Our Vision:
Strengthen small businesses, local communities and America by supporting our nation’s proud heritage of entrepreneurs seeking opportunities and building success.

Our Mission:
SCORE grows successful small businesses across America, one business at a time.

SCORE is Here for the Life of Small Business
We Ignite and Revitalize America’s Small Businesses

Small businesses are the lifeline of the American economy and the pathway to its recovery. The 27.5 million small businesses nationwide are responsible for creating 65% (9.8 million) of net new jobs over the past 17 years, according to the U.S. Small Business Administration (SBA).

SCORE strives to strengthen American small businesses throughout every point of their lifecycle, thus spurring business and job creation within the U.S. economy. We provide years of experience, education and wisdom to entrepreneurs and small business owners who can use it to change the course of our country’s future.

Through free and personalized mentoring sessions with seasoned experts, tailored educational workshops and proven tools of success, SCORE clients receive the insight and encouragement that is key to success at every phase. Since 1964, SCORE has aided 9.5 million entrepreneurs in launching and reinventing their small business ventures.

It is clear that the work of our volunteers leads to positive, measurable results. For the second year in a row, SCORE partnered with Gallup, through the generous support of Constant Contact, and conducted a census-style client survey that shows SCORE’s profound impact on the U.S. economy: 58,637 new businesses were started, 71,449 jobs were created and 17,629 jobs were saved as a result of SCORE volunteers’ work with their clients. Thanks to the work of our volunteers, 91% of SCORE’s 2010 clients remained in business in 2011.

It is the summation of each individual’s contribution and success that makes SCORE able to have such a significant impact. SCORE’s extensive network consists of 364 chapters and 13,993 volunteers, donating 1,290,588 hours to serving 272,032 entrepreneurs. Each and every volunteer assists their clients and makes a difference.

First-time entrepreneurs like Theresa Drazba, a mother of ten looking to sell fashions she had designed and sewn herself, greatly benefit from a SCORE mentor’s years of experience. With a thorough, accurate business plan in hand, she was able to secure the financing she needed to open a storefront for her fashion creations. Seasoned business owners like Jim Bilger of Corrado Cutlery turn to SCORE to breathe new life into their creations. For these clients, SCORE serves as a trusted sounding board allowing them to brainstorm, test new ideas and receive sage advice garnered from decades of experience. With the aid of his SCORE mentor, Bilger doubled sales in just 2 years and has been able to take on additional employees from within his community.

We are proud of every client we serve. Sharing their stories inspires others to strive for their dreams and lets them know reaching that dream is possible with the help of SCORE. It motivates our volunteers, staff and Board to work hard every day to ensure that every small business, whether a hopeful concept or an existing establishment, has the opportunity to reach its full potential.

We are ever grateful to our volunteers, staff and supporters, including the U.S. Small Business Administration (SBA), who support our efforts with their hard work, time and resources. We specifically thank the SCORE Board of Directors, who created our vision to increase the impact of SCORE on small business in America.

Whether just starting out or looking to expand, every entrepreneur deserves access to the tools necessary to achieve their dreams. SCORE continues to be a faithful provider of those tools, breathing life into American small businesses and the U.S. economy.

With sincere appreciation,
Ken Yancey
Mike Mendez
Chairman of the Board

Ken Yancey
CEO of SCORE

Mike Mendez
Chairman of the Board
SCORE’s Assistance Helps Small Businesses Prosper

During 2011, American small businesses, new and old, helped the economy start to turn around and put people back to work with help from SCORE. With its powerful network of 13,993 volunteers, SCORE aided 272,032 entrepreneurs, comprised of 47.4% women, 46.3% minorities and 11.9% veterans, in achieving small business success in 2011. The work of SCORE mentors not only resulted in the creation of new businesses and jobs, but had a profound effect on the American economy – for every $1 appropriated to SCORE in 2011, its clients contributed an estimated $57 in federal taxes. The difference made by SCORE mentors to businesses of all kinds, at all stages is clear.

