



CELEBRATING

**40**  
YEARS  
1978-2018

# 2018 Planning Calendar

[www.njsbdc.com](http://www.njsbdc.com)





Setting goals is  
the first step  
in turning  
the *invisible*  
into the *visible*

Tony Robbins

# JAN 2018

DEC

Su Mo Tu We Th Fr Sa

1 2  
3 4 5 6 7 8 9  
10 11 12 13 14 15 16  
17 18 19 20 21 22 23  
24 25 26 27 28 29 30  
31

FEB

Su Mo Tu We Th Fr Sa

1 2 3  
4 5 6 7 8 9 10  
11 12 13 14 15 16 17  
18 19 20 21 22 23 24  
25 26 27 28

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**New Jersey (NJSBDC)**

800.432.1565  
www.njsbdc.com  
sbdinfo@njsbdc.com



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31	1 New Year's Day	2	3	4	5	6
7	8	9	10	11	12	13
14	15 Martin Luther King, Jr. Day	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	5	6	7	8	9	10

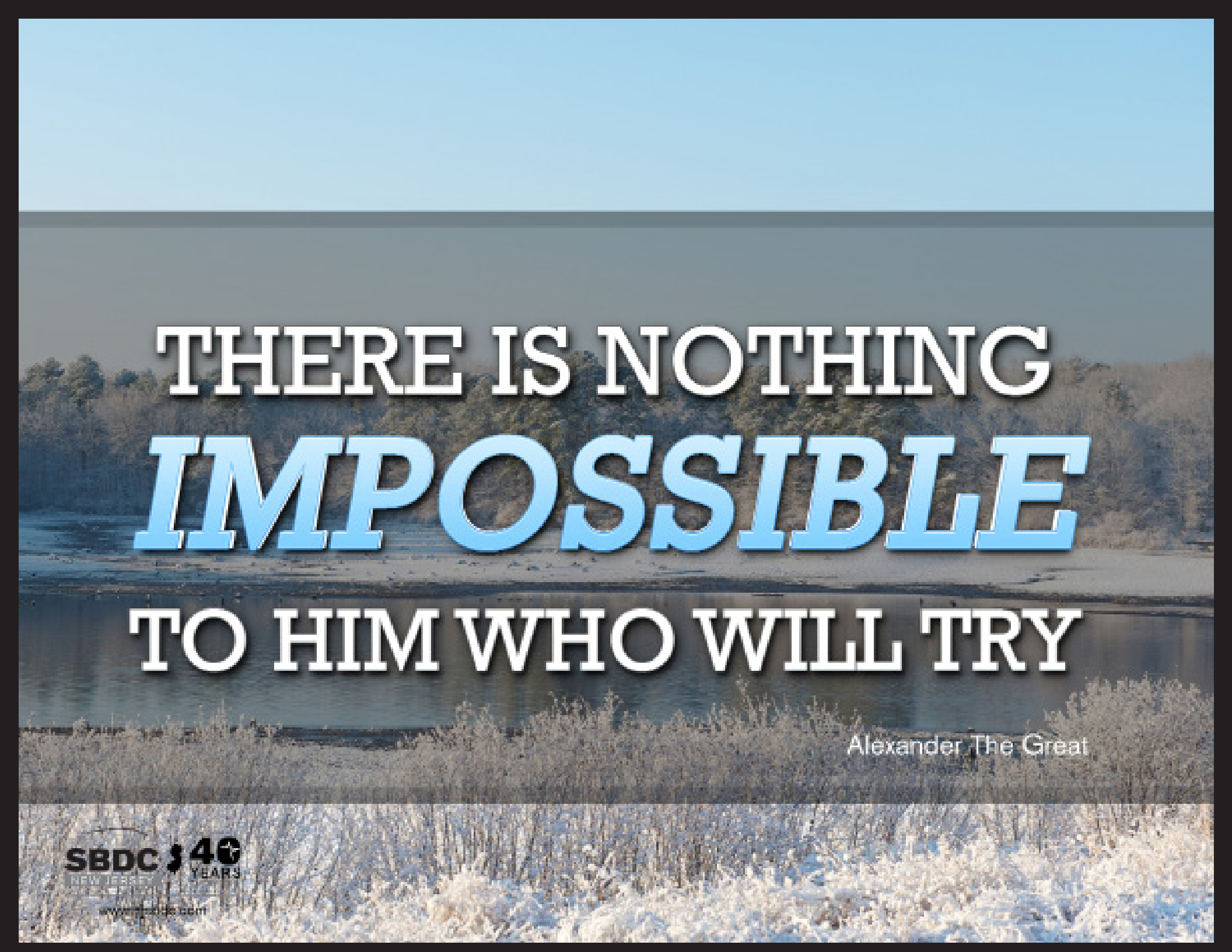
#### JANUARY IS:

