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Four Companies Receive Santa Fe SCORE Awards for Business Excellence

SANTA FE—Four Santa Fe businesses were honored at the SCORE Santa Fe and Northern New Mexico third annual Business Excellence Awards luncheon at the Hotel Santa Fe on September 12. The event honors the late Will Murphey, a long-time, greatly respected and valued member of SCORE Santa Fe, whose dedication to serving SCORE, its members, and its clients from 1996 until his death in 2015, exemplified and embodied SCORE's mission of fostering vibrant small business communities through mentoring and education.

Honored guests at the luncheon included mayor Alan Webber, city councilor Signe Lindell, the Small Business Development Center state director Russell Wyrick, Santa Fe Chamber of Commerce president Simon Brackley, CEO of the Santa Fe Business Incubator Marie Longserre, WESST Regional manager Bette Bradbury and SCORE District Director Peter Mikelson as well as sponsors Century Bank Commercial Lender and Vice President David Valdez, and Coronado Paint and Decorating owner “Buddy” Roybal. Santa Fe Community College Interim President Cecelia Cervantes gave an address titled “Leadership and Leading From Where You Are.”

Each of the four award-winning businesses are SCORE clients who are being mentored by teams made up of a diverse group of volunteers who have expertise and experience over a broad range of businesses and business operations.

The Will Murphey Business Excellence Award was made to Kelly Egolf of Verde Food Company because her business embodies exemplary business success, including financial growth, organizational soundness, excellence and customer service, contributions to the local economy, mission accomplishment and community benefit.

Egolf created Verde Food in 2014, after jaw surgery left her seeking an all-natural liquid food source. The juice blends she created not only speeded her healing, but created a sensation as a home delivery subscription service. Kelly met with a team of three SCORE mentors on two occasions in May of that year, first to review her pro forma cash flow statement, answer accounting questions, and discuss securing a bank loan.



SCORE Santa Fe Mentors Michael Maremont, Maryanne Mowen, and Jack Young subsequently advised Egolf about the amount of loan she would require to meet her goals and helped project revenues in the first year of operations.

Verde started in the borrowed corner of a catering kitchen and has grown to a 4,500 square food production facility with a dedicated refrigerated commercial truck and a zero-waste mission. It grew from a casual hobby to thriving business that buys \$100K of local foods from area farmers.

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The Business Newcomer Award was given to R&R For Vets, Inc. and is made to a business or nonprofit that has been established for two years or less and that has achieved notable success, including financial growth, organizational soundness, contributions to the local economy, and mission accomplishment in the early stages of its development.



Ken Dettelbach, a Vietnam veteran already active in several veteran organizations, was asked in 2015 to help a disabled military veteran who needed a new roof. That project led to many more requests and more projects to assist vets or their surviving spouses, particularly with roofs and ramps. Soon Lowe's Home Improvement approached R&R to offer an association that would give them higher discounts on materials (all vets can receive 10% off) and reduced labor costs. R&R For Vets turned to SCORE for help creating a 501(c)(3) nonprofit that allows them to better take advantage of this association and broaden their services and funding to provide more services for more vets.

The Visionary Award was given to David Fresquez, founder of CareSource Senior Care, because he has clearly defined the company's vision, values, goals and objectives and has successfully set about achieving them in a way that benefits the business as well as the community as a whole.



CareSource Senior Care was created in 2014 to help build a more effective senior care system in New Mexico. CareSource helps local senior populations age in place at home by providing caregivers and additional resources. In just four years CareSource has expanded from Santa Fe to Albuquerque and Los Alamos. Fresquez is also Vice Chairman of the New Mexico Caregivers Coalition (NMCC) and helped them create New Mexico's first and only worker-owned home care agency. He has worked with SCORE since 2016 and is concerned not only with providing care and services to assist families, but in helping them plan how to meet their future needs.

The Challenge Award was given to FTZ by Franziska because the business has demonstrated excellence in overcoming persistent challenges and difficulties, whether financial, organizational or operational, by creating solutions with broad and lasting impact for the business and the community it serves.



After a successful 20-year career in the design and decor industry, Franziska Neumann transitioned to web design after seeing how difficult it was for most web agencies to understand the heart of design-centered work. From the start in 2008 Neumann knew that the secret was to take a client's own concept for their success and translate it into a coherent, web-based marketing campaign to drive business development. Her successful creative approach to sales led to her running out of capacity to find staff as well as not making enough profit. Her SCORE mentors helped her see how to increase her bottom line.

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Founded on January 1, 1975 SCORE Santa Fe is committed to helping people start and succeed in their own businesses and non-profits.

SCORE Santa Fe is a nonprofit resource partner of the U.S. Small Business Administration that provides a wide range of products and services to Santa Fe's small business entrepreneurs and not-for-profit organizations. These include FREE and confidential mentoring, as well as free seminars and workshops sponsored by the Santa Fe Economic Development Department. We're also partners with the Santa Fe Community Foundation.

SCORE Santa Fe received the Platinum Recognition Award from SCORE national for outstanding client services for the last three years.

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