SCORE Helps Rebuild Century Old Storefront Digitally

A staple of the old Chicago business landscape, Corrado Cutlery opened its doors in Chicago, Illinois in 1905. After nearly a century in business, the business was forced to close its storefront in 2004 and operate solely as a part-time online store. Owner Jim Bilger first sought out SCORE’s help in 2009 and found the advice of mentor Larry Lakin to be indispensable. With the help of SCORE, Bilger expanded and re-launched Corrado Cutlery as a full service web store offering all the goods and services of an old world fine cutlery and gift business. Bilger and Lakin held over 40 meetings working diligently to establish a plan of action for reviving the historic business. Lakin provided expert insight that guided the new operation’s marketing strategy, cash management plan and proposal for obtaining new financing. The duo collaborated extensively in developing the new website and expanding product offerings. With its return to a full time operation, it is positioned for further expansion. In 2011, Corrado’s profits increased 30% from the previous year. As a result, Bilger has proudly been able to hire additional employees from within his community.

When asked about the influence of mentor Larry Lakin, Bilger says, he is a “professional sounding board to help me stay focused on the big picture as well as the small details.” Of SCORE’s impact, Bilger comments, “SCORE has played a pivotal role by providing experienced and thoughtful advice on a full range of business concerns.”

SCORE Helps Turn Hobby into Small Business Success

As you might imagine, for a mother of ten, life is often bursting at the seams. For Theresa Drzaba, sewing was not only her hobby and get-away from this hectic pace but also a way to make fashions that fit her conservative lifestyle. One day, after turning an old pair of jeans into a fashionable jean skirt, she found the style was turning heads in her hometown of Hannibal, Missouri. At the encouragement of her pastor, Drzaba began selling her designs and turned to SCORE for help creating a successful business design for the venture she named “Love My Jean Skirt.”

She worked with SCORE mentors Edward O’Malley and Burnard McHone who helped her transition the business from her home to the main streets of Hannibal and showed her how to find essential financial backing. The team worked for six months on creating a well-researched business plan and developing a network of expert contacts that Drzaba could turn to for support and guidance. The banks, impressed by her detailed plan, awarded her the financing she needed to open the first “Love My Jean Skirt.”

SCORE Mentors Stop and Listen

SCORE teamed up with Deluxe Corporation to develop a chapter-based Mentoring Methodology Training program for the orientation and certification of volunteer mentors. Designed by SCORE mentors for SCORE mentors, the program gives new and experienced mentors access to the proven tools and methods of success. It is these developed mentor tools that have resulted in the creation of more than $8,000 new businesses and over 71,000 jobs in 2011.

The Mentoring Methodology Training program is based on 5 key components represented by the acronym SLATE:

- Stop and Suspend Judgment
- Listen and Learn
- Assess and Analyze
- Test Ideas and Teach with Tools
- Expectation Setting and Encouraging the Dream

The results and feedback from this program have been overwhelmingly positive. Greg Koziel, a longtime SCORE mentor from Riverside, California, sees the new training as, “a good way for me to get refreshed in terms of mentoring techniques while learning new tools to apply to my counseling responsibilities with SCORE.” When asked about the new user-friendly interface, Cindy Mostle, a SCORE District Director from New Mexico said, “I was very impressed with how easy it was.” Not only is the program easier to understand but it has proven an effective training method for mentors, even those who have been actively mentoring for years.

Ultimately, this new training results in enhanced service for SCORE clients and their small businesses. Working with a SCORE-certified mentor means personalized guidance and support from those who have “been there” and are equipped with the optimal tools to help others succeed too.

SCORE Helps a City Survive a Disaster: SCORE Chapter of the Year – East Central Iowa

The city of Cedar Rapids, Iowa faced immense struggles following the great Midwest flood of 2008 that submerged over ten square miles of the city in flood waters. The East Central Iowa SCORE chapter took action by joining with the Cedar Rapids Chamber of Commerce to begin the rebuilding process through the creation of the “Business Long Term Recovery Program.” The program focuses on face-to-face assistance for small businesses affected by the floods and is a national model for disaster recovery and revitalization.

With the help of SCORE East Central Iowa’s advice, resources and hard work, the city of Cedar Rapids is steadily on the road to recovery. This important and effective work resulted in the East Central Iowa chapter being named the SCORE Chapter of the Year in 2011.

The East Central Iowa chapter grew their success by growing their reach in the community. In 2011, the chapter saw their total number of services offered double. In similarly impressive fashion, the chapter’s number of repeat client mentoring sessions increased by 44% and its membership grew by 53%.

