*



**PAPOOSE POND**  
Family Campground & Cabins

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## Kitty and Duncan Winship Papoose Pond Campground

Waterford, Oxford County

CLIENT SINCE: 2020

CHAPTER: Oxford Hills

MENTORS: John Huffman,  
Steve Veazey, Jenny Green



# The Herbert Grand Hotel



The one-hundred-year-old historic Herbert Grand Hotel in the heart of Kingfield, Maine is one of a kind. The Hotel is fifteen miles from Sugarloaf Ski Resort and just a little further to Saddleback in Maine's Western mountains. It combines a historic hotel, which is registered, with the rich cultural history of life and recreation in the mountains.

Shawn purchased The Herbert Grand in January 2020, following six months of business planning and financing work with the bank and her SCORE Mentor. However, her purchase was at the start of the pandemic, when the hospitality industry in Maine was shut down. Though diligent planning, the meticulous use of CARES Act funding and a lot of hard work, she has been able to make improvements to the building and retain her employees. Her dedication to ensure the hotel's success and rigorous financial management have been the keystones of her success.

*"While considering the purchase of the Herbert Grand Hotel and putting a business plan together, SCORE Mentor Ted Hatch was instrumental in gathering ideas and information needed to perfect a commercial loan. The whole process from start to the present day was painless because of the great help provided.*

*—Shawn Donovan*

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## **Shawn Donovan** **Shawnz Hospitality**

Kingfield, Franklin County

CLIENT SINCE: 2019

CHAPTER: Oxford Hills

MENTOR: Ted Hatch

# Our Sponsors

Thank you to our sponsors for their continued support. SCORE Maine provides free, confidential mentoring and education to more than 3,000 small businesses and entrepreneurs each year. Support\* provided by corporations and businesses allows for the development and implementation of SCORE programs, projects, and resources.

## OUR 2020 MAJOR FINANCIAL SPONSORS



## OUR 2020 IN-KIND SPONSORS

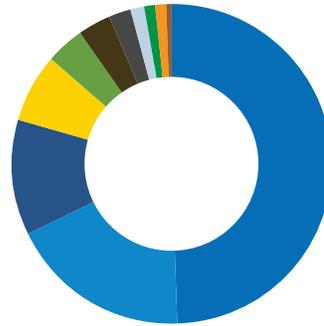


\*Nationwide donations are managed through the SCORE Foundation, a 501(c)3 nonprofit organization and the philanthropic arm of SCORE.

# Our Funding Sources

## SCORE MAINE FUNDING SOURCES FY2020

- Maine Tax Workshops | \$102,000
- Maine Technology Institute | \$37,500
- Small Business Administration | \$24,300
- TD Charitable Foundation | \$14,000
- People's United Community Foundation | \$8,000
- Norway Savings Bank | \$6,700
- Bank of America | \$5,000
- SBA – Field Grant for Agriculture | \$2,500
- Gorham Savings Bank | \$2,500
- Infinity Federal Credit Union | \$2,000
- MassMutual | \$1,000

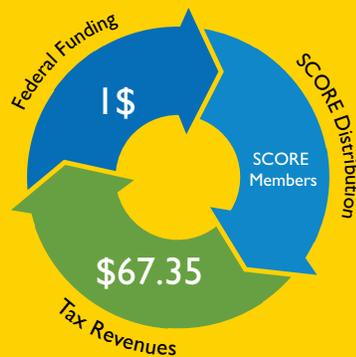


## Special Thanks to the Maine Tax Forum!

The Maine Tax Forum is a workshop program run by a committee of dedicated SCORE volunteers who create an opportunity for tax professionals to earn their continuing education credits. The funds generated by their hard work provide funding support to all SCORE Maine chapters.

## Maine Tax Forum

PRESENTED BY



## SCORE Gives Back

For every \$1 the federal government appropriated to SCORE nationally, clients returned \$67.35 to the federal treasury in tax revenues.

# Volunteers Matter

Our Volunteers are essential to our vision of providing every person the support they need to thrive as a small business owner. Every one of our volunteers enthusiastically share their expertise with our small business clients and with other mentors. This helps clients achieve their goals and makes SCORE Maine the go-to resource for hundreds of small business clients.

