Don’t Retire... Rewire
An Interview with J. Sedlar

Retirement used to mean the onset of old age, the end of work, a secure self-identity and a life of leisure. But no more! The new reality is—we’re living longer and healthier lives with less resources than expected. The key is to know what you want to do, what you need to do, and when you need to do it. According to co-author of “Don’t Retire, Rewire”, Jeri Sadlar, the future is about having a new attitude, a sense of humor, a dash of curiosity and a big dose of self knowledge about your likes, dislikes, and dreams. The longevity bonus is real so plan for an additional 20-25 years after the age of 65. No scientific data exists that says there is one winning formula for creating a great future.

People need to study their past and their life today to discover what activities, relationships and communities bring them the greatest happiness, fulfillment and problems. To shape the future to your needs people need to excavate buried ideas and dreams. Excavating an archeological site takes time—as does creating a new framework for your future.

Here are a few things to remember:
1. Whatever volunteer gig you select make sure it aligns with your own drivers. For example, If you have a leadership driver, you probably want visibility and a decision making role. Serving soup in a homeless shelter won’t give you the driver fulfillment you seek. Get on a Board or Executive Committee instead. Both jobs are important. If you don’t get the fulfillment you need chances are you will leave or be very unhappy.
2. Find a volunteer opportunity where you will be appreciated. If you end up doing volunteer work for people who are thoughtless or rude (yes, even they can be volunteers) you will quickly tire of the lack of respect and not receiving positive reinforcement or a simple thank you.
3. Select volunteer work that is geographically convenient. If you have to go too far to make a difference, you will quickly tire of the journey.

These are just a few thoughts to consider. This holiday season is a great time to consider giving back. So if you aren’t already volunteering, start. But know your drivers first!

Jeri Sadlar is a native Michigander. She was born and raised on the NW side of Detroit, later lived in Wixom. She is a graduate of Michigan State University and now resides in New York City with her co-author husband.

The first edition of DON’T RETIRE, REWIRE! was introduced in 2002 and the 2nd Edition of the book in 2007. They created the concept of Re-wirement®, the Rewiring® process and are out to Rewire® America! DON’T RETIRE, REWIRE! is recommended reading by our very own David Broner whose motivation to volunteer was intensified from reading it.
Fiscal year 2014 marks the 50th year of **SCORE** and of **SCORE Detroit**. We are one of the original chapters of **SCORE** and one of our members, Walter H. Channing, was the first President of **SCORE** National. We plan to celebrate this anniversary this coming spring during National Small Business Week.

This fiscal year we look forward to new opportunities to serve a broader and more diverse community of new and seasoned entrepreneurs through programs such as David Broner’s work with Southwest Detroit Business Association. In efforts to offset our deficit and the Federal budget reduction, Gwendolyn Esco Davis, is reaching out to volunteers to assist with revitalizing our fundraising mission.

Also, we need all volunteers to contribute their time to our efforts in mentoring, workshops and other chapter activities. We plan to revise our meeting format and provide a variety of times and locations to give all of you a chance to meet with other **SCORE** Detroit members.

Lorne Greenwood  
Chapter Chair

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**Financial Strategies for the Fourth Quarter**

In the last three months of a fiscal year, small businesses should spend time with their accountant and financial team to make sure that they have reduced their tax liabilities, reviewed their investment strategies, and make sure they end the year with a bang.

“Weather done in-house or with the help of certified public accountant or other professional, planning ahead cannot be put off or ignored without serious consequences.”-National Federation of Independent Businesses

This time should be spent to evaluate, record and implement strategies to ensure a successful year. Many small business owners may think that this process is only for big business or if you make or made a huge profit, but, this is simply not true. Tax and investment planning is for EVERYONE.

Here are some key things that one should consider for every situation in the fourth quarter.

If you had a **Profit Producing Year**, you want to look into saving the most you can from that profit and how you can minimize your tax bill or increase your tax refund...

If you had a **Loss Year** there are advantages to that also. It is important for every business to capitalize on the situation they are in weather it is loss or gain.

If you do not have an advisor look for one that specialize in Cash Flow Solutions, Long Term Income Solutions, Risk and Goal Setting Analysis and Capital Improvement Plans. They should also possess an extensive knowledge and experience with making and implementing tailored-made financial solutions for small business owners.