SCORE CEO W. Kenneth Yaney Jr. commended the chapter’s work saying, “SCORE East Central Iowa is a national leader, exemplifying how SCORE provides services and resources that benefit entrepreneurs. We salute SCORE East Central Iowa volunteers for their passion, service and excellence.”
Celebrating Business Success
At the 3rd Annual SCORE Awards
The annual SCORE Awards, hosted by the SCORE Foundation, honor entrepreneurs who have achieved extraordinary success with the help of their dedicated SCORE mentors.

Outstanding Woman-Owned Small Business
School House LLC, Durham, NC
“Being able to use my mentor Jim Fields, as a resource from 10,000 miles away is a testament to how global SCORE can be for American small business owners and how important and relevant it is for entrepreneurs, especially during this difficult time in our economy.”
– Rachel Weeks, Founder & CEO, School House LLC

Outstanding Socially Progressive Small Business
East Cooper Meals on Wheels, Mount Pleasant, SC
“Under mentor Ram Dachepalli’s guidance and leadership, we have made tremendous strides. Over the last 5 years we’ve grown by an astonishing 79%. If you go to SCORE, you can live the dream in small business.”
– Patricia Walter, President, East Cooper Meals on Wheels

Outstanding Minority-Owned Small Business
American Product Distributors Inc., Charlotte, NC
“Our SCORE mentors gave us counseling, good information and advice which propelled us to different heights.”
– C. Ray Kennedy, CEO, American Product Distributors Inc.

Outstanding Veteran-Owned Small Business
Spinal Health & Wellness LLC, Charlottesville, VA
“I have an amazing SCORE counselor, Paula Pagonakis. These are people that have a wealth of experience. They can hold your hand and help you just do what you need to do.”
– Dolly Garnecki, B.A., D.C., Founder & CEO, Spinal Health & Wellness LLC

Outstanding Small Business Launched by an Individual 50+
Healthy Life Clinic, Inc., Knoxville, TN
“The SCORE counseling and advice has been excellent. It’s hard to believe that these people do it for free. They have such a depth of knowledge. My counselor, Chuck Christiansen, is exceptional – he stuck with me the whole way through.”
– Gary Bickford Ph.D., FNP-BC, Owner, Healthy Life Clinic, Inc.

Outstanding Non-Profit Organization
YouthBuild Louisville, Louisville, KY
“Our SCORE mentors, Donald Keller, Michele Redmon and Paul Staashelm, helped us to develop a strategic plan for our organization, moved into business development with us and have been there to help our graduates build small businesses.”
– Lynn Rippy, Executive Director, YouthBuild Louisville

SCORE Helps Get Local Businesses Online
In 2011, SCORE partnered with Google to bring the Get Your Business Online event series to more than 20 communities nationwide. These free events and seminars aimed to help small businesses become more active on the internet and thrive in the online environment. Local SCORE volunteers were on hand to lend support, free advice and SCORE resources to these entrepreneurs.

SPREADING THE WORD
...that SCORE is here for the life of all small businesses

Improved Communication and Engagement
In April 2011, SCORE debuted a new, rebranded website design which offers a user-friendly interface and customizable platforms for each chapter. The goal of the SCORE website (www.score.org) is to engage current clients, volunteers, sponsors and prospective clients with the latest and most effective resources available. The new layout allows for easy navigation through educational resources, online workshops and articles, ultimately encouraging users to use SCORE’s free mentoring services online or in person.

The new SCORE logo, unveiled at the same time, was designed with SCORE’s mission in mind. The graphic is meant to represent the helping hands that these people offer to our clients who dream of entrepreneurial success. The tagline, "For the Life of Your Business" reinforces our commitment to achieving success for each and every entrepreneur every stage in their business life nationwide.

Making a Difference in the Food Service Industry
In 2011, SCORE created a partnership with SPIKE TV in support of a new series, “Bar Rescue,” aiming to breathe life into failing nightlife establishments. Each week, a struggling bar or restaurant is featured and offered advice from Jon Taffer, award-winning restaurant operator, owner and concept developer; on how to turn their sinking business into a successful operation. SCORE joins in this effort by providing free and confidential business advice to anyone with an interest in starting, saving or growing a restaurant or bar.

