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**SMALL BUSINESS ADVOCATES ROLL OUT KEY RECOMMENDATIONS**  
Year Plus Long Study Results Show Path To Economic Growth

NUTLEY, NJ, Oct. 19, 2006—After more than one year trekking around New Jersey’s downtowns and talking to small business owners, then sponsoring a small business-focused University study, the New Jersey Small Business Development Centers (NJSBDC) network is back to highlight recommendations to create a more business friendly climate in the Garden State.

The first stop on the tour was downtown Nutley, where the Mayor and Chamber of Commerce are working with the Rutgers-Newark SBDC, which provides management consulting and strategic training to Essex County small business owners, to discuss the need for public policies that support of small business growth.

“Nutley has a great small businesses community, but its business owners face an increasing competitive marketplace,” said NJSBDC state director Brenda B. Hopper. “These entrepreneurs need our full support both in providing strategic assistance to succeed and in advocating for increasing access to capital, reducing burdensome taxes and developing affordable health insurance plans.”

Nutley Mayor Joanne Cocchiola welcomed NJSBDC to her city. “The Township of Nutley is grateful to the NJSBDC for the opportunity to utilize them as a resource in strengthening new businesses and creating new opportunities here,” she said.

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More than thirty small business owners participated at the forum, many of whom are members of the Nutley Chamber of Commerce which helped promote and market the event to local business owners and other regionally based groups. Chamber president Dr. Donna Pontoriero addressed the group along with NJSBDC executive leadership and Tendai Ndoro, who directs the regional SBDC located at Rutgers Business School in Newark.

Citing the formal report issued in late August to the State Legislature and Governor, Hopper and associate state director Deborah Smarth are now talking to small business owners about what their peers said and how they can help advocate for change.

“Increased assistance to the small business sector needs to be coupled with strong, extremely-friendly business policies in New Jersey,” said the report’s author Smarth. “This helps counteract other states’ advantageous business environments which are luring firms away from our State.”

First, the report—titled, *Strategic Blueprint for Small Business Growth: Strengthening Business Opportunities in New Jersey*, recommends forming a bi-partisan committee on health insurance to provide more reasonable coverage options for small business owners and independent entrepreneurs.

Second, the report suggests exempting or substantially reducing corporate business tax minimum payments for small business startups and early stage business corporations.

Third, the report calls for regulatory relief for small businesses to help reduce their costs and simplify paperwork and documentation with consistent and more

affordable fee structures for registrations and certifications in procurement as well as standardization of applications and procedures among different levels of government.

These top the list of more than twenty recommendations on topics including helping to improve the State procurement process so small businesses can win contracts, supporting businesses in commercializing promising new technologies and stopping the loss of manufacturing companies.

According to Smarth, the full report, available at [www.njsbdc.com/report06](http://www.njsbdc.com/report06) is an urgent call for immediate action by State Legislators to support New Jersey's small businesses that contribute more than \$30.8 billion to the State economy and generate 1.8 million jobs.

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*In addition to providing personalized one-to-one management consulting, affordable training, loan packaging and other key services, the NJSBDC 11-center network informs small business owners about key topics. Last year, the network helped facilitate \$105.5 million in total loans, procurement contracts and grants for small businesses and helped create and retain 10,000 jobs. For more information, visit [www.njsbdc.com](http://www.njsbdc.com).*