

SCORE: 50 years of helping startups

The Enquirer | 11:23 a.m. EDT May 24, 2014



(Photo: Provided)

Mary Jane Good of West Chester Township is one of 100 volunteer business executives and specialists at Greater Cincinnati SCORE who donate their time to help small businesses succeed.

She's a retired vice president at Norrell Corp., a human resource outsourcing company based in Atlanta, responsible for working with franchise offices in the U.S. and Canada.

We invited her to share her insights about being a SCORE volunteer as the organization celebrates 50 years in business.

Here is her take:

I'm often asked why are Cincinnati SCORE's 100 small-business counselors so willing to give away the knowledge we acquired over our entire careers? The answer is simple. We are a wealth of individuals with a vast amount of knowledge – and we want to give.

We enjoy sharing our creativity, contacts, acumen and organizational moxie with entrepreneurs who have the drive and energy to envision a business, learn how to run it effectively and grow it into a sustainable enterprise.

A misconception about SCORE is that we are a short-term relationship. But a startup can add SCORE mentors as the business grows, and they essentially can become an invaluable, informal board of directors.