SCORE has helped many hopeful restaurateurs get off the ground and grow into successful establishments. One such client is George Chatzopoulos of Chip’s restaurants who came to the United States in 1989 at the age of 22, and worked at his father’s restaurant as a dishwasher, prep cook, line cook and eventually chef. In 2003, he used his acquired experience to purchase his own restaurant and soon approached the Bridgeport, Connecticut chapter of SCORE for advice about growing the restaurant’s sales. SCORE mentors Chuck Lipetz, Bill McLeod and Michael Conway guided Chatzopoulos through tactics to increase his revenues and, in the summer of 2011, aided in opening a second location. Sales at both restaurant locations continue to grow every month. The new location now employs 65 people, 50% of whom were unemployed when they were hired. Chatzopoulos was recently honored with the 2010 Client of the Year Award from SCORE Bridgeport.

ABC World News “Made in America” Supports SCORE
Early in 2011, ABC World News launched the “Made in America” campaign which encourages American consumers to purchase domestically-made goods, thus stimulating job creation on our home soil. The initiative recognized the boost given to American small businesses by SCORE and subsequently pledged to contribute all proceeds from their Made in America t-shirt sales to the non-profit. A recent segment of the series featured SCORE client and 2011 SCORE Outstanding Woman-Owned Small Business Award winner, Rachel Weeks of School House LLC. Watch the help of her SCORE mentor every step of the way, Rachel started her business ethically manufacturing in Sri Lanka and recently succeeded in moving all production to her home state of North Carolina.

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SCORE Serves Veterans

Veteran Fast Launch Initiative Takes Off with Walmart Foundation Support

Every year, over 180,000 dedicated men and women from our nation’s armed services return from their loyal service to our country. SCORE aims to ease this transition and serve all veterans through its Veteran Fast Launch initiative, designed to accelerate the ability of veterans and their families to start and succeed as small business owners. The program is a combined package of training scholarships, free software and resources as well as SCORE’s proven mentoring services. It was launched with the support of a $500,000 grant from the Walmart Foundation and the help of major business sponsors including AICPA, Foundation Support Veteran Fast Launch Initiative

SCORE Serves Veterans

SCORE continued its five year partnership with American Express OPEN in 2011. The two organizations teamed up once again to bring small business owners the multi-city American Express OPEN High Speed Growth event series. SCORE CEO Ken Yancey commented, “This series benefits the small business owner with instructive workshops and interactive sessions focused predominately on business growth.” These local events helped put more than 1645 businesses on their own fast track through this interactive, day-long program that pairs each entrepreneur with an experienced business mentor.

SCORE Gives Back

SCORE knows that traveling can be difficult for a small business or nonprofit. In 2011, SCORE partnered with American Airlines to host the “Flights, Camera, Action” contest which sought to ease this burden by awarding more than $100,000 Business ExtraAA® points — enough for 50 domestic round-trip Economy Class tickets — as well as prominent features in American Airlines’ in-flight television, American Way® or Nexos® magazine and the AA.com website. With over 100 applicants, five amazing stories were selected as the finalists, including: Gondola Adventures, Hope Force International, Light of the World Charities, Project Harambee, and YAK Films.

SCORE Helps Entrepreneurs Plan for the Future in Deluxe’s Project REV

SCORE again partnered with Deluxe Corporation to offer the second year of Project REV, a year-long project that equips small businesses with the marketing solutions and business advice they need to grow. Small business participants received a variety of marketing tools and services valued at over $5,000.

One Project REV winner, Yamile Jackson from Nature by Design, said, “The combination of support from Project REV and my SCORE counselor helped me execute a complete and controlled overhaul of my company at just the right time. Project REV provided the support and encouragement I needed to stop, re-evaluate, and start executing a new strategy for my company, while also providing a wide variety of products and services specifically made to support small businesses like mine.” By uniting resources and expertise with partners like Deluxe Corporation, SCORE is able to open new doors and opportunities to small business owners like Yamile Jackson.
SCORE is headquartered in Herndon, VA and has 364 chapters across the nation. Office space is generously donated by SBA district offices, Chambers of Commerce and other community supporters. SCORE received a federal grant of $6.986 million via the U.S. Small Business Administration (SBA) which provides the primary financial support for SCORE’s operations. SCORE generated $4,200,000 of its revenue from the field. The SCORE Association thanks the generous individuals and organizations whose support allows us to improve the lives of entrepreneurs across the country.

