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SPECIAL EVENTS



# The Small Business Voice

Volume 15

Fall 2016

## LEGISLATURE INTRODUCES AND PASSES BUDGET WITH INCREASE FOR AMERICA'S SBDC NEW JERSEY

NJ State Budget for fiscal year 2016-2017 includes an increase for the New Jersey Small Business Development Centers.

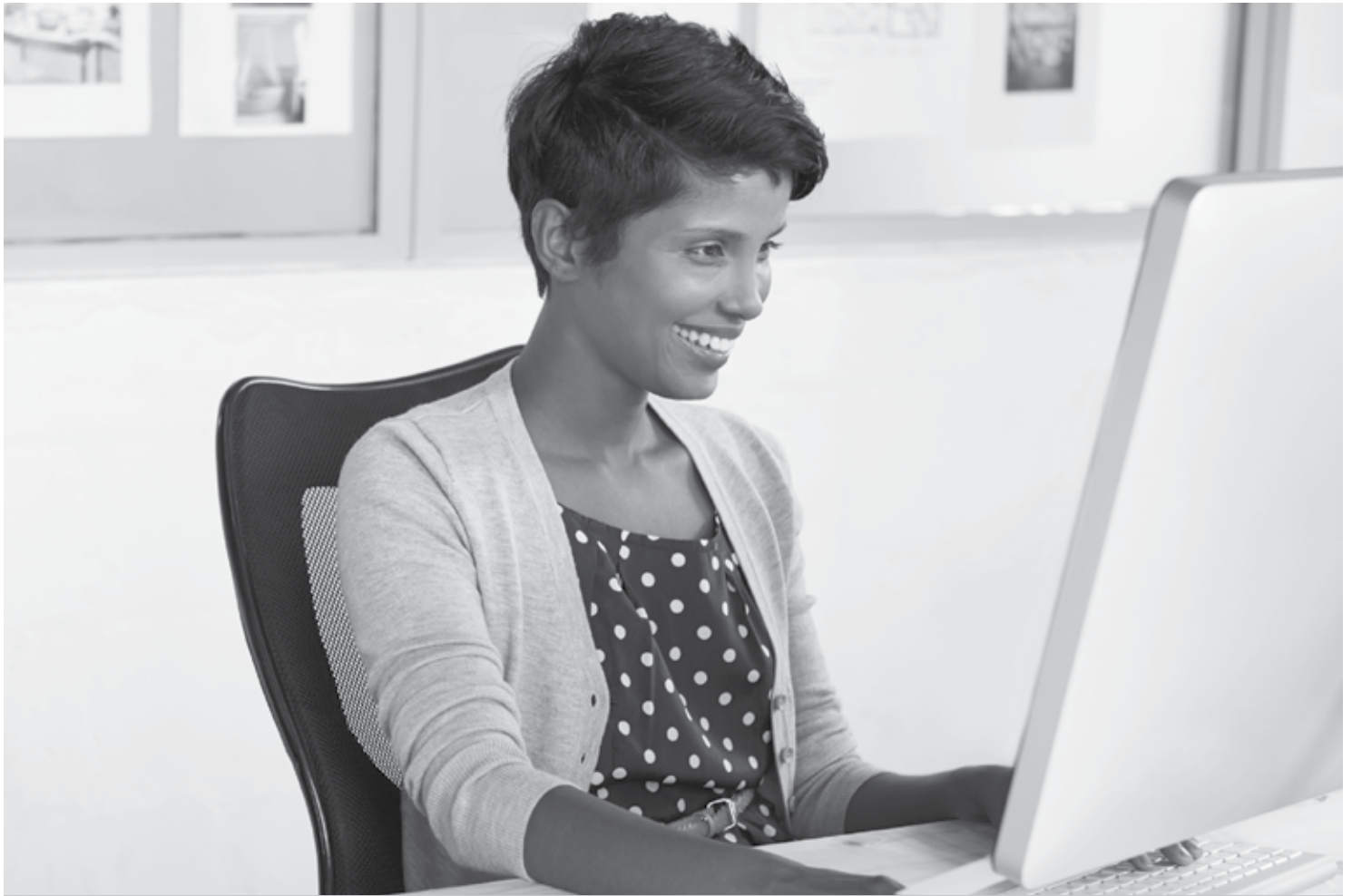
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# **NJ STATE BUDGET FOR FISCAL YEAR 2016-2017 INCLUDES AN INCREASE TO THE NEW JERSEY SMALL BUSINESS DEVELOPMENT CENTERS**





# Legislature Introduces and Passes Budget with Increase for America's SBDC New Jersey

On June 30 the Governor signed into law (P.L. 2016, Chapter 10) a state budget for fiscal year 2016-2017 which includes a restored increase for the New Jersey Small Business Development Centers program.

