

PRESS KIT

Your Source for Small Business Reporting



SCORE can connect you with interview sources, data reports and the latest on issues impacting small businesses. Email media@score.org or visit our [media resources online](#).

Key Facts and Stats about SCORE



Since 1964, SCORE has helped more than **17 million** entrepreneurs start, grow or successfully exit a business.



SCORE's diverse nationwide network of **10,000** volunteers provide free, expert small business mentoring, resources and education in all 50 states and territories.



SCORE is a **501(c)(3)** nonprofit organization and a resource partner of the SBA.



SCORE volunteers provide **4 million** hours a year of critical, timely mentoring and training to help small business owners navigate funding options, find customers, respond to economic challenges and adapt daily operations.

3 Facts about Small Businesses Nationwide

1

Small businesses employ **45.9%** of American workers, or about **59 Million** people

Source:

[U.S. Small Business Administration](#)

2

Small businesses with fewer than 50 employees, provide **42%** of all jobs in rural America

Source:

[SCORE](#)

3

70% of small business owners are aware of AI tools, but only 40 percent are actively using them

Source:

[webinar](#) hosted by SCORE

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12 Months of National Small Business Stories

January For National Mentoring Month, highlight how SCORE mentors are helping small business owners set themselves up for success in the new year.

Talk to SCORE business experts helping entrepreneurs gain funding, grow their business, prepare for disasters and create efficiencies using AI and tech.

February Spotlight Black-owned business success stories this Black History Month.

March Celebrate female entrepreneurs breaking barriers in male-dominated industries for Women's History Month.

April Meet the expert mentors unlocking business growth and helping entrepreneurs overcome challenges for free during National Volunteer Month.

Share how local business executives and small business owners can make a difference in your community by volunteering with SCORE.

May Spotlight small businesses that scaled and expanded with SCORE's mentorship for National Small Business Month.

Get hyperlocal for National Small Business Week (NSBW) from May 4-10.

June Summer is here! Farmers markets, outdoor events, kids out of school – feature small businesses offering unique products or services this season.

July Celebrate Independence Day by discussing veteran-owned small businesses achieving financial independence with SCORE's help.

Share stories from America's heartland showcasing rural small business owners, their challenges and their positive community impacts.

August Ramping up for back to school, shine a light on small businesses offering daycare, afterschool camps, tutoring and student-centric products or services.

National Dog Day is August 26 – the perfect time to feature products and services for our beloved canine pets from local small businesses, from doggie day care, grooming, pet supplies, training and more!

September Find out what the small business trends are – who is starting new businesses and what are their biggest challenges? What is the #1 reason entrepreneurs fail and how does SCORE mentoring help them avoid pitfalls?

Fall is here! How are local small businesses adapting operations and tapping into marketing trends to engage new customers?

October As a tie-in to Halloween, delve into how SCORE helps entrepreneurs avoid business nightmares.

What are the top 10 tips from small business experts to create efficiencies for YOUR small business using AI tools?

November Spotlight veterans who became entrepreneurs in advance of Veterans Day.

Tap small business owners for a story on how they are preparing for Black Friday, Small Business Saturday and the coming holiday season.

December As the New Year approaches, feature tips from small business experts on how to adjust your business plan for the year ahead.

Highlight 12 new businesses that launched this past year and their best advice for anyone starting a business.

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Example of SCORE Small Business Success Story



[AMS Galaxy USA](#) is a manufacturer and distributor of precision dairy equipment run by Brad Biehl, a fourth generation dairy farmer and mechanical engineer. Brad's experience growing up on the family farm made him an advocate for American dairy farmers and generational farming. After more than a decade in an engineering career, he dreamed of coming back to the farm and finding a way to build efficiencies into dairy operations to allow for more time to enjoy life outside of the barn. Recognizing that he knew a lot about engineering and dairy farming but not about business ownership, Brad sought help from SCORE for mentoring and support with marketing, sales, accounting and finance to get his business on track. His commitment to provide efficient and profitable equipment solutions to family farms, through precision dairy equipment including robotic milking, automatic calf feeding and more, is driven by his passion for dairy farming and engineering. These technologies allow for everything on the farm to get done faster and better, helping dairy farms operate more efficiently and improve flexibility in their daily routines. Working with SCORE mentor Hugh MacMaster, Brad believes he would not be where he is today with the help and support of SCORE and Hugh's experience to guide him on the path to success.



Looking for a Good Story?

SCORE has thousands of small business success stories across the country. Search [our online library here](#) or let us suggest some innovative entrepreneurs worth talking about. Email media@SCORE.org to get connected.

