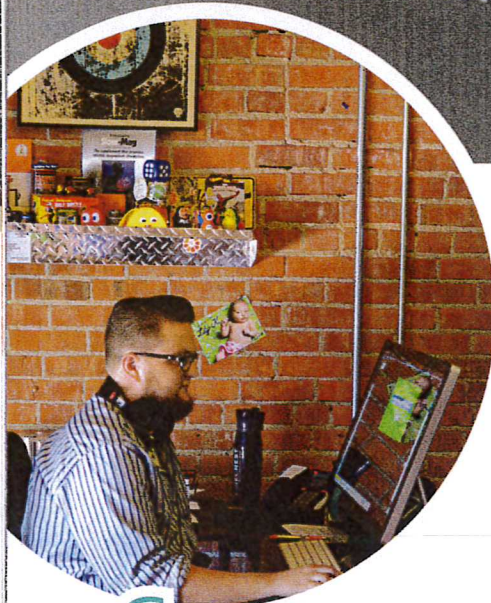


SCORR



TARGETED FOCUS



SCORR Marketing in Kearney, Nebraska has a vibe. You can tell from the moment you walk into the front door and first see the company's gleaming silver, diamond plated front desk. Bright teal and red play off of one another, creating contrast, but drawing you in at the same time, making one wonder what this group does. Metal, an illuminated logo and a glimpse of several desks are just the tip of the iceberg. And that's why SCORR has been named this issue's Entrepreneur Extraordinaire.

At the time we spoke with SCORR, the company was getting ready for its largest trade show of the year. The agency was sending 17 members of its 50-person team to Philadelphia at the end of June for DIA 2016.

DIA 2016 is the largest global interdisciplinary life sciences trade show, hosted by the Drug Information Association. It brings together thought leaders and innovators from

around the world, a couple of handfuls of which SCORR supports as clients.

This year, SCORR's team provided a presentation, worked on exhibits, promotional materials and brand recognition pieces to give its clients advantages over the competition at this worldwide event.

But SCORR offers more than trade show planning; it is a global health science marketing and communications firm.

EXPERTISE BREEDS GROWTH

SCORR President and CEO Cinda Orr started the company 13 years ago, coming out of retirement to do so.

She started with a team of two employees — herself and one other — and was based in a small office that she shared with D&S Lighting.

Today, she employs 50 people — 30 of

whom are based at SCORR headquarters in Kearney. The Omaha office has 10, and the remaining 10 are dispersed across the country and world — working remotely.

When she is not jet-setting, traveling to trade shows, presentations and conferences, Orr is driving her team to succeed. She's been described as passionate, driven and a powerhouse in the industry. Side note: She is also a fashionista, which plays into her identity in the marketing realm.

"To be successful in the health science industry, I've had to work harder, be smarter, demonstrate more expertise, be passionate and

offer better service than my competitors, who are mainly men," Orr said. "However, I've also found that I had to differentiate myself from my male counterparts in fashion. There is a strong correlation between style and creative for marketers, women in particular. 'Style' is an important rhetorical impression that gives confidence to clients."

Before she started SCORR, Orr had created a strong reputation for herself. She came back into the industry which she left behind. Orr had retired when she began consulting at various trade shows. She recognized a need in the health care industry and created a company to meet those needs. Prior to starting SCORR, which is a play on her name, she earned her Bachelor of Fine Arts in Design from the University of Tennessee and spent over 25 years marketing for Fortune 500 companies.

She spent 12 years at Lincoln-based Harris Laboratories, where she later became the senior vice president of global marketing for MDS Pharma Services, after MDS acquired the company. In her time there, MDS grew to be one of the world's largest pharmaceutical research organizations.

Orr was also integral in building G.D. Searle's in-house agency, SECOM. Based in Chicago, Searle is best known for being the pharma company that developed oral contraceptives in the 1950s, yes, The Pill. It also launched the arthritis drug Celebrex in 1999, which was the most successful pharmaceutical launch in U.S. history, and Nutrasweet.

With the support of Orr's expertise, SCORR entered the industry as a marketing strategist for BCI and MDS Sciex in 2003. Shortly thereafter, SCORR was given the opportunity to rebrand and relaunch a major clin-

ical research site management organization, Radiant Research — starting the company on its way to becoming one of the health sciences industry's leading marketing and communications firms.

Ben Rowe has been the creative force behind SCORR for the past 12 years. He was employee No. 1 and today serves as the senior vice president and chief creative officer. Rowe, like many SCORR employees, attended college right in the company's backyard at the University of Nebraska at Kearney. He came into graphic design through his love of art.