- National Hot Tea Month
- National Soup Month

#### JANUARY - ADDITIONAL NOTABLE DAYS:

- January 2: National Buffet Day
- January 2: Cream Puff Day

- January 4: National Spaghetti Day
- January 6: National Technology Day
- January 12: National Pharmacist Day
- January 13: Korean American Day
- January 18: Get to Know Your Customers Day
- January 22 - 26: National Medical Group Practice Week
- January 30: National Croissant Day



THERE IS NOTHING  
***IMPOSSIBLE***  
TO HIM WHO WILL TRY

Alexander The Great

# FEB 2018

## JAN

Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
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21	22	23	24	25	26	27
28	29	30	31			

## MAR

Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

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Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14 Valentine's Day Ash Wednesday	15	16	17
18	19 President's Day	20	21	22	23	24
25	26	27	28	1	2	3
4	5	6	7	8	9	10

### FEBRUARY IS:

- Black History Month

### FEBRUARY - ADDITIONAL NOTABLE DAYS:

- February 6: National Frozen Yogurt Day
- February 7: National Fettuccine Day
- February 9: National Bagel Day

- February 9: National Pizza Day
- February 22: National Chili Day

The background of the slide is a photograph of a sunset over a field. The sky is a gradient of orange and yellow, transitioning into a darker blue and purple over the horizon. The foreground shows a field with some trees and a path leading towards the horizon.

You were **DESIGNED** *for*  
**ACCOMPLISHMENT**  
**ENGINEERED** *for* **SUCCESS**  
*and* **ENDOWED** *with the*  
**SEEDS** *of* **GREATNESS**

Zig Ziglar

# MAR 2018

## FEB

Su Mo Tu We Th Fr Sa

1 2 3  
4 5 6 7 8 9 10  
11 12 13 14 15 16 17  
18 19 20 21 22 23 24  
25 26 27 28

## APR

Su Mo Tu We Th Fr Sa

1 2 3 4 5 6 7  
8 9 10 11 12 13 14  
15 16 17 18 19 20 21  
22 23 24 25 26 27 28  
29 30

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Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25	26	27	28	1	2 Holi	3
4	5	6	7	8 International Women's Day	9	10
11 Daylight Savings Time Begins	12	13	14	15	16	17 St. Patrick's Day
18	19	20 First Day of Spring	21 SBDC Day	22	23	24
25 Palm Sunday	26	27	28	29	30 Good Friday	31 Passover Begins
1	2	3	4	5	6	7

### MARCH IS:

- Women's History Month

### MARCH - ADDITIONAL NOTABLE DAYS:

- March 2: National Employee Appreciation Day
- March 6: National Pancake Day
- March 14: Pie Day



BE NOT AFRAID OF  
*GOING SLOWLY*  
BE AFRAID ONLY OF  
STANDING STILL

Chinese Proverb

AMERICA'S  
**SBDC**  
NEW JERSEY

**40**  
YEARS

[www.njgdn.com](http://www.njgdn.com)



# APR 2018

## MAR

Su Mo Tu We Th Fr Sa

					1	2	3
4	5	6	7	8	9	10	
11	12	13	14	15	16	17	
18	19	20	21	22	23	24	
25	26	27	28	29	30	31	