***“According to a recent, past national network association survey, the average state investment stands at \$1.1 million.”***

The Governor in his winter proposed budget would have allocated \$250,000 for the NJSBDC, but, the Legislature increased that allocation to \$500,000, which was the level of funding in the prior year's budget for this program. The funds are leveraged with Small Business Administration (SBA) funding appropriated by Congress for America's SBDC national network program. The funds are returned to the states' SBDC networks on the basis of population and the ability to match federal funding with other financial resources, including state, non-federal grants, and private sector contributions.

“We are grateful to the Legislature for their continued support of this small business resource program,” said [Brenda B. Hopper](#), NJSBDC network's chief executive officer and state director. “They understand that the assistance we provide to entrepreneurs and small business owners translates into business retention, expansion and jobs.”

“The Legislature has been fully supportive of this jobs producing program year

*Continued on pg. 6*



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after year,” said [Deborah Smarth](#), NJSBDC network’s chief operating officer and associate state director. “We’ve gone through some challenges over the past 12 years, but, we believe our crusade for proper investment in small business assistance resources is the right approach.”

Smarth, the organization’s chief advocate at the State House, indicates that New Jersey’s investment pales compared to other states’ investment in their statewide SBDCs. “According to a recent, past national network association survey, the average state investment stands at \$1.1 million. In reviewing the history of the program’s state funding, Smarth points out that the Legislature has led the way from the beginning, having worked with the program to increase funding from \$500,000 to \$1 million several years ago. But, during the Corzine administration, there was a reduction from \$1 million to \$500,000, than a freeze to \$250,000. When Governor Christie took office, his first budget proposed no funding, but, the Legislature restored state funding to \$250,000 where it remained stable during the first term and into the second term of the Christie administration until the Legislature increased funding in fiscal year 2015-2016 to \$500,000. This year’s fiscal budget (2016-2017) was enacted with the \$500,000 allocation, the same as last year.

The Governor subsequently issued an executive order (following his signing of this year’s budget on June 30); the executive order led to certain legislative budget add-ons being put in reserve until the Legislature agrees to healthcare reform savings; more than \$100 million in municipal transitional aid and various other programs, including certain non-profits, were also placed on this reserve list. The SBDC program was added to the reserve list despite the fact that the total \$500,000 allocation for SBDC does not increase the state budget since it is drawn from the line appropriation for the State Department division charged with business development, attraction, and economic growth. Half of the SBDC program allocation was being held in reserve, but, on October 12th those funds were released.

“That was good news,” said Smarth. “In this economy which has not recovered, small business resources are significantly important. Invest-

***“The Legislature understands that the assistance we provide to entrepreneurs and small business owners translates into business retention, expansion and jobs.”***

***Brenda B. Hopper,  
CEO - State Director, NJSBDC***





Images/Stock

ment in small business technical assistance actually produces impact in terms of job retention and job creation, notwithstanding business retention, business creation and expansion.”

***“In this economy which has not recovered, small business resources are significantly important. Investment in small business technical assistance actually produces impact in terms of job retention and job creation, notwithstanding business retention, business creation and expansion.”***

***Deborah Smarth***

***COO - Associate State Director, NJSBDC***

The entire network and the thousands of small business owners served under the program are grateful for the leadership of Assembly and Senate Budget Committee chairmen in the respective legislative chambers, [Senator Paul A. Sarlo](#) and [Assemblyman Gary Schaer](#) as well as the ranking minority budget officers, [Senator Anthony R. Bucco](#) and [Assemblyman Declan O’Scanlon](#). Other supporters included: Assemblymen Robert Clifton, Ronald Dancer, David Rible, Assemblymen David Russo, David Wolfe and Assemblywoman Holly Schepisi; Assemblymen Craig Coughlin, Tim Eustace, Jerry Green, Assembly Majority Leader Louis Green-

wald, Assemblywomen Valerie Vanieri Huttel and Pamela Lampitt, Assemblyman Paul Moriarty, Assembly Speaker Vincent Prieto, Assemblywoman Shavonda Sumter and Assemblyman John Wisniewski. Members of the Assembly Budget Committee included: Assemblymen Anthony Bucco, John Burzichelli, Gordon Johnson, John DiMaio, John McKeon, Troy Singleton, Benjie Wimberly, Assemblywomen Elizabeth Maher Muoio and Eliana Pintor Marin. Senate Budget Committee members supporting the effort included: Senators Sandra Cunningham, Linda Greenstein, Kevin O’Toole, Steve Oroho, Nellie Pou, Brian Stack, and Sam Thompson; in addition, Senators Diane Allen, Christopher (“Kip”) Bateman, Michael Doherty, Robert Gordon, Ronald Rice, and Shirley Turner; Senate Minority Leader Tom Kean, Jr. and Senate President Stephen Sweeney have supported the program over the years. Several additional legislators also joined this year’s efforts.