## 130 Volunteers serving clients across Maine

Volunteer mentors are certified and qualified to mentor any client including start-up clients, existing businesses and companies that are scaling. These are the client relationship managers who both mentor and bring in additional resources as needed.

## 25 Subject Matter Experts

A subject matter expert (SME) has deep experience in a specific business area. They are co-mentors and brought into the conversation when a client needs the specific expertise.

## 18 Workshop presenters

Workshop presenters prepare content and present small business educational workshops for clients and for our mentors. Our presenters have a wide range of expertise, from marketing to accounting and finance, to attorneys specializing in business law.

## 6 Volunteers

in other supporting roles, primarily organizing the Maine Tax Forum.

# Thank You SCORE Volunteers

SCORE's Maine network of business experts regularly helps guide entrepreneurs. Every day, our volunteers help Maine small businesses start, grow and achieve new levels of success. These volunteers are our lifeblood and the reason for client success.



*Top row left to right: Andrea Ames, Linda Diou, Bill Webster, Joe Michaud*

*Middle row left to right: Whit Ford, Stacy Begin, Tom Moore, Jayne Giles*

*Bottom row left to right: Tom Leonhardt, Kathleen O'Donnell, Jeff Emerson, Stephanie Miller*

# SCORE Maine Helps More Clients

Clients have access to any mentor  
no matter where they may be located

Clients have access to any needed information,  
no matter where it resides

Volunteers have access to any other volunteer,  
client or staff member

Stakeholders have access to the partnership of the entire  
SCORE organization nationally and locally

No Silos, No Boundaries

**“SCORE helped us focus on core competencies and scalability.”**

**—Beth Shissler, Sea Bags**



Photo Credit: Tim Greenway

# Our Chapter Chairs

Thank you to our Chapter Chairs who are key contributors to our success at SCORE Maine.



**Jonathan Trumper** is our newest chapter chair accepting this important role in Portland at the start of 2021. He is responsible for leading community outreach, recruiting, client services, volunteer services and educational workshop programs. Jonathan is supported by a strong leadership team of highly engaged volunteers in Portland to guide our largest chapter. He also somehow finds time to mentor several clients.



**Donna Casese** is Chapter Chair in the greater Bangor area, including Belfast and the Downeast region. Under her leadership, we have built a team of highly qualified mentors with diverse experience in Northern Maine. Bangor was selected as the 2020 Chapter of the Year in Maine. Donna also makes time to mentor numerous clients and serve on the Board of other Maine based organizations.



**John Huffman** is Chapter Chair of the Oxford Hills chapter covering Western and Central Maine. He has managed the chapter for the last four years, leading an experienced group of volunteers keeping them all highly engaged, especially during the Pandemic. In addition to Chapter Chair, John also mentors several clients in the Oxford Hills area.



*A special thank you to Nancy Strojny*

**Nancy Strojny** has stepped down at the end of 2020 from Chapter Chair in Portland where she had an impact that cannot be overstated. For eight years she has led SCORE Portland with vision, enthusiasm and an unwavering commitment to client service. Under her tutelage the Chapter thrived and grew significantly while experiencing extraordinarily high client and volunteer engagement feedback year after year.

Nancy has transitioned to Assistant District Director for SCORE Maine while still finding time to mentor numerous long-term clients.

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## Diversity & Inclusion Matters

We believe in the importance, value and power of diversity – diversity of people and diversity of thought. The diversity of race, gender, age, ethnicity, geography, and experience is important and valuable in SCORE. We strive to achieve diversity of our volunteer corps, staff and clients. We believe in SCORE's Culture of Inclusion to achieve our goals.

We have brought diversity & inclusion to the chapter level by selecting a Diversity & Inclusion Champion in each chapter. The responsibility of the D&I Champion is to ensure that diversity and inclusion is an ongoing conversation at each chapter and to be the point person for all initiatives that national and other groups identify.

**SCORE NATIONAL** [score.org](http://score.org)

**SCORE BANGOR** [bangor.score.org](http://bangor.score.org)

**SCORE OXFORD HILLS** [oxfordhills.score.org](http://oxfordhills.score.org)

**SCORE PORTLAND** [portlandme.score.org](http://portlandme.score.org)

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FOR THE LIFE OF YOUR BUSINESS

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