

Hello and Welcome...

. . . to the Old Saybrook CT SCORE "e-Newsletter".

We are very excited about the Newsletter as our way to share information, news about upcoming events, and business ideas with you and others interested in the work our Chapter does.

We plan to publish a regular monthly issue of the Newsletter. News about our Seminars, other current business issues that might interest you or affect you, and new resources you can use may come more often than that.

You'll also notice our official name changing in upcoming Newsletters from "Old Saybrook SCORE" to "Southeastern CT SCORE". We believe the change better represents the broad list of Clients and the areas we serve . . . from Guilford to New London and Stonington along the Shore, and north to Norwich and upper Middlesex County.

We hope you will find the Newsletter interesting, informative, and helpful.

Eric Steinmetz
Chapter Chair



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Upcoming Events

Customer Loyalty Workshop Planned

The Clinton Chamber of Commerce invites all local business people to a workshop:

"Creating Value Through Client Loyalty: How to Attract and Keep Customers."

Presented by Tom Burland of SCORE, **Wednesday, October 17th.**

**Henry Carter Hull Library
Route 81, Clinton**

Topics to be included:

- Creating a marketing strategy: who do you want to reach and how do you do it
- How to create the plan and work the plan consistently
- Customer satisfaction measures how a customer felt about a transaction: Customer loyalty scores predict future buying behavior

Registration and networking will run from 5:00 to 5:45 p.m. A \$5 fee will be charged.

[Click here to get the registration form.](#)

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SCORE member Tom Burland will be the workshop presenter. Tom is a 28 year sales and marketing professional. He is a retired AT&T Executive, spending 18 years with AT&T Business Sales most recently as the Sales Vice President for AT&T New England. While in this position, Tom led a 100-person organization supporting a \$200M annual business. Since retiring, Tom has joined Coldwell Banker Residential Brokerage in Madison as a realtor. Tom is also a volunteer counselor with the Old

SCORE - Counselors to America's Small Business - is a nationwide volunteer non-profit organization composed of active, semi-retired and young minded seniors who may balance their volunteer activities with part time consulting and/or other community activities.

SCORE counselors are mentors - donating time and career experience insights to assist those who want to achieve their dreams of managing their own successful enterprise. In some cases, clients are guided in making the difficult choices to acquire an existing business or start a new venture, or if the scenario does not seem promising - to evaluate other options, while keeping their "day job".

An excellent value proposition - there is never any charge for SCORE counseling, which is offered on an appointment basis in Madison, Old Saybrook, and Mystic, and on an appointment or walk-in basis at the Gales Ferry (New London) offices of the Chamber of Commerce of Eastern Connecticut.

Counselor Profile: John Moran



This is the first of a series of profiles of SCORE volunteers - John Moran - now nearly two decades in to his second career.

John Moran has been a SCORE member for nearly 19 years. He was one of the founders of the Old Saybrook chapter and was its first chairman. For the past seven years, he has been SCORE District Director for the state of Connecticut.

Moran was trained as a metallurgist and prior to his retirement was employed for thirty-seven years by one of the largest mining and alloy-producing companies in North America. He was initially plant metallurgist in a foundry, but subsequently served in research and development and marketing and sales.

At the time of his retirement he was vice-president for corporate planning and based in Toronto. Additionally, he was chairman of two subsidiary small businesses in the U.S. and a member of the board of a small Canadian oil company.

Mr. Moran has found SCORE to be enormously gratifying and encourages everyone either to use it or join it.

Ask SCORE®

How to Manage and Prioritize Tasks: Five Ways to Get a Grip on Your Schedule

The relaxed pace of life we enjoy in our towns along the Connecticut shoreline can make our work day seem a lot more enjoyable. It's one reason we choose to live here. The absence of hectic big city life doesn't mean, however, that we can be totally casual about how we use our time on the job. After all, time is money no matter where we live.

Some days your schedule is your ally but more often it seems like an adversary. If you run a small business and wear the proverbial "many hats," you probably have noticed there's a limit to how many places you can be in at once. Here are five perspectives on making the most of your work hours:

Set priorities. The one thing all the time management gurus will agree on is that some tasks will be more important than others. It is up to you

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to impose that hierarchy on tasks and yours to revise-as often as you need to.

Keep a master list of tasks you must do. This is where you store and remember all your tasks until you are ready to act on them. Along with commitments already on your calendar and tasks that have evolved during the course of the day, this master to-do list will drive your schedule for the next day.

Keep your long-range and intermediate high-priority goals in mind when you decide whether to commit to any activity that will end up on your to-do list or calendar. How will this event, activity or meeting advance the goals you have set for your business?

Build wiggle room into your schedule. You can't control the unexpected, whether it arrives in the form of an emergency or an exceptional opportunity. Flexibility and adaptability are virtues that also apply to your time management principles.

Although there are many ways to approach scheduling, **the best type of calendar or day planner is the one that works for you:** the one you stick with because it lifts your productivity. It may be a PDA that enables you to upload and download information from your desktop, or it may be a traditional printed calendar. Only you can decide, but don't be afraid to experiment.

SCORE® Member Does Extra Duty for The Cove

The SCORE team consists of all volunteers. It should come as no surprise then that many of the SCORE team members volunteer for other worthy organizations. Dennis Peoples, an active SCORE counselor, is co-chairman of "Run for the Cove".

The Cove is a great organization that offers a refuge for children who are grieving the death of a parent or sibling. The cove provides a safe place for these children and their families to come together with other grieving families to share their stories and feelings.

Dennis used his knowledge of developing a focused market message, use of the web as a fundraising tool, and his interest in sports to create this positive message.

Run for The Cove generates a major portion of the funding for this non-profit organization.

Speakers Bureau

The Old Saybrook SCORE Chapter would be glad to provide a speaker for your Non-Profit Organization's regular meeting. Please contact the Chapter Chair for more information.

Email Counseling

SCORE offers national E-mail Counseling via the Internet! Visit: www.score.org for more information.

Workshops

The Old Saybrook SCORE® Chapter offers business workshops and seminars for both start-up and in-business entrepreneurs. Workshops also

offer a chance to network with other small business owners.

Topics help address specific interests in a given community. Workshop topics have included: Developing Your Business Plan, Starting and Operating Your Own Business, Getting Financing For Your Business, Basic Business Accounting, and Marketing Techniques for your Small Business.

Thanks for reading our e-newsletter!

Sincerely,

Old Saybrook SCORE®

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