

The logo for SCORE Maine features the word "SCORE" in a bold, blue, sans-serif font, followed by a stylized blue graphic consisting of three parallel diagonal lines that curve downwards to the right, and the word "Maine" in a blue, serif font. A registered trademark symbol (®) is located at the end of the graphic.

**SCORE**  **Maine**

The text "ANNUAL REPORT 2023" is written in a bold, yellow, sans-serif font, positioned in the lower-left corner of the image.

**ANNUAL REPORT 2023**



Elijah Thanhauser  
Co-Founder and CEO  
North Spore, Portland Maine

# Strengthening Maine's Economy

SCORE Maine provides free small business mentoring, as well as online and in-person workshops. Our Mentors serve clients at all stages of the business lifecycle, from pre-start to exit.

SCORE Maine embraced virtual connections, delivering client meetings and educational webinars on demand. As a result, clients accessed services when and where they wanted.

In 2023, SCORE Maine facilitated 4,289 client sessions - and delivered 101 online webinars and in-person workshops, helping educate 4,214 workshop attendees on topics ranging from e-commerce to funding. In 2023, SCORE Maine Certified Mentors helped create 360 new businesses and 1,652 jobs. Our client's success is our success - we've featured some of their stories in this report.

SCORE Maine is the largest active mentoring organization in the state, with a network of more than 110 volunteers. Our volunteers are the lifeblood of SCORE, and we graciously thank them for making our work possible during these evolving times.

We are honored to have the opportunity to serve Maine's business communities.



Steve Veazey, SCORE Maine District Director

**MAINE**

**360**

New Businesses Started

**1,652**

Jobs Created

## 2023 Highlights

### Who We Are

Standing out from over 230 SCORE chapters nationwide, SCORE Maine is consistently recognized for both high client satisfaction and fostering client success.

A best-in-the-nation district, Maine is in good hands. SCORE Maine has business mentors available with backgrounds in every industry. Our subject matter experts are here to help small business owners at every stage of business. From start-up through exit, SCORE Maine is here “for the life of your business.”

### SCORE Mission

Foster vibrant small business communities through mentoring and education.

### SCORE Vision

We aim to give every person the support they need to thrive as a small business owner.

## Our Reach

Serving all locations in Maine through virtual mentoring, we're proud to serve our state's small business communities.



### Who We Serve

SCORE helps clients at all stages of the business cycle, from pre-start, through growth to exit.

Our services are available to all, and there is no cap on how often a client can use SCORE services. Most of our mentoring services are measured in years, not months.



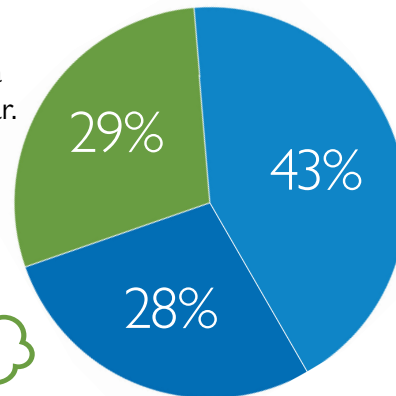
#### START-UPS

Acquired or started a business in the last year.



#### IN OPERATION

Business has been in operation for over one year.



#### PRE-STARTS

Thinking of starting a business.

## Our Impact



### 4,214 People

people attended **101 webinars** with topics on everything from financial projections to social media marketing



### 4,289 Mentored

current and aspiring small business owners receive counseling from **111 volunteers** across the state



### 19,075 Hours

donated by our dedicated volunteers. In 2023, we helped create one new job every **5 hours** in Maine!

### Anush Hansen

*Balanced Card Sorts*

Kennebunk  
York County

Mentor - Whit Ford

Client Since 2022



Balanced Card Sorts was founded when career and mental health counselor, Anush Hansen, noticed her counseling clients struggling to articulate what specific factors in their careers and personal lives were leading to their stress, anxiety, burnout, and lack of balance. Anush set out to create a simple and holistic resource to help people clarify and untangle these factors and develop goals and a concrete plan for improving how they feel and function in their day-to-day lives.

*“SCORE gave me the opportunity to work with an incredible mentor, who has helped me focus my business, work through some very tough questions and decisions, and develop a clearer direction for where the business is headed. I’m so grateful to have found SCORE when I did!”*

*-Anush*



Amanda Lacy, founder of Bijou Build, lives in a beautiful seaside village in Maine with her 3 children, 1 leopard gecko, 5 fish, 4 chickens and 1 husband. She came up with the idea for Bijou when looking for an outdoor play structure for her house during the Covid-19 pandemic. Amanda saw a lot of old, unused structures that took over people's yards and knew she wanted something better. Bijou Build is working to make the future of play, no single use play structures and no single way to play.