**FYI1 SCORE Association Financial Report**

Supporting SCORE’s Mission to Support Small Business Success

FYI1 SCORE Association Statement of Financial Position

<table>
<thead>
<tr>
<th>Assets</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and Cash Equivalents</td>
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<td>$6,418,420</td>
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<tr>
<td>Receivables &amp; Prepaid Expenses</td>
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<td>514,303</td>
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<tr>
<td>Fixed Assets</td>
<td>533,423</td>
<td>818,700</td>
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<tr>
<td><strong>Total Assets</strong></td>
<td>$8,318,103</td>
<td>$7,751,423</td>
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<table>
<thead>
<tr>
<th>Liabilities</th>
<th>2011</th>
<th>2010</th>
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</thead>
<tbody>
<tr>
<td>Accounts Payable &amp; Accrued Expenses</td>
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<td>$380,443</td>
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<tr>
<td>Advances from SBA</td>
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<td>Accrued Vacation &amp; Payroll</td>
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<td><strong>Total Liabilities</strong></td>
<td>767,138</td>
<td>479,932</td>
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<table>
<thead>
<tr>
<th>Net Assets</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted &amp; Board Designated</td>
<td>518,516</td>
<td>928,403</td>
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<tr>
<td>Temporarily Restricted</td>
<td>7,032,449</td>
<td>6,343,088</td>
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<td><strong>Total Net Assets</strong></td>
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<td>$7,271,491</td>
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<table>
<thead>
<tr>
<th>Total Liabilities &amp; Net Assets</th>
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<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>$8,318,103</td>
<td>$7,751,423</td>
<td></td>
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</tbody>
</table>

FYI1 SCORE Association Revenues, Expenses and Net Assets - Year ended Sept. 30th

<table>
<thead>
<tr>
<th>Revenue and Support</th>
<th>2011</th>
<th>2010</th>
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<tbody>
<tr>
<td>Grant - U.S. Small Business Administration</td>
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<tr>
<td>Chapter Program Revenue</td>
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<td>2,629,174</td>
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<tr>
<td>Donated Office Space, Goods &amp; Services</td>
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<td>2,623,394</td>
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<tr>
<td>Gifts &amp; Grants</td>
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<td>1,540,495</td>
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<tr>
<td>Other</td>
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<td>22,101</td>
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<tr>
<td><strong>Total Revenue and Other Support</strong></td>
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<td>13,585,692</td>
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<table>
<thead>
<tr>
<th>Expenses</th>
<th>2011</th>
<th>2010</th>
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<tbody>
<tr>
<td>Chapter Expense</td>
<td>3,512,409</td>
<td>3,512,409</td>
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<tr>
<td>Volunteer - Chapter Services and Travel</td>
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<td>2,879,351</td>
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<tr>
<td>Donated Office Space, Goods &amp; Services</td>
<td>2,623,394</td>
<td>2,623,394</td>
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<tr>
<td>Salaries &amp; Fringe Benefits</td>
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<td>1,956,415</td>
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<tr>
<td>Technology</td>
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<td>783,864</td>
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<tr>
<td>Web Site</td>
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<td>658,524</td>
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<tr>
<td>Amortization</td>
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<td>Marketing</td>
<td>188,173</td>
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<tr>
<td>Communications &amp; Publications</td>
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<td>130,531</td>
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<td>Board of Directors</td>
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<td>117,565</td>
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<tr>
<td>Professional Services</td>
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<td>56,487</td>
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<tr>
<td>Office Supplies, Postage &amp; Equipment</td>
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<td>74,652</td>
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<tr>
<td>National Leadership Conference</td>
<td>11,991</td>
<td>11,991</td>
</tr>
<tr>
<td>Other</td>
<td>27,586</td>
<td>27,586</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>13,306,219</td>
<td>12,655,943</td>
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<table>
<thead>
<tr>
<th>Change in Net Assets</th>
<th>2011</th>
<th>2010</th>
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<tr>
<td>$(409,888)</td>
<td>689,361</td>
<td>279,473</td>
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<tr>
<td>Net Assets - Beginning of Year</td>
<td>928,403</td>
<td>6,343,088</td>
</tr>
<tr>
<td>Net Assets - End of Year</td>
<td>$518,515</td>
<td>$7,032,449</td>
</tr>
</tbody>
</table>

1. SCORE carried over $225,471 of the FY2011 SBA Grant into FY12 for the National Leadership Conference.
The SCORE Foundation was established to serve as the philanthropic support of SCORE and to assist in raising vital funds to extend SCORE’s mentoring and training across America. The Foundation partners with corporations to increase SCORE’s outreach and its impact on small business growth and development. During FY11 more than $3,190,000 was raised by the foundation to support SCORE programs.

