

**Monthly Chapter 0227 Meeting Minutes**  
**April 3, 2013**  
**TIME: 1AM**  
**LOCATION: Cedar Rapids Economic Alliance Building**

**EXECUTIVE COMMITTEE MEETING**

**Attendees:** Dean Gesme, Alicia Jackson, Jean Kruse, Terry Lamb, Carolyn Tonn, Jim Vancura, Jim Williams, JR Wright and Jerry Ziese

**Executive Committee/Officer Reports:**

**A. Secretary (Terry Lamb)**

The March minutes had one new member listed, Mike Delaney. Mike’s last name is spelled Dulaney. The minutes were approved as amended.

CURRENT ACTION LIST					
NO.	DATE	ITEM	ASSIGNED TO	COMMENTS	STATUS
11-1	11-7-12	Appoint Ad Hoc Com to determine how to get more of the Plan booklets.	Jerry Z / J. Kruse	Order being made	In process
2/1	2/6/2013	Review client assignment issues and make recommendations on any actions required.	Jerry Z.		Open
4/1	4/2/2013	Consider having a Chapter booth at the Freedom Festival	Exec Comm		Open

The stock of US Bank Business Plan booklets at the SCORE© office is just about gone. The front page format of a special order of more booklets has been reviewed and a few changes will be made. This new Business Plan booklet will be printed by next month.

Jean Kruse has ordered a new booklet from National about nonprofit organizations—there aren’t many copies of the existing stock left in the office. The remaining copies are in a stack to the left of the Business Plan workbooks.

**B. Treasurer (Alicia Jackson reporting) – Finance Report**

The finance report is shown below.

SCORE East Central Iowa

Financial Report, March 31, 2013

Beginning Balance, February 28, 2013	\$29,882.34
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Receipts

Kirkwood (January Workshop)	735.00
Interest Savings	0.07
Interest Money Market	9.81
Total Receipts	\$744.88

Disbursements

SaPaDaPaSo Parade	1,484.96
Score Foundation - Richard Weeks	100.00
Internet access	45.95
Office Supplies	47.07
Badges for new members	12.58
Total Disbursements	\$1,690.56

Ending Balance, March 31, 2013	\$28,936.66
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Checking Balance	207.75
Savings Balance	111.08
Business Savings Balance	196.35
Money Market Balance	28,138.98
American Express Card	200.00
Paypal Balance	82.50
Total Cash Balance, March 31, 2013	\$28,936.66

## Committee Chair Reports

### A. Workshop Committee (Jean Kruse reporting)

#### Workshops held in March:

##### Library Workshops:

- Mar 7: *Creating a Winning Website* presented by Scott Loggins, 40 attendees
- Mar 21: *Building a Business Using Free, Open Source Software* presented by Greg Tomsic, 31 attendees

**Seminar:** March 12, 19, 26 – 21 attendees

##### Roundtables: March 28

- Breakfast (Jim Burns facilitator) – 15 attendees
- Evening (JR facilitator) – 11 attendees

#### -----Upcoming Workshops -----

##### Library Workshops:

- Apr 4: *HR Basics* presented by Kelley Gaul-Houser
- Apr 23: *Sizing Your Market* presented by Greg Tomsic
- May 2: *Government Contract Opportunities for Small Businesses*  
By Julie Fagle, Iowa State University Extension  
Government Contracting Specialist
- May 16: *Finding Grants and Grant Writing* by Sam McCord

##### Roundtables:

- Breakfast: **New Time** beginning April 25 – 7:30-9:00 AM
- Evening: April 25 – 6:00-7:30 PM (same time)  
How to Really Start Your Own Business

##### Three-evening seminar (How To Really Start Your Own Business)

- May 7, 14, 21, 2013; 6:30 – 8:30 pm each evening

***The workshops have been well attended by clients. Some discussion was held on the value of getting more mentors attending some of the workshops. Those who have attended feel it is very worthwhile and informative as well as providing SCORE® presence to the clients.. If any mentors have an opportunity, it is recommended that you attend any workshops of interest.***

Have you or your clients contact Dianne Martin 319-431-4574 or email at [Dianne.martin@mchsi.com](mailto:Dianne.martin@mchsi.com) to attend these events.

**MENTORS: Contact clients to get them to attend the workshops. Go to <http://eastcentraliowa.score.org/events> for added information.**

## **B. Membership**

Bob Kazimour has been approved as a new member. Welcome to the group Bob.

## **C. Training**

At the March Executive Committee meeting, the Training Committee had asked for approval to have a member of the Training Committee on all the other committees. The members of the Executive Committee didn't have a chance to review the information before that meeting and it was tabled until this meeting. This item was brought off the table. The Executive Committee feels that any Chapter member can be on any standing committees as long as it is acceptable to each committee chair. Therefore, there is no Executive Committee action required. The only action necessary is getting agreement between the other committees and the Training Committee.