*“SCORE is the first place I go when I have a new challenge along my start up path. Their industry contacts, educational webinars and mentor portfolio have been invaluable to me as I start my business. My score mentor has made this process so much easier. I feel like I have a whole team behind me. 10 out of 10, would recommend!”*

*-Amanda*



**Amanda Lacy**

*Bijou Build*

Camden  
Knox County

Mentor - Frank Yahner

Client Since 2020



BIJOU BUILD

### Lauren Gray

*Cranberry Oysters*

Cranberry isles  
Hancock County

Mentor - Bill Webster

Client Since 2021



Lauren started Cranberry Oysters in 2015. She runs her farm with the help of four amazing women, Lex, Mary, Heather, & Jane. Oysters are all about place, where they grow, and the Cranberry Isles are one-of-a-kind. The year-round community between Great Cranberry and Little Cranberry totals about 100 people. Living in a small community surrounded by salt water brings unique challenges, but also ties people together. These two islands are rich in tradition and many threads connect to their past.

*“Not all problems have quick fixes, but Bill connected me to other people in the industry to help me on the right path—giving me the push I needed to explore answers and ask for help. His guidance early-on continues to greatly affect the shape of my business as it develops and his clarity of purpose continues to frame the decisions I make today.”*

*-Lauren*



## SCORE Maine Success Stories

### Daybreak Growers Alliance

Daybreak Growers Alliance provides a unique local produce box for Mainers who want to support local farms and help with food access. Colleen Hanlon-Smith and the Daybreak team aggregate, market and distribute food from 80+ Maine farms and food producers through a year round direct-to-consumer model to over 800 subscribers and over 90 hunger relief organizations Statewide through food access programming.

*“SCORE’s mentorship program has been an invaluable resource to me throughout my career growth. At each step along the way SCORE has provided me with the mentorship and guidance needed to advance my work and mission to serve Maine’s farmers and consumers. Ted’s mentorship has allowed me to better plan for the future”*

*-Colleen*



Small farms working together to bring you the best of Maine's harvest.



**Colleen  
Hanlon-Smith**

*Daybreak Growers Alliance*

Unity  
Waldo County

Mentor - Ted Hatch

Client Since 2022

Toby  
Dewhurst

*Kelson Marine*

Portland  
Cumberland County

Mentors - Whit Ford,  
Heidi Hansen

Client Since 2020



**KELSON**  
**MARINE**  
*Engineering that works in the wild*



Kelson's mission is to help humans use the ocean for good. For Toby, this means helping innovative companies produce food and energy from the ocean via open-ocean aquaculture and marine renewables. Kelson Marine develops and applies state-of-the-art simulation tools and numerical modeling approaches to accurately design and evaluate novel marine structures. They put their methods to the test by deploying prototypes under the ocean to validate structural designs, reduce risk, decrease costs, and maximize success.

*“Our SCORE mentors Heidi and Whit have been vital in helping Kelson navigate startup capital and cashflow, understanding personnel needs and hiring decisions, guiding marketing decisions, and identifying potential pitfalls in management and team building.”*

*-Toby*

## SCORE Maine Success Stories

### The Cultivated Thread

Hilary started The Cultivated Thread (TCT), a small batch weaving studio creating handwoven wearables and home goods, in February of 2020. Through production systems and efficiencies Hilary has scaled production capacity while maintaining the integrity of a small-batch, handcrafted product. Through persistent learning and refining, she has created a business that is fulfilling and financially viable for her and her customers.

*“Through my work with Linda, I’ve developed a marketing plan to help me achieve my goal, increasing website sales. TCT has increased website traffic, and online orders more than doubled this quarter compared to 2022. Advice from Linda has helped me balance admin tasks and production, an absolute MUST to keep the business going”*  
-Hilary



**Hilary Crowell**

*The Cultivated Thread*

Wiscasset  
Lincoln County

Mentor - Linda Diou

Client Since 2022

**Kate Griffin**

*Maggie Mae's Grab n Go*

Yarmouth  
Cumberland County

Mentor - Nancy Elbert

Client Since 2019



Maggie Mae's provides food that you feel good about eating because it is food made with love, heart, and quality ingredients. With a focus on sustainability, Maggie Mae's uses environmentally friendly packaging and partners with local Maine farms to bring in fresh produce. Soups, salads, sandwiches, prepared meals, and desserts are made fresh on-site daily so customers can come in and grab from a selection of choices as they go to work, or pick up the kids from after school activities.



