

SCOREPORT

NEWS OF NOTE FROM SOUTHEAST MICHIGAN CHAPTER 18

MARCH 2013

DÉJÀ VU—BUT NOT ALL OVER AGAIN

It was a sunny summer day in August, 2006, when it all began: the inaugural issue of Chapter 18's newsletter was launched. Christened *scoREport* by its incumbent Cub Reporter, **Roberta Black**, it is seven years and numerous editions later, and the Cub Reporter is now about to add "Emeritus" to her title.

But first, let's see how it all began. There was a meeting (isn't there always?) at the Royal Oak Chamber of Commerce attended by **Robert Giles, Robert Smith, Mel Ettenson, Roberta Black** and others? (Were you there? Sorry if I've omitted your name.) "Let's communicate with our members," these communicators opined. "Let's do it in writing," they added. And it came to pass.

In reading through the archives, this excerpt from that first issue in 2006 takes note of our vision:

"...**scoREport** is the new newsletter for Chapter 18. You may recall earlier newsletters. **Mel Ettenson** wrote one for about three years...another giant of journalism, **Richard Koch**, wrote one before that...but in recent months, or longer, the newsletter has fallen on hard times. No writers. No readers. But this doesn't mean that no news is good news!

"Once again we're rallying our resources with plans to publish a newsletter for Chapter 18. We're looking for stealthy reporters with late-breaking news...we're looking for ideas to print and articles to intrigue. In short, we're looking for you to help us **SCORE!**

"Have you had a challenging counseling session? Let us know about it. Has your workshop been exceptionally interesting? Let us know about it. Does your client have an intriguing idea? Is he reinventing a better wheel? Is she building a better gizmo? Let us know about it. Yours stories are at the heart of Chapter 18 and we want others to share your experiences."

We wrote about Membership Matters, Chapter Chatter, Tributes and Honoraria, Special Events, Awards, Chambers of Commerce. We wrote about clients and mentors and Job Fairs and special speakers. We wrote about...well, you remember, don't you? You did read them, didn't you? each and every one? Of course. And for that, this word-weary Cub Reporter is ready to say goodbye to Mr. and Mrs. America and all the ships at sea...or some such. I hope you enjoyed the ride as much as I did writing about it.

But for now, this one last issue before "Emeritus" kicks in. Read on, ok?

MEMBER MATCH-UP

What do **Dan Mistrua, Neil Hitz, Julie Chan, Colin Wilkinson, Gary Nadicki, Kimberly Schott, John Robson and Michael Kelly** all have in common? Almost enough to make a baseball team? a few too many for a hockey team? but just the right number to attend a new-member get-together.

And so it came to pass that these eight **SCORE** initiates, along with a covey of seasoned **SCORE** members, gathered in the convivial atmosphere of the Kilgour Scottish Center. While kilts and bagpipes weren't prerequisites, the group, greeted by hor d'oeuvres and perhaps a wee drop or two of Scotch, met and mingled, and heard about opportunities to become an active participant in **SCORE**.

Here they are. Can you match their names with the faces that go with them?

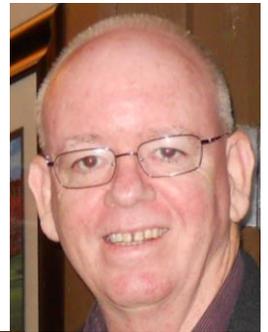


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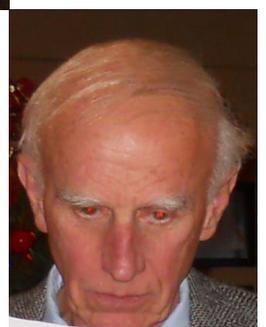


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Who's Who?

#1. Gary Nadicki

#2. Dan Mistrua

#3. Michael Kelly

#4. Julie Chan

#5. Kimberly Schott

#6. John Robson

#7. Colin Wilkinson

#8. Neil Hitz

YOU CAN BANK ON SCORE

Helping our clients to secure loans for their business ventures prompted Michigan Banker Magazine to ask SCORE's cub reporter to write a story promoting that relationship.

(The following article appeared in their 2012 spring issue.)

Virginia stood outside the imposing bank building. Just a brief while ago she held such high hopes for launching her business: she had an idea, she had a lot of ambition, she was smart and determined, and she was excited about having the bank help her achieve her dreams. All she needed was just a small loan, and she was on her way! With stars in her eyes, she had met with the banker...who offered her no money whatsoever. Absolutely none. "Very confusing," she thought. She had always assumed that money was what bankers were all about. They had it. She needed it. What was the problem?

She thought back to all the steps that had brought her to this latest dilemma. She was going to be an entrepreneur! She had a great idea for starting a business. Her concept was unique. Her friends thought it was great. She planned. She dreamed. She schemed. She spent hours doing research on the web. She thought of a name. She found a location. She projected her earnings. She even considered some of the pitfalls. She struggled with her business plan. And finally, she was ready for her meeting with that all important person within this same imposing building: The Loan Officer.

But here she was, a short while later, standing outside and wondering why the banker didn't share her enthusiasm for her great idea. He had been attentive and friendly, but he had given her some advice instead of some money.. He said, "Have you ever heard of **SCORE**?" "**SCORE**?" thought Virginia. A funny time to be talking about sports. But the banker went on. "**SCORE**", he said, "is one of the best kept secrets about how to get help in starting a business, and how to succeed!"