So take a little time this month to call up your accountant or financial advisor, tell them what going on with you and your business and take it from there.

Crystal Foster,  
Small Business Accountant and **SCORE** Mentor
Welcome to SCORE Detroit

Welcome our new members-in-training:
Ted Zimbo, Corporate Financial Executive with the Automotive Industry.
Don Betts, Account and Program Management
Ronald Taylor, Banking and Real Estate
Betty Whitfield, Fashion Design and Real Estate
Roger Nelson, Chief Information Officer, IT
Karim Igeria, Website Design, Development and Management
John Turk, Sales and Marketing Executive
Tawanda Williams, Global Business Development
Pam Martin, Commercial Financing and Real Estate
George Gonzales, Real Estate, Home Loans, Lansing Area
Ranjit Roy, Educational Services, IT
Ted Zellers, Web and Social Media Marketing
Bernard Willis, Construction and Engineering
Julie Chan, Web based Services, IT
John Thomas Robson, Construction, Building Maintenance, Marysville
Winston Shines, Communications
Pamela Goyke, IT Services
Raymond Allen Johnson, Web Development
Recently Certified, Congratulations
Linda Taylor, CPA, Veterans
Ed Swain, Photography
Nadia Sharma, Education
Roxanne Wing, International Trade

SBA News

What is the 8(a) Business Development Program?
The SBA administers this business assistance program for socially and economically disadvantaged businesses who want to access the federal procurement market.
The 8(a) Business Development Program helps small businesses gain a foothold in government contracting. Upon enrollment in this program, firms receive help with finding contracts, proposal preparation and contract administration.

What are the basic requirements for this program?
The applicant must be a small business, unconditionally owned and controlled by one or more socially and economically disadvantaged individuals who are U.S. citizens, been in business for at least two years and demonstrates a potential for success.

What is the HUBZone Program?
The Historically Underutilized Business Zone Program stimulates economic development and creates jobs in urban and rural communities by providing federal contracting assistance to small businesses. Requirements: Firm must be located in designated HUBZone to qualify and at least 35% of its employees must reside in a HUBZone.
The Women Owned Small Business and Veteran Owned Small Business Certifications will also be discussed.

Next Orientation
First Wednesday Each Month
January 8, 2013
9:00 am - 11:00 am
MMSDC HQ
100 River Place Drive, Suite 300
Detroit, MI 48207
Note: Late arrivals will not be admitted
Please contact a Business Opportunity Specialist @313-226-6075

Introducing our New Editor in Chief

Ms Gwendolyn Esco Davis, SCORE volunteer since August, 2010 has 30 years + in the profit and non profit arena, specializing in Organization Management and Infrastructure Design.

Ms. Esco Davis is currently still in the workforce and is the founder and CEO (founded in 2011) of the HascomGroup, LLC., a progressive bouquet management consultancy.

Ms. Esco Davis was honored by SCORE in 2012 with a Distinguished Service Award for excellent service in developing the “For Profit vs. Non-Profit and Knowing the Difference” workshop. She was again presented the Distinguished Service Award in 2013 for excellent service to the chapter in leading the development of our strategy and preparing our 2014 Business Plan and Strategic Plan. Ms. Esco Davis was elected to the SCORE Chapter 18 Executive Committee as Vice Chairperson of Fund Raising for the FY 2014.

Perhaps it was her 3 years as a columnist for a business newspaper that inspired and motivated Ms. Esco Davis to take on this monumental obligation as Editor in Chief of SCORE Detroit Chapter 18 Quarterly Newsletter, or perhaps it was some other incentive. Whatever the case may be, we welcome you. We thank you and look forward to you delivering the SCORE.
MEMBERSHIP MATTERS

Member Spotlight

Mr. David Broner, SCORE volunteer since July, 2004 has made a tremendous difference in the lives of his clients and colleagues. He also motivates others outside of SCORE to make a difference.

Mr. Broner was recently featured in the Metro section for his recognition as “Mentsh of the Month” and Following is an excerpt of that article.

“David didn’t set out to become an extraordinary volunteer. Before he retired three years ago, he was laser-focused on his family businesses in Auburn Hills. But this high—energy guy knew he was destined to give back.