## MAY

Su Mo Tu We Th Fr Sa

			1	2	3	4	5
6	7	8	9	10	11	12	
13	14	15	16	17	18	19	
20	21	22	23	24	25	26	
27	28	29	30	31			

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Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Easter Sunday	2	3	4	5	6	7 Passover Ends
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22 Earth Day	23	24	25	26	27	28
29	30	1	2	3	4	5
National Small Business Week						
6	7	8	9	10	11	12

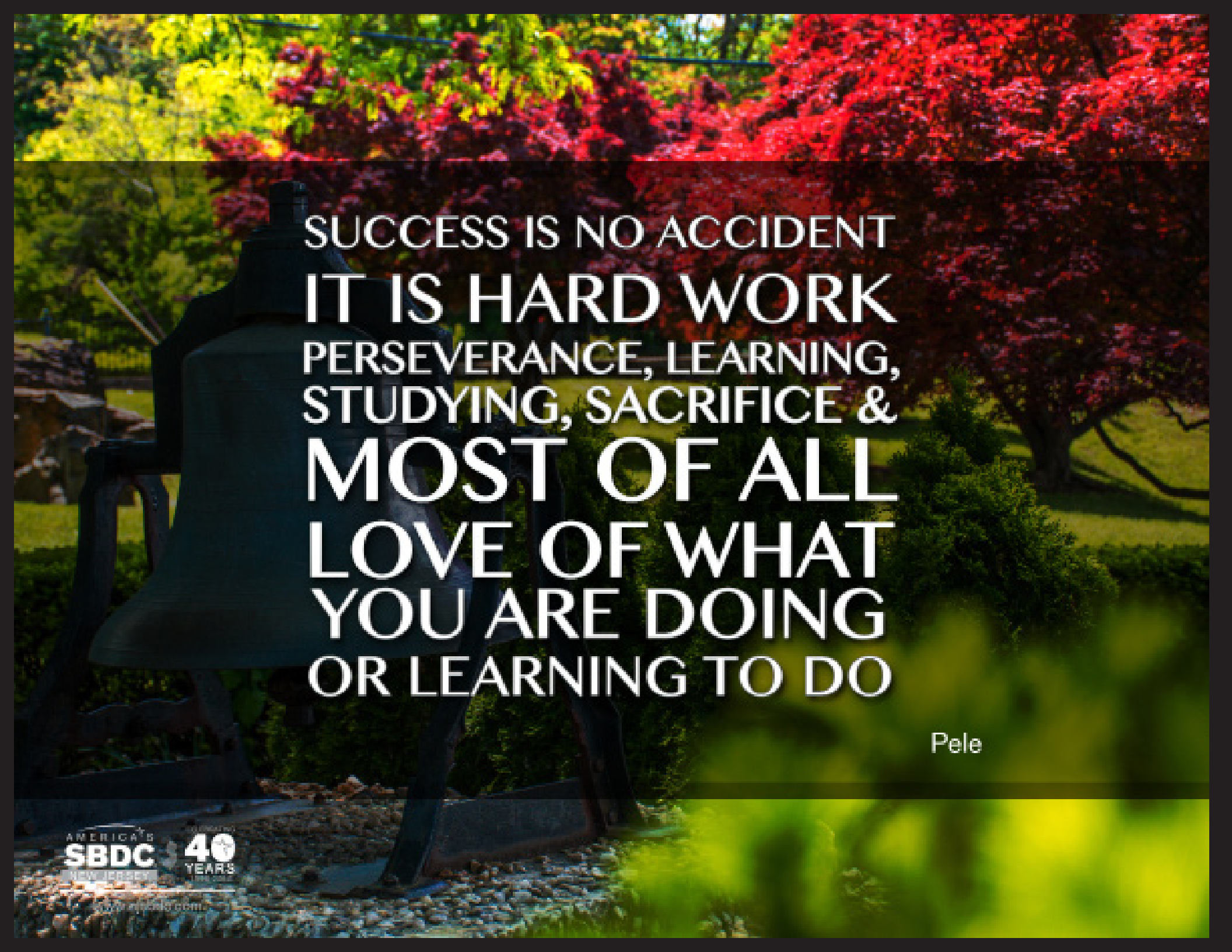
### APRIL IS:

