

SCORE

Counselors to America's Small Business!



SCORE | Volusia/Flagler - Chapter 87

"We provide free counseling & free workshops!"

**Volusia-Flagler -- Rated #3
of the 300+ Chapters in the Nation**



10 million people helped!
SCORE.org



SCORE

Counselors to America's Small Business

Let's begin with a Success Story!

*These popular entertainers have a role in your
Volusia/Flagler Chapter!*



Taylor Swift



**The Muppets...
Miss Piggy & Kermit**



10 million people helped!
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SCORE

Daytona Beach News-Journal

THE DAYTONA BEACH

NEWS-JOURNAL

May 30, 2014

NEWS-JOURNALONLINE.COM

Inspired Bronze

DeLand's Inspired Bronze enjoying national exposure

After starting small, DeLand company enjoying national exposure

By Bob Koslow
bob.koslow@news-jrn.com
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DELAND — When singers Justin Bieber, Katy Perry and the Black Eyed Peas held up their Vevo Certified Awards for millions of online fans, they displayed an award designed and made in DeLand at Inspired Bronze.

"(Vevo) found us on Google. That just justified our efforts in building a quality website since most of our new business is by word-of-mouth and the Internet," said Jackie Ramieri, co-owner of the small company along with sculptor and artist husband Matt Ramieri.



Enlarge | Matt Ramieri, above, displays a metal sculpture as he details the process of creating metal sculptures at Inspired Bronze in DeLand recently. Inset right, singer Katy Perry holds a Vevo "Certified Award" manufactured by Inspired Bronze.

News-Journal/PETER BAUER

The 2012 contract for the Vevo awards, given periodically by the online music video company to its artists whose songs get 100 million views, was a much-needed boost for Inspired Bronze. It helped the company finally reach some financial success last year and allow a move into a larger building where it wants to add new processes.

P. 1 of 2

"Our growth is a combination of the quality and uniqueness of the work. There are not a lot of companies that do what we do," said Jackie Ramieri, director of custom sales and operations for Inspired Bronze. "Our strategy was to make our virtual storefront look like we were a bigger company than we were. You have to have business to get business and to show examples of the work. We also use testimonials and references in our marketing, so we treat customers like gold."

Inspired Bronze is a foundry that designs and makes custom bronze and pewter sculptures, trophies and plaques. The works are digitally designed with a prototype made using 3-D printing technology. Molds are then made from the prototypes.

Business has grown 154 percent in two years. Clients include country clubs, corporations, churches and universities. National customers include Jim Beam Global, United Healthcare Children's Foundation and the Professional & Amateur Pinball Association. The company hopes to start attracting more local business.

But it took Inspired Bronze a while to net those national clients that can afford the higher-end products not intended for the youth trophy market. All Inspired Bronze products are made in America.

1 | 2 | 3 > NEXT PAGE



Katy Perry, Justin Bieber, the Black Eyed Peas and others who received a trophy created by DeLand's Matt Ramieri

News-Journal/PETER BAUER

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With little knowledge of running a business, the Ramieris contacted the Small Business Development Center at Daytona State College for assistance.

They were put in touch with SCORE of Volusia/Flagler County, a nonprofit organization of retired executives who offer free business assistance.

"Jackie came to us in June 2011 wanting help with finances, budgeting and developing a business plan, skills she didn't have," said Bill Roy, vice president of client services for the local SCORE chapter.

"They have taken the time to build their business and not jump right in with unrealistic ambitions. They still call and attend workshops for business advice."

The SCORE counseling helped the couple land a Small Business Administration-backed loan, which led to Inspired Bronze moving a year ago to a 20,000-square-foot building at 1760 Langley Ave., a block from their smaller location.

"We were packed in so tight and wanted to expand into pewter and that needs to be separate from the bronze so there is no contamination," Matt said. "We looked at a 10,000-square-foot facility, but this was such a deal and offers us lots of room to grow without having to move again in a couple years."

The business growth has also allowed Inspired Bronze to hire two tech assistants in the shop and an administrative assistant for the front office.