Photos: NJSBDC Network

# Annual Small Business Growth Awards Luncheon Set for December 9

Small Business Client Success Stories of America's SBDC New Jersey Will Be Showcased and Legislative Honorees Will Be Recognized

The 14th annual Small Business Growth Awards luncheon is scheduled for Friday, December 9 at the Forsgate Country Club in Monroe Township, NJ. Platinum and Gold sponsors [PSE&G](#) and [PNC Bank](#) make this event possible each year. In addition, the network draws additional support from other corporate partners ADP, Morgan Stanley and UPS as well as [New Jersey Business magazine](#) as an in-kind media sponsor.

"We're planning another great event," said NJSBDC network Chief Operating Officer and Associate State Director [Deborah Smarth](#). "We are very grateful to our key financial supporters, our small business clients, our centers' hosts, and all of our strong partners in their support of this very important annual affair. Our small business clients deserve acclamation and so do the state legislators who have persevered with us over the years to provide appropriate investment in comprehensive small business assistance through the NJSBDC."

"We like to draw all of our supporters and friends together at this event to showcase and recognize small business clients who have accomplished so much in developing and growing their business operations," said NJSBDC network Chief Executive Officer and State Director [Brenda B. Hopper](#). "We really look forward to networking and hearing the great success stories made possible through our SBDC Team's assistance and the vision and hard work of our small business clients."

Once again, the nominated success award winners come from various industry sectors in the economy and have diverse ranges of revenues and employee levels.

Registration and networking starts at 11:30 am to 12 pm. The official program begins at 12:00 pm and ends at 2:30 pm.

For those interested in purchasing tickets or business ads published in the commemorative annual program book, please visit [www.njsbdc.com/Success](http://www.njsbdc.com/Success) to reserve a spot and/or call 973 353-1927 for more details.





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## America's SBDC New Jersey Hosts Mid-Atlantic Regional SBDC Leadership Meeting August 30-31 in Atlantic City

For the second consecutive year, the NJSBDC network headquarters, located at the Rutgers Business School in Newark, invited the executive teams of the SBDC networks in Delaware, Maryland, New York, Pennsylvania, Virginia and the District of Columbia to a regional meeting to discuss many issues. The meeting took place August 30-31 and was held at the Tropicana Hotel in Atlantic City, New Jersey.

The meeting agenda was developed and formulated by the entire management team from the various state SBDCs participating. The executive teams included: Mike Bowman and Barbara Necarsulmer, *Delaware SBDC*; Renee Sprow and Lora Brown, *Maryland SBDC*; Brenda B. Hopper and Deborah Smarth, *New Jersey SBDC*; Jim King, *New York SBDC*; Christian Conroy and Diane Sandstrom, *Pennsylvania SBDC*; Susan Lee-Merrow, *Virginia SBDC*; and Carl Brown and Lucretia Freeman-Buster, *District of Columbia SBDC*. Also, two regional center directors, Tom Morley of the *New York SBDC Rockland Regional Center* and Vincent Vicari of *NJSBDC at Bergen Community College* joined the meeting as well as Daniel Eliot, *Delaware SBDC* manager of Technology Business Development.

The management leaders of the SBDC networks in the Mid-Atlantic region shared information on an array of matters including: Strategic collaborations with national organizations, corporate partners and governmental entities; new curriculum offerings and initiatives to assist entrepreneurs and small businesses; trends in small business start-ups, growth companies, and financing access; communications issues across the network, SBA rules and oversight including goal setting methodology for indicators; national network priorities; professional development opportunities at the annual national conference and regionally to further enhance SBDC personnel knowledge in the delivery of small business services in light of the quickly changing marketplace. Those attending also de-briefed on lessons learned from the past Hurri-

cane Sandy grant to assist with disaster efforts and small business resiliency opportunities as well as the status of congressional action on this year's federal fiscal year budget and funding allocation levels for the national SBDC program. At the conclusion of the meeting, each state representative shared interesting initiatives of their respective state SBDC networks and offered to further share information, papers and tips on initiatives helpful to their business clients.