His late father, Barney, who started Broner glove Company in 1933 with his father, Harry was very involved with the Jewish Community.

“He did what he could do to help people” Broner said. “I do what I do to prove to my dad I’m doing the right stuff”....

For 2 1/2 days each week, Broner volunteers for SCORE, a nonprofit association supported by the U.S Small Business Administration (SBA) that helps small businesses get off the ground and grow.

“I help more by listening than by telling” Broner said. “Most know what to do: sometimes they just need new toolboxes.”

On Wednesdays, he heads to the Southwest Detroit Business Association to coach small business owners. He may be in Corktown another day. Additionally he serves as an SBA Ambassador to all business associations in Detroit.

He also does one-on-one SCORE coaching with young Jewish entrepreneurs he met through Jordan Wolfe, who was instrumental in beginning the Jewish Federation of Metropolitan Detroit’s CommunityNEXT project aimed at attracting and retaining young Jewish people in Detroit.

“I think I’m their age,” Broner said with a smile. They, in turn, helped Broner acquire social media and marketing skills that he now teaches for SCORE.

Quarterly MEET and GREET

This event will be held three times during this fiscal year. This is an opportunity for SCORE Volunteer mentors, supporters, funders, Tier 1 (clients who are currently in business for at least 2 years) and Tier 2 (clients who has attended at least 4 consulting sessions) clients to meet, mix and mingle. The first meet and greet is scheduled for Wednesday, February 12, 2014, 4pm -7pm. at the FEDERAL RESERVE BANK OF CHICAGO - Detroit Branch. There is a tour scheduled from 4 - 4:30 pm. that may include a chance to watch the Branch's cash department in action — sorting currency and preparing to disburse it to area banks. This is a grand opportunity for our mentors, clients, supporters and funders to interact with one another in a relaxed atmosphere. Refreshments will be provided. Space is limited, so register early by February 3, 2014.

FEDERAL RESERVE BANK OF CHICAGO - Detroit Branch
1600 East Warren Avenue
Detroit, Michigan 48207
In the true Spirit of SCORE, our members are always on the ready to share their time, ability and experiences when called upon. They seem to be everywhere, giving expertise in venues big and small, to organizations and events covering a range of interest. Here are just a few of the civic contributions that our chapter devoted to the local entrepreneurial community this year.

**Start Young - Detroit Job Corps**
**SCORE and SBA Services - Small Business**
**Corktown Business Assoc. Meeting**
**Vanguard Entrepreneur Week**
**SCORE and SBA Services - Small Business**
**Cody-Rouge Community Youth**
**Meet the Bankers**
**Maximize Small Business Banking Relationships**
**Issues Affecting Small Business**
**Novi Public Library**
**Center for Economic Empowerment Dev.**
**Michigan Business and Professional Ass.**

**Why a Business Plan?**

**The Importance of Having a Business Plan: Focus and Organization**

You have a great product or service idea. Or you have solid experience and skills. Or you can't get a job that pays what you think you deserve. Or you are retired or semi-retired and want to stay active. So you start your own business.

Business plans help you focus on resource requirements and organizing your actions. They help you take the amorphous mass of stuff in your head including thoughts, ideas, possibilities, needs, wants, suggestions (from others), educational learnings, personal experiences, research, etc. and create a path to establishing a viable economic entity.

Well-conceived plans keep your focus on developing a viable and profitable business rather than a black hole that devours your savings, energy and time.  

*By Jim Muir, SCORE Detroit, VP of Training and Workshops*

**Acknowledgements**

**Michael Berger,**

**Wishing You a Speedy Recover**

**Get Well Soon!!**

**Detroit SCORE Chapter 18**

We wish we had a magic wand to make it go away; We’d wave our scepter over you until you were okay
Profit vs. Non Profit

Q. My dream has been to work for myself. Now the opportunity has come I have been downsized and out of a job. My dilemma is should I start a for-profit or non-profit. What are the benefits and the disadvantages of both?