"I really liked art as a kid, and I got the impression that if you were going to be a fine artist you were going to be a starving fine artist. So design was the most practical application," he said. "At SCORR, particularly, you're always doing something different and there are always new challenges to solve. You never get bored."

Rowe leads a design team whose accolades seem to come in droves. In this year alone, the entire SCORR team has raked in over 20 awards, adding to the multitude team members already have. This year SCORR is a finalist for a Medical Marketing and Media Gold Award and will hear the results in October at a black tie event in New York.

Alongside Rowe, Krystle Bunttemeyer has been with SCORR since nearly the beginning. She is the senior vice president and marketing officer. This team, in addition to the many others, have created a team worth all its praises.

All of the accolades and success have not been awarded to a firm on the East or West Coasts, but from an agency right out of the middle of the United States.

GLOBAL IMPACT LOCAL BENEFITS

SCORR Marketing is making a global impact on the health sciences industry, all from a city of 33,000.

According to Lea Studer, senior vice president of marketing and communications, SCORR thinks that's great.

"Some people may think, 'How does it work being in Kearney, Nebraska?' We think it's great because we're smack-dab in the middle of the United States — halfway to the West Coast and halfway to the East Coast. With the way things are today, it's not a challenge with email and the phone. We can easily jump on a plane and go see our clients," she said.

Plus, Studer sees being in Nebraska as selling point.

"People really appreciate Midwest values; there's the association of having a hard-working agency and that is true of SCORR. We're competitive with the huge agencies based in New York or California or wherever. We hold our own."

Orr supported Studer's recognition of the Midwest's accessibility. While agreeing that the company competes with agencies on Madison Avenue, Michigan Avenue and in London, Orr also expressed her high expectations for her team, which she describes as "young, trendy, innovative and creative."



SCORR MARKETING FOUNDER
CINDA ORR



TOP LEFT: SCORR Marketing's logo that welcomes visitors as they walk into the office at 2201 Central Ave. in Kearney, Nebraska.
TOP RIGHT: Senior Vice President and Chief Creative Officer Ben Rowe in his office. Rowe's initials conveniently spell out BAR, barroom decor, along with his pet turtle, Rocs adorn his office.
BOTTOM RIGHT: Executive Administrative Assistant Keisha Carson holds up her award for the month. SCORR takes pride in its employees by providing incentives and regular shout-outs on social media.
BOTTOM LEFT: Cliff Echols, market intelligence director sits at his assigned desk at the office in Kearney. Echols is one of the SCORR employees whom works remotely. He was back in the office for meetings.



SCORR MARKETING ACTIVELY PARTICIPATES IN THEIR LOCAL COMMUNITY
 HELPS WITH RELAY FOR LIFE | SUPPORTERS OF THE WORLD THEATRE | PLAYED INSTRUMENTAL ROLE IN MARKETING EFFORTS TO HELP KEARNEY PUBLIC SCHOOLS GET THE NEW HIGH SCHOOL | SUPPORTS LOCAL STUDENTS BY OFFERING JOB SHADOWING AND INTERNSHIPS | PARTICIPATES IN DESTINATION DOWNTOWN RIBBON CUTTINGS AND THE UNK HOMECOMING PARADE

SCORR's offices have become global over the last 13 years with satellite offices in Omaha, California, New Jersey and the UK. Studer said the remote employees are mostly on the account side, but some copywriters also are working remotely. All new employees, regardless of their location, come to the Kearney headquarters to train with the staff for two weeks. The company also holds monthly meetings where every employee is present in person or over video chat. People come in and out of the Kearney office as needed, and when they come into the office, their desk is waiting for them. Yes, each individual employed by SCORR has their own desk at headquarters. SCORR also holds quarterly meetings in Kearney that all employees attend in person, staying for three to five days. SCORR is following a national trend when it comes to remote employees, or telecommuters. According to Global Workplace Analytics, "regular work-at-home, among the non-self-employed population, has grown by 103 percent since 2005." It's becoming easier to be a part of a team, yet not be an office-mate. "We make a sincere effort; we're dedicated to making this work," Studer said. "We make sure our team members have all the materials they need and that when we're working on projects, there's good collaboration. Technology makes it so easy now. We've made an investment in all of our technology materials and also in our remote employees. We've found good talent so we want to make sure we keep it." SCORR has become an adaptable company.