"The regional meeting came at an appropriate time prior to the annual national conference in Orlando, Florida," said Brenda B. Hopper, chief executive officer and state director of the NJSBDC network. "It was a good meeting point in Atlantic City to highlight the tourism industry in our state. A small working group like this offers greater personalized communications on salient issues."

"The gathering offered a good venue for sharing best practices, raising specific questions on operational aspects, challenges in our respective state networks and solutions that are workable," added Deborah Smarth, chief operating officer and associate state director of the NJSBDC network. "The group would like to continue with such future regional meetings."

On August 30, the SBDC network teams engaged in a conference call with President/CEO of America's SBDC national office on congressional issues as well as other strategic topics. The group had the opportunity to discuss with key SBA administrators in Washington, D.C. many issues involving rules, audits, programmatic reviews, goal calculations, etc. Both Adriana Menchaca-Gendron and Vicky Mundt attended the session on August 31. In addition, the *Regional Administrator of the U.S. Commercial Service*, Joseph Hanley, and *Director of the Central-Southern New Jersey Export Assistance Center*, Debora Sykes, engaged with the group about enhanced partnerships for referrals and service assistance.





## 36th Annual America's SBDC Conference Drew Large Crowds

This year's national conference of America's SBDC was held on September 18-22 at the Hyatt Regency in Orlando, Florida. Highlights of some of the diverse sponsors include *American Express, BizBuySell, Celtic Bank, Constant Contact, Facebook, Franklin Covey, FranNet, Google, Goldman Sachs, Growth Wheel, the International Society of Business Appraisers, Intuit, Microsoft, Manufacturing Extension Partnership, Visa, Inc.*, etc. There were also additional small and large sponsors that contributed to the success of the conference.

This prestigious event attracts more than 1,400 of America's Small Business Development Center (SBDC) consultants, managers, professional trainers, and administrative personnel. The conference presents high quality workshops, roundtables, general sessions, working luncheons and an Exhibit Hall. The national gathering provides professional development for SBDC experts who seek to continually enhance SBDC services for small businesses and aspiring entrepreneurs.

The national network's Board met on Sunday, September 18, to discuss key issues of the national program. The opening September 19 General Session of the 36th annual conference entitled, "*Crossing the Generational Divide in Entrepreneurship*," focused on how Generation Z is about to change everything and how to win Millennial customers. The executive teams from all 50 states' SBDC networks along with those from the American terri-

tories also had an all-day caucus session which involved strategic aspects and the mission of America's SBDC national program. Special guest [Maria Contreras-Sweet](#), the U.S. Small Business Administration (SBA) Administrator, also addressed the conference attendees from across the country, emphasizing the national SBDC's program results in producing thousands of small business clients' success stories nationwide and the program's economic development impact.

Among an array of course offerings for professional development of SBDC advisors and management consultants, the topics covered such areas as: *SBDC National accreditation standard updates and best practices; Strategic direction and strategic plans that work; Strategy and collaborations; Digital blueprint program; Marketing research and analysis; Pricing and payments; Historical financial analysis and cash flow; Marketing strategies that work; Export compliance and assistance; Lean business planning; Entrepreneurial mindset; Entrepreneurship for baby boomers; Empowerment of veteran entrepreneurs; Cybersecurity; Boosting Impact with Growth Companies*; and other special courses concerning SBA's Office of Small Business Development Center's oversight activities as well as a review of financial examinations. These offerings are just a capsulized view of some of the seminars and workshops offered at this several day professional development conference.



Maria Contreras-Sweet, U.S. Small Business Administration (SBA) Administrator, also addresses America's SBDC conference attendees.



David Margulies, regional director, NJSBDC at Kean University; Kedma Ough, manager, Oregon SBDC; John Blair, vice president, FranNet. (left to right)



Photo: NJSBDC Network

## Regional Director of SBDC at Raritan Valley Community College (RVCC) Receives State/National Recognition



**Bill Harnden**, Regional Director, NJSBDC at Raritan Valley Community College is the NJSBDC State Star for 2016.

At the September 2016 national America's SBDC conference in Orlando, Florida, all 50 state and American territory SBDC networks nominate their "State Star," for recognition by America's SBDC. This year's selection for New Jersey's SBDC was **Bill Harnden**, who heads the *Small Business Development Center at Raritan Valley Community College (RVCC)*. The Center, located in Bridgewater, serves small business owners and aspiring entrepreneurs in Somerset and Hunterdon counties.

"Bill deserves such recognition," said **Brenda B. Hopper**, NJSBDC network chief executive officer and state director. "Bill has really been a good, solid leader at our Center located at RVCC."