- National Volunteer Month
- Scottish-American Heritage Month

### APRIL - ADDITIONAL NOTABLE DAYS:

- April 8: National Empanada Day
- April 14: National Pan American Day

- April 22 - 28: National Administrative Professionals Week
- April 30: National Hairstylist Appreciation Day

A large, dark-colored bell stands in a park-like setting. The background is filled with trees displaying vibrant autumn foliage in shades of red, orange, and yellow. The scene is captured in a slightly blurred, artistic style.

SUCCESS IS NO ACCIDENT  
IT IS HARD WORK  
PERSEVERANCE, LEARNING,  
STUDYING, SACRIFICE &  
**MOST OF ALL**  
LOVE OF WHAT  
YOU ARE DOING  
OR LEARNING TO DO

Pele

# MAY

## 2018

APR

Su Mo Tu We Th Fr Sa

1 2 3 4 5 6 7  
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15 16 17 18 19 20 21  
22 23 24 25 26 27 28  
29 30

JUN

Su Mo Tu We Th Fr Sa

1 2  
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10 11 12 13 14 15 16  
17 18 19 20 21 22 23  
24 25 26 27 28 29 30

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Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	1	2	3	4	5 <i>Cinco de Mayo</i>
National Small Business Week						
6	7	8	9	10	11	12
13 Mother's Day	14	15	16 Ramadan Begins	17	18	19
20	21	22	23	24	25	26
27	28 Memorial Day	29	30	31	1	2
3	4	5	6	7	8	9


### MAY IS:

- Asian American and Pacific Islander Heritage Month
- National Military Appreciation Month

### MAY - ADDITIONAL NOTABLE DAYS:

- May 19: National Armed Forces Day
- May 28: National Hamburger Day





YOU MISS  
100%  
OF THE  
SHOTS  
YOU NEVER  
TAKE

Wayne Gretzky

AMERICA'S  
**SBDC**  
NEW JERSEY  
40  
YEARS

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# JUN 2018

## MAY

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

## JUL

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

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Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15 Eid al - Fitr	16
17 Father's Day	18	19	20	21 First Day of Summer	22	23
24	25	26	27	28	29	30
1	2	3	4	5	6	7

### JUNE IS:

- LGBTQIA Pride Month
- National Fresh Fruit and Vegetables Month
- National Candy Month
- National Camping Month
- National Great Outdoors Month
- National Iced Tea Month

### JUNE - ADDITIONAL NOTABLE DAYS:

- June 6: National Eyewear Day
- June 19: Juneteenth



*Set your **goals** high  
and don't stop  
till you get there.*

Bo Jackson



# JUL 2018

## JUN

Su Mo Tu We Th Fr Sa

						1	2
3	4	5	6	7	8	9	
10	11	12	13	14	15	16	
17	18	19	20	21	22	23	
24	25	26	27	28	29	30	

## AUG

Su Mo Tu We Th Fr Sa

				1	2	3	4
5	6	7	8	9	10	11	
12	13	14	15	16	17	18	
19	20	21	22	23	24	25	
26	27	28	29	30	31		

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Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4 Independence Day	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4
5	6	7	8	9	10	11

### JULY IS:

- July 15: National Ice Cream Day

- Independent Retailer Month
- National Picnic Month

### JULY - ADDITIONAL NOTABLE DAYS:

- July 9: National Sugar Cookie Day
- July 13: National French Fry Day



IF THERE IS  
*NO STRUGGLE*  
THERE IS  
*NO PROGRESS*

Fredrick Douglass

# AUG 2018

JUL

Su Mo Tu We Th Fr Sa

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SEP

Su Mo Tu We Th Fr Sa

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23 24 25 26 27 28 29  
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Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22 Eid al - Adha	23	24	25
26	27	28	29	30	31	1
2	3	4	5	6	7	8

#### AUGUST IS:

- Family Fun Month
- National Back to School Month
- National Sandwich Month

#### AUGUST - ADDITIONAL NOTABLE DAYS:

- August 4: National Chocolate Chip Day

- August 24: National Waffle Day



A photograph of a city skyline at sunset, with buildings reflected in the water. The sky is a mix of blue and orange, and the water shows clear reflections of the buildings and the sky. The text is overlaid on the center of the image.