The company does custom metal work, but also has design-to-order pieces that are less expensive

It's also a distributor for glass etching and engraving companies, an area that Inspired Bronze wants to get into. Inspired Bronze also provides an award-finding service for people who may not want something as ornate as it provides.

"If someone has an awards need," Jackie said, "call us and we'll figure out a way to help."

P. 2 of 2

INSPIRED BRONZE DELAND

- Headline - "...enjoying national exposure"
- Opened in 2009,
- came to SCORE in 2011
- "SCORE counseling helped the couple land a Small Business Administration-backed loan, which led them to move to a 20,000 square-foot building..."



10 million people helped!

SCORE.org

SCORE

FOR THE LIFE OF YOUR BUSINESS

SCORE

A Nationwide Resource

Founded in 1964 as a non-profit resource partner of SBA

- 300+ Chapters Nationally
- 11,000+ volunteer professionals, mostly retired, some still working

Free confidential Business Counseling / Mentoring Services

- Aspiring Entrepreneurs and Startups
- Existing Small Businesses
- Home-based, too

SCORE has counseled over 10 million business owners

- Current objective to help create over 1 million new businesses from 2008 to 2018

SCORE

Closer to Home

SCORE
VOLUSIA/FLAGLER



Daytona Beach
Ridgewood Blvd. at
International Speedway Blvd.

Chapter 87 – Founded in 1965

- Based in Daytona Beach with 30 certified volunteers

Honors received in 2013

- #3 Nationally for overall performance (300+ Chapters)
- Chapter of the Year, North Central Florida District, 2013 & 2011 (9 Chapters))
- In Top 25 fastest growing Chapters nationally

Counseling & Workshops

- 800+ businesses counseled
- 1000+ individuals counseled
- 1500+ attendees at our workshops

SCORE

DeLand & West Volusia Chambers of Commerce

Our 30+ yearly workshops posted on Calendars of Events

DeLand Area Chamber of Commerce | **DeLand Orange City Alliance** | NAVIGATING THE FUTURE

Home | Business Directory | The Chamber | Member Center | Living Here | Events | Community | Join

Upcoming Events

- Jul 22 FAB Night Out
- Jul 24 Candidates Luncheon
- Jul 24 Biz & Traffic Committee Mtg
- Jul 24 SCORE -- FREE Workshop
- Jul 25 Chamber 4th Friday Ride
- Jul 26 SPA PARTY

SCORE -- FREE Workshop

SURETY BANK Volusia County's trusted bank for over 80 years.

FINANCE OPTIONS FOR HOME-BASED BUSINESSES

SCORE
"America's Counselors to Small Business"
FREE counseling & 30+ FREE workshops each year

This workshop is presented by Accion Corporation

Accion is a lending institution dedicated to providing financing and business education to small businesses.

This workshop applies to

- Home-based business owners
- Anyone thinking of starting a home-based business

Topics

- Who we are – Accion and Microlending
- How lenders view your business
- Understanding credit
- What lenders look for in home-based businesses
- Accion loans

Benefits of attending

- Gain new information...
- Be reminded of something forgotten!

Questions / Registration
386-255-6889 and/or score87.org

Can't attend this workshop?
Most sessions repeat!
Check our website often -- score87.org

SCORE Volusia/Flagler -- Nationally-recognized
#3 among the 350 Chapters in the Nation for 2013

SCORE Volusia/Flagler | Chapter 87
Daytona Beach, FL

Business Directory | Events Calendar | Hot Deals | Job Postings | Contact Us | Weather

Powered by chambermaster

West Volusia Regional Chamber of Commerce

Events Calendar

Score - Free Workshop

LEGAL & INSURANCE -- REQUIRED & OPTIONAL

SCORE
America's Counselors to Small Business
FREE counseling & 30+ FREE workshops each year

This workshop applies to

- New entrepreneurs or individuals considering starting a business
- Home-based businesses included

Topics

- Required & optional legal & insurance coverage.
- Common and costly business legal mistakes
- Contracting, partnership and shareholder agreements
- Employee issues
- Ways to keep your insurance premiums low
- How to find a good insurance agent

Benefits of attending

- Gain new information...
- Be reminded of something forgotten!