Entrepreneur, entrepreneurship, be your own boss, starting your own business is the American dream. The reality is that it’s a lot of work. It takes commitment, organization and energy. Being your own boss is far from a JOB, it’s a way of life. A 24/7 commitment. To have a real chance to succeed you must invest in yourself, join professional organizations, take classes, network-network and network, do your homework. With that said being your own boss is one of the most rewarding endeavors you can have. The first question to ask yourself is what is your passion, if money was not an issue, what would you do for free? What makes you tick? What gets you excited?

There are two types of corporations. The for-profit is intended for the benefit of it’s owner and investors. The non-profit is intended to further a purpose (preventing or solving society’s problems). The corporation acts as a separate “person” and makes the contracts, pays the taxes, incurs the debt and protects the individual involved from being personally liable for the consequences of the business activity. All profits go to the business, owners and investors.

Note: Limited Liability applies to for-profit as well as nonprofit.

ADVANTAGES: 501C3 Exemption eliminates federal and state income tax as well as sales and use taxes. You may apply for and be granted property tax exemption. Eligible for both private and government grants. Deductibility of contributions apply to this status. Reduced cost for postal services for specified entities. The public is more willing to offer money and/or time to do business with a non profit because of a real or perceived view that your organization is founded and operated in public interest. Certain non-profits can go into any community without a lot of zoning issues, however, community support is always a good thing, so take the extra step to get the buy-in and support of the community.

DISADVANTAGES: The founder of a nonprofit does not own the organization. Unlike a for-profit organization that can be sold after it’s grown profitable or in financial trouble, Profits are first to its owners and investors—shareholders and then creditors. On the other hand, a non profit organization belongs to the public at large. If the non profit is dissolved, it’s assets must be given to another non-profit with a similar purpose. Assets can be seized if misapplied or used for private benefit. Because the non profit is intended to further a purpose, the structure is that you will receive a salary and a budget that includes programming and operational cost, with a board of directors which is the body that governs to ensure policy, processes, and funding are structured and followed according to the By-laws of the organization. You would be an officer of the organization and along with the board carry out the mission. The board can fire and replace you. Look forward to a lot of paperwork. Keeping ahead of the paperwork wave requires discipline and commitment. After awhile it will become routine. You may be forbidden from contributing to political campaigns and may only do a limited amount of lobbying. There are continual challenges to the non-profit status, and your finances are open to the public and subject to scrutiny, including your salary, expenditures and income. A few differences between non profits and for profits: NP’s are driven by service mission rather than profit; serves those who cannot pay full cost; excess revenue are used to further it’s mission; more accountable to the public; looks to respond to community need; may not pay more than reasonable wages; the board is typically unpaid community leaders; attracts volunteers and philanthropic contributions; should refrain from entering markets not related to the mission of the organization; refrain from activities that could be construed as commercial and a non-profit should periodically review their bylaws and tax exempt status to reflect changing conditions.

Can You Run Your Business Without Technology?

Have you thought about how your business would survive something simple like a power outage, an internet outage, crash, server down, or God forbid a large scale disaster like wildfires or floods? Planning for long-term or large-scale disasters is a function of disaster recovery planning. SCORE has a number of tools to help you with disaster recovery planning for your business, visit www.score.org and search on “disaster recovery” for tools and articles.

The first thing you need to do is to find a quiet place and virtually walk through your business noting where technology is not. The first thing you need to do is to find a quiet place and virtually walk through your business noting where technology is not. IT Matters

Excerpt from Detroit Black Business Paper, 2007, by Gwendolyn Esco Davis

IT Matters

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The first thing you need to do is to find a quiet place and virtually walk through your business noting where technology is needed to complete a process (such as taking an order). Don’t worry about detail at this point just identify and write down the impacted processes.

Once you have identified all the processes, go back and rank them on 2 factors: how dependent are they on technology and how long could you go without them? Use a measure that you are comfortable with such as 1 for little impact - 5 if your business cannot operate. As an example, your business needs to have customer support available to keep your customers operating, but orders don’t need to be recorded until the end of the day. Customer service is ranked as a 5 and time is set to 2 hours (which is your advertised call back time). Orders are ranked a 1 and time is set to 8 hours

Once you have ranked all your processes, you want to focus on the highest value with lowest time to impact ratings. These are the ones that need to first be addressed with manual processes. Carefully walk through the process and record the steps manually that you would take as a workaround put them in a binder marked “Manual Operation Processes” and tab each process separately. Then train your employees on the manual processes, where to get them (not off a server), and how they should respond in an emergency.

