

SCOREBOARD

From Greater Knoxville Chapter of



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.

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SCORE NEWS

Workshops are among the many methods that Knoxville SCORE uses to reach clients and prospects. While most are targeted to business owners and managers, we have recently initiated a new workshop for employees and students titled "*Getting a Job and Keeping It.*" Sponsored by ORNL Credit Union and Roane Alliance, the workshop offers tips and techniques for those entering the marketplace, as well as how to be more effective and productive in the workplace once they become an employee.

One attendee entered a competition named Skills USA in the Job Interview category. Following the state-wide portion of the event, she sent a message to the sponsors and SCORE which we thought you would like to read.

I was a participant and also completed your workshop on "*Getting a Job and Keeping It*" this past March at Roane State. It was of great benefit to me as I am not only a student about to re-enter the job market but also a participant in the SkillsUSA competition for Job Interview. You may remember that I mentioned it to you during the workshop. I just wanted to touch base with you to let you know that I won a gold medal when I went to the state level competition in Chattanooga in late March. I will be going to national competition in Kansas City, MO at the end of this month. I will again be using information that I retained from the workshop. Thanks to you and the Chamber again for offering such a useful event.

Sincerely,
Gail Powers-Helton

For a listing and schedule of other workshops, visit our web site, www.scoreknox.org.

WHAT'S IN THIS ISSUE

There are encouraging signs that the worst of the economic downturn may be over. The Discover Small Business Watch had encouraging news for small business owners, with reports that small business confidence - one of the most important barometers of the national economy - **posted encouraging results for July. The Small Business confidence index rose to 82.1, up from June's reading of 80.9.** The survey reported that **30 percent of small business owners believe the economy is improving** - up from 26 percent in June - while the number of small business owners who believe the economy has worsened dropped 7 percent from the previous month, landing at 50 percent.

Using this data as the basis for this issue of SCOREBOARD, we've included articles and tips you can use to prepare for the recovery.

So read on, and click on the links to learn more!

A smart business owner is constantly researching ways to trim overhead costs to make sure their business is as profitable as possible and to improve their cash flow. Make sure you're at the top of your game by implementing and taking advantage of all the free and low-cost options there are out there for small business owners. Lauren Fairbanks shares some of these options in "**8 Ways to Cut Your Overhead Expenses from Minimal to Practically Non-Existent.**"

As you begin your planning, you may want to consider evaluating contracts, whether existing or new. One aspect of your evaluation should involve negotiation, and a basic axiom of negotiation is to strive not to make the first offer. Norm Brodsky, a contributor to *INC.* magazine, relates an experience that illustrates this point in "**When Negotiating, Always Listen Before You Speak.**"

The credit crunch has undoubtedly put the squeeze on small businesses but there are plenty of entrepreneurs who refuse to throw in the towel. Instead, they're coming up with creative ways to keep their companies afloat. While you may not be able or want to employ the actions described in

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["Unique Ways Entrepreneurs Are Raising Money"](#), perhaps the approaches will generate some creativity of your own!

Speaking of creativity, many of our clients have started businesses using a novel or unique service or product. Some of these ideas undoubtedly evoked comments from peers and relatives like "***You want to do WHAT??***" or "***What ARE you thinking??***" But some of these ideas pale in comparison to what Millie Hinkle wants to do. For an example of not letting others derail your dream and to learn what perseverance really means, read "[A Fan of Camel Milk Struggles to Start a Drome-dairy.](#)"

As any new or recently started business owner knows, there are a multitude of things to keep track of. One area that must not be neglected is your taxes, whether state, local, sales, business or income. The IRS recently publishes a tax tip for these owners titled "[Top Seven Tips for Taxpayers Starting a New Business.](#)" We encourage you click on the above link to read this short article and be prepared to ensure you are ready when tax time rolls around in 2010.

PS - there is a link at the bottom of this article that allows you to subscribe to the IRS's e-newsletter for small business.

SCORE WORKSHOPS

"So You Want To Be An Entrepreneur?"

Presented on Saturdays from 10:30 to 11:30 AM on these dates:

August 22
September 12 and 26

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.

"Matching Making Event"



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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](#).

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If you have an idea you'd

Sept. 7 from 11 AM to 5 PM at Rothchild's Catering on Kingston Pike in Knoxville

like to share with us or a suggestion for future issues, click [here](#).

Sponsored by East Tennessee Purchasing Association.

Government agencies & departments and major corporations explain and learn what products & services small businesses can provide, and how to become a potential vendor

To register, contact Ms. Penny Owens at 865-215-2648 or go to www.etpanews.org/matchmaking.html to register online.

Please register by August 20th so ETPA can match your products and services to organizations with similar procurement needs.

Brought to you by the Greater Knoxville Chapter of SCORE, "Counselors to America's Small Business," a nonprofit association and resource partner with the [U.S. Small Business Administration](#). SCORE is dedicated to entrepreneurship and the formation, growth and success of small businesses nationwide. Since 1964, SCORE has helped more than 8 million entrepreneurs.

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