"I am truly honored to receive the 2016 New Jersey State Star Award in recognition of the contributions made to small businesses in my community," said Bill Harnden. "I could not achieve the level of service my center is known for without my devoted staff, counseling team

and network associates".

"Bill has been a key contributor to our program over the years," added **Deborah Smarth**, NJSBDC network chief operating officer and associate state director. "He runs his center well with impactful results."

Bill's background includes a degree in Business Administration/Marketing from Ramapo College of New Jersey. Prior to joining SBDC, Bill worked in several positions in the private sector including his own business. At General Motors he managed a number of operations in the corporation's accounting and systems development divisions. He exited from General Motors to become an entrepreneur, owning and operating a successful Heavenly Ham franchise. After selling his business in 1998, he handled bursar activities, grants accounting, and third-party contracts for RVCC's finance office. In 2004, he became the Assistant Director of the NJSBDC at RVCC followed by Operations Director and in 2012 he became the Regional Director of this SBDC regional office.

He was a contributor to a publication entitled "*The Complete Idiot's Guide to Business Plans*," published by Alpha Books.





## INTERNET MARKETING WEEK

**OCTOBER 17 - 20, 2016**



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# Technology Commercialization Assistance and Support Offered to Science- Technology Companies/ Entrepreneurs through America's SBDC New Jersey

America's SBDC New Jersey *Technology Commercialization Program* sponsored a September 30th SBIR/STTR training seminar (8:30 a.m. – 1:30 p.m.) followed by one-to-one appointments at the NJ Economic Development Authority (NJEDA) North Brunswick facility. PSE&G provided support for this event and follow-on with SBDC science-technology clients and trainees. In addition, a key sponsor of these annual sessions is Eisner Amper, accountant advisors. Other sponsoring organizations included BioNJ and the Rutgers Office of New Ventures and Entrepreneurship as well as supporting organizations including Innovation NJ, the NJ Technology Council, and NJIT Enterprise Development Center.

Randy Harmon, the New Jersey Small Business Development Centers network *Technology Commercialization Program Consultant*, invited *The National Cancer Institute*, *The Institute of Allergy and Infectious Diseases* and the *National Science Foundation's (NSF) Smart Health and Biomedical Technologies Program* to participate at this seminar.

The services of NJSBDC's program focuses on providing guidance and assistance in pursuing Small Business Innovation Research (SBIR) and Transfer of Technology (STTR) grants; the program's consultant coaches and provides assistance in the proposal preparation process and also specialized reviews and critiques of draft proposals with specific suggestions as to how to strengthen in order to be competitive in winning such grant awards. These latter services aim at Phase I and Phase II commercialization plans, which can be particularly challenging for many applicants. Assistance can be provided by sending an email message to [rgharmon@njsbdc.com](mailto:rgharmon@njsbdc.com); call NJSBDC's Headquarters Office located at Rutgers Business School, (973) 353-1927.





## **Economic Impact Over the Past Decade Through America's SBDC New Jersey**



**2005**

**2005 - 2015**



**SBDC assisted clients created and saved 105,804 jobs;**



**More than 5,000 SBDC clients started new businesses;**



**\$497,381,922 million in financing (loans and equity) facilitated for SBDC clients.**

**2015**



# *Small Business Growth Success Awards Luncheon*

FRIDAY, DECEMBER 9<sup>TH</sup>, 2016 | 11:30AM - 2:30PM

FORSGATE COUNTRY CLUB, MONROE TOWNSHIP, NJ

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Congressman David Norcross, addresses group; Bob Palumbo, regional director of the NJSBDC at Rutgers University-Camden, second from left on panel. *(left to right)*

## NJSBDC at Rutgers-Camden Participates in Congressman Donald Norcross' "Constituent Services Fair" on August 9

Bob Palumbo, regional director of the NJSBDC at Rutgers-Camden, participated at Congressman Donald Norcross' "Constituent Services Fair" on August 9, 2016. The event was held at Camden County College in Blackwood, NJ. Bob was an expert panelist discussing "Employment in 2016: What You Need to Know." He was joined by representatives from the U.S. Department of Labor and Equal Employment Opportunity Commission. Bob's presentation focused on entrepreneurship as an alternative path to employment. There were many federal and state agencies represented at this event, including the Social Security Administration, Medicare, local county economic development authorities, Immigration Office, Armed Forces and Veterans services. There were more than 1,000 attendees.