For processes with a low priority or a long time to impact, you want to include them in your overall DR planning. But realize that they will only be impacted by a severe disruption to your business. With a little pre-planning a server going down, or your internet supplier having issues should not impact your business operations in the short term. A bit of planning goes a long way to make sure your business is ready. Today we are more dependent on technology than ever, but we cannot lose our ability to operate without it. Your business depends on it.

Excerpt from SCORE Tools and Templates Author: Grant Easton is a Sacramento- to SCORE mentor with over 25 years experience with sales and marketing.


Submitted by J. Reynolds, Detroit Chapter 18 Score IT
In Celebration of our 50th Anniversary

We are excited to inform you of our plans for the year.

We are launching three new opportunities for you to become a partner of SCORE Detroit

This campaign is designed to provide an opportunity for individuals, small businesses, corporations and foundations to make a contribution. Perhaps you have a friend or business associate that mentors for SCORE. Perhaps SCORE was helpful to you in getting your business started, expanded or turned around. Perhaps as a way to celebrate a happy event. No matter the reason, there is a way to become a partner of SCORE Detroit.

Friends of SCOREDetroit Be a Friend, Bring a Friend. This is where you bring a friend to donate to SCOREDetroit. You donate and the friend would donate an equal amount. Be a friend of SCOREDetroit. Giving levels are $50 - $500.

SCORE with SCOREDetroit = SWS. This is SCORE’s 50th anniversary and this campaign is to get 50 new or renewed business supporters. If you have been mentored by a SCORE volunteer mentor, If your business community has been successfully impacted by new businesses, If you have seen the value that SCORE brings with its professional volunteer mentors to the business community, If you support the good work that is done by SCORE, then you qualify to SCORE with SCOREDetroit. Giving levels, $500 and up.

Sustainer of SCORE = SOS. This is an opportunity to become a sustainer. A new program for SCOREDetroit. The sustainer gives a set amount for 12 months. Our work is vital to the growing business community. As a sustainer you can help with the continued services we provide. We consult and mentor new and existing businesses. Detroit community is growing by leaps and bounds. We mentor in many ways: one-on-one, group sessions, on line and telephone, Monday – Friday and sometimes on the weekends.

Name:__________________________________________
Company:________________________________________
Address:_________________________________________
Phone#:_________________________________________
Email:__________________________________________
Best time to contact:_______________________________

Please email to gwendolyn.davis@scorevolunteer.org or fax: 313-226-3448

Please Apply My Tax Deductable Gift TO:
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Be a Friend, Bring a Friend
[ ] SCORE with SCOREDetroit — SWS
[ ] Sustainer of SCOREDetroit – SOS

Donation Amount:______________

THANK YOU FOR YOUR GENEROSITY
Please submit articles for the SCORE—D Quarterly’s next issue by February 17, 2014

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Holiday Closure: All Federal Holidays
Closed Every Second Thursday of the Month

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Vice Chair Thomas Raymond
Vice Chair Jim Muir
Vice Chair Gwendolyn Esco Davis
Secretary Mike Berger
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Mission
SCORE strengthens small businesses, local communities, and America by supporting our nation’s proud heritage of entrepreneurs seeking opportunities and building success.

A Very Special “Thank You” to Roberta Black

For her work as Editor in Chief who developed, wrote and published the ScoreReport for the past seven years until she retired from the task in February 2013. She had such a charming and engaging flair to her writings that we had all grown to enjoy.

She leaves a foot print, that can’t be matched!

Corporate Sponsors

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Editor Gwendolyn Esco Davis—gwendolyn.davis@scorevolunteer.org 313-717-8988
Editorial Team: Verna Adams—Detscore@sbcglobal.net, 313-226-7947

Mark Your Calendar

SBA: Orientation—8(a) Business Development Program
January 8, 9:00—11:00am

SCORE: Meet & Greet
Wednesday, Feb 12
4:00—7:00pm

Roundtable: “The latest thinking in Technology for Small Business”
Are you keeping up with technology or has technology been keeping you up at night?
March, 2014