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**AMERICA'S SBDC NEW JERSEY JOINS OTHER STATE SBDC NETWORKS
TO MARK #SBDC DAY NATIONALLY**

SBDCs Provide BIG Impact on the Economy, Small Business Health and Economic Development

March 22, 2017 (Newark, NJ) – America's SBDC New Jersey joined with the other 49 states' SBDCs across the nation to celebrate SBDC Day on Wednesday, March 22, 2017. Nearly 1,000 offices nationally joined in promoting - via social media and live and other events - the core mission and successful outcomes of America's SBDC program. Telling the stories of its clients is the best way to celebrate #SBDCDay.

The day was marked by sharing the success stories and notable impact the program has on the lives of entrepreneurs and small business' operations in generating jobs, new businesses and additional economic development in communities across the nation.

Recently appointed Administrator of the U.S. Small Business Administration (SBA), Linda McMahon, posted a video message concerning #SBDCDay, encouraging small business owners nationally to access SBDCs' comprehensive assistance and guidance.

The SBA video is accessible at <https://www.facebook.com/SBAgov/videos/1423744334331990/>.

America's SBDC New Jersey, also known as the New Jersey Small Business Development Centers, offered certain seminars, webinars, and some live events to keep with its history of imparting knowledge and power for small businesses that want to grow their business and individuals who want to start new businesses.

"We're uniting on a national basis to talk about this program's successes," said Brenda B. Hopper, NJSBDC network chief executive officer and state director. "There's no better story than those of SBDC clients assisted by the network's 12 centers statewide and our specialty programs in E-Business, International Trade, Procurement, Technology Commercialization, and Sustainability."

"The best actions our 12 centers undertake focus on imparting knowledge so our small business clients learn how to succeed and face the daily challenges in developing and building their business," added Deborah Smarth, NJSBDC network chief operating officer and associate state director. "SBDC Day is a more visible extension of that mission that we undertake every day of the year. We share knowledge and ensure our clients go down the right path, utilizing our assistance to build success."

In advance of #SBDCDay, NJSBDC network Headquarters chief advocate at the State House in Trenton shared the network's performance impact concerning calendar year 2016 with certain members of the Assembly on Monday, March 20th. "I was fortunate to speak with several members of the Assembly and provide them with our accountability report," said Deborah Smarth. "It's the best way to advocate for the small business owners and entrepreneurs we serve and it was the lead-up to #SBDCDay, a perfect time to do so."

Some highlights of events and social media efforts at SBDCs (regional centers) in New Jersey include:

-The **NJSBDC at Brookdale Community College** (*Monmouth & Ocean counties*), three business clients of the regional center joined the Center for a live chat on Facebook.

-The **NJSBDC of Northwest Jersey** (*Morris, Sussex & Warren counties*) conducted pro bono webinars on issues like e-mail marketing for promoting sales and how to effectively execute project management across all phases to drive success. Other topics were also taught on #SBDC day (see below).

-The **NJSBDC at Ramapo College of New Jersey** (*Bergen County*) hosted a special session concerning SBDC services for the College's graduate and undergraduate students who are interested in pursuing entrepreneurship as a career path. The regional SBDC is engaging students as future entrepreneurs and small business owners and providing them with opportunities for internships and experiential learning on SBDC business client cases.

-The **NJSBDC at Rutgers-Camden** (*Burlington, Camden, Gloucester & Salem counties*) released and shared taped events concerning how to land government procurement opportunities for increased sales as well as the do's and don'ts of winning financing via its successful "Meet the Lenders" series. The regional center also featured a few successful small business clients on Facebook and LinkedIn to share their experiences about SBDC learning opportunities.

-The **NJSBDC at Rutgers-Newark** (*Essex County*) visited certain Essex County Public Libraries to distribute information packets about the services offered by the Center; reached out to Rutgers University Newark students with an exhibit table set up at Dana Library highlighting services for Young Entrepreneurs; and the Center celebrated the day with messages on Facebook.com/RNSBDC, Twitter, etc.

-The **NJSBDC at Rutgers-New Brunswick** (*Middlesex County*) held an Open House and sponsored a workshop session concerning an "Introduction to Entrepreneurship" from 3:00 pm to 6:00 pm, providing tips and advice on succeeding as an entrepreneur.

-The **NJSBDC at Stockton University** (*Atlantic, Cape May & Cumberland counties*) sponsored a live chat with one of the Center's successful clients, posting questions on the SBDC's Facebook page and soliciting client responses.

-The **NJSBDC at The College of New Jersey** (*Mercer County*) filmed its "Walking Tour" (live) as Center business advisors/consultants met with local businesses to discuss their success; in addition, other engagements were shared in Spanish. The Center Director also visited with some interesting high-growth/high impact SBDC clients in the service region.

-The **NJSBDC at William Paterson University** (*Passaic County*) also held an "Open House" at its regional office. Two consultants will be providing advice for those business owners attending. One of the consultants is bilingual. Two to three SBDC success award clients will also mingle with the group of attendees and the Center is inviting state legislators in the region to join.

Webinars provided on a pro bono basis that were knowledge-packed sessions for small business owners and ran from 9:00 am through 4:45 pm on #SBDCDay included:

--Successful strategies for "lean" management in order to be competitive; accessing "free" Library resources for small businesses, including market research tools; success score diagnostics; 2017 marketing strategies, including effective tools, real-time marketing, advanced targeting and local considerations; understanding the loan process to maximize your chances of approval; reviewing whether your business financials are loan-ready and the types of loans available; and learn about developing your website and illustrating how you can get it launched promptly with a special tool.

Please go to www.njsbdc.com homepage for listings of events, webinars, and social media platform information sharing and learning opportunities which occurred on #SBDC Day, Wednesday, March 22.

About America's SBDC New Jersey (NJSBDC)

The New Jersey Small Business Development Centers network, one of the first pilot projects in the nation, has provided comprehensive services and programs for small business in New Jersey for 38 years; SBDC experts help businesses expand their operations, manage their growth, or start new ventures. Expert staff and practicing business consultants help small business owners and entrepreneurs to develop business plans, find financing, accounting and financial analysis, identify new markets, initiate marketing strategies, find procurement and international trade opportunities, learn green sustainability practices, commercialize technology and develop an E-commerce presence. This non-profit network, a federal-state-educational partnership, leverages funding from the U.S. Small Business Administration (SBA), the N.J. Business Action Center, the educational institutions that host the 12 centers as well as other private sponsorships and additional private/public grants. The NJSBDC Headquarters, located at the Rutgers Business School in Newark, NJ, oversees the network which is an accredited member of the national network of America's SBDC. Up to 1,000 centers and satellite offices serve small businesses across the country, generating jobs, new businesses and economic development. Visit www.njsbdc.com.

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