## Congressman Pascrell Asks Bergen Center Director to Speak about SBDC Services in New Jersey



Vincent Vicari, regional director of the NJSBDC at Bergen Community College; Congressman Bill Pascrell at Town Hall Meeting. *(left to right)*

Congressman Bill Pascrell sponsored an evening Town Hall meeting on August 16 to engage with constituents in his district. He spoke about economic development and small businesses among many topics. The Congressman asked Vincent Vicari, regional director of the NJSBDC at Bergen Community College with an affiliate at Ramapo College of New Jersey, to say a few words to those attending this constituent forum concerning the services of the Center as well as the statewide NJSBDC program. Mr. Vicari proceeded to provide a capsulized overview concerning all of the small business assistance services of the network. Congressman Pascrell has been an avid supporter of America's SBDC national program along with the rest of the New Jersey congressional delegation, supporting appropriate federal funding levels so that New Jersey can receive its fair share of tax funds sent to the federal government in order to provide small business resources across New Jersey.



## BANK OF AMERICA (BOA) PLEDGES SUPPORT FOR 2017

Over the past few years, Bank of America has partnered with America's SBDC New Jersey, providing a high level of financial resources so that the NJSBDC network can continue to work with entrepreneurs and small business owners in targeted high unemployment areas across the state.

The BOA-NJSBDC collaboration focuses on providing various forms of technical assistance concerning building and repairing credit to appropriately overcome financial constraints and barriers for small, minority and women business owners. In addition, other assistance for marketing, business planning, and accounting skills has also been provided so that business owners are well equipped to meet the challenges of running a business.

Several centers of the network have been providing counseling and training under this partnership for such individuals wanting to start businesses as well as those existing businesses that want to further develop.

"We are grateful to the Bank of America for their financial support," said [Brenda B. Hopper](#). "This kind of support allows us to provide small business resources in areas that confront greater economic barriers. We've been able to reach hundreds and hundreds of clients and our services have made a difference as a result of BOA's generous support."





Photo: NJSBDC Network

## International Business Forum Sponsored by NJSBDC at Rutgers-New Brunswick

Elayne McClaine, regional center director of the NJSBDC serving Middlesex County, organized a special forum on July 19 at the Rutgers Business School, Livingston Campus. The forum provided an overview of international trade issues and focused on opportunities for growth in global expansion. The presentation by Director McClaine included information about formulating an international business plan and global compliance. In addition, Sheryl Paynter of the SBA New Jersey District Office and Thomas Motley of the U.S. Department of Commerce/International Trade addressed aspects and components of government

support and export financing. The program also included insights on EXIM (i.e. Export-Import Bank of the U.S.). Stuart Schechter, president of The Credit Insurance Source was a panelist and several businesses with success stories in the international trade arena also shared their experiences and accomplishments, including: CEO of Health and Natural Beauty Inc., Dr. Syed Ibrahim; CEO of BKW Transformation Group, Inc., Ms. Beverly White; and CEO of Prodelca Exports, Mr. Juan Cordero. The session provided invaluable information for small businesses that want to enter or expand in the international trade marketplace.



Participants engaged in a presentation at the International Business Forum.



Elayne McClaine, regional director, NJSBDC at Rutgers-New Brunswick, addresses attendees at the International Business Forum.

*"The SBDC has been an outstanding resource to my business; right from the beginning in deciding the type of business entity to be, to hiring my first employee, to marketing. Their resources are far reaching and the fact that you can get this valuable advice at no or little cost is so important for a small business. I have very little money to spend on marketing costs and the advice and contacts I received from the SBDC has made all the difference in the world to the success of my business."*

*Denise Sikora,*

*DL Health Claim Solutions, LLC (Middlesex County)*

SCAN COMPLETE

# Cybersecurity Symposium at Kean University Yields Great Reviews

## NJSBDC AT KEAN SPONSORED FORUM WITH THE UNIVERSITY'S CYBER SECURITY CENTER

On June 20th, the Small Business Development Center at Kean University sponsored a cybersecurity symposium on Ransomware. The Center, in collaboration with the Cybersecurity Center at Kean University within the College of Business and Public Management, sponsored the event to provide information concerning the existence of cybersecurity threats that can be very harmful to small businesses because many are too small to have a formal IT infrastructure. Kean [President Dawood Farahi](#) established the Cybersecurity Center to focus on critical areas.

"The NJSBDC is committed to educating business owners to help avoid these threats which can wreak havoc on small businesses," said [David Margulies](#), Regional Center Director of the NJSBDC at Kean University. "We had a very successful symposium with more than 150 in attendance. We've received very good testimonials about the information imparted to the small business community at this business forum."

"Our NJSBDC at Kean University, one of 12 centers across New Jersey, provides invaluable services for small business owners and entrepreneurs in Union County," said [Brenda B. Hopper](#), Chief Executive Officer and State Director. "This special business forum is an example of a great collaboration."