REBRAND

Last year, SCORR began the process of rebranding, recognizing its strength as a powerhouse in the health sciences industry. "We have had clients across the board — from small coffee shops to large construction companies — and most of these clients are locally

or regionally based. As Nebraskans ourselves, we absolutely love these clients and love the variety this work offers us," said Studer. "However, we wanted to capitalize on our expertise in the health sciences arena, so we conducted our own market intelligence study and developed a comprehensive strategic marketing action plan — putting our own team members to work on our rebrand just as they would for our clients," Studer added. SCORR rooted the rebrand around its growth strategy, Studer said. "We're focused but also expanding at the same time. We want to continue to get new business and help our existing clients grow so there's additional business from them as well." The agency's goal is to lead industry trends like marketing automation and digital messaging. Due to constant changes in the digisphere, SCORR has developed a special digital group and concentrated their services in that area. While SCORR's rebrand has honed in on its expertise, the company continues to work with businesses outside of the health sciences industry. "We're happy to help anybody with their marketing and to help grow their business," Studer explained.

LOCAL COMMUNITY IMPACT

SCORR has helped multiple local businesses develop a brand strategy or plan events. The company actively seeks out UNK graduates, currently employing 20 UNK grads. The agency participates in parades, the Kearney Chamber of Commerce and other local fundraisers. Studer said SCORR is always willing to help companies in their backyard. With the increase in client work, SCORR helps bring those dollars into the local and state economic fold. Company employees purchase homes in the Kearney area and are active members of the community.

Continued on page 44

Helping Women Bloom

Women's Center creates space for health, healing



Susie Bertie
 Freelance Writer
 Susie is a freelance writer residing in Central Nebraska. Her passions include her loved ones, art, animals and the written experience. She has been a patient at the Women's Center since 2015.

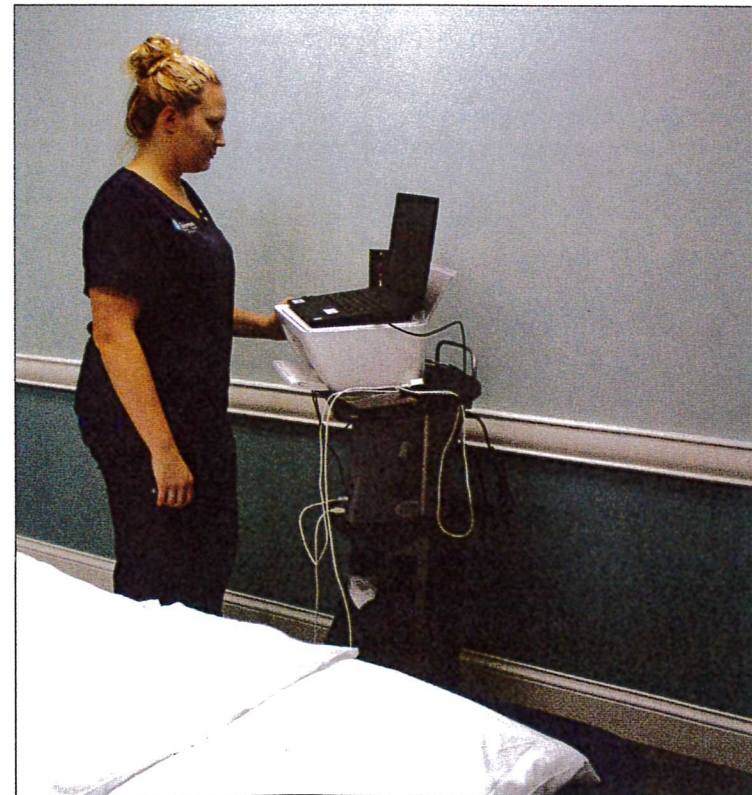
It began with a dream — a dream born of a sense of purpose and vision coupled with heart. A Pinterest page follows, where ideas take root, colors meet design, function metamorphoses into details. A smart and passionate PowerPoint presentation soon follows, to a board of directors who understand the need to lead the industry and grab at fresh, bold innovation. Construction begins and the dream becomes reality. The Women's Health and Healing Center at 905 N. Custer in Grand Island is born. A place where women heal women — where treatment encompasses the physical, social and emotional aspects of care in an atmosphere soft and yielding to the needs of the community. In 2001, Eva Dawson graduated from Eastern Michigan University in Occupational Therapy. Her focus and

expertise while in Michigan was in the field of Autism working for Livingston County Mental Health Services and the Livingston Educational Service Agency. Dawson primarily worked in private homes, setting up systems and programs for children with severe autism, and getting parents much needed sensory equipment. She soon was speaking on visual and sensory techniques for teachers at state conferences on exceptional children. This mastery and broad knowledge of autism brought her to the attention of Grand Island Physical Therapy, and in 2004 she accepted an Occupational Therapist (OT) position there, and moved to Grand Island. Dawson fell in love with the slower pace of Nebraska along with the kindness of its people. For a few years she stepped away,