## **D. Marketing**

- The St Patrick's Day parade went very well. There have been mostly positive comments received on it. Jim Williams provided all the leadership for this event. Thanks Jim.
- The remaining materials from the St Pats Day event are in the SCORE© office and the plan is to use as many as possible at SAM's during the early morning small business shopping period. The extra material will be stored out of site until they are used up.
- The Cedar Rapids Freedom Festival planning is starting. It was suggested that the Chapter consider having a booth at this event.
- The annual Chapter meeting and luncheon will again be held at Cedar Rapids Country Club on Wednesday June 5 at noon. A speaker is being lined up for this event.

## **E. Assistant District Representative Report (Dean Gesme)**

- Each mentor should have received an email survey in the last couple of weeks from SCORE© National. National **does** use the inputs from these surveys to improve the organization and its ability to serve mentors' and clients' needs. If you haven't filled out this survey, you are encouraged to do so.
- There are a number of useful live webinars being provided by SCORE© National. Most of these are very good and mentors are encouraged to try

some out.

- The annual SCORE© Directors meeting is scheduled for August 12 in Dallas. Directors and Chapter presidents typically attend this event.
- Because of the government funding cut backs, the amount of money available to the district leadership will be down about 10%. Our Chapter relies on some of this funding.

#### **F. SBA Report (Carolyn Tonn)**

The SBA report will be presented at the general meeting.

### **GENERAL MEETING MINUTES**

The General Meeting was held in the Metro Alliance large conference Room.

#### **Attendees:**

Dick Bice, John Bryant, Jim Burns, Greg Christensen, John Cunningham, Mike Dulaney, Jim Finerty, Dean Gesme, Pat Gosnell, Jim Green, Jack Haney, Alicia Jackson, Vern Jackson, Tom Janik, Bob Kazimour, Jean Kruse, Terry Lamb, Greg Probst, Keith Rippy, Don Robinson, Mike Stallman, Jim Vancura, Jim Williams, Michael Wood, JR Wright, Jerry Ziese, Carolyn Tonn

#### **PROGRAM**

Vernon Squires, an intellectual property attorney with Bradley & Riley specializing in copyrights, trademarks / service marks and domain areas, was the speaker. The area of intellectual property is a complicated one and each specific area has attorneys who specialize in pretty narrow areas. He gave some examples that are in the public domain to illustrate how a new small business owner can get into some pretty expensive legal battles over things like copyrights and trademarks.

A local shingling company has the name of Dry Space. Another company in the Midwest who specializes in basement and crawl space waterproofing named their product Dry Space. The CR Company sued for a couple of reasons. They felt the infringing company had an inferior product that would hurt their image and they could lose business because of the identical names. The legal issue was whether the products of the two companies are similar enough that a customer could misunderstand which company he or she was dealing with. To illustrate the point Vernon indicated that a lot of companies use the name Delta, e.g. Delta Airlines and Delta faucets. In this case it would be pretty difficult for a customer to mistake an airline from a plumbing company. Therefore, both companies can use

the name Delta. In the Dry Space situation the court ruled that a customer could mistake as to which company they are dealing with or which product they are buying because both companies are trying to protect the building from water.

Another area of legal concern is safe-guarding trade secrets. When information about products, marketing plans, etc. is developed within companies, these data are usually classified as confidential, proprietary or some other similar classification. Disclosing this kind of information that isn't in the public domain can result in legal action.

A question was asked about the obligations of organizations or persons using information to verify that it is legal to use it. There is some obligation with anyone using information to ensure that it is not used if it is covered by copyright, trademarks, etc. However, all the circumstances need to be analyzed before a definitive answer can be provided.

Copyright of something is a complicated area all by itself. Once something is created, the item is the property of the person creating it. The copyright doesn't cover an idea, but the expression of an idea. An example given was when a child draws a picture; it is the child's property and can be copyrighted even though it is of something private like a museum. A copyright can be registered with the US patent office to protect it from use by others.

For business owners who want to copyright something like a name or to make a unique trademark, the person or business needs to ensure the name is not already used. A general search can be made on a national data base to get an idea if someone else is already using the trademark of interest. Go to [www.uspto.gov](http://www.uspto.gov) . Click the trademark button and complete the search for the desired word or trademark.

## **Reports and General Information**

**A. Treasurer's Report. See Executive Committee minutes for detail.**

Alicia Jackson presented the treasurer's report.

**B. Workshop Report. See Executive Committee minutes for detail.**

Mentors are reminded that the next seminar, How to Really Start Your Own Business, will be May 7, 14 & 21 between 6:30 and 8:30PM. Action is being taken to spread the word. Flyers are being distributed at banks and other places in addition to sending out email notifications

**C. Training Committee**

The Training Committee has some concerns that new mentors are NOT getting assigned as a co-counsel needed to complete their training. After some discussion, it was noted that the person assigning case assignments has been the one to also schedule co-counseling. The training mentor just needs to ask the assignment person to select an appropriate case and assign the new mentor to it as a co-counselor.