Questions / Registration
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Powered by chambermaster



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SCORE.org



SCORE

Flagler County -- Featured in publications

FLAGLER CHAMBER OF COMMERCE

- Thrive -- A quarterly magazine
- Palm Coast Observer -- Tips & Tools in The Voice, which is the Chamber's monthly newsletter
- Tips & Tools -- Third Thursday each month

Q1 | 2014

Thrive!

The essential small business guide to trends, strategies, news and events.

For more information:
SCORE | Volusia/Flagler
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Daytona Beach, FL 32114
P 386.255.6889 | F 386.255.0229
info@score87.org | www.score87.org

SCORE
FOR THE LIFE OF YOUR BUSINESS

SCORE Chapter 87

SCORE, a nonprofit association founded in 1964, provides free counseling services for small businesses in the US. SCORE, which stands for "Service Corps Of Retired Executives," has more than 350 Chapters and 11,000 Volunteers nationwide. The local Chapter 87 is an integral part of SCORE National under the auspices of the Small Business Administration (SBA). SCORE Chapter 87 operates with a board of directors, president and 29 certified volunteer counselors.

While SCORE is partially funded centrally by the SBA, local chapters are heavily reliant on local government and business sponsorships, as well as donations. SCORE volunteers provide free mentoring and counseling services to new and existing small businesses. Counseling normally takes place at a local chamber of commerce, at the client's place of business or remotely through "cyber-counseling." In addition to free confidential counseling, SCORE hosts bi-monthly workshops in conjunction with the Small Business Development Center (SBDC) at Daytona State College in Daytona Beach.

SCORE's counselors are experienced owners, executives or managers that volunteer their time to help small businesses succeed. Collectively, these volunteers have real-world experience in a wide range of industries as entrepreneurs or senior managers for medium and large enterprises in both the US and abroad.

In 2014, the Chapter will offer a workshop program with new topics including Franchising, Providing Customer Service and Lease Requirements for new businesses. In addition, new updates on "How to Start a Business and Flagler County Informative quarterly letter will be introduced. Business aids and templates will be made available on the website. ---

www.flaglerchamber.org | Thrive! Q1 2014

2 The Voice | www.FlaglerChamber.org

Observer

PALM COAST
THURSDAY, FEBRUARY 20, 2014

BUSINESS TIPS

Tips & Tools: Build Social Media into Your Marketing Strategy

By Tom Hellman | SCORE, www.score87.org

Few things have had such a rapid and pervasive effect on small business marketing than social media. Blogs, Twitter, Facebook and other elements of this medium have added a new dimension to connecting and interacting with customers, colleagues and potential business partners.

A recent survey of small business owners, by Manta.com, the online networking and promotional service, found that 90 percent of these businesses are actively engaged in social media networking sites, while 74 percent perceive social media networking as valuable, if not more so than networking in-person.

What's more, nearly half of the respondents said gaining and targeting prospective customers is the most valuable benefit of networking online. And 78 percent reported having gained at least a quarter of their new customers through online or social media channels.

For new and existing small business owners, the message is clear. Social media is an increasingly essential element of a marketing strategy. You need to market where your customers are.

One needs to understand that unlike conventional "one-way" marketing tools, social media is a two-way interactive medium between consumers and business.

"An effective social media strategy must be tied to your customer buy cycle—when and where they make purchasing decisions," observes consultant Jeanne Rosomme, founder of RoadMap Marketing. "Do they ask others for referrals/recommen-

dations? Do they use their mobile devices to search for information? And on which social media networks are they especially active? The answers will help keep you develop a focused social media strategy."

Social media content is more a need for quality versus quantity. About 80 percent of your Facebook posts, Tweets, and LinkedIn Group posts should be reacting to others and promoting them. No more than 20 percent of your communications should be of a promotional or sales nature. Focus on talking about things that are of value to your clients and prospects.

Gauging the success of social media efforts depends on what effect of the buy cycle the business wants to evaluate. For awareness, visits from Twitter, YouTube, or Facebook will be key indicators. Metrics for interaction include comments on blog and Facebook posts and the number of friends/followers and viewers.