working in equine therapy and then with York General Hospital creating their Pediatrics Building Blocks Program. She returned to Grand Island Physical Therapy in 2009 where her comprehensive vision was encouraged by far-sighted leadership, who saw the need for increasing their capacity to address women's health. Dedication and that expansive, effervescent dream lead to conversation, more conversations, planning, Pinterest boards and finally a groundbreaking in May 2015. The Women's Health and Healing Center opened in January 2016. Many of those very Pins from Dawson's Pinterest page have shown up there; aquamarines and grays evoking an ambiance of warm tranquility and softness, Himalayan salt lamps, a water feature graciously donated by the GRACE Foundation, mindful art and images of the lotus apparent everywhere — a symbol of rebirth, tender care and growth. Through the doors into a space that feels not-at-all like your typical PT/OT clinic, one finds the staff, hand-picked by Dawson. Each brings a remarkable array of talent, academic assets and compassion to the Women's Center. Each a vital part of the whole: Mollie Maire, OTR/L CLT, is the lymph-drain wizard; intuitive, devoted and adroit. Nicole McClure, COTA/L, the lymph-whisperer with a passion for treating neurological injuries. Melissa Wiese specializes in raindrop therapy; using massage and essential oils for alignment and release. Mary Ann Nielsen, COTA/L, brings her nurturing expertise and craft to pelvic floor, pre- and post- pregnancy issues as well as incorporating yoga into therapies. Laura Knox, OTR/L, floats between disciplines with a focus on balance, visual impairments, stroke and brain injuries, and Dawn Strop, OTR/L, brings her skills to wheelchair modifications and Parkinson's management. There is a wide range of modalities and treatments offered here,

and with the ever-increasing number of clients along with the need to broaden, explore and expand therapies — already Dawson is bringing on new COTA Lauren Schuster. No typical workplace drama here, no competition. Just women healing women, expertly and thoughtfully. Today, with all the awareness and advances in healthcare, some issues are hard to accept, or to talk about with family, friends or health professionals. Some issues require fierce yet soft and tender attention — this is where Women's Health and Healing Center shines. Women can seek treatment for pelvic floor weakness, sexual dysfunction, bowel and bladder management, breast health and rehab; pre- and post cancer care, prenatal and postpartum issues and lymphedema. Nothing is one-size-fits-all. Therapies and treatments are layered and combined to bring about the best possible outcome. Attention and treatment is enveloping and through, and one feels immediately a part of this remarkable tribe of women. I am a patient myself at the Women's Center, having started out in the Balance and Mobility wing of Grand Island Physical Therapy with John Holling and his staff, then shifting to the Occupational side when the lymphedema diagnosis was dropped on me in 2015. What an education I've received from the minds and hearts of these women! Lymphedema affects nearly 10 million Americans — more people than MS, MD, ALS, Parkinson's and AIDS combined. How lucky for this region to have Women's Health and Healing Center as a resource for women's health care. I will forever be grateful and appreciative to this amazing group of women, and particularly to Dawson for having the determination and dream to make this center bloom. Like a lotus.



Receptionist Erin Lemberg sets up a mobile patient record cart at the Women's Health and Healing Center in Grand Island, Nebraska.



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SCORR: Drive, Support Define Firm's Team

From Page 30



PHOTO COURTESY SCORR MARKETING | SCORR had 10 clients at this year's DIA Conference, the world's largest interdisciplinary life sciences trade show.

Additionally, with a young staff, the SCORR family has grown over the years. Families have started and everyone is taken under the wing of the company. Anyone who takes a look at SCORR's Facebook page can see the involvement of the employees on community projects, but also will be able to comprehend how much the company cares about its people.

COMPANY CULTURE

The people are the best part about working at SCORR, Studer explained. "We work really hard to see ourselves as family." A family that values teamwork. "Everybody supports each other, everybody strives to generate an impact for our clients and do work we can be proud of," Studer said.

That striving for success is rooted deep within the organization. Rowe, who started at SCORR in the beginning, said he's been greatly influenced by the company's CEO and president.

"Cinda's got a drive that I don't think anyone can match. She's always inspiring us to go further and push things to the edge and to provide more for our clients," he said. "She's a good source to keep us in check."

The SCORR family works hard, but it also plays hard. The office decor reflects the creativity one would expect at a marketing agency: A vintage Pac-Man machine sits just outside the designers' offices; Rowe keeps a pet turtle named Rocs (SCORR spelled backward) in his office; there are action figures arranged on desktops and shelves, and employees are able to spin the Wheel-of-Wow (WOW).

