

Finding Fulfillment After Retirement?

SCORE makes career fulfillment possible at any stage in life.

Submitted by: Emily Bernice Fletcher

FOR IMMEDIATE RELEASE: KNOXVILLE, Tenn. (Feb. 5, 2009) – From a public school music teacher to a publishing firm salesman to a retired business man, Al Colombo experienced a variety of careers in his adult life, but was still left unfulfilled until he met Larry Struttmann, a SCORE Counselor from the local Knoxville Chapter.

Colombo's deep passion for music and performing led him to SCORE, where he has since been able to make the most of his retirement by performing as a solo violinist.

SCORE is a national non-profit organization devoted to educating entrepreneurs on the formation, growth, and success of small business owners. Colombo found SCORE through joining his local Chamber of Commerce, which is where he was introduced to Struttmann, a counselor and a fellow member of the Chamber.

Struttmann helped Colombo analyze his small existing business as a musician, and together they developed a marketing plan to expand his business. Since Colombo had previously depended on acquiring clients through word-of-mouth, Struttmann assisted Colombo in compiling a list of potential clients, contacting those clients, and establishing a new target market—assisted living facilities and nursing homes. With the professional help from Struttmann, and Colombo's ability to follow through with contacts, Colombo gained 20 new clients.

Since his success with SCORE, Colombo has consulted with Struttmann and other SCORE counselors on issues like implementing advertising, seeking collaborations and sponsors, and even enhancing his own performances.

Colombo's experience with SCORE illustrates the organization's understanding of the importance of doing what one loves regardless of his or her age. With SCORE's help, crucial elements of a successful business, like networking and research, can be made easier. Therefore, one can spend time doing what he or she loves, and doing it efficiently for the business.

SCORE's experienced counselors and numerous resources can assist any type of small business significantly. Plus, SCORE is free. For more information on SCORE, please visit our website at www.scoreknox.org or feel free to call at 865-692-0716. You can also send an e-mail to counseling@scoreknox.org.

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