To measure conversions—people who buy your product or service—look at the percentage taking advantage of promotional offers and don't forget to ask all new clients how they first heard about you.

To learn more about how to develop an effective social media marketing strategy, attend a free workshop sponsored by SCORE and the Flagler Chamber: "Supercharge your Facebook Marketing" on March 18 at Daytona State College Palm Coast campus from 6 to 8pm. Register for the workshop or for one-on-one confidential business counseling by contacting Rosalie Kalman at 386-255-6889 or at www.SCORE87.org.



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SCORE.org



SCORE

Excellent training thanks to the Flagler Chamber

Flagler Chamber of Commerce & SCORE

Business Excellence Boot Camp Plus

- Five consecutive Wednesdays April-May
- Participation limited to 15 owners because the program is interactive
- October -- Flagler Boot Camp II
- February – Boot Camp in Port Orange/New Smyrna Beach
- Next spring – Possibly Deltona

Business Excellence Boot Camp Plus Gets Positive Reviews

BY Tom Hellman, Counselor | SCORE 87

The Chamber and SCORE, the national nonprofit association dedicated to helping small businesses grow through one-on-one counseling and education, once again teamed up to help local businesses by offering "Business Excellence Boot Camp Plus." The five-week interactive Boot Camp provided business owners an intensive course in business fundamentals, leadership and management. The topics included:

- Knowing your business and creating an actionable plan for growth
- Supercharging your marketing and sales strategies
- Optimizing your financial planning and management to optimize revenues
- Providing the best overall customer service

The Boot Camp met five consecutive Wednesday evenings at the Chamber starting on April 23 and finishing on May 21. The program was led by SCORE certified mentors, who shared their practical experience in business counseling, leadership and management. These mentors are part of SCORE's Flagler/Volusia Chapter.

Thirteen Flagler County business owners actively and enthusiastically participated in the inaugural Boot Camp. The feedback from the participants, provided by evaluation forms, comments and testimonials, was extremely positive. Each participant rated the presenters and the material covered as outstanding. They indicated that the Boot Camp helped them develop a better understanding of their business and provided practical insights and knowledge that will be valuable in helping them manage their business more effectively and efficiently in the future.

The "Plus" associated with the Boot Camp comes after the program, when participants have an opportunity to receive free and confidential counseling from SCORE mentors in areas where they need help.

"Building on the success and positive feedback we received on the first Boot Camp, we plan on hosting another Boot Camp this fall," said Rebecca DeLorenzo, Chamber President and CEO. "We'll also keep in contact with the most recent class to see how much of an impact the program has on their businesses over time. All in all, we're grateful to SCORE for partnering with us to offer a program that will help our members thrive."

The Chamber and SCORE are looking forward to the second class of "Business Excellence Boot Camp Plus." The five-week fall session dates are October 15, 22, 29, November 5, and 12 from 6-8pm and cost to participate is \$97.00.

For those interested in participating, please contact Tiffany Edwards at 386.437.0106 or visit www.flaglerchamber.org for more information. •



Participant Feedback:

"This Boot Camp was amazing. I have learned so much. I was almost afraid to talk about some things in my business and the people from SCORE made it easy and invited us to come to their office for individual help. This Boot Camp gave me so much and I am excited about the future for my business."

Julie Guimond – Owner, Sensible Water Solutions, LLC

"I feel the training provided is valuable to almost any business of any size. The core of the training focused on areas of success, such as marketing, customer satisfaction, and financial management, which are crucial areas that most businesses could improve for long term growth. I think SCORE and the Flagler County Chamber hit a home run and many businesses will continue to gain valuable education and training from future Business Boot Camps."

David Fowler - Partner, Alliance Financial Partners
Flagler County Chamber Board Chair

"As a small business owner, I know what needs to be done, but with my busy schedule, those important tasks don't always get done. The Business Boot Camp forces you to sit down and think about applying these techniques and skills to help grow and improve my business."