*“Our mentor Nancy has been a tried and true supporter of John and me since pre-opening, more than five years ago now. We feel so fortunate to have Nancy and the entire SCORE organization behind us and guiding us. I can’t speak highly enough of Nancy - and SCORE as a whole - for what it’s meant to us to have them at our side every step of the way. Forever grateful.”*

*-Kate*

## SCORE Maine Success Stories

Manasse Shingiro's entrepreneurial journey began in 2016 when he sought guidance from SCORE to develop the supply chain and retail market for his Rwandan Arabica Coffee business. However, fate had different plans for him. Drawing upon his innate passion, confidence, and adaptability, Manasse made a courageous pivot and founded Casco Bay Cleaning Services in 2017, focusing on delivering top-notch janitorial services to commercial buildings.

*"Score has been my go-to resource on this entrepreneurial journey. Their expansive network, insightful webinars, and dedicated mentorship have been game-changers. Thanks to my SCORE Mentor Donna, I feel like I've got a powerhouse team backing me every step of the way. I can't recommend SCORE enough—10 out of 10!"*  
-Manasse

## Casco Bay Cleaning



**Manasse  
Shingiro**

*Casco Bay Cleaning*

Portland  
Cumberland County

Mentor - Donna LeBreux

Client Since 2021

## Our Sponsors

Thank you!

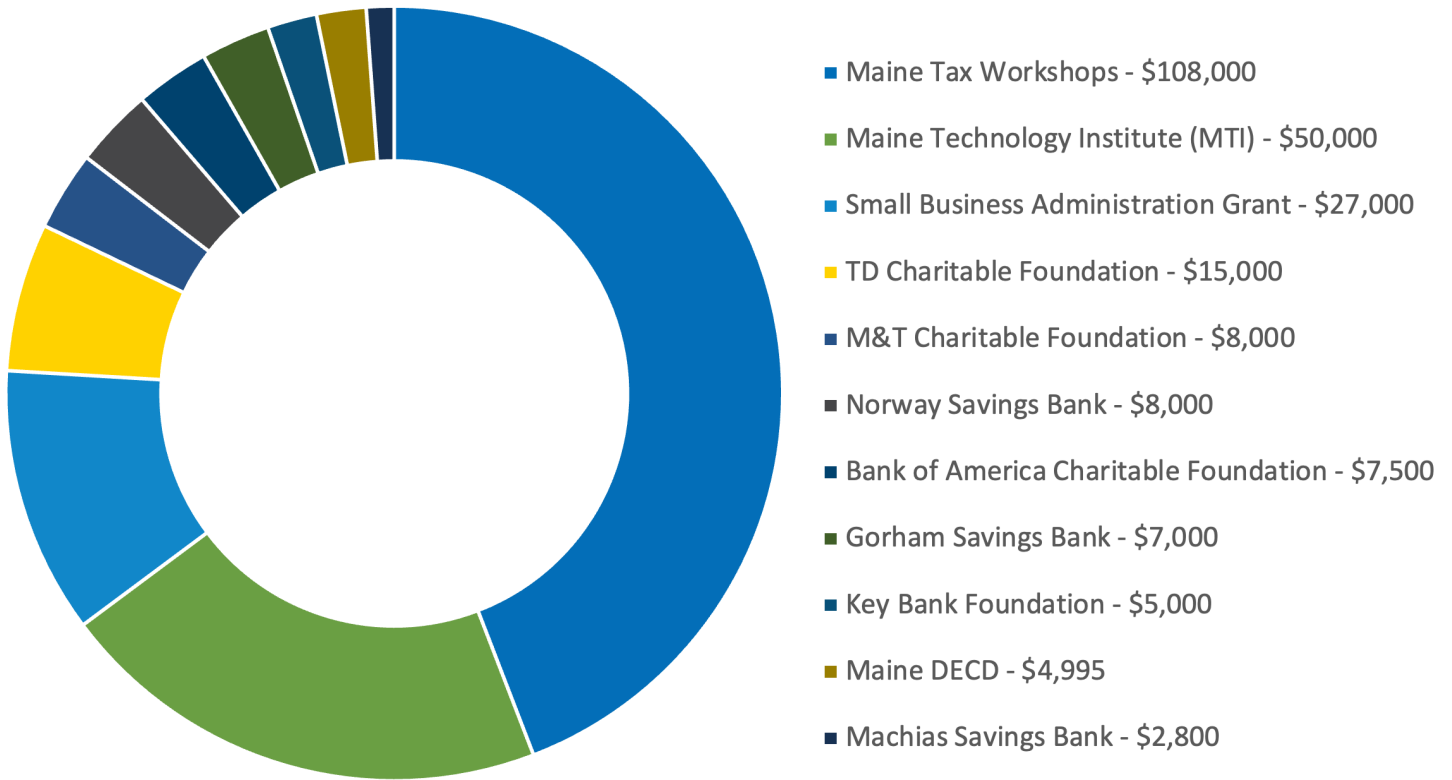
Thank you to our sponsors for their continued support. SCORE Maine provided free, confidential mentoring and education to 8,503 small businesses and entrepreneurs in 2023. Support provided by corporations and businesses allows for the development and implementation of SCORE programs, projects, and resources. These partnerships make it possible for entrepreneurs to receive an outstanding array of tools, education, and workshops.