He reached into his desk and handed Virginia a couple of leaflets which she now clutched in her hand, like a lifeline. And perhaps they were. Looking down, she read, "*Let **SCORE** Help You for the Life of Your Business*", and "*Free and Confidential Business Mentoring*", and "*Free, Real-World Mentoring to Help Your Business Succeed.*"

Virginia blinked, and read more closely. There was a web site, www.score.org; and there was a telephone number, 313-226-7947, which offered "counseling throughout Southeastern Michigan, at a time and location convenient to you." And what's more, there was more! "Workshops and roundtables to help you start and manage your business successfully." And perhaps best of all, "Free, confidential, one-on-one business mentoring."

(Continued on next page)

Virginia was completely amazed. Here, in her hand, was a way for her to get professional help offered by people experienced in the business world who were now volunteering their time and expertise to show others how to succeed. It seemed way too good to be true! **SCORE** volunteers could advise her on how to understand the steps necessary for starting a business, the same steps that the bank needed before considering her application for a loan.

Virginia was no longer depressed. And she was no longer disappointed at the banker's rejection. In fact, that same banker was the reason that she knew she could succeed. First, she would contact **SCORE** and make an appointment for free consultation with one of their mentors. That mentor would be someone familiar with her type of business, and she would meet with him (or her) for guidance on a regular basis. They would discuss her plans. He would make suggestions and monitor her progress. They would work together to identify and resolve the issues that faced her. She knew it would take some time and a lot of determination on her part, but she realized that she had a helper who would help her over the rough spots and keep her headed toward the right goals.

Time went on. Virginia and her mentor continued to meet whenever she needed additional advice and guidance, and often during this process she gratefully thought about the banker who had the insight and foresight to recommend that she seek the help of **SCORE**.

And so, Virginia's story is on its way to a happy ending. Her business ambitions were fine-tuned and modified under the watchful eye of her **SCORE** mentor, her financials were adjusted until they became realistic, her business plan became a template for probable success, and her business launch became a real possibility instead of a daydream.

And all because of a banker who knew about **SCORE**, and who took the time to care.

YES VIRGINIA, THERE REALLY IS A SANTA CLAUS!



SCOREMEMBRANCES

As a way to celebrate a happy event – a birth, a marriage, a graduation, a promotion or to remember the loss of someone to whom **SCORE** was meaningful,

Chapter 18 has **SCOREMEMBRANCES**, a way to pay tribute to someone who has touched your life.

Anyone wishing to send a Tribute may do so by sending a check in any amount or calling the **SCORE** office with the name and address of the persons involved.

Your tax-deductible donation will be acknowledged to you and to the recipient.

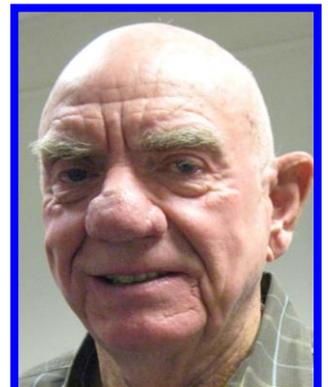
In Memory of Donald Collier

*Jack Caminker
Lou and Roberta Black*



IN MEMORIAM

Being a **SCORE** member goes beyond the “doing good” that underscores everything we do. Being a **SCORE** member also brings us countless benefits, including the opportunity to meet many people we perhaps otherwise would not know. **Don Collier** was one of those special benefits, and knowing him was indeed an honor: an all-around nice guy with a pleasant smile, a warm greeting and an eagerness and willingness to help others. Don will be greatly missed, and always remembered.



A WORD OF THANKS



What's a newsletter without photos? And without the talents of a special paparazzo? Fortunately, *scoreReport* never needed to answer those questions. **Robert Giles** and his trustee camera are always on hand to record events as they rapidly unfolded. Lurking behind shrubs, popping up around the dais, catching the crowd when least expected, our favorite photographer is always there to record the moment in **SCORE's** rapidly unfolding events. A daring job, daringly done! Kudos, and thanks.

Words make their own pictures, but it's the graphics that enhance them. For that, *scoreReport* owes a thunderous applause to our



Graphics Guru, **Verna Adams**, who brings each issue alive with a flair that makes the pages dance. A challenge, well met. Kudos, and thanks.



Well, it's been fun. Lots of ideas...lots of words...lots of memories, all recorded over the course of several years. I hope you've enjoyed the reading as much as I've enjoyed the writing.



HELP WANTED

And now, it's time to find another Cub Reporter. Could it be you? This is a great opportunity that comes only once in a long while. The pay is the same that you earn as a mentor, but the real reward comes in finding your words in print, and imagining the throngs that are reading them. Fan mail abounds. Competitive offers flood in. And, as you can see, your imagination runs wild. Interested? Let me know (bertielee@comcast.net) or get in touch with Lorne Greenwood (lorne.greenwood@scorevolunteer.org). The competition may be tough, but you can do it! Good luck.

And so "So Long."

Roberta Black, Cub Reporter, "Emeritus"

Special Thanks

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and Business Partnerships



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