The New Jersey Small Business Development Centers network has sponsored a number of Cybersecurity conferences and forums at different locations by several centers that make up America's SBDC New Jersey. "They have drawn large crowds as small businesses are interested in learning about risk mitigation to avoid and prevent



***“The NJSBDC is committed to educating business owners to help avoid these threats which can wreak havoc on small businesses.”***

***David Margulies***

***Regional Director, NJSBDC at Kean University***

such damaging consequences to their businesses,” said [Deborah Smarth](#), NJSBDC network Chief Operating Officer and Associate State Director.

The event’s morning session included comments from [Dr. Michael Cooper](#), Dean of the College of Business and Public Management at Kean University and [Kellie LeDet](#), Regional Administrator for the U.S. Small Business Administration (Region II). [Dr. James Drylie](#), Executive Director of the School of Criminal Justice and Public Administration, moderated the program.

[Assemblyman Jon Bramnick](#), Republican Leader of the New Jersey General Assembly, was the symposium’s keynote speaker. Following this event later in the day, Assemblyman Bramnick’s office issued a press release calling for the establishment of a special legislative study group to make public policy recommendations surrounding cybersecurity challenges to the business sector. “We were very encouraged that the Republican Leader responded to this symposium by making cybersecurity an important legislative initiative,” said [Deborah Smarth](#). “We look forward in the future to Assemblyman Bramnick’s strong support of the NJSBDC program which has had such great impact for the small business sector.”

Two panel discussions were presented. The first panel included: [John Leo](#), supervisory special agent of the Newark FBI; [Scott Schober](#), author and president and chief executive officer of Berkeley Varitronics Systems, Inc.; [Krista Mazzeo](#), cyber threat intelligence analyst at the NJ Office of Homeland Security and Preparedness; [Karen Randall](#), partner of Connell Foley, and [Seth Danberry](#), president of Grid32 Cybersecurity. The panel addressed “*Ransomware: What It Is and Why It Matters.*”

The second panel later in the morning included: [Dave Weinstein](#), director/cybersecurity advisor, NJ Office of Homeland Security; [Meredith Bennett](#), second vice president, product leader for Technology Errors and Omissions, USLI; [Patrick Dempsey](#), vice president, High Tech Investigations Unit, Prudential Financial; [James Gow, Jr.](#), Corporate Synergies. The panel addressed “*Ransomware Risk Mitigation.*”



[Assemblyman Jon Bramnick](#), Republican Leader of the New Jersey General Assembly, [Kellie LeDet](#), Regional Administrator for the U.S. Small Business Administration (Region II); [David Margulies](#), Regional Center Director of the NJSBDC at Kean University (left to right)



[John Leo](#), supervisory special agent of the Newark FBI; [Scott Schober](#), author and president and chief executive officer of Berkeley Varitronics Systems, Inc.; [Krista Mazzeo](#), cyber threat intelligence analyst at the NJ Office of Homeland Security and Preparedness; [Karen Randall](#), partner of Connell Foley (left to right)



Images: NJSBDC Network

Attendees engaged at the NJSBDC at Kean University's Cyber Security Forum.



## NJSBDC Network's Sustainability Program Helps Small Businesses Identify Ways to Reduce Business Costs While Instituting Environmentally-Friendly Practices

The U.S. EPA's grant to the NJSBDC network has allowed the network to establish and continue the Green Sustainability Specialty Program into 2017. The specialty program provides information and technical assistance for small business owners concerning how they can realize savings and bring down business costs by instituting sustainable, "green" practices into their business operations (i.e. energy conservation, waste reduction, pollution prevention, streamlined procurement and risk management). When they implement a certain threshold of sustainable practices (at least five), they become part of the NJ Sustainability Business Registry which can be accessed through NJSBDC's website. These small businesses are enabled to market their businesses with the "Sustainable Business" seal. The NJSBDC team through this federal grant, and with the collaboration of the New Jersey Department of Environmental Protection, provides one-on-one counseling and prepares specialized audits (on request) making recommendations customized to the particular small business inquiring about sustainable practices. The NJSBDC Team will also provide informative seminars at events sponsored by business groups or initiated and sponsored by the Sustainability NJSBDC Team for NJSBDC's current clients across the state. For more information about sustainability learning opportunities, send a message to [sbdcINFO@njsbdc.com](mailto:sbdcINFO@njsbdc.com).