Cindy Dalecki - Owner, Marketing 2 Go



Business Boot Camp Participants

Back Row L to R:
Mark Boos, David Fowler, Steven Nobile, Irina Samurin, Tom Hellman
Front Row L to R:
Melissa Cousley, Cindy Dalecki, Julie Guimond, Samuel Ayodele, John Rothwell, Ryan Campbell
Not pictured: Trish Giaccone, Renee Rothwell, Tatyana Kalmukova

www.flaglerchamber.org | Thrive! | Q2 2014 | 19



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SCORE

Upside & Downside for Small Business



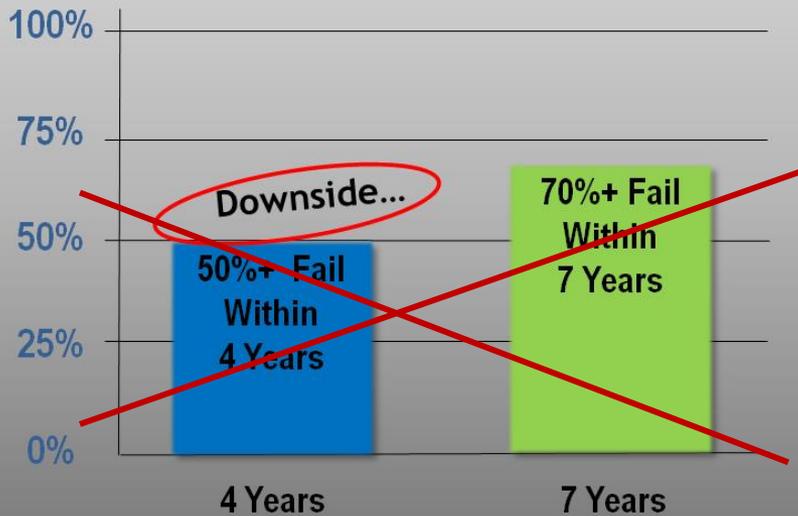
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SCORE

Helping Small Businesses Succeed

More Than 1 Million Small Businesses
Are Started Each Year

Upside...



Despite the downside...

- “Research shows that small businesses utilizing SCORE services have a 40% higher survival rate.” -- Source: SBA
- “Businesses that receive three or more hours of mentoring report higher revenues and increased business growth.” – Source: SCORE



10 million people helped!
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More Than 1 Million Small Businesses

Upside...

Are Started Each Year



Despite the downside...

- *“Research shows that small businesses utilizing SCORE services have a 40% higher survival rate.” -- Source: SBA*
- *“Businesses that receive three or more hours of mentoring report higher revenues and increased business growth.” – Source: SCORE*

Businesses that receive 3 or more hours of mentoring report...

higher revenues
& increased business growth!

Contact a SCORE mentor now!



10 million people helped!

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SCORE
FOR THE LIFE OF YOUR BUSINESS

SCORE

Our Counselors Come From Many Backgrounds

Broad Experience

1. Accounting ✓
2. Administration
3. Advertising
4. Banking
5. Budgeting
6. Business Plans ✓
7. Buying a Business
8. Cash Flow Analysis ✓
9. Construction
10. Distribution
11. Engineering
12. Export/Import ✓
13. Financial Planning

