

SCORE Chapter 0110,
Pueblo, Colorado
Press Kit

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Table of contents

About SCORE	3
About SCORE's Services	3
SCORE's Mission.....	4
SCORE's Outreach	4
Historical Look at SCORE	5
Milestones in SCORE History.....	5
Local Chapter	7
Contacts	8
National	8
State.....	8
Local.....	8
Member Biographies	9
Eileen Blaine	
Donald Bruestle	
Chris Burand	
Beverly Embry	
Rita Friberg	
Judith M. (Judy) Kochevar	
Peggy Lester	
Frederick W. (Bill) Mackey	
Mary Lou Millbern	
Nohemy Miralles	
David C. Russell, Jr.	
Terrance L. (Terry) Turner	
Ernestine Wardlaw-Thomas	

About SCORE

The SCORE Association, headquartered in Washington, D.C., is a nonprofit association dedicated to entrepreneurial education and the formation, growth and success of small businesses nationwide.

SCORE's 10,500 retired and working volunteers provide free business counseling and advice as a public service. SCORE is a resource partner with the [U.S. Small Business Administration](#).

- SCORE offers Ask SCORE email advice online
- Face-to-face business counseling at 389 chapters
- Low-cost workshops at 389 chapters nationwide
- Free and confidential small business counseling

About SCORE's Services

Working with our 389 local chapters, SCORE reaches small business owners across the country—from Maine to Hawaii. SCORE chapters serve as your local connection to small business know how.

At SCORE, we realize that you have 1,001 tasks and one chance at business success. Establishing, growing and improving a business takes a sophisticated mix of entrepreneurial vision, business management know-how and specialized knowledge. Through free, small business counseling and support services, SCORE volunteers are here to keep your business going and growing.

From marketing advice to finances, sales and operations, SCORE counselors will help you find the answers. Just as important, counselors will help you develop and think through your business plan to make sure you're asking the right questions.

When you seek help from a SCORE business counselor, you get the benefit of all his or her ideas—and the continuity of knowing that someone who knows and understands your small business is available for ongoing support. Seeking advice from a SCORE counselor provides a distinct advantage as you go forward.

SCORE's Mission

The SCORE Association is a national nonprofit organization with a public service mission. SCORE's 10,500 volunteers provide small business counseling and training through a network of 389 chapters, 800 branches and its Web site www.score.org. SCORE is a resource partner with the U.S. Small Business Administration. SCORE has served more than 6 million entrepreneurs since 1964. SCORE currently serves nearly 400,000 entrepreneurs annually.

SCORE's mission statement says that "SCORE provides professional guidance and information, accessible to all, to maximize the success of America's existing and emerging small businesses."

SCORE's Outreach

From its inception, SCORE's mission has been focused on the American dream of small business ownership. SCORE's unique service is based upon the idea of giving back to the community—in this case the local business community. Businessmen and businesswomen with successful careers and entrepreneurial ventures join SCORE to volunteer their time and expertise to help new businesses start and existing businesses grow and succeed. Read more about [milestones in SCORE history](#).

Since 1964, SCORE's primary service has been business counseling. SCORE mentors entrepreneurs through one-to-one business advising sessions on a full range of business topics. In the 1970s, when SCORE chapters were formed, SCORE expanded its services to offer workshops and seminars on a variety of business issues. In 1996, SCORE ventured online and began providing small business advice via email to meet the entrepreneur's need to have service on an around-the-clock basis. Read more about [Innovators in Online Business Advice](#).

SCORE serves about 400,000 entrepreneurs with counseling and training each year, and about 100,000 people participate in SCORE workshops annually. Each year, SCORE volunteers donate more than 1 million hours to operate SCORE chapter offices and serve entrepreneurs. Read more about [past and present SCORE Board Chairs](#).

In Colorado, SCORE has chapters in Denver, Colorado Springs, and Pueblo. In addition to the chapter locations, SCORE has a counseling presence in Trinidad, Alamosa, Canon City, Longmont, and Steamboat Springs.