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Example of SCORE Small Business Success Story



[Casco Bay Cleaning](#), a top-notch janitorial service for commercial buildings, was founded in 2017 by Manasse Shingiro, a survivor of the 1994 Rwandan genocide. Manasse humbly acknowledges the collective effort that has propelled Casco Bay Cleaning's success. In just five years, the company has experienced tremendous growth, expanding from a team of two to over a hundred dedicated employees. Through their dedication and hard work, Casco Bay Cleaning has contributed to the dreams of their employees, assisting them in buying houses and fostering a sense of pride in their achievements. The instrumental role played by SCORE and Manasse's dedicated mentor, Donna LeBreux, cannot be overstated. Leveraging her extensive knowledge and experience, she has helped Casco Bay Cleaning identify new opportunities for growth and development, enabling informed decisions that have positively impacted the business.



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KAT THE FARMER

[Kat the Farmer](#) is a salad-centric farm and food company specializing in salad crops grown under Certified Naturally Grown. A one-woman operation, Kat makes prepared salads for salad subscriptions along with a line of wholesome salad dressings to showcase local foods and show all Virginians why the world's best salads are always locally grown. Kat worked with her SCORE Mentor to fill out the cash flow templates and figure out if a small farm income could support a loan, and if so, for how much. After launching her business, Kat saw 50% growth into her second season.



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Meet Some of Our Expert Small Business Mentors

SCORE mentors help entrepreneurs by sharing their knowledge and real-world business experience and expertise. Last year alone, SCORE volunteers provided 4 million hours of critical, timely mentoring and education, supporting clients in navigating funding options, finding customers, responding to economic challenges, and adapting daily operations. If you are working on a small business story, we have experienced mentors who can weigh in with timely, expert insights. **Meet some of our volunteers:**



Al Everett

Traverse City, MI

[See Profile](#)

Areas of Expertise

- Management & Operations
- Marketing
- Product Development

Industry Experience

- Manufacturing
- Professional Services
- Real Estate
- Retail



Coco Zhong

Silicon Valley, CA

[See Profile](#)

Areas of Expertise

- Import & Export
- Management & Operations
- Marketing
- Strategy Development

Industry Experience

- Retail



Suvendoo Ray

Seattle, WA

[See Profile](#)

Areas of Expertise

- Sales
- Marketing
- Aviation
- Financing
- Technology
- Engineering
- Product Design

Industry Experience

- Manufacturing

Looking for an Expert Source?

SCORE has thousands of small business experts across the country from diverse backgrounds and industries, bringing extensive business experience and depth of knowledge on a wide array of business topics. Email media@SCORE.org to get connected.

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Meet Some of Our Expert Small Business Mentors



Ricardo Casas

Miami, FL

[See Profile](#)

Areas of Expertise

- Business Plan
- Management & Operations
- Marketing

Industry Experience

- Real Estate
- Retail
- Wholesale



Patti Williams

Raleigh, NC

[See Profile](#)

Areas of Expertise

- Government Regulations
- Human Resources
- Management & Operations

Industry Experience

- Professional Services
- Wellness, Healthcare & Home Health
- Retail



Tom Soldini

Cape Cod, MA

[See Profile](#)

Areas of Expertise

- Business Plan
- Cash Flow
- Customer Service
- Management & Operations
- Marketing Strategy
- Sales
- Technology

Industry Experience

- Business Coaching & Consulting
- Information Technology
- Professional Services
- Real Estate

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About SCORE's 60th Anniversary Pitch Competition

To mark our 60th anniversary, SCORE hosted a series of pitch competitions nationwide. More than 2,200 small business owners across America applied to compete for \$175,000 in prize money while gaining national exposure and mentorship. The events were designed to showcase innovative entrepreneurs and provide them with the resources and mentorship to grow their businesses. Sixty finalists presented their pitch before live panels of judges, and 15 small business owners were selected as winners to receive funding to advance their business goals. [Learn more](#) in our press release.



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SCORE's 60 Years of Serving Small Businesses

Twenty percent of new businesses fail in their first year and half fail in their first five years, according to the U.S. Small Business Administration (SBA). SCORE addresses this challenge by providing small business owners and entrepreneurs with free mentoring and resources to successfully start, grow and thrive for the life of their business.

Mission

SCORE's mission is to foster vibrant small business communities through free and accessible mentoring and education.

Services

Mentorship: One-on-one mentoring from experienced business professionals

Workshops and Seminars: Educational events covering a wide range of business topics

Online Resources: Access to webinars, articles, templates and tools on SCORE.org

Local Chapters: More than 200 chapters providing localized support and networking opportunities

Impact

Years of Service: 60 years (*since 1964*)

Businesses Assisted: More than 17 million

Volunteer Mentors: More than 10,000

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