

For Immediate Release

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SCORE volunteers aim for strong Cedar City businesses

CEDAR CITY — Guidance provided by retired business executives at Southern Utah University's Business Resource Center is made possible by individuals like Neal Smith and Joanne Brattain, who no longer go to the office every day but still want to see local businesses flourish.

"The key to a strong community is volunteer work," said Smith, who spent 31 years in marketing, advertising, and non-profit organization management.

After moving to Cedar City six years ago, Smith said he decided to get involved with the community through the SUU's BRC. Donating his time as a SCORE volunteer allows him to counsel new and prospective business owners on the responsibilities of starting and managing their own businesses.

Smith said he also provides informed feedback to people with ideas for business ventures and helps them gauge the likelihood of their companies' success in Cedar City.

"I'm here to help people prepare to run a better business," Smith said.

Like Smith, Brattain brings vast experience to her work as a SCORE volunteer.

She spent more than 20 years experience in high-tech fields with companies such as EMC Corp., Sybase Inc., and Ingres Corp.

Brattain said she also has strong experience in marketing and employee training. She began her career in systems programming, and later expanded into sales and eventually sales training.

Before joining forces with the BRC's SCORE satellite, Brattain was an active volunteer with the Utah Shakespearean Festival and Angel Flight West.

"Neal Smith approached me about the SCORE chapter, and I thought it was a great way to assist our business community and therefore, the health of Cedar City," Brattain said.

Through her work at the BRC, Brattain said she hopes businesspeople in Cedar City will know that there is a place that can provide assistance to them.

"The BRC is a terrific resource," she said. "We have workshops on how to get started with a small business, business mentoring . . . help with all areas."

Brattain said that her long-term hope is that SCORE contributes to a vital business economy in Cedar City.

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Mug shots attached: "joanne_brattain.jpg," "neal_smith.jpg"