

# NJSBDC Success 2007 Winners / 2007z-Dynamic-Markets-Winne

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As everyone knows, the educational system in our country is the subject of much debate.

There are those who contend that America produces its fair share of leaders and scholars, while others argue that the system fails to adequately prepare our youth for college or the workforce. One thing is certain: workforce development begins in the educational system, and it starts in the primary grades.

A company that has recognized that and whose mission is to help produce our country's future business leaders and entrepreneurs is Support Services Consultants (SSC). Matthew Stevens started SSC just over two years ago, with the idea to provide his expertise to enterprises across the educational, community based, and corporate and governmental spectrum in the vital area of youth development.

Unlike many of the community- and institutionally-based non-profit organizations that struggle to stay alive while working on the issue of youth empowerment, SSC is a solutions oriented business and can concentrate on providing its clients with tools and results. Accordingly, SSC specializes in publishing books and lesson plans, curriculum design, conference management, and a variety of parent workshops. Many of those workshops are designed to help parents help their child identify personal levels of self-esteem; develop a time management plan; improve self management skills; demonstrate critical thinking ability; improve interpersonal and communication skills; avoid drug and alcohol use; design a nutrition and exercise regimen; set and accomplish academic goals; and help manage personal finances.

As marketable as Matt's products and services are, he knew he needed some basic business advice. Thanks to contacting the NJSBDC in

October 2005, and taking the time to work with Charles Jackson, Dynamic Markets Director, Matt has been able to accomplish more than he had hoped for in that short time span.

Being a new business owner, Matt was concerned about his own personal development, as well as the continued success of his business. Charles worked with Matt to provide him with the direction, information and tools needed for new business formation, technical advice and assistance, as well as personal motivation. According to Matt, “NJSBDC gave me the individualized attention to help me set up my business. They helped me envision my company’s unlimited potential.” That individualized attention also included a timely referral to Nat Bender, NJSBDC’s E-Commerce Director, who conferred with Matt on an email-marketing program that SSC is using regularly now.