If you **fail** to **plan**  
you **plan** to **fail**.

Benjamin Franklin

# SEP 2018

## AUG

Su Mo Tu We Th Fr Sa

1 2 3 4  
5 6 7 8 9 10 11  
12 13 14 15 16 17 18  
19 20 21 22 23 24 25  
26 27 28 29 30 31

## OCT

Su Mo Tu We Th Fr Sa

1 2 3 4 5 6  
7 8 9 10 11 12 13  
14 15 16 17 18 19 20  
21 22 23 24 25 26 27  
28 29 30 31

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Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31	1
2	3 Labor Day	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22 First Day of Fall
23	24	25	26	27	28	29
30	1	2	3	4	5	6

### SEPTEMBER IS:

- Hispanic Heritage Month (September 15 - October 15)

### SEPTEMBER - ADDITIONAL NOTABLE DAYS:

- September 17: National IT Professionals Day
- September 18: National Cheeseburger Day



TO BE **SUCCESSFUL** YOU  
HAVE TO HAVE YOUR **HEART**  
IN YOUR **BUSINESS** AND  
YOUR **BUSINESS** IN YOUR  
**HEART**

Thomas Watson, Sr.

**SBDC**  
NEW JERSEY

**40**  
YEARS

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# OCT 2018

## SEP

Su Mo Tu We Th Fr Sa

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2 3 4 5 6 7 8  
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16 17 18 19 20 21 22  
23 24 25 26 27 28 29  
30

## NOV

Su Mo Tu We Th Fr Sa

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11 12 13 14 15 16 17  
18 19 20 21 22 23 24  
25 26 27 28 29 30

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Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	1	2	3	4	5	6
7	8 Columbus Day	9	10	11	12	13
14	15	16	17	18	19	20
National Women Entrepreneur Week						
21	22	23	24	25	26	27
28	29	30	31 Halloween	1	2	3
4	5	6	7	8	9	10


### OCTOBER IS:

- Breast Cancer Awareness Month
- Hispanic Heritage Month (September 15 - October 15)
- German-American Heritage Month
- National Arts & Humanities Month
- National Cyber Security Awareness Month
- National Fair Trade Month

### OCTOBER - ADDITIONAL NOTABLE DAYS:

- October 16: National Boss' Day





OUR GREATEST WEAKNESS  
LIES IN GIVING UP  
THE MOST CERTAIN  
WAY TO SUCCEED  
IS ALWAYS TRY  
JUST ONE MORE TIME

Thomas A. Edison

# NOV 2018

OCT

Su Mo Tu We Th Fr Sa

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28 29 30 31

DEC

Su Mo Tu We Th Fr Sa

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23 24 25 26 27 28 29  
30 31

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Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	31	1	2	3
4	5	6 Diwali	7	8	9	10
11 Daylight Savings Time Ends	12 Veterans Day	13	14	15	16	17
18	19 International Men's Day	20	21	22 Thanksgiving	23 Black Friday	24 Small Business Saturday
25	26 Cyber Monday	27 Giving Tuesday	28	29	30	1
2	3	4	5	6	7	8

#### NOVEMBER IS:

- National Native American Heritage Month

#### NOVEMBER - ADDITIONAL NOTABLE DAYS:

- November 3: National Sandwich Day
- November 5: National Doughnut Day
- November 8: National Capuccino Day

- November 12 - 18: Global Entrepreneurship Week
- November 23: Native American Heritage Day



One IMPORTANT KEY  
to SUCCESS is  
SELF-CONFIDENCE  
An IMPORTANT KEY to  
SELF-CONFIDENCE  
is PREPERATION

Arthur Ashe

# DEC 2018

## NOV

Su Mo Tu We Th Fr Sa

					1	2	3
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18	19	20	21	22	23	24	
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## JAN