**D. Membership**

Bob Kazimour has been approved as a new member of the Chapter. Bob has a broad background in various businesses and educational endeavors. The latest is running a truck line for 40 years. Prior to that he raised bananas, worked for Collins Radio and went to ISU.

**E. District Representative Report**

Dean Gesme asked everyone to respond to the survey that everyone received from National in the last couple of weeks. SCORE© National does look at these surveys for improvement and guidance of their activities.

**F. SBA and Counseling Report**

- Details of counseling for March are shown on the attached report. This month has been good, but not outstanding.
- Small Business Week has been moved this year to June 17-21. The Small Business honoree will be recognized at the local, and possibly at the state, regional and national levels.
- The SBA website at [www.SBA.Gov](http://www.SBA.Gov) provides lots of information for new businesses. One specific item on the site is one on demographics.
- The Entrefest held at Kirkwood Hotel was a very good conference for small businesses. About 225 people attended.
- The Beyond Rubies Women's Conference was held. The format has been modified

significantly since its inception 20 or so years ago.

- The SBA is sponsoring microloans for small businesses that have risks that are not acceptable for a normal lender. The loans are from \$10K to \$50K with 8 1/8 % loan rates. Even then, only about 30% of businesses applying are approved. It can be an helpful to some specific businesses. This is a state wide program. Go to [www.iowamicroloan.org](http://www.iowamicroloan.org) for more info.

## G. Lunch and Speaker

A pizza lunch was served to members present. There was also a motivational speaker present, Ken Stock, who was in the film **The Final Season** about the last baseball season at Norway High School before it was merged with other districts.

- Ken had a passion all his life to play baseball. He attended Waldorf College and Luther to become a coach and teacher. He realized that he would never be good enough to make it as a pro in baseball player so he changed his plans and became a teacher and coach.
- Ken reviewed how he became the head coach for the Norway baseball team's final season by an unusual set of circumstances. He wound up being hired to coach the Junior High girls volley ball team and as a teacher at Belle Plaine. This resulted in him coaching the Belle Plaine High School girls volley ball teams for 13 years with what amounted to an assistant baseball coach in the summer at Norway. Ken's goal for the final year of baseball at Norway was to continue the 20 year state championship winning string of the team.
- The movie "The Final Season" was based on Ken's year at Norway. Sean Astin played the role of Ken. Ken related some of the experiences of making the movie and the people involved.
- Ken has a number of ideals he considers important in living your life.
  - Kids and all people need a passion to motivate them.
  - In all parts of life leaders need to understand their role should not be about them, but about the organization or group they are leading.
  - Parents should never squelch kids' dreams.
  - Failures provide a point in life to look for new directions and passions to pursue.
  - Follow your passion. Don't let the passion define you.
  - The real question that should be asked is, "How do you want to be remembered?"

Respectfully Submitted

Terry Lamb, Secretary



<b>Cedar Rapids Chapter Summary</b>			
<b>Volunteers as of 03/31/2013</b>			
	<b>Male</b>	<b>Female</b>	<b>Total *</b>
Total Active Volunteers	41	10	51
Black	0	0	0
Native American	0	0	0
Asian American	0	0	0
Native Hawaiian	0	0	0
Hispanic	0	0	0
White	41	9	50
Unknown	0	1	1
65 Total Volunteers; 51 Active; 11 Inactive; 0 Emeritus; 3 Provisional			
* Totals may not match the sum of Males and Females due to volunteers not having a gender assigned in <a href="#">Manage Chapter Volunteers</a>			
<b>Case Summary: Between 03/01/2013 and 03/31/2013</b>			
	<b># Of Cases</b>	<b># Of Contact Hours</b>	<b># Of Prep Hours</b>
New F/F or Tel	26	31	1.5
Follow-on F/F or Tel	31	34.25	2
Total F/F or Tel	57	65.25	3.5
New On-line	2	2	0.5
Follow-on Online	8	4.5	0.25
Total Online Cases	10	6.5	0.75
Total Combined Cases	67	71.75	4.25
% Of In-Business Clients	31%		
<b>Workshop Summary: Between 03/01/2013 and 03/31/2013</b>			
Total Workshops	15		
Total Attendees	319		
Minority	9		
Women Attendees	163		
Veterans	4		
Service-Disabled	0		
Total Disabled Attendees	2		
Total Workshop Prep Hours			
<b>Other Hours: Between 03/01/2013 and 03/31/2013</b>			
<b>Total Services - 386 (This is calculated as total combined # of cases + total attendees.)</b>			