

APRIL LOUGHEED BIO | AMBASSADOR MAGAZINE

SAGE ADVICE

AMBASSADOR - THE MAGAZINE OF TRANS WORLD AIRLINES AND TRANS WORLD EXPRESS



Download article in PDF format

By Bennett Daviss, October 1997

Small businesses find a potent resource of practical wisdom among a volunteer corps of retired executives.

IT'S WHO YOU KNOW

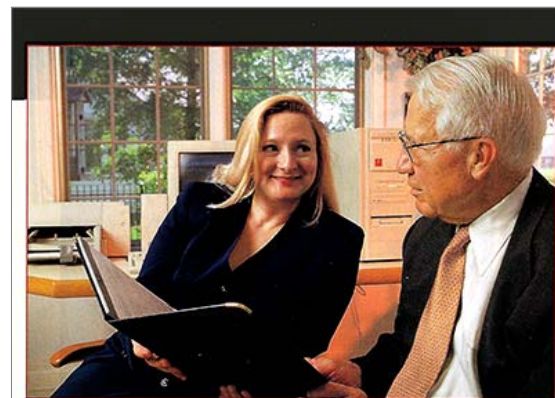
After working for a decade in marketing for Fortune 500 companies such as Eastman Kodak and Dow Brands, where she launched a computer media department, Lougheed was bitten by the entrepreneurial bug in 1995. She took her business plan for Lockheed Guidance, a World Wide Web design and marketing enterprise, to her local SCORE office in Indianapolis. There she met counselor William Bell, a former president of the Indiana Gas Company.

Computer media entrepreneur April Lougheed consults with SCORE adviser William Bell, former president of Indiana Gas Company.

Bell reviewed her plan and liked what he saw. "He opened a lot of doors for me into the local business community," Lougheed says. "He interested the Indianapolis Star in doing an article about me. The story ran in the summer of 1996 and I'm still working off the business it brought in."

After her initial meeting with Bell, the SCORE volunteer "would spend at least a couple of hours with me every week to make sure I was on track with my goals," she recalls. "He gave me more leads than I knew what to do with. Before long, my biggest problem was handling all the clients I had."

She still talks with Bell once in a while. "I don't have a lot of time to talk with him now because I'm so busy," she says, "which is a result of having SCORE's help in the first place."



Computer media entrepreneur April Lougheed consults with SCORE adviser William Bell, former president of the Indiana Gas Company.

not the Internal Revenue Service standard of 31 cents. "Besides, about half of our volunteers never ask for reimbursement at all," says Christine Goodson, SCORE's public information director. Thanks to such generosity, as well as a ruthless fragility borne of the volunteers' combined business experience, SCORE calculates its total cost per case at just \$5.92—whether the case is as complex as Jody Coyote's or as simple as April Lougheed's.

IT'S WHO YOU KNOW

After working for a decade in marketing for Fortune 500 companies such as Eastman Kodak and Dow Brands, where she launched a computer media department, Lougheed was bitten by the entrepreneurial bug in 1995. She took her business plan for Lockheed Guidance, a World Wide

Web design and marketing enterprise, to her local SCORE office in Indianapolis. There she met counselor William Bell, a former president of the Indiana Gas Company.

Bell reviewed her plan and liked what he saw. "He opened a lot of doors for me into the local business community," Lougheed says. "He interested the Indianapolis Star in doing an article about me. The story ran in the summer of 1996 and I'm still working off the business it brought in."

After her initial meeting with Bell, the SCORE volunteer "would spend at least a couple of hours with me every week to make sure I was on track with my goals," she recalls. "He gave me more leads than I knew what to do with. Before long, my biggest problem was handling all the clients I had." She still talks with Bell once in a

while. "I don't have a lot of time to talk with him now because I'm so busy," she says, "which is a result of having SCORE's help in the first place."

It may seem ill-advised to approach retired people for advice on starting such vanguard enterprises as an Internet-based business, but the age of the advisers doesn't necessarily reflect that of their ideas. More than 130 SCORE volunteers dispense fee-free advice via e-mail through SCORE's own website (www.score.org), and more than 30 individual SCORE chapters offer digital counseling. SCORE's office in suburban St. Louis is linked electronically with the county library system and its online list of business information sources. "All their resources are available to us online and we have our own reference library as well," says chapter chairman James

April Lougheed is an entrepreneur and digital marketing enthusiast. Over two decades experience in brand marketing and digital development. Founder of Guider.com and ProfitGuider.com | Blog | Social Profile Listing
+April Lougheed, Find out more

MENU	GREAT ADVICE	TAKE ACTION	NEED SOME ADVICE? CONTACT US GET EXPERT GUIDANCE HERE
About helping you	Tool box	Email – solved[at]guider.com	
Portfolio	Price advice	Get in touch – Contact form	
Our services	Check lists		
Blog	Profitable Webs 101		

Copyright ©1992–2012 Guider.com. *Web Site? Solved!*

Valid XHTML | Valid CSS



| Site Map | Terms and Conditions of Use | Privacy | Subscribe to Blog

Note: All client copyrights, trademarks used for portfolio purposes are solely owned by those clients and are not the property of Guider.com or LockHeed Guidance, Inc. For more information please visit the terms and conditions page.