SCORE FOUNDATION SUPPORTS SMALL BUSINESS
Establishing national corporate alliance partnerships aids SCORE’s efforts to provide outstanding services to clients. The SCORE Foundation secured several crucial donors, including Walmart Foundation and Constant Contact. American Express OPEN continued to support SCORE as well through its High Speed Growth workshop events.

THE SCORE FOUNDATION EXCEEDS FY10 LEVELS
As the country continues to pull out of the recession, individuals and major corporations have continued to generously support the SCORE mission, training tools for entrepreneurs and a renewed vision to grow 1 million small businesses. The SCORE Foundation increased funding by 12 percent. Supporters contributed more than $3.19 million in sponsorships and donations. Corporate donors contributed 96 percent of the funds, with 3.5 percent given by individual donors.

Revenue 2011 2010
Corporate 96% 95.5%
Individual 3.5% 3.0%
Chapter 0.5% 1.5%
Total 100.0% 100.0%

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Corporate 96% 95.5%
Individual 3.5% 3.0%
Chapter 0.5% 1.5%
Total 100.0% 100.0%

FY11 SCORE Foundation Statement of Financial Position

Assets 2011 2010
Cash and Cash Equivalents $ 2,426,354 $ 1,630,842
Promises to Give: Net 180,757 547,334
Prepaid Expenses 7,500 3,263
Total Assets $ 2,614,611 $ 2,181,439

Liabilities 2011 2010
Accounts Payable & Accrued Expenses $ 165,703 $ 300,221
Due to SCORE Association 50,000 125,000
Total Liabilities 215,703 425,221

Net Assets
General Fund 695,477 (5,039)
Board Designated 130,580 130,580
Total Unrestricted 826,057 125,541
Temporarily Restricted 1,572,851 1,630,677
Total Net Assets 2,398,908 1,756,218

Total Liabilities & Net Assets $ 2,614,611 $ 2,181,439
SCORE Board of Directors

Martin Baumann - Tampa, FL
Baumann has more than 30 years of experience in public accounting serving some of the largest U.S. and international banking, insurance and other financial clients. Since 2006, he has served as a director of regulatory review and compliance in the accounting sector.

Gail Blanke - New York, NY
Blanke is founder, president, and chief executive officer of Lifedesigns, LLC, a company whose vision is to empower men and women worldwide to live truly exceptional lives. A renowned executive coach and presentation skills trainer, Blanke has advised CEOs, presidential candidates and college presidents. Considered one of the finest motivational speakers in the country, she has delivered keynote addresses for corporations including GE, MasterCard, JPMorgan Chase, UBS, AXA Financial and Citigroup.

John Carden - Point Clear, AL
Carden is the retired vice-chair of Ernst & Young, LLP having served with the firm for more than 30 years. Carden joined SCORE in 1997 and has served as both chair-vice chair and chair. Currently, he is the chairman of Point Clear Investments, Inc., a private director for Turner Supply Company, and owner of four Toledo, Ohio area retail establishments.

Edie Fraser - Washington, DC
Fraser has devoted her life to entrepreneurship, diversity and philanthropy. She currently serves as a senior consultant for Diversified Search. An往者 alumna, she co-founded the Fredrickson & Partners Affair Group with Diversity Best Practices and the Business Women’s Network (BWN) and Best Practices in Corporate Communications. Fraser has won 38 major awards in Diversity and Women’s Leadership, Entrepreneurship and Communications. She received the SCORE 2008 Award for Small Business Leadership Advocate and the Los Campinos Award.

Gerald Glenn - Lancaster, PA
Glenn is principal of G Squared Consulting, specializing in mergers and acquisitions for medium to large companies. He held several prominent positions throughout his 35 year tenure with Armstrong World Industries, Inc., including president and CEO of Armstrong International Floor Operations based in Breslau-Bisingen, Germany.

Gail Goodman - Wellesley, MA
Goodman is the CEO of Constant Contact, a leading provider of email marketing, social media marketing, event marketing and online survey tools for small organizations. Since joining Constant Contact, Goodman has led the company to more than 350,000 customers worldwide and an initial public offering in October 2007. Gail was named Executive of the Year at the 2009 American Business Awards and was the 2008 New England Regional Winner of Ernst & Young Entrepreneur of the Year.