A Historical Look at SCORE “Counselors to America’s Small Business”

Milestones in SCORE History

- 1953—The Small Business Act was signed into law by President Dwight D. Eisenhower. The U.S. Small Business Administration (SBA) was created. The law said the federal government “should aid, counsel, assist and project the interests of small business.” Counseling small business in management practices was written into law.
- 1963—More than 50 independent groups across the country were providing low-cost or no-cost business counseling.
- 1965- **Pueblo SCORE chapter** is chartered.
- 1970—Walter H. Channing of Detroit, Michigan, serves as the first president of SCORE.
- 1994—SCORE celebrates 30 years of volunteer service.
- 1996—SCORE begins to offer email counseling advice service.
- 1997—SCORE launches the national SCORE Small Business Web Site; within months of launch, the site receives top reviews from *USA Today* Online, *Entrepreneur* magazine Online and the *American City Business Journals*.
- 1998—SCORE’s email counseling via the Web now represents 12 percent of all SCORE counseling. **Pueblo chapter** has 4 email counselors.
- 1999—SCORE celebrates its 35th Anniversary in the Indian Treaty Room of the Old Executive Office Building, The White House.
- 1999—SCORE welcomes 700th member to email counseling team.
- October 1, 2000—SCORE restructures the organization to a governing board of directors and an operating management team of district directors.
- 2000—John H. Titley of Ashland, Oregon bequests \$250,000, which establishes The SCORE Foundation. Titley was a past president of SCORE.
- 2000—SCORE holds its first annual SCORE District Directors Conference to train volunteers for senior leadership roles in SCORE.
- 2001—SCORE counselors donate more than 1 million hours of service to the small business community in 2001.
- 2001—SCORE’s popular *How to Really Start Your Own Business* workbook reaches more than 300,000 entrepreneurs.
- 2002—SCORE holds its first annual SCORE Chapter Chair Orientation to orient and train volunteers for SCORE chapter management roles.
- 2002—SCORE email counseling volume increases 39 percent to more than 90,000 email counseling sessions.

- 2003—SCORE re-launches the SCORE Small Business Web Site and records record high email counseling volume.
- 2003—The SCORE Small Business Web Site wins the Standards of Excellence Award from the Web Marketing Association.
- 2003—SCORE receives the inaugural USA Freedom Corps Award for exemplary volunteer service, presented by SBA Administrator Hector Barreto.
- 2004—SCORE receives an Award of Excellence from the American Society of Association Executives for the positive impact SCORE counseling has on American society.

Local Chapter

The Pueblo chapter of SCORE was chartered in September of 1965, the year following the founding of the national organization, and has been in continuous existence ever since. The chapter is housed at the Greater Pueblo Chamber of Commerce. The chapter membership is made up of current and former business persons, who volunteer their time and expertise to assist current and aspiring entrepreneurs with guidance and counseling in starting and operating their businesses. We currently have 26 members.

We provide free, confidential counseling to persons looking to start a new business, or persons in business who may have a particular problem or concern. The counseling can take several forms:

- Assisting in the preparation of the business plan
- Advising on the requirements for startup, including loan requirements, licensing, information sources, etc.
- Providing on-site counseling. Our SCORE Plus program provides on-site counseling to existing small businesses.
- Providing email counseling through the national SCORE offices web site.

We also assist the Small Business Development Center by providing instructors for the 'How to Start Your Own Business' class. This is taught monthly at Pueblo Community College.

We provide mentoring for students in a USC-Pueblo marketing class. The students provide consulting services for local companies.

Many interesting and informative workbooks, pamphlets, and brochures are available at the SCORE locations, and from SCORE counselors. These are available free of charge to anyone.

Scheduled counseling sessions are held in Pueblo at the Greater Pueblo and Latino Chambers of Commerce, at the Trinidad office of the Small Business Development Center, and at the Canon City campus of Pueblo Community College. Counselors will also meet with their clients at times and places mutually agreed upon.

Contacts:

National

Score Association National Office

**409 3rd Street, SW, 6th Floor
Washington, D.C 20024**

**1-800/634-0245 or 703/487-3612
Fax: 703/487-3066**

W. Kenneth Yancey, Jr., CEO
703/487-3642
kenneth.yancey@score.org

Christine Banning, Vice President, Marketing and Communications
703/487-3678
christine.banning@score.org

State

District Director (Colorado)
Kenneth Hootnick
303 795-0409
khootnick@aol.com

Assistant District Director (Colorado)

Local

Pueblo Office
719 542-1704 ext. 25 (Greater Pueblo Chamber of Commerce)
info@puebloscore.org