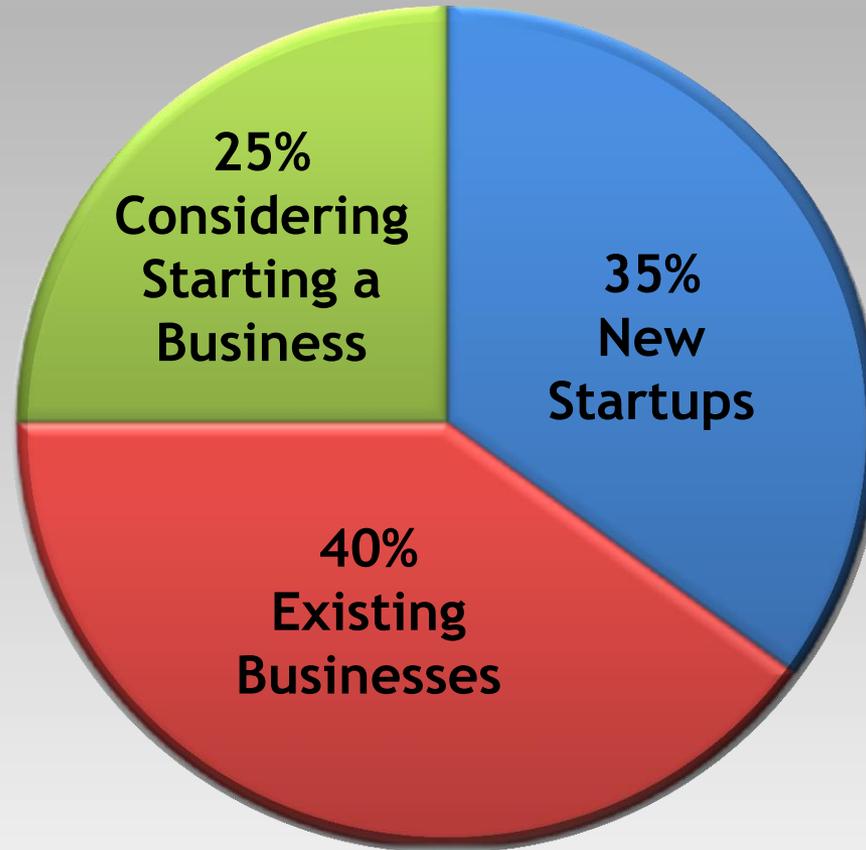
14. Financing ✓
15. Hotels/Motels
16. Insurance
17. International Business
18. Inventory Management
19. Manufacturing
20. Marketing
21. Packaging
22. Production Management
23. Public Relations
24. Restaurants
25. Sales
26. Wholesale Operations

- 30 staff members – 13 have 5 years or more with SCORE (43%)
- All clients receive a survey to evaluate their counseling sessions

SCORE

Who We Mentor

Client
Profile



50th
ANNIVERSARY
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SCORE

Who We Mentor

Principal Areas of Mentoring

- **Business Start-up Assistance**
- **Business Plan Preparation & Review**
- **Cash Management & Loan Financing**
- **Marketing & Sales**
- **Business Management Issues**
- **Customer Service**
- **Websites & Social Media**



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SCORE Services

Overview of our Workshop Program



“A must for any business, whether a startup, existing business or home-based.”

Quality Training

- 30+ sessions each year -- free
- Presented by SCORE staff and outside presenters
- Average attendance = 45
- Attendee surveys provide feedback

In collaboration with...

- Chambers of Commerce
- SBDC
- Other Business Associations

Complete schedule at score87.org

- Can't make a particular date? Check the schedule often as the sessions repeat
- Most workshops at Daytona State College, main campus

SCORE Services

Our Workshops... 30+ per year

- Legal & Insurance Requirements & Options for Small Business ✓
 - Find out which kinds of insurance is required or optional
- Sales & Marketing
 - Effective Marketing Techniques you need to understand
 - Tips to increase sales in difficult market conditions
- Ensuring Financial Success of Your Small Business ✓
 - A review of profit & loss statements & balance sheets
 - Comparing your costs to your industry
- Planning for Success ✓
 - Why you need a plan & tips for building it and reviewing it regularly
- Creating a Powerful Website
 - Should you build it yourself?
 - What to look for in selecting a website company
- Growing Your Business Through Email & Social Media
 - The Power of E-mail Marketing
 - How to incorporate Social Media into your business strategy
- Providing Outstanding Customer Service
 - Customer engagement
 - Practical tools & techniques to improve customer interaction

Benefits of attending?

“Learn something new... or be reminded of something forgotten!”

SCORE

National website - Attractive, easy to navigate

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GET FREE BUSINESS ADVICE NEAR YOU:

BRANDING

50 Tips for Success
Get marketing, planning, leadership, productivity, and social media tips for your small business.

Blog: The Four of a Strong Nonprofit Brand
Many nonprofit organizations spend time crafting a mission statement to clarify their place in the world. But it's important to remember...[Read More](#)

Get Free Business Advice Now Via Email
Type in what your business concern or need is, then choose the SCORE mentor that best meets that need.

