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## **SCORE Names Three 2010 Clients of the Year**

### *Firms Lauded Include Best Turnaround, Best Service and Best Product*

Commercial HVAC repair, Website maintenance, and a flavored-pretzel snack company took top honors at SCORE- Greater Cincinnati's Clients of the Year at its annual awards luncheon at Kenwood Country Club.

"We chose three clients this year because of the difficulty of the business environment and the obstacles they overcame," said SCORE chairman Tom Moon. Usually one winner and two runner-ups are declared.

Albert Oehler, president of Alco Technologies of Blue Ash was named Best Turnaround; Carmen Krupar of Cybervise, Ltd. of Norwood won for Best Service; and Marilyn Baker of Yankee Doodle Deli, LLC of Covington was lauded for Best Product.

Oehler has headed Alco Technologies of Blue Ash for nine years, and began working with SCORE counselor Scott Stoelting of Sharonville on finance and improving personnel productivity beginning in 2009. The firm specializes in commercial refrigeration, cooking equipment, and HVAC repair.

"My business was in 'survival mode' like many other small businesses the last couple of years," said Oehler. "Together we laid out a plan to increase revenues through telemarketing and a focused message." They also agreed on a financial plan to reduce labor expenses, accounts receivable, and health insurance premiums while improving financial reporting to prepare for a bank loan if additional capital was needed to expand the business.

After Oehler made personnel changes, he took on more service calls and followed up on telemarketing calls, increasing profits to 13 percent compared to four percent from 2009. It now has a positive cash flow.

"My SCORE mentor helped clean up financial reports, which gave me a real picture of where I was," said Oehler. "Scott used his skills and experience in sales and marketing to help me set goals and then achieve them."

Carmen Krupar, owner of Cybervise, Ltd. of Norwood, a four-year-old Website maintenance, re-design and performance optimization firm, became familiar with SCORE two years ago when she volunteered to present Web Fundamentals seminars for SCORE.

In 2009, she decided her business needed help developing a marketing plan that would double her business by the end of 2010. A SCORE mentoring team made up of Dennis Murphy of Montgomery; Mike Crossen of Montgomery, Jim Downing of Loveland, and Marvin Kramer of Anderson assisted her in defining her sales process, determining her value add, and helped her create a benefits summary, proposals and a marketing plan. Since implementing her marketing plan, her active client list has increased 44 percent, and average monthly revenues have increased 26 percent.

She also received a 2010 Small Business of the Year Award from the Cincinnati USA Regional Chamber of Commerce.

"By the end of the first quarter this year, I had as many leads as I did the entire year in 2009," said Krupar. "Already this year, Cybervise has made as much as it did in all of 2009. I credit my success to having regular meetings with my SCORE counselors."

Marilyn Baker, owner of Yankee Doodle Deli, LLC of Covington, Kentucky, won Best Product. Baker and her dedicated cook, Mike Strobel, produce and sell uniquely-spiced hard pretzels. Baker began working with SCORE counselor Marty Densmore of Mason in October, 2008. She needed help with creating a business plan, marketing, and overall financial structuring of the business.

She met Densmore while attending a SCORE workshop on "How to Write a Business Plan" at the Kenton County Library in 2008. "Marty has been invaluable to me in many ways, but especially in the financial area," she said. "He helped me calculate costs and establish margins to achieve profitability."

Since 2008, year-to-date sales grew by 36 percent in 2009, and 57 percent in 2010. The business is five years old.

Yankee Doodle Deli received national recognition last spring when its products were designated by Rachael Ray as "Snack of the Day" on national television. Densmore's advice was helpful in making sure the business achieved broad media exposure for the event. Today, 50 Bed Bath & Beyond locations carry Yankee Doodle Deli pretzels, and more agreements are in the works. Products are distributed through a growing network of more than 200 retail locations across the country.

Baker, a trained speech language pathologist, has a passion to help provide jobs for those who traditionally have difficulty finding them. She has five part-time employees.

"I hire a variety of workers, including single moms going back to school, people working to get off assistance programs, college students with irregular schedules, and special needs folks," she said. "It can be a challenge at times, but it's worth it."

"What all three Clients of the Year have in common is that they decided to tap into the huge depth and breadth of skills SCORE counselors can provide," said Moon. "They all worked hard to implement the changes they wanted to see within their organizations."

Cincinnati's SCORE Chapter 34 is one of the most effective chapters in the nation, with 90 working and retired executives who provide no-cost counseling and low-cost seminars. SCORE is the volunteer counseling arm of the Small Business Administration.

The Greater Cincinnati SCORE chapter serves southwest Ohio, northern Kentucky and southeast Indiana.

SCORE- Greater Cincinnati headquarters is located at 525 Vine St., Suite 1030 in downtown Cincinnati, with satellite offices in West Chester, Lebanon, Lawrenceburg, Ind., and Fairfield.

During 2009, Cincinnati SCORE chapter assisted over 1,600 new clients. Based on SBA studies, it's estimated that Cincinnati SCORE services for that period created approximately 230 new jobs and helped create over 180 new small businesses.

SCORE chapter 34 was recognized as national SCORE Chapter of the Year in 2005, and was a runner-up in both 2006 and 2007. For more information about SCORE workshops, individual and team counseling and mentoring, go to [www.scoreworks.org](http://www.scoreworks.org) or call the SCORE- Greater Cincinnati office at (513) 684-2812.

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## SCORE- Greater Cincinnati Clients of the Year 2010



**Yankee Doodle Deli** of Covington, Kentucky, was one of three SCORE- Greater Cincinnati Clients of the Year named recently at the small business counseling agency's annual luncheon. From left are Marty Densmore of Mason, SCORE counselor; Marilyn Baker, Yankee Doodle Deli owner; and Tom Moon, SCORE- Greater Cincinnati chapter chairman. (Oak Tree Communications Photo.)

**Cybervise Ltd.** of Norwood was one of three SCORE- Greater Cincinnati Clients of the Year named recently at the small business counseling agency's annual luncheon. From left are Mike Crossen, SCORE counselor; Carmen Krupar, Cybervise president; Dennis Murphy, SCORE counselor; and Tom Moon, SCORE- Greater Cincinnati chapter chairman. (Photo Provided.)



**Alco Technologies** of Blue Ash was one of three SCORE- Greater Cincinnati Clients of the Year named recently at the small business counseling agency's annual luncheon. From left are Tom Moon, SCORE- Greater Cincinnati chapter chairman; Albert Oehler, Alco Technologies, Inc. president; and Scott Stoelting of Sharonville, SCORE counselor. (Oak Tree Communications Photo.)