Chapter Chair
Terry Turner
719 269-7608 (O)
tturner@bresnan.net

Chapter Vice Chair
Donald Bruestle
719 647-0303
Kokomo57@msn.com

Chapter Secretary/Treasurer
Frederick W. (Bill) Mackey
719 546-1919 (H)
719 671-6941 (C)
mackey@desertrecluse.com

Member Biographies

Chris Burand



SCORE information

Member since 1992

Education - Bachelors of Science, Business Administration (BSBA), University of Colorado; Masters of Business Administration (MBA), University of Denver; Valuation of the Closely Held Business-Advanced Theory and Applications, IBA; and How to Value Mid-Size and Smaller Businesses, IBA

Background - Chris Burand is president and owner of Burand & Associates, LLC, a management consulting firm specializing in the property-casualty insurance industry.

Chris Burand's insurance career began in 1987 as a company underwriter and marketing representative. This work required the evaluation of agencies and agency operations, product development, marketing plan development, sales, pricing analysis, training, and underwriting. He earned the company's maximum performance award and a variety of additional awards.

Chris established Burand & Associates in 1992 (originally known as Growth Planning). Since then, he has been a featured speaker across the continent at more than 140 seminars and educational programs. He has also been published more than 150 times. He is a monthly columnist for American Agent & Broker and his articles have appeared in Rough Notes, The National Underwriter, A.M. Best, and many regional insurance publications. He also publishes Burand's Insurance Agency Adviser for independent insurance agents.

For more about Mr. Burand, see his website www.burand-associates.com.

Score specialties - Chris counsels by referral from the local SCORE office with persons contemplating buying or selling a small business.

Rita Friberg



Contact Information

Business (719) 549-3383
Email rita.friberg@pueblocc.edu

SCORE information

Member 1994
Treasurer 1999-2001

Education - MS degree in Clothing and Textiles from Colorado State University and a BS degree in Retail Merchandise Management from Purdue University, Lafayette, IN. She has had continuing education in many business subjects courtesy of various employers. She recently passed her Residential Appraisal State Exam and is working on that license. She has Vocational Teaching Credentials for the State of Colorado.

Background - Rita was raised in Oklahoma and is the eldest of nine children. She spent over 20 years in the retail industry and managed fabric stores, craft stores and hotel gift stores for various corporations in the Denver area, before opening her own "Made in Colorado" gift and gift basket store in downtown Denver's Larimer Square. Rita taught a Retailing class for Parks Jr. College in Denver on a part time basis for 5 years. She and her family moved to Pueblo to take the Director position of the Small Business Development Center at Pueblo Community College. Rita worked with over 1200 small business owners and assisted them with successful applications for over \$11,300,000 in business loans. She continued to teach part time as well at Pueblo Community College. She has also worked in Workforce Development Services for Pueblo Community College. This position provided training and related services for the public and private sectors. She also consulted with her client companies to determine their human resource training and human performance needs. Some companies were assisted with Strategic Planning consulting services and Focus Group facilitation. Now, Rita teaches full time in the Business Department. Her husband, Mike, is in business as a residential appraiser. They also have a "furry" child named "Harley dog." Her hobbies include cross-stitching, needlepoint, cycling and sailing.

Score specialties - Rita counsels via email and specializes in start-up businesses particularly in Retail and Arts and Crafts. She also can assist with business planning and marketing plans. She has served as Treasurer in the past.

Judith M. (Judy) Kochevar

Contact Information

Business (719) 546-8142
Cell (719) 671-3566
Email jkochevar@juno.com

SCORE information

Member since 1998
Marketing chair 1999-2002

Education - Judy has a B.A. in English from Benedictine College in Atchison, Kansas and has an MBA with a marketing emphasis from Arizona State University. She also completed a Management Development Program at a Fortune 500 company.

Background - Judy is a native of Pueblo. She has experience in sales, finance, and marketing in international corporations. Since 1997, she has been doing business planning and marketing consulting with startup companies as well as on-going mid-sized businesses. She is a guest lecturer at Pueblo Community College and volunteers in other organizations.

Score specialties - Judy works with start-up and on-going businesses. Planning and marketing are her specialties.

