Creating Economic Impact in Maine

With a network of more than 170 volunteers, SCORE Maine provides free small business mentoring from York to Madawaska. We serve clients at all stages of the business lifecycle from pre-start to exit.

SCORE Maine is the largest mentoring organization in the state. 2018 was a record year of client success: 3,607 counseling sessions representing a 16% increase over 2017. We offered a record-breaking number of small business workshops on topics ranging from marketing to financial projections and partnered with local resources to offer them at a variety of locations. SCORE Maine partnered with the USDA, Cooperative Extension and other agriculture service providers to guide more local farmers to profitability and growth.

We are also proud to announce that SCORE Portland was named Chapter of the Year by the SBA out of more than 300 chapters for outstanding service, innovation, and volunteer dedication.

-Nancy Stroya

MAINE
346
New Businesses Started
1,261
Jobs Created

NATIONWIDE
32,387
New Businesses Started
135,687
Jobs Created

Pictured: SCORE Volunteer Donna LeBreux working with client
Our History
Since 1964, SCORE has provided expert volunteer mentoring to more than 11 million entrepreneurs and small business owners in the United States. Today, SCORE has more than 300 chapters and 10,000 volunteers nationwide.

Our Mission
Foster vibrant small business communities through mentoring and education.

Our Vision
Every person has the support necessary to thrive as a small business owner.

Our Goal
SCORE will help 1 million clients nationwide by 2020.

With 7 locations in Maine and counting, we seek to serve our state’s small business communities.
**SCORE Portland is the 2019 Chapter of the Year!**

Out of more than 300 chapters nationwide, the Small Business Administration named SCORE Portland Chapter of the Year.

This award is for a SCORE chapter that demonstrates exceptional innovation, volunteer dedication and community impact.

Our volunteers are lifelong learners who strive to meet the needs of entrepreneurs in southern Maine. We prioritize partnering with area resources, spreading awareness of our services, and recruiting relevant experts to support our mission of guiding small business owners to success.

**Our Clients Agree!**

“As a new business, MyBodyModel has benefited greatly from SCORE Portland’s services—from focused skills workshops to one-on-one mentoring. Every time I meet with my mentor, I come away with at least one major “A-ha!” and a clear list of action steps. I’m not surprised that SCORE Portland was selected as Chapter of the Year. Congratulations! So well deserved!”

- Erica Schmitz, Founder, MyBodyModel, and winner of the Maine Center for Entrepreneurs 2018 Top Gun Showcase

**Who do we serve?**

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

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.

**By the numbers:**

- Grew total client services by **16%**
- Mentoring clients grew by **12%**

**Our Impact**

- **3,039** people attended **176 workshops** with topics on everything from business plans and financial projections to social media.
- **3,607** current and aspiring small business owners received counseling from **170+ volunteers** across the state.
- **18,665** hours were donated by our dedicated volunteers. We helped create one new job every **15 hours**!
Our Clients’ Success is Our Success

SCORE Maine Success Awards

Rachel Knight,
Destination Occupation
Woman-Owned Business Award

Elise and Frank Ferrel,
Zen Bear Honey Tea
Encore Entrepreneur Award

Charlie, Erika, and Brenda Melhus,
Norway Brewing Company
Green Small Business Award

Diane Cyr,
Biddeford Cultural and Heritage Center
Nonprofit Award

Adria Moynihan Rusk,
Still Life Studio
Woman-Owned Business Award

Kim Ortengren,
Wallace James Clothing Co.
Innovative Business Award

Kristen and Joe Camp,
Campfire Studio
Young Entrepreneurship Award

Steve Wimmer,
Sweden Street
Technology Business Award

Maddie Purcell,
Fyood Kitchen
Innovative Business Award

David Joseph,
DAVO Technologies
Technology Business Award

Pictured: Former SBA Administrator Linda McMahon, and Flowfold co-founders Devin McNeill and James Morin
Charlie Melhus, Erika Melhus, and Brenda Melhus  
Norway Brewing Co.  
Norway  
Oxford County  

**FOUNDED**  
2016  
**CLIENT SINCE**  
2015  
**CHAPTER**  
Oxford Hills  
**MENTOR**  
Steve Veazey  
**Green Small Business Award**

“**When we started working with SCORE, we had little business experience or a concrete plan for how to finance the brewery. After working intensely with our mentors, we were able to develop a comprehensive business plan, budget, and cash flow projection, which gave us the tools to secure financing and grow our business from just a concept to a thriving small-town brewery.”**

Norway Brewing Company focuses on creating high-quality products from locally-sourced ingredients and providing a venue for social interaction in downtown Norway.

Started more than two years ago with a seven barrel capacity, Norway Brewing has expanded to more than 20 barrels, selling its beer and food to taproom customers, in take-away bottles and growlers, as well as distributing kegs and bottled beer to area bars and restaurants.

Norway Brewing uses as many locally sourced ingredients as possible. They connect with fruit and vegetable growers, livestock and dairy farmers, as well as local grain and hop growers to create a network of producers who supply their chefs and brewers with raw ingredients grown in Maine.