Success Story - SCORE Client Link Coworking
Founded on October 9, 2010, Link Coworking is a membership club located in central Austin that brings people together who share the need for a place to conduct their business in an interactive space.

Thanks for visiting score.org. We value your feedback. Please send any questions and/or comments to help@score.org.

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GET FREE BUSINESS ADVICE NEAR YOU:

Business Plan Assist
Expert guidance on your business plan

Writing Your First Business Plan: 4 Things You Need to Know
If you're about to tackle writing your first business plan, you've probably got more questions than you do answers. Where do I start? ...[Read More](#)

Get Free Business Advice Now Via Email
Type in what your business concern or need is, then choose the SCORE mentor that best meets that need.

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GET FREE BUSINESS ADVICE NEAR YOU:

Growth Strategies

What business strategy will drive the greatest small business growth? Here you will find examples and structured processes for creating and evaluating growth strategies. Get information on importing or exporting abroad, creating new product lines, and more.

Plan for Big Things.
Hard work isn't enough - you need a plan for success and growth.

Featured

- Inside-Out Secrets of Growing Your Business
- 7-Step Checklist for Growing Your Business
- 6 Ways Business Owners can Work Smarter



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SCORE

National website - You can find it here!

score.org

- 7 columns of major business topics
- 60+ business subjects

Dozens of articles and videos within each topic...

- How-to guides
- Samples business plans
- Sample marketing plans
- Webinars
- Success Stories

BUSINESS ADVICE	STARTUP	RUN & GROW A BUSINESS	MARKETING	FINANCE & MONEY	TECHNOLOGY	MANAGEMENT
Business Plans ✓	Business Ideas	Business Plans	Advertising	Accounting Basics	Apps & Software	Customer Service ✓
Mentoring	Business Plans	Government Contracting	Branding	Bookkeeping	Business Software	Employee Benefits
Small Business Outlook	Buying a Small Business	Green Business	Business Plans	Budgets	Internet & Online Business	Human Resources
	Franchising	Growth Strategies	Customer Engagement	Business Plans	Mobile	Leadership
	Government Contracting	Human Resources	Finding Customers	Exit Strategies	Office Tech	Legal Issues
	Green Business	Innovation	Legal Issues	Financing/Loans	Security	Strategy & Planning
	Home-Based Business ✓	Leadership	Marketing Basics	Legal Issues	Your Website	Work/Life Balance ✓
	How to Incorporate	Legal Issues ✓	Marketing Ideas	Money Management ✓		
	How-to Guides ✓	Office & Operations ✓	Online Marketing	Payments & Collection ✓		
	Legal Issues	Selling a Business	Pricing Strategy	Personal Finance		
	Naming a Business		SEO	Pricing Strategy		
	Startup Basics		Sales	Selling a Business		
	Startup Financing		Social Media ✓	Taxes		
	Success Stories ✓		Your Website			

SCORE

How people find out about us

Clients find us through a variety of sources

Our Community Outreach Program seeks to broaden public awareness...

- Updates to county and city offices for Economic Development
- Presentations to Chambers of Commerce & Rotary Clubs
- Contacts with loan officers at banks
- Our local & national websites, found via search words for business help, counseling, mentoring
- Social Media
- Referrals from the SBA/SBDC
- Word of mouth / existing client references
- We're on radio once each month, Big Talk With Big John in Ormond Beach

SCORE

Success Stories



Kermit says...
“Let’s hear
more success stories!”



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SCORE

Turn to our Counselors for Small Business Advice

National...

- ✓ 50 years of service to the small business community
- ✓ Confidential Free Business Counseling & Workshops
- ✓ By experienced professionals, some retired, some still working

SCORE Volusia/Flagler -- A nationally recognized Chapter

- ✓ Counseling at six locations... a person's place of business or by phone or email
- ✓ 30+ free workshops each year

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CONTACT INFORMATION

Volusia/Flagler Chapter

Phone: 386-255-6889... Website -- score87.org

National Website -- score.org