Frederick W. (Bill) Mackey

Contact Information



Home phone (719)546-1919
Cell (719)671-6941
Email score@desertrecluse.com

SCORE information

Member since Dec. 1995
2004/present Treasurer
2000/2004 Secretary
1999/2000 Vice Chairman
1997/9 Chairman
1996/7 Vice Chairman

Education - Bill has a BS degree in Electrical Engineering from South Dakota State University, Brookings SD, a Senior Business Administration Certificate from the University of Minnesota, and has had continuing education in many business subjects courtesy of his former employer.

Background - Bill was born and raised in Southern Minnesota. During his high school years, he worked with his father in his retail refrigeration and television sales and service business. After graduation from college, he worked for a military computer manufacturer in field service and customer support. Prior to retirement, he was Customer Service Manager at the Pueblo operation, responsible for field engineering, field change orders, repairs, and product warranty. Retired in 1998, he works as a small business counselor at the local Small Business Development Center, as well as at SCORE.

Bill is married (Sandy) and has two married children, both boys, living in St. Paul MN and in London. He enjoys reading, woodworking, and photography as hobbies.

Score specialties

Bill counsels on Tuesdays, specializing in start-up businesses and in internet and computer issues. He maintains the SCORE web site, as well as the web site for his church, keeps the computer hardware and software updated.

David C. Russell, Jr



Contact Information

Home 719.251.7409

Email dcrrj@ris.net

SCORE information

Member since 2005

Background - David C. Russell, Jr. started his first business as a teenager in NYC. Mr. Russell spent more than 20 years on Wall Street as an executive, financial professional and fully licensed broker dealer & trader. For the past 16 years he operated DCR INC & Full Circle Consulting Inc. delivering one-on-one small business & nonprofit counseling and workshops.

Mr. Russell is a member of SCORE and a qualified SBDC Counselor and Leading Edge instructor. As a small business specialist and as a board member of the Colorado Community Revitalization Assn. (CCRA), he conducts downtown community economic assessments and 'Main St 101' trainings. Mr. Russell is an active director of the Colorado Nonprofit Assn (formerly CANPO) and conducts nonprofit workshops around the state.

Mr. Russell has just ventured into a new industry and currently holds the position of President of The Pueblo Government Agencies Federal Credit Union.

Score specialties -

- Non-profit organizations
- Financial issues

Terrance L. (Terry) Turner

Contact Information

Home: (719) 269-7608

Email tkturner@bresnan.net

SCORE information

2005/2006 Vice Chairman

2004/2005 Marketing Coordinator

2003/2004 Chairman

2002/2003 Chairman

2001/2002 Marketing Coordinator

Joined Score Jan. 2001

Education

Terry holds a Masters in Business Administration Degree from the University of Central Oklahoma.

Background

Terry has 30 years experience in the information technology field as a computer programmer/analyst and as an administrator/director. Terry retired from active work in 2000. In addition to his counseling and chairperson work with SCORE he also teaches business management classes at the Fremont Campus of Pueblo Community College and is a Small Business Development Center counselor in Canon City.

Score specialties

Terry's counseling fields are (1) starting a business, (2) expanding a business, (3) buying and selling a business, (4) marketing, (5) advertising, and (6) loan process.

Ernestine Wardlaw-Thomas



Contact Information

Home phone (719) 719 544-9010
Email dethomas@rmi.net

SCORE information

District Director, state of Colorado.
2001/2002 Chairman
2000/2001 Chairman
1997/1998 Secretary
1996/1997 Chairman
Joined score 1993

Education

- Associate Degree in Business Management, Pueblo Community College
- Numerous certificates from previous work experience with the Postal Service, including newsletter publishing, EEO, advancement of women through a project called 'Women Program', customer service, and prevention of sexual harassment.

Background - Ernestine is a retired postmaster, serving 23 years with the United States Postal Service, where she was a clerk, mail carrier, and served on audit teams to evaluate the customer service side of a post office operation. She has served as the Wedding coordinator for her local church, President of the Pueblo Business Women's Network, and is a board member of S.E.T., a program that assists seniors with monthly health clinics, tax rebates, and some training programs. She serves on the board of her credit union in Pueblo.

She works as a counselor at the Small Business Development Center at Pueblo Community College, and is the lead instructor teaching a monthly class on 'How To Start Your Own Business'. She is the Bed and Breakfast contact for her national sorority, providing accommodations for traveling sisters, and is a business owner selling a private line of women's clothing.

Score specialties - Helps clients develop their business plans and acts as a sounding board for business ideas.