Destination Occupation produces and hosts career exploration videos. Their videos educate students and job seekers about careers while also providing employers with a quality recruiting tool. Their mission is to revolutionize linking employers with potential employees by creating personalized job profile videos that connect the businesses and the job seekers.

Over the past seven years, founder Rachel Knight has taken her idea from proof of concept to a profitable company. Destination Occupation has a growing number of clients ranging from Maine’s largest employer (BIW) to an international manufacturer in Lewiston (Modula), a credit union, an engineering firm, and MEMA Technical Education Center.

Rachel Knight,  
Destination Occupation  
Portland  
Cumberland County  

**FOUNDED**  
2014  
**CLIENT SINCE**  
2012  
**CHAPTER**  
Portland  
**MENTOR**  
Kathleen O’Donnell  
**Woman-owned business of the year**
Fyood Kitchen puts on outrageously fun amateur cooking competitions - no experience required. They believe you don’t have to be a master chef to cook creatively and have fun doing it!

Fyood Kitchen began with a successful Kickstarter campaign. Over the past two years, they have expanded their team, gone through an accelerator program, standardized their operational systems, made their events replicable and increased profits month over month. They’ve built partnerships with other local food businesses, paving the way for joint success and further enabling Fyood to fulfill its mission to create outstanding cooking experiences.

“SCORE has been an incredible resource from the beginning of my business, both for workshops and for one-on-one advising. I launched Fyood with a crowdfunding campaign, and there are strategies vital to the success of a campaign that I would not have known without my mentor’s advice.”

With more than 20% of merchants behind on sales tax, DAVO Technologies founder David Joseph saw an opportunity to solve a problem. With DAVO software installed at a POS, it automatically transfers sales tax daily to a holding account so it can be paid on-time and in-full. It was a hit!

When David realized he needed to scale his rapidly growing business, he turned to SCORE for help. His mentors helped him with a plan to continue growing existing partnerships while ramping up non-existent social media and digital marketing efforts. Since then they’ve hired a VP of Partnerships and digital marketing firm while also intensifying their channel partner campaigns resulting in 30% monthly growth.

The formula for Client Success includes:
- One-on-one confidential meetings
- Building long-term relationships
- Engaged volunteers
- Industry experience

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Sweden Street offers custom software solutions in Maine and nationwide. They provide a team of senior software developers to a local business to assist with replacing legacy applications with next generation code solutions—solutions such as Spud Tracker.

Spud Tracker simplifies the tracking of potato from field to chip. Sweden Street partnered with a local potato distributor in Aroostook County to create this potato distribution management app. Spud Tracker uses the season’s contracts between distributor and buyer and distributor and the various growers to estimate payments on loads. It automates the import of quality metrics provided by the buyer upon receipt of each load and tracks inventory in each storage bin. What previously took two people dozens of hours per week is now done by one person in less than one hour per week!

Co-founder Steve Wimmer used SCORE to learn how to utilize his company’s available assets to diversify Sweden Street into a more focused consulting company.

His SCORE mentors helped him understand his marketing needs and how to take steps to create a bigger footprint for Sweden Street in their desired marketplace.

The story of Sea Bags is the story of success. Over the past several years, the business went from a small shop and manufacturing operation to one of Maine’s most recognized brands with 18 retail tote bags. Sea Bags President Beth Shissler and CEO Don Oakes keep material sourcing and manufacturing based in Maine and the United States.

“Both Don and Beth have a deep commitment to creating sustainable economic impact in Maine. From local manufacturing to re-purposing discarded sails, they represent the best of vision, innovation, and achievement.”

– SCORE Mentor Nancy Strojny

Sea Bags recycles and transforms old sails into functional and stylish bags. Beth turned to SCORE to address scalability issues as the business expanded rapidly. In 2018, Beth and Don were named Maine Small Business Persons of the Year by the SBA.
Our Workshops

Along with mentoring, our workshops are a cornerstone of our small business education mission. With the help of our sponsors, all seven SCORE Maine locations hold workshops to best serve their small business communities.

Our presenters represent a wide range of expertise from marketing professionals to accountants, to lawyers specializing in business law. We offer workshops that cover essential topics such as writing a business plan and specialized topics such as logo design and local SEO.

“SCORE’s lunchtime learning sessions are terrific ways of constantly gaining up-to-the-minute tips and tricks in a wide range of ever-changing areas including technology and social media, such essential things that even relatively tech-savvy business owners can’t keep up with.”

— SCORE Client, Russell Caron

Achievements:

- Increased workshop attendance by 14%
- Increased number of workshop offerings from 168 to 174
- Partnered with local co-working spaces like Cloudport and ThinkTank, to offer a Marketing Essentials Workshop series
- Implemented workshops focused on Maine’s agriculture businesses throughout the state
- Started developing an online workshop content for Your Business—Your Money: Financial Literacy
SCORE Maine provides free, confidential mentoring and education to more than 3,000 small businesses and startup owners each year. Your gift helps more entrepreneurs to thrive.*

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

SCORE Gives Back
For every $1 the federal government appropriated to SCORE nationally, clients returned $47.32 to the federal treasury in tax revenues.

OUR 2018 SPONSORS

OUR 2018 FINANCIAL SPONSORS

OUR 2018 IN-KIND SPONSORS

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