

January 2012 Newsletter



Update by Carl Knoblock, Pittsburgh District Director



Carl Knoblock

According to the late Supreme Court Justice Oliver Wendell Holmes *“The great thing in the world is not so much where we stand, as in what direction we are moving.”*

In 2012, the [U.S. Small Business Administration](http://www.sba.gov) will usher in the new year with new changes to our CAPLine Lending program coupled with three new initiatives for small business owners that will continue to bolster the region’s economy.

This past year, SBA Headquarter solicited input from lenders throughout the country to revamp the agency’s CAPLine loan program making it even easier for small business owners to meet their working capital needs. Consolidating the loans into four categories – Seasonal Line, Contract Line, Builders Line Standard Asset-Based Line – the program strives to put capital into the hands of contractors within one to six business days. These loans usually are “in-addition” to existing lines of credit and can be used to meet project-specific cash needs. All CAPLine loans boast guarantees of up to 85 percent and will greatly help contractors ramp up for the upcoming spring construction season.

In addition to short-term capital for contractors, the SBA has committed resources to grow the economy via exporting, social enterprise development and a multi-agency jobs and innovation accelerator cluster. And, the Western Pennsylvania SBA District Office along with our resource partners will be a player in each of these initiatives.

In the newly implemented State Trade and Export Program (STEP), you need look no further that Johnstown-based UMFmedical as an example of how the SBA, not only offered capital access, but exporting assistance via Southern Alleghenies Planning and Development Commission. UMFmedical President and CEO Eileen Melvin, wanted to determine feasible exporting options for her 56-year-old company that manufactures medical examination tables, cabinets and chairs. A trade mission to Saudi Arabia helped Melvin and her team to invest in relationships with the country and become respected in the public sector. The program will be funded for three years by the SBA with hopes to double our country’s exporting efforts.

Lastly, in the coming year, the Western Pennsylvania SBA District Office will become involved with incubators housing entrepreneurs that not only produce jobs, but, social and environmental benefits. We’ll also have a hand in the Southwestern Pennsylvania Revitalization cluster that strives not only to create jobs, but, also to train thousands of people for jobs in high-growth sectors.

This blueprint for growth involves not only SBA employees and lenders, but, our resource partners – SCORE, SBDC and WBC personnel. Your awareness of our programs will help entrepreneurs grow Western Pennsylvania’s economy. As Central PA SCORE Chair John Vincenti stated *“information is power and promotes success, we [SCORE counselors] help entrepreneurs be more successful.”*

Carl Knoblock, Pittsburgh District Director, [U.S. SBA](http://www.sba.gov), Pittsburgh Office (0358), Chamber of Commerce Building, 411 Seventh Avenue, Suite 1450, Pittsburgh, PA 15219 (412-395-6560) Email: carl.knoblock@sba.gov

SCORE Central PA's Outreach Report

by John R. Vincenti, Chapter Chair

Recently I was asked how our chapter has been doing as we enter our 22nd year of service in Central Pennsylvania, especially in Centre County. Frankly I did not have the data to provide the person a proper answer. This article is a more comprehensive response.

“Entrepreneurship is alive and dynamic in Centre County.” It has kept SCORE Central Pennsylvania (SCORE CPA) Chapter 618 volunteers busy. Since 2005, when SCORE’s headquarters began using an on-line data base to record and update counseling activities, the chapter has recorded 1033 clients. This represents an average of 172 clients per year.

Clients come to SCORE in several ways:

- Through SCORE.ORG, the national program. Here one can pick a counselor based on their expertise or location.
- Or via SCORECPA.ORG using the on-line application.
- By calling the State College office or one at other county sites courtesy of Chambers in Clearfield, DuBois, Huntingdon and Lewistown.

Seventy-four percent of all 1033 recorded clients came from Centre County. Three percent came from Mifflin County. Mifflin was not part of the chapter’s original charter, founded in 1991. It joined SCORECPA in 2006. Three percent came from Clearfield and one percent from Huntingdon County. The remaining nineteen percent of clients came from outside the chapter’s four-county service area.

SCORE has been unable to acquire resident volunteers in Clearfield and Huntingdon counties for several years. Therefore SCORE’s opportunity to provide free and confidential counseling/mentoring to start-up and existing businesses has been stifled. Without resident member visibility and service, it makes it more difficult to get the word out and help existing or start-up small businesses locally.

SCORE CPA currently has 28 counselor/mentor, resource or intern members. Centre County represents 93 percent of the chapter’s volunteers. The remaining volunteers come from Mifflin County. The chapter is very fortunate to have a broad cross section of volunteers from diverse business backgrounds. Volunteers range in age from 20 to 80.

Client demographics:

SCORE Nationally:

54% male – 46% female – 46% are younger than 44 years old
69% are college graduates – 82% are white/Caucasian

SCORE Centre County:

62% male – 38% female – 51% are younger than 44 years old*
68% are college graduates* - 92% are white/Caucasian*

Nationally /Centre County comparison of status and/or reason why people come to SCORE:

50% Nationally/43% Centre County* were self-employed when they first sought SCORE mentoring
33% Nationally/37% Centre County* were considering starting a new business
33% Nationally/31% Centre County* were in the process of starting a new business
33% Nationally/31% Centre County* were already running a business

(*Based on best estimates from SCORE CPA members.)

SCORE’s business tools are extensively used to help clients succeed. SCORE CPA’s Business Improvement Workshops: Business Basics and Beyond the Basics include workshops on market plan, business plan, financial strategy, pricing strategy, customer communication strategy, promotion plan, web-marking strategy, feasibility plan, and cash flow analysis. There are over 650 people on the Chapter’s emailing list who receive business related announcements and newsletters.

Clients come to SCORE CPA with a wide variety of business skills. Several clients have used team counseling, one client has used seven different SCORE CPA members thus far. SCORE uses face-to-face, internet and phone communications when interacting with clients.

Business Improvement Workshops Always FREE for SCORE Clients

Business Basics – Tuesday, January 10, 2012, SCORE Central PA will offer both a morning and evening Business Basics workshop. One at the Nittany Bank, near the Nittany Mall in State College, PA, from 9:30am–Noon. The other at Coble Creek Manor (off Blue Course Drive in State College, PA) 7pm-9pm. Business Basics is an A to Z topical workshop on either starting a new business or getting a tune-up in your existing business. Workshop includes exercises in fine-tuning your goals and objectives, plus a free CD on business resources—please register.
Non-SCORE clients workshop fee is \$20.00, if you pre-register, cost \$10.00. Check deadline. [Information and REGISTRATION](#)

Beyond the Basics Tuesday, January 17, 2012, “[Overview of Taxes Businesses May Face](#)” A FREE WORKSHOP [Information and REGISTRATION](#)

- [Index of all articles both in Constant Contact and Chapter Newsletters](#)
- [SCORE CPA Business Directory](#) : Accounting, Banking, Bookkeeping, Business Consulting, Energy, Franchising, Health-Fitness, Insurance, Investment, Media, Photography, and Remodeling/Custom Builder.