



USRC is Seeking Business Professionals to Provide Mentorship to Small Businesses in Cecil, Kent, and Queen Anne's Counties

Chestertown, MD (January 11, 2024) - The [Upper Shore Regional Council](#) (USRC) is actively looking for experienced business professionals interested in mentoring new and established small businesses in Cecil, Kent, and Queen Anne's Counties. The newly announced [USRC Business Mentoring Program](#) is a community-driven initiative designed to guide local business owners through critical decision-making processes, assist them in recognizing and seizing opportunities, and offer strategies to navigate challenges.

"In partnership with each county's office of economic development, we saw a need to provide a mentorship program at the grassroots level. This program will focus on connecting local business mentors with new and existing community businesses and help them achieve their goals and reach new heights," shares Susan O'Neill, Executive Director of USRC. "Our long-term goals for this program are to help Cecil, Kent, and Queen Anne's Counties become robust places to live, help to create more job opportunities for everyone in the community, achieve workplace and business goals, and enhance the overall quality of life in each county."

The demand for a business mentoring program in the Upper Shore Region is significant, given the enthusiasm of numerous local organizations and businesses striving to meet and exceed their goals. Business mentors play a crucial role in fostering local economic growth; the benefits of business mentoring are vast for mentors, mentees, and the organizations that participate.

"I've been mentoring current and prospective small business owners for more than 15 years now, and the work that I've done with these local entrepreneurs has been the most rewarding of the many volunteer activities I've been engaged in," shares Zane Carter, an organizer of the USRC Business Mentoring Program. "We're pleased to be working with USRC and county business development folks who ensure that local businesses are our central focus. Our business mentors all live here in the Upper Shore Region, so we recognize our unique business climate and are familiar with the requirements of state and local governments. We not only offer experience-backed business guidance but frequently serve as an objective sounding board for our clients when they're trying to figure out the best way forward."

Eligibility for this volunteer role requires business professionals to be based in Cecil, Kent, or Queen Anne's County and to have a flexible schedule to accommodate their mentorship commitments. Mentors begin by collaborating with mentees to develop a realistic and practical business plan for achieving objectives. This plan outlines key priorities and establishes a timeline for tracking progress, serving as a comprehensive guide for managing operations, finances, and marketing strategies. Their role extends beyond merely helping to launch businesses; they also offer continual support throughout the business's growth. All mentoring services provided are free of charge and confidential.

To support the growth of the Business Mentoring Program, USRC is seeking mentors from every industry to advise and guide aspiring entrepreneurs and established small businesses in the Upper Shore Region. Experienced business professionals and seasoned leaders interested in mentoring with the USRC Business Mentoring Program are invited to learn more and apply at <https://usrcmd.org/businessmentors/>.

About the Upper Shore Regional Council: Since 2003, the Upper Shore Regional Council (USRC) has fostered planning and development in Cecil, Kent, and Queen Anne's counties. USRC affords federal, state, county, and local governments a regional forum to identify issues and opportunities. USRC plans and implements programs to improve the quality of life in the Upper Shore Region of Maryland. To learn more about the Upper Shore Regional Council, visit its website <https://usrcmd.org/>.

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