

Businesses kept afloat with SCORE

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recognized the outstanding chapter among the nationwide network of SCORE/ACE agencies.

LOCATED ON the fifth floor of Detroit's Patrick V. McNamara Building, SCORE's Michigan office is open to anyone who needs advice, consultations or information about business. Clients can either be referred there by the SBA or they can call 226-7947 for an appointment on their own.

"We try to schedule office calls for people who are just initiating a business. For those who have come across already we'll send someone who has expertise in what they need."

Another of their services, he added, is a monthly pre-business workshop which SCORE volunteers conduct at Wayne State University. Each month the 150 available seats are reserved long before the workshop. Potential businessmen and women, plus students and minority groups come from all over the state seeking information about entering the business world.

"We warn them about the pitfalls," he said. "We assure ourselves in our own minds that they can succeed before we begin to encourage them. As I said, I'm negative. I tell them not to invest their savings unless they are very sure. We don't want to see them lose their life savings."

"I tell them if they are young to go into business working for someone else. They're so enthusiastic for the most part that they don't listen." And when they get into trouble, he added, SCORE is there to help when it can. "We're trying to work on a continuing basis more than we have in the past; and we're also trying to work on a team basis."

GERTZ's experience with sales teamed with that of one of SCORE's 14 volunteers with accounting expertise, he said, might be the salvation of firms like one begun recently by a woman from Milford.

"She wanted to start a boutique," said Gertz. "A shopping center had offered her space and she had a partner lined up. I told them at the time that rather than put their money into a business they should put it in interest paying certificates of deposit."

"You see, most of the people who come to us have a knack for one thing

but no knowledge of business. That was true in this case. I stress the negative; and if they can come up with enough answers to what I ask them then they may make it in business. Well, she has now called me back to tell me that a large grocery chain has opened up a store in the mall with a net of \$400,000 and she wanted to know what I thought of that. I told her that maybe now is the time for her to open her boutique. I'll work with her all the way through the operation."

Of the people the SCORE volunteers talk with, he said, 15-20 percent survive for an initial period of time. The most crucial period of time in the life of a new business is the first two years. "By the third year they've repeated the cycle so much they should have a chance of surviving," he explained.

AS THE DEMAND for assistance grows, the 100 volunteers who make up SCORE realize that they must increase their numbers.

"I think that there's an awful lot of interest among people who want to go on their own. Up until two years ago people were more interested in the security things, pensions, etcetera. Now you see more people looking to do things on their own."

Which of course gives members like Les Gertz the additional job of recruiting retirees. "We're short of manpower," he confessed. "Right now we have to skin the surface in many cases. I think for many retired executives this

would be an ideal opportunity. Retirement is a stressful situation for men who have been busy all of their lives. I'd also like to see us attract women executives too."

Looking back at his own experience, Gertz concluded that, "Once you get into it, it snowballs and you get so busy

that you forget that you only promised to volunteer one day of the week. We'll take a recruit and let him sit in on several consulting situations. Before long he's got a whole bunch of people who he's helping. It gives you a certain sense of satisfaction that you don't get on the golf course."

Hadassah tournament entries due on May 29

The second annual Women's Open Singles and Doubles Tennis and Racquetball Tournament sponsored by Hadassah will raise funds for cardiovascular research.

Scheduled for 9 a.m. Wednesday, June 10, through June 12, the tourney will take place at the Franklin Racquet Club in Southfield.

Trophies will be awarded for first and second place.

Admission charge is \$25 for tennis singles and \$20 for racquetball singles. Doubles fees are \$20 per person. Viewers may attend for a \$10 luncheon fee. Baby sitting is available.

Metropolitan Chapter of Hadassah, 19110 10 Mile in Southfield is part of International Hadassah, the women's Zionist organization of America.

Founded in 1912, the organization has some 360,000 members in the U.S.

and Puerto Rico and is the largest volunteer women's group in America.

Hadassah sustains medical facilities and research in Israel and supports youth education here and abroad.

Chapter president is Annette Meskin of Southfield. Beverly Friedman, also of Southfield, is tournament director. Others planning the event are Barbara Gutman, Gayl Buchanan and Cathy Deutchman.

Honorary chairperson for the event is Sonya Friedman, psychologist and media personality.

Entry forms are available at the Franklin Racquet Club, 29359 Northwestern in Southfield, or by calling 357-2930.

The tournament is open to the public and entries must be postmarked no later than Friday, May 29.

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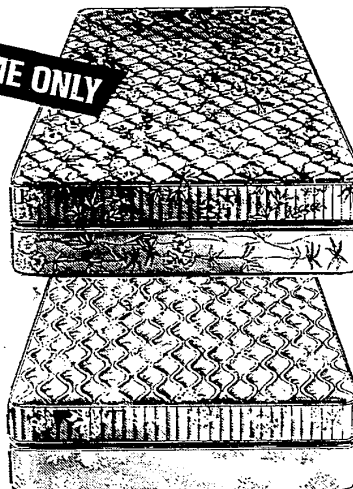
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