Dedra Johanneson, Vice Chair - Scottsdale, AZ
Johanneson owns 19 Mystic Mountain LLC, a real estate investment company. Previously she was president of a chain of Pick’n Save Supermarkets in Appleton, Wisconsin and other supermarkets in Colorado. Johanneson had been in the wholesale and retail supermarket industry for 24 years. In 2007, she received the “National Champion of Woman Business” award from the SBA.

Barbara J Lippard - Berkeley, CA
Lippard retired after serving as investment manager of Time, Inc./Venture Capital Group. She also served as vice president, director of corporate development, for Selling Areas Marketing Inc. (SAM), a division of Time, Inc. She joined SCORE in 1997, first in Hilton Head, SC, where she served as chapter chair. After moving to California, Lippard continued as an active mentor and leader at East Bay SCORE in Oakland and most recently served as district director, overseeing SCORE offices in the San Francisco area.

J. Michael Mendez, Chair - Santa Fe, NM
Mendez retired after a 33-year career with Southern California Edison Company (SCE). During his 10 years as a corporate officer, Mendez held the positions of vice president of human resources, labor relations and regional leadership. After moving to Santa Fe, Mendez joined SCORE. In addition to his community service activities, he is a consultant on human resources and labor relations issues.

Keith Ogata, Secretary - Honolulu, HI
Ogata is the president of 3-K Financial Corporation in Nevada, a private investment and consulting firm. Prior to that, he was chief financial officer and treasurer of the National Education Corporation in Irvine, CA. His responsibilities included accounting and finance, strategic planning, investor and public relations, human resources, risk management and information systems.

Larry Pella - Chicago, IL
Pella has been a SCORE member since 2001 and is currently the assistant district director in Illinois previously chapter chair in Chicago SCORE. He was CEO of Associates Commercial Corp, a worldwide commercial lessor and lender with over 12 divisions. Prior to his 22 years with ACC, Pella was the central region manager for General Electric Capital.

Laura Radewald - Hopkins, MN
Radewald currently serves as vice-president of brand, media relations, and customer experience for Deluxe Corporation. Throughout her many years in marketing, she has specialized in the repositioning and reinventing of brands. In 1999, she co-founded ExperienceArt.com which was chosen to be a member of the highly-selective Austin Technology Incubator. Radewald is also a member of the advisory board for the Deluxe Foundation.

Henry A. Schimberg - Atlanta, GA
Schimberg heads the management team of Cellular Hydration Technologies, a major developer and distributor of unique health care products and functional food and beverage products in the United States. As former president & CEO of Coca-Cola Enterprises Inc., he brings over 40 years of experience to the SCORE board. He has been prominently featured in Forbes Magazine and was elected Man of the Year by Beverage Industry magazine.

Hal Shelton, Treasurer – North Bethesda, MD
Shelton had a successful career in the energy industry with Sunoco, Inc. and then with USEC Inc. At USEC he was senior VP & chief financial officer. Shelton currently serves as board member and CFO/treasurer for Mercy Health Clinic in Montgomery County, MD. He served as SCORE chapter chair and then district director for Washington, DC.

Joshua L Smith - Silver Spring, MD
Smith is a nationally renowned entrepreneur and lecturer who has been chairman and managing partner of The Coaching Group since 1998. In this capacity he is the coach/senior advisor/consultant, to the CEO’s of portfolio companies. In July 2008, he launched Biz Talk With Josh, a weekly business talk show airing on the Sirius/SiriusXM Radio network (Big Tallker 1580AM), which focuses on issues impacting entrepreneurs, small, minority and women-owned businesses.

Marylin Tam - Santa Barbara, CA
Tam boasts an extensive business career that includes prominent executive roles including CEO of Avada, president of Reebok Apparel and Retail Group, and vice president of Nike. In 1994, Tam was awarded The Reebok Human Rights Award for her humanitarian work. She is the founder and executive director of the UN Foundation, whose mission is to support global action plans and dialogue to address social, economic and environmental issues.

Margie Taylor - Tempe, AZ
Tayor is chief executive officer of both Steewire, an interactive marketing agency that connects customers and brands through meaningful digital experiences, and The Whistle Hunters, a strategic sales coaching company that helps small businesses grow by making bigger sales to bigger customers. In 2010, she was named Arizona’s Small Business Person of the Year by the U.S. Small Business Administration (SBA) and is also a recipient of the Distinguished Women Award from Northwood University.

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