Su Mo Tu We Th Fr Sa

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13	14	15	16	17	18	19	
20	21	22	23	24	25	26	
27	28	29	30	31			

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Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25	26	27	28	29	30	1
2	3 Hanukkah Begins	4	5	6	7	8
9	10 Hanukkah Ends	11	12	13	14	15
16	17	18	19	20	21 First Day of Winter	22
23	24 Christmas Eve	25 Christmas Day	26 Kwanzaa Begins	27	28	29
30	31	1 Kwanzaa Ends	2	3	4	5

### DECEMBER IS:

- Safe Toys and Gifts Month

### DECEMBER - ADDITIONAL NOTABLE DAYS:

- December 8: National Brownie Day
- December 15: National Cupcake Day

## Contact the NJSBDC

### Headquarters and Administration

Rutgers Business School  
 1 Washington Park  
 Newark, NJ 07102  
 973-653-4837  
 www.njsbdc.com  
 jsbdcinfo@njsbdc.com

### Specialty Programs

NJSBDC Specialty Services: 800-433-3333  
 E-Business | International Trade | Procurement  
 SuccessWay | Technology Commercialization

### Regional Offices

NJSBDC at Brookdale Community College  
 (Morris and Ocean Counties)  
 705 Newman Springs Road, AT&T Building, Room 131  
 Lincroft, NJ 07738  
 Regional Director: Jacqueline Higgins-Pearce  
 732-642-6095

NJSBDC at Rutgers University - Camden  
 (Burlington, Camden, Gloucester & Salem Counties)  
 438 Cooper Street  
 Camden, NJ 08102  
 Regional Director: Bob Palumbo  
 856-225-6321

NJSBDC at Monmouth University  
 (Union County)  
 3000 Morris Avenue, Suite 4000  
 Union, NJ 07093  
 Regional Director: David Mangione  
 908-397-4330

NJSBDC at Rutgers University - New Brunswick  
 (Middlesex County)  
 Justice H. Levin Bldg, 84 Northfield Road, 2nd Floor  
 Piscataway, NJ 08854  
 Regional Director: Wayne McCaine  
 908-845-6260

NJSBDC at New Jersey City University  
 (Hudson County)  
 285 Westside Ave, Suite 120-121  
 Jersey City, NJ 07310  
 Regional Director: Neil A. Marquis  
 201-329-3235

NJSBDC at Rutgers University - Newark  
 (Essex County)  
 23 James Street  
 Newark, NJ 07102  
 Regional Director: Pamela Roberts, Ph.D.  
 973-679-0800

NJSBDC at Northwest New Jersey  
 (Cherry, Morris and Warren Counties)  
 138 Mountain Avenue  
 Hackettstown, NJ 07940  
 Regional Director: Debra Summer  
 908-359-6475

NJSBDC at Stockton University in Atlantic City  
 (Atlantic, Cape May and Cumberland Counties)  
 50 South Martin Luther King Boulevard  
 Atlantic City, NJ 08401  
 Regional Director: Carol Wallis  
 609-436-6669

NJSBDC at Ramapo College of New Jersey  
 (Bergen County)  
 Piedmont School of Business, 305 Ramapo Valley Road  
 Mahwah, NJ 07430  
 Regional Director: Vincent Viscio  
 201-464-7293

NJSBDC at The College of New Jersey  
 (Mercer County)  
 2000 Pennington Avenue, Ponds Hall 200  
 Ewing, NJ 08638  
 Regional Director: Lorraine Allen  
 609-771-2947

NJSBDC at Warren Valley Community College  
 (Hudson and Somerset Counties)  
 Woodlawn Training Center, 138 Lammington Road  
 Branchburg, NJ 08626  
 Regional Director: Bill Harnden  
 609-536-3300 ext. 8015

