

SCOREBOARD

From Greater Knoxville Chapter of

SCORE[®]
Counselors to America's Small Business

A free business resource from the Greater Knoxville Chapter of SCORE, "Counselors to America's Small Business," *SCOREBOARD* provides business owners and managers with tips, ideas, and news to help your business grow and become more successful.

VOLUME 3, ISSUE 3

MAY/JUNE 2009

WHAT'S IN THIS ISSUE

We can finally say with certainty that spring has arrived when May rolls around. We're able to renew outdoor rituals like planting or lawn mowing or participate in recreational activities like hiking or golfing.

May is also a special month for SCORE, since the week of May 17 - 22 was designated nationally as "Small Business Week." The Greater Knoxville Chapter of SCORE celebrated this special week by conducting a "Small Business Client of the Year" contest and in this issue we introduce the winners of this contest. We also are showcasing our latest success story business, Bags by CoachO.

Much has been reported about how the recession has affected small businesses in their ability to obtain financing and credit. We'd like to hear from you on this subject.

Businesses are always looking for ways to increase revenue, and we've included an article that details how a few businesses have done so without raising their pricing.

So read on, click on the links to learn more, and have a wonderful spring!

"I can't get a loan to expand my business."

"My line of credit has been reduced."

"My credit card limit has been lowered."

These are comments SCORE counselors have been hearing for

**Greater Knoxville SCORE
Suite 450**

**412. N. Cedar Bluff Road
Knoxville TN 37923**

PH: 865-692-0717

FAX: 865-692-0718

www.scoreknox.org

OTHER CONTACTS

Blount County Chamber of Commerce
201 S. Washington Street
Maryville TN 37804
PH: 865-983-2241
www.blountchamber.com

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

Farragut/West Knox Chamber of
Commerce
Suite 110
11826 Kingston Pike
Knoxville TN 37933
PH: 865-675-7057
www.farragutchamber.com

Loudon County Chamber of Commerce
318 Angel Row
Loudon TN 37774
PH: 865-458-2067
www.loudoncountychamber.com

several months. But there are some reports that the credit freeze is thawing.

We'd like to hear from our clients about your experiences in applying for a loan or line of credit, so please take few moments to tell us what worked, where you were able to obtain financing, what types of lenders denied your application, how long it took to obtain, etc.

Your information may help us assist other clients in obtaining financing to maintain and grow their business. Just click [here](#) to send us an email about your experiences.

Sustaining revenue during an economic downturn can be difficult, and growing revenue can be even more daunting. Price cutting is one way businesses to attempt to do it, but this can lead to reduction in profit and cash flow.

Another way to sustain and grow revenue is to realign your product mix and customer base. There are basically four ways to do this:

- 1 - Sell the same product to the existing customer base
- 2 - Sell the same product to a new customer base
- 3 - Sell a new product to the existing customer base
- 4 - Sell a new product to a new customer base

To learn how four small businesses successfully employed these tactics, read "[New and Improved](#)." We think there are some ideas that you might be able to use.

We've all had an idea that elicited "*Why didn't I think of that?*" and a slap to the head! Perhaps you've had such an idea but weren't able to market or build it, or didn't have the time or funding to get it into the market place. Now there's a way you may be able to present that idea to a national audience.

ABC Television is airing a new reality show this fall named "***Shark Tank***" produced by Mark Burnette, creator of "***Survivor***" and "***The Apprentice***." Here's the concept. Entrepreneurs, business people, innovators, and dreamers present their idea (an imaginative enhancement for an existing product, a family recipe that has all the ingredients to become a profitable culinary treat, or the latest technological gadget that could take the world by storm) to a panel of multi-millionaire investors. If one of the panel members likes the idea, they offer to buy a percentage of it. What really creates excitement is when more than one panelist wants the idea, and the bidding takes off!

To learn more about this opportunity and how to become a potential contestant, go to "[Shark Tank](#)."

We'll be watching for you this fall!

Monroe County Chamber of Commerce
Suite A
520 Cook Street
Madisonville TN 37354
www.monroecountychamber.com

Roane County Alliance
1209 Kentucky Street
Kingston TN 37763
PH: 865-376-5572
www.roanealliance.org

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

SCORE NEWS

SCORE counselors volunteer their time and expertise to assist small businesses in their communities. But for many, volunteerism goes beyond SCORE. An example of this is Counselor Dana Peterka, who recently received the **Distinguished Service Award** from the Roane County Alliance for his outstanding performance and contributions over the past 10 years.

In presenting the award, Alliance President Leslie Henderson stated that Dana "has so many extraordinary attributes it is difficult to know where to begin. He has served as Chair of the Greater Knoxville SCORE Chapter, is the chair of the Roane Alliance Small Business and Retail Chamber committee and is currently conducting the highly-successful "Lunch and Learn" Workshop Series."

Like many other SCORE Counselors, Dana is an example of someone who helps just because it is needed."

Congratulations, Dana!
SCORE WORKSHOPS

"So You Want To Be An Entrepreneur?"

SCORE's mission is to assist our clients in growing their businesses and making them successful. During Small Business Week we recognized two such businesses in our area as **"Clients of the Year."**

"Signs 'n Such," a West Knoxville business owned by Connie Hutchison, was named the winner and received a \$500 award.

"Southern Stars Symphonic Brass," a professional performing group based in Crossville Tennessee and founded by Dwight Wages, was chosen runner up and received a \$100 award.

Additionally, the Knoxville SCORE Chapter recognized **Carly Harrington**, Knoxville News Sentinel reporter, as "Journalist of the Year" for her contributions in covering and advancing small business.

Pictured below receiving their awards and certificates are Chapter Chair Walt Williams with Journalist of the Year Carly Harrington, Counselor Dana Peterka with Dwight Wages, and Counselor Chuck Christiansen with Connie Hutchison and David Hutchison.



To learn more about their accomplishments and how SCORE assisted them, read ["SCORE Announces Client and Journalist of the Year"](#).

Some people get involved in a project as a hobby, or an avocation, or simply to make things better. Then at some point they decide to transform that activity into a business. That's the story behind Charles Oliver.

As a track coach he found ways to make the organization and logistics of track meets more efficient and professional. After several years of doing this, he realized there was a business opportunity doing this, so he formed CoachO. He now has 11 employees, a contract with the Amateur Athletic Union to manage track events, and also markets gear, apparel, and equipment.

To see how this business grew and how SCORE was able to assist in the growth, read ["A Coach and a Service."](#)

Presented from 10:30 to 11:30 AM on the following dates:

Saturday, June 13
Saturday, June 27
Saturday, July 11
Saturday, July 25

These sessions are co-sponsored by Offices Suites Plus and will be held at their location at 200 Prosperity Drive in Knoxville.

Space is limited so registration is required. Call the Knoxville SCORE office at 865-692-0717 to register.

Click [here](#) to learn more about the workshop and to find directions to Office Suites Plus.

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](#).



We want to thank our sponsors.

To visit them, click on the logo.

[Forward email](#)

Constant Contact is a proud sponsor of SCORE

 **SafeUnsubscribe®**

This email was sent by

news@scoreknox.org

[Update Profile/Email Address](#)

| Instant removal with [SafeUnsubscribe™](#) |
[Privacy Policy](#)

SCORE
Suite 450
412 North Cedar Bluff Road
Knoxville TN 37923



*Pictured above are Counsleor Chuck Christiansen
and client Charles Oliver.*