



# SCOREBOARD

From Knoxville Chapter of SCORE

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Welcome to the latest issue of **SCOREBOARD**, a free business resource from the Greater Knoxville Chapter of **SCORE, Counselors to America's Small Business**. **SCOREBOARD** is intended to provide business owners and managers with helpful tips, ideas, and features that will help your business grow and become more successful. Please continue to send us your input to [newsideas@scoreknox.org](mailto:newsideas@scoreknox.org).

### WHAT'S IN THIS ISSUE

The articles in our last issue on cost reduction and marketing as ways to keep your business viable during tough economic times caught the attention of our readers as there were more links clicked to these articles than in any of our previous editions. So with that in mind, we've decided to continue the theme and include additional articles on these two subjects.

We've also included an article on a subject that business owners spend considerable time with this part of the year - taxes. In addition to the site IRS has designed especially for small and self-employed businesses, it's started a newsletter on tax matters for small businesses.

There's an old saying that "The best form of flattery is imitation." Another way of saying this is that "Nothing breeds success like success." We've included in this issue our latest client success story on a Knoxville business, State of The Art. Read how working with a SCORE mentor over an extended period of time allowed this firm to deal with several obstacles that most successful business owners face. So continue reading, learn, use these tips, and tell us how SCORE can continue helping you!

### OTHER CONTACTS

Blount County Chamber of  
Commerce  
201 S. Washington Street  
Maryville TN 37804  
PH: 865-983-2241  
[www.blountchamber.com](http://www.blountchamber.com)

Claiborne County Chamber of  
Commerce  
Suite #1  
3222 Highway 25E  
Tazewell TN 37879  
PH: 423-626-4149  
[www.claibornecounty.com](http://www.claibornecounty.com)

Farragut/West Knox Chamber of  
Commerce  
Suite 110  
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Loudon County Chamber of  
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318 Angel Row

Cutting costs during economic down times is critical to survival. Whether it's analyzing administrative costs, reducing overhead, or any number of other ways, many small business owners often overlook a method that large businesses utilize on a consistent basis - **Renegotiating**. Raymond Flaundez of the Wall Street Journal gives several examples of ways that small businesses can use this tool effectively in "[Small Businesses Cut Costs by Renegotiation.](#)"

Many small business owners may not be familiar with the art or techniques required to negotiate properly. "[Five Ways To Be a Better Negotiator](#)" is an article that gives some basic tips on the subject.

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Small businesses that find themselves struggling to pay large bills or unable to get loans are turning to an ancient payment system - bartering. Learn how by reading "[Barter Fits The Bill for Strapped Firms.](#)"

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The articles in our previous issue on Marketing in an Economic Downturn caught the attention of many readers. But as any savvy business owner would do, some responded with a simple statement - "SHOW ME!" (*And they probably weren't even from Missouri!*) Well, we've found some real data and statistics that prove the point. A series of six studies conducted by the research firm of Meldrum & Fewsmith showed conclusively that advertising aggressively during recessions not only increases sales but increases profits. This fact has held true for all post-World War II recessions studied by American Business Press starting in 1949. One major business-to-business advertiser summed it up best. "When times are good, you should advertise. When times are bad, you **must** advertise." To learn how crucial and effective marketing needs to be during down times, read "[Does it Pay to Advertise During a Recession Period?](#)"

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Want to keep up with the latest news on taxes for your business but forgot to call your CPA or don't have the time to browse the site that the IRS created especially for small and self-employed businesses? Well, now's there's a way to have the news come to you. The IRS has just announced an e-newsletter for you! To learn what's in it, see a sample issue, and to subscribe, click on "[IRS E-News for Small Business.](#)"

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Sometimes clients feel that SCORE only counsels on a one-time basis. But in reality, we're here to assist and guide our clients on a long term basis. Our latest Success Story illustrates this. Laura Goff Parham and Ben Parham, the owners of State of the Art, a custom stained glass design firm, initially contacted SCORE for a single issue. But over a period of more than 10 years, they have come back for counseling on other issues. The result: Counselor Chuck Christiansen has become a mentor for this firm.

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Monroe County Chamber of Commerce  
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520 Cook Street  
Madisonville TN 37354  
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Roane County Alliance  
1209 Kentucky Street  
Kingston TN 37763  
PH: 865-376-5572  
[www.roanealliance.org](http://www.roanealliance.org)

Roane State Community College  
Crossville Campus  
Crossville TN  
PH: 931-456-4910

## SCORE NEWS

### HELP WANTED

We have many clients that come to us for assistance in handling growth. Believe it or not, Knoxville SCORE is facing a similar situation and we're asking for **YOUR** help! Our client base is growing and we are in need of volunteers to serve as a counselor, administrator, media contact, workshop presenter, or web designer. If you, or someone you know, are interested in serving as a volunteer and have a successful career as a business owner or executive please visit the volunteer page on our [web site](#). For additional information you may contact us at 865-692-0716 or send an email to [volunteer@scoreknox.org](mailto:volunteer@scoreknox.org)



Laura Goff Parham, Chuck Christiansen, & Ben Parham

Read about their experiences in "[With Growth Come Other Issues.](#)" And while you're visiting our web site, look through the other [Success Stories.](#) There's probably one similar to a situation you're facing, and you might find a solution!

### **SCOREKNOX.ORG WEB SITE**

Our web site library has many articles and sources of interest for small businesses. And it's not just for businesses in our local area. We recently received a note from a browser in Edmonds, Washington that we would like to share with you.

"I am writing to you regarding a project I have been working on that started out being a simple business plan. In developing it, I came to an impasse as to which direction to go, profit or non-profit. I want you to know that out of all the websites encountered in my research for resources of information, your site has been **THE** most helpful one. I was able to read information that was well written, very well researched, and the best part of all, didn't cost me an arm and a leg to go to the next page every time or I didn't have to register to read any of the topics. I just wanted to let you know that I will be recommending your website for new business information research for our organization in the future.

Thank you,  
Jeannie Miller"

So remember, a great resource for information and advice is just a click away at our [SCORE Library.](#)

To unsubscribe from this newsletter, click [here.](#)

We encourage you to forward this newsletter to associates and other businesses by clicking the 'forward email' link in the bottom section.

To contact us to schedule a counseling session, please click [here.](#)

## **UPCOMING EVENTS**

### **SCORE WORKSHOPS**

#### **"So You Want To Be An Entrepreneur?"**

Knox County Library,  
Farragut Branch, Saturday  
April 11.

For information and to register,  
call 865-692-0716

#### **"Surviving In Tough Times"**

Roane County Chamber of  
Commerce, April 28

For Information, click [here.](#)

## **OTHER WORKSHOPS**

#### **"City of Knoxville Small Business Conference"**

Knoxville, April 16.

For information, click [here.](#)

#### **"Expanding Your Business Around the Globe"**

Knoxville, April 23.

For information, click [here](#)



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