WOW is both a rewards and a motivation system unique to this company. Three or four employees — chosen by the leadership team for outstanding work — spin the wheel each month to win prizes such as a GoPro camera or a gift card to a local restaurant. Every employee who spins wins.

As if that isn't motivation enough, those who have spun the Wheel and are defect-free through the quarter put their name on the wheel and then spin for a trip. SCORR covers travel and hotel accommodations to select destinations for a three-day-weekend for the winner and a guest. (Yes, SCORR is hiring.)

Competition and camaraderie have infiltrated the company culture at SCORR marketing. Plus, any group that professionally plans events knows how to throw a good party. Events such as a Mad Men themed open house, costume contests and hot dog roasts are a mainstay at SCORR, making the company probably one of the most fun places to work in Kearney. And, you can find SCORR on social media singing the praises of staff, celebrating anniversaries and milestones on a regular basis. It's this combination of high-echelon work, fun and employee support that makes SCORR stand out as our Entrepreneur Extraordinaire.

-MEGAN ARRINGTON-WILLIAMS

The Power Struggle

Follow the story of Alexandra McCord as she returns home to Central Nebraska



Brian Simpson

Brian Simpson is a freelance fiction writer from Hastings. He has coupled his talent with his excitement for Open for Business to create the story of Lexie. He is a native of central Nebraska.

Lexie was still in New York, working to upgrade the car company's computer systems. Declan had put her temporarily in charge of their already-existing IT department, and as such, she was facing some struggles with authority. She had never really been in charge of a department before, and parts of the department weren't cutting her any slack.

"Okay, Amanda. Will you try to connect to the main website through the app on your phone please?" Lexie asked. Amanda was another IT person on the team. She had been kind to Lexie and had shown her support. Charles, the head of the IT department there, had not. In fact, he scoffed when Lexie asked that of Amanda; his umpteenth scoff of the day.

"It's not connecting," Amanda said as she tapped on her phone screen. "I'm just getting an error message."

"Dang it! Why won't they talk to each other?" Lexie asked, rhetorically.

"No offense, but this seems like a complete waste of time," Charles droned, arms folded in skeptical defiance.

Lexie sighed, trying to keep her cool. This was not, by far, the first time Charles had questioned her, and it wouldn't be the last. "What about this seems like a waste of time?"

"Apps? For a car company?"

"Yes, apps for a car company," Lexie said flatly.

"What's the point? Is someone going to buy a car through it? Or maybe they'll just play a fun little game? Do we have that? Do we have a fun little car game?"

Amanda furrowed her brow at Charles but was hesitant to be too bold, considering he was still her immediate boss.

"Yes, Charles. You can buy a car through the app. Or you can check out latest models or read about the company. There are a lot of things consumers can do with the app, and no, none of them involve playing games. But that is a good idea," Lexie explained.

Amanda added, "Besides, the app already exists. The website exists. It would be dumb if the two weren't connected."

At lunch later that day, Declan approached Lexie with his perfect blonde hair and sharply-tailored suit.

"Careful, Charles is going to think you're favoring me," Lexie laughed as Declan pulled up a seat at the table.

"Well, that's what I was coming to ask you. Is he any better?"

"No. If anything he's worse. He keeps questioning my motives, doesn't understand what I'm doing... I'm trying to make it feel like we're a team, that we're on the same page. But he doesn't seem to want to be. I can't teach him anything."

"Lex, if I may offer some advice?" Declan asked. "Please do," she chuckled, at her wit's end with Charles.

"He's afraid you're going to take his job. He turns, I believe, 61 this year? Somehow he needs to be reassured. Do you want me to talk to him?"

"No, NO. He'll just think I went running to you to complain about him. I have to earn his trust on my own. I think he's a capable IT head, but it's like he hit a wall with technology. I guess...I guess I could maybe pull the app data. Show him how many active users there are, show him how many people actually do use it."

"That sounds like a good place to start."

"He hasn't seen the value in what I'm doing. Maybe if he sees the information for himself, he'll start to come around." Lexie hoped.

"Do it. And if you try to get him on board and he continues to scoff at you, at the end of the day, I AM his boss."

"That sounded scary," Lexie laughed.

"I'm not much of a disciplinarian, but business is business."

After lunch, Lexie's first task was finding the data for the app. She was determined to make her work relationship with Charles smooth. There really wasn't a need for him to fear her, but she understood it nevertheless. Apps weren't something he understood, and he was old enough and wise enough to know he was behind the technology curve. She planned on bringing him up to speed.

TO BE CONTINUED....

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