### OUR 2023 MAJOR FINANCIAL SPONSORS



### OUR 2023 IN-KIND SPONSORS





## A Special Thank You to the Leadership Team Working on the Maine Tax Forum!

The Maine Tax Forum is a workshop program run by a committee of dedicated SCORE leaders who create an opportunity for tax professionals to earn their continuing education credits and get Maine state tax updates. The funds generated by their hard work provide funding support operations in all SCORE Maine chapters!



# Volunteers Matter

Our Volunteers go above and beyond for the Maine small business ecosystem, many of them taking on multiple roles to do so. Every one of our volunteers enthusiastically shares their expertise with our small business clients and other mentors. This helps clients achieve their goals and makes SCORE Maine the go-to resource for hundreds of small business clients.

To all of our SCORE Maine Mentors, Subject Matter Experts, Workshop Presenters, Volunteers, chapter, and district support, thank you.

## 111 volunteers serving clients across Maine 94 Mentors

Volunteer Mentors are certified and qualified to mentor any client, including start-up clients, existing businesses, and scaling companies. These are the client relationship managers who both mentor and bring in additional resources as needed.

## 18 Subject Matter Experts

A subject matter expert (SME) has deep experience in a specific business area. They are co-mentors and brought into the conversation when a client needs specific expertise.

## 16 Workshop Presenters

Workshop presenters prepare content and present small business educational workshops for clients and our mentors. Our presenters have a wide range of expertise, from marketing to accounting and finance, to attorneys specializing in business law.



# Client Satisfaction is Our Secret Sauce

Clients have access to any mentor  
no matter where they may be located

Clients have access to any needed information,  
no matter where it resides

Volunteers have access to any other volunteer,  
client or staff member

“I would recommend SCORE to  
friends and associates”

SCORE Maine's client satisfaction score is 95%,  
ranking #1 in the U.S.

# Our Chapter Chairs

Thank you to our Chapter Chairs who are key contributors to our success at SCORE Maine.



**Charlie Weidhas** is the Chapter Chair for the Southern Maine Chapter. He's been a mentor for 2 years and was appointed to the Chair position mid-2023. Charlie is responsible for leading the chapter's Leadership Council, being involved with mentor recruiting and engagement, being a member of the annual Maine Tax Forum team and working with the SBA on various activities.



**David Green** is the Chapter Chair for SCORE in Northern Maine. David brings six years of SCORE experience. He has a background in high tech from the UK, Canada, and the US. David has been co-owner of his own coaching and consulting business in Maine for 20 years. David wants to see a thriving small business community in Maine and is working towards growing the number of clients SCORE has. The Northern Maine chapter is consistently rated highly by SCORE National for quality of service.



**Jon Anderson** is a retired federal executive specializing in public communication with broad experience in managing agency business enterprise programs. This includes understanding executive-legislative branch interactions, managing personnel, training, acquisition, financial management, and emergency and continuity operations. He's had long, practical experience in interagency outreach and operations, including contingencies, and he is nationally accredited in Public Relations.

# SCORE Maine District Leadership

Thank you to our District Leadership, who are key contributors to our success.



**Stephen Veazey** is the District Director for SCORE Maine. He is responsible for leading the volunteer mentors through chapter leaders, setting state-wide strategic direction, and ensuring that the chapters each run in a business-like manner. He is responsible state-wide for both financial and operational management. Steve is a former Chapter Chair, Assistant District Director and has served as District Director for six years. He has more than 15 years of experience mentoring small business clients in Maine.



**Nancy Strojny** is the Assistant District Director of SCORE Maine. Her areas of responsibilities include state-wide fundraising, community outreach, marketing and chapter and volunteer engagement. She is the former Chair of the Southern Maine Chapter of SCORE which was selected as the SBA SCORE Chapter of the Year in 2019. She is a former Board Director and Board Secretary for the SCORE Association in Herndon, VA. She was selected as a White House Champion of Change on March 7, 2012, she was named a Maine Biz Women to Watch in 2017, and a Maine Magazine 50 Mainer Honoree Shaping Maine 2019.



**Dan Reed**  
Marketing & Program Manager



**Linda Trenholm**  
Client Services Coordinator

**SCORE NATIONAL** [score.org](http://score.org)  
**SOUTHERN MAINE SCORE** [score.org/southernmaine](http://score.org/southernmaine)  
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22 Rear Free St.  
Portland, Maine 04101

### **CENTRAL MAINE SCORE**

AVCOG Business Service Center  
125 Manley Road  
Auburn, Maine 04210

### **NORTHERN MAINE SCORE**

Federal Building 20700  
202 Harlow Street  
Bangor, Maine 04401