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*"The NJSBDC team has proven to be invaluable to us. It's true that we don't know what we don't know; but having the SBDC there to fill that gap alleviates the stress that comes with that uncertainty. They helped us understand what to do and what not to do in various areas that helped both in managing effort and expenses. Additionally, they taught us some best-practice concepts that helped us refine our work flow and product."*

**David Zelov,**

**Kittatinny Mountain Farm (Sussex County)**





AMERICA'S  
**SBDC**  
NEW JERSEY  
BROOKDALE  
COMMUNITY COLLEGE

# WOMEN ENTREPRENEURS ROCK **3**

**MONDAY, OCTOBER 17TH**

[WOMENENTREPRENEURSROCK.COM](http://WOMENENTREPRENEURSROCK.COM)

THE STONE PONY  
ASBURY PARK, NJ



# News Abounds ...

A September 12 [NJBIZ](#) article by Brett Johnson – “*SPOTLIGHT Small Business*” – highlights three NJSBDC network clients concerning their accomplishments. The article highlighted [Marcy Ragan](#) who founded [Relish Your Chef](#), a flourishing catering business as a personal chef. In addition, [Zulya Rajabova](#) started [Silk Road Treasure Tours](#), which focuses on overseas travel in the region she came from; the company has grown with the help of the NJSBDC of Northwest Jersey. Zulya was a 2015 NJSBDC success award winner for her business growth. [Peter Behrle](#) of [Lantern Environmental](#) is also quoted in the article. The business recycles waste. [Brenda B. Hopper](#), chief executive officer of NJSBDC, was also quoted in the article about how people from all sorts of backgrounds come to the SBDC for guidance and support.

The September issue of the [Mid-Jersey Chamber of Commerce](#) magazine quoted [Bob Palumbo](#), the regional director of the [NJSBDC at Rutgers-Camden](#). On the subject of targeting new territory for your business, Palumbo is quoted as saying, “Reputations take time to build in a new territory. Don’t expect that you’ll immediately have the credibility that you already have back home.”

A September 10 news article by Martin

DeAngelis in [The Press of Atlantic City](#), “*New businesses play big role in boosting U.S. jobs*,” quoted [Carol Waties](#), regional center director of the [NJSBDC at Stockton University](#). Waties commented about the importance of not only technical skills, but also, “soft” skills.

An August 21 news article by Kathleen Lynn entitled “*Brexit causing pain in N.J.*” published in [The Record](#), quotes [Roger Cohen](#), senior consultant for the [NJSBDC network’s International Trade Specialty Program](#). He comments on the Obama administration’s encouragement of more exports to the U.K. and the challenge it presents because “the pound is weak.”

[The Home News Tribune](#) and [Courier News](#) September 19 article “*SBA, AARP present franchising at 50 at Rutgers*” by Bob Makin mentions how the New Jersey Small Business Development Centers, SBA, and AARP hosted an event, “*Encore Entrepreneurship: Franchising at 50.*”

An article entitled “*Want to Go Green?*” was published on August 3 in the weekly newspaper, [Grapevine](#) (Vineland, NJ), which overviews the benefits of sustainability practices and the savings to business. [Carol Waties](#), the regional

director of [NJSBDC at Stockton University](#), is listed as a contact for the Atlantic, Cape May, and Cumberland service region.

The [Small Business Development Centers](#) network is mentioned as a participant in the NJ Business Action Center’s “*Resources for Growth*” to assist small businesses at [www.nfib.com](#) ([National Federation of Independent Businesses](#)), July 29.

[NJ.com](#) and [The Gloucester County Times](#) published an article by Erin Petenko on July 18 “*N.J. shed small businesses by thousands over the past decade.*” [Deborah Smarth](#) of NJSBDC is quoted concerning how the Great Recession impacted on small business development and how bank lending constraints still exist post-recession. She also noted that in recoveries, small businesses are the job savers and creators and that New Jersey needs to be even more small business friendly.

A July article by Joe Malinconico of [NorthJersey.com](#) mentions that the [NJSBDC at William Paterson University](#) is collaborating with Passaic Community College and the Greater Newark Enterprise Corporation to train start-up entrepreneurs at a converted facility for business incubator tenants.

[The Daily Record](#) published a July 11 article, “*Chester resident has come a long way from Uzbekistan,*” by Jessica Nocera about [Zulya Rajabova](#), a small business client of the NJSBDC of Northwest Jersey, who founded and operates Silk Road Treasure Tours. She joined other small business owners to attend the White House Business Council and Business Forward briefing at the Eisenhower Building in Washington, D.C. [Dolores Stammer](#), NJSBDC regional center director, who assisted Rajabova is also mentioned in the article.

[Union County Local Source](#) published “*Symposium at Kean addresