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## **Bergen County and Regional Area Small Business Owners Participate at America's SBDC New Jersey Internet Marketing and Sustainability Business Boot-Camp**

**April 13, 2016** (Hackensack, NJ) – The New Jersey Small Business Development Centers network's E-Business Program sponsored an intensive, three-day Internet Marketing and Sustainability Boot-Camp, April 5-7. The specialized sessions were conducted 10:00 a.m. – 3:00 p.m. each day so that there was plenty of opportunity for learning and networking among the small business owners/entrepreneurs along with business experts and co-sponsors participating.

The three-day series of seminars were co-hosted by the NJSBDC at Bergen Community College and held at the Bergen County Administration Building in Hackensack, NJ. Other event co-sponsors included the U.S. Small Business Administration (SBA), Rutgers Entrepreneurship Pioneers Initiative (EPI), Seton Hall University, Statewide Hispanic Chamber of Commerce, and Rising Tide Capital.

The specialized training seminars were composed of virtual and live events including several panel discussions, forums, and interactive Q & A sessions concerning: E-Business sales, marketing, website development and overall digital strategy; business disruption, disaster recovery, and business continuity planning; strategic planning to guide business growth; and preparations for the big, NJSBDC network-sponsored Annual Internet Marketing Week 2016 to be held at Rutgers Business School from October 17 - 20.

“We brought everyone together on an array of important business topics to assist small business owners at enhancing their business operations,” said **Sunny Kancherla**, senior consultant/director for NJSBDC network's E-Business program. Kancherla is CEO of Business Learning Tree. “Digital strategies are important in this day and age and our program focused on some key areas to help small business owners navigate and learn about its key components.”

Presenters and experts who shared their ideas and answered questions from the boot-camp participants included: **Vincent Vicari**, center director of the regional NJSBDC serving Bergen County; **Marcela Zuchovicki**, president and chief executive officer of Jalima & Associates; **Alejandra Giron**, loan officer at The Intersect Fund; **Sean C. Hairston**, chief executive officer, Medina=CITI; **Nancy Barlow**, president of The Barlow Group; and **Steve Gomez**, executive director of the Greater Newark Enterprises Corporation. Additional experts participating at the event included: **Stanley Robinson**, LinkedIn consultant and copywriter, SHR Marketing, LLC; **Luis DeLaHoz**, vice-chairman board of directors, Statewide Hispanic Chamber of Commerce; **Dan Garcia**, chief executive officer and founder of Sociamerica, Inc.; and SBA Lead Business Opportunity Specialist **Dominick Belfiore**,

Local eateries and a company which was established with the help of the NJSBDC program, **Senor Sangria**, provided refreshments for the well-attended curriculum series. In addition, special scholarships for NJSBDC's E-Business Certification Program were provided to attendees who completed instructions on a Facebook dynamic created by the E-Business program's consultant/director Kancherla. Jalima & Associates, headed by **Marcela Zuchovicki**, also sponsored a prize for a contest on Twitter dynamic information. The winner of that contest was from SA Auto Repair, receiving a restaurant gift card.

“We were glad to have co-sponsored and assist with the event itself,” said **Vince Vicari**, regional SBDC director at Bergen. “It’s always rewarding to share and impart knowledge with the small business owners and entrepreneurs who want to further empower their companies’ development and growth.”

“We expect to schedule other similar events throughout the state,” said **Brenda Hopper**, chief executive officer and state director of the statewide SBDC network. “This is a win-win for everyone.”

“Our sponsors, co-sponsors, business trainers and experts make these kinds of specialized events and sessions knowledge-packed and provide the best learning environment and networking opportunities for those seeking to develop and grow their own businesses,” added **Deborah Smarth**, America’s SBDC New Jersey chief operating officer and associate state director.

### **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 37 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 (BAC), 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](http://www.njsbdc.com).

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