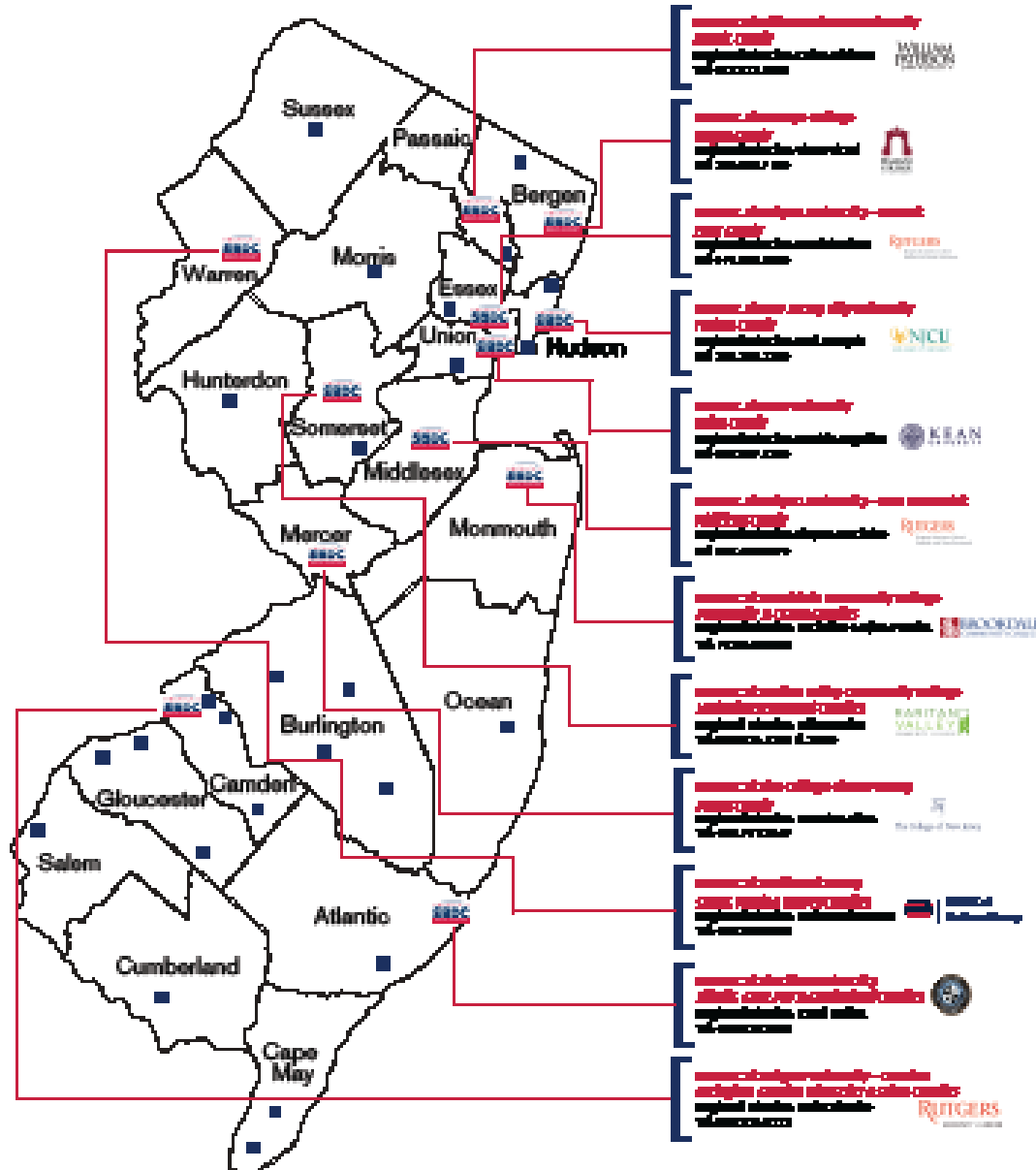
NJSBDC at William Paterson University  
 (Passaic County)  
 331 Wilson Street  
 Paterson, NJ 07650  
 Regional Director: Kate Muldoon  
 973-621-4376

**Call the NJSBDC Today!**





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**BIG IMPACT**  
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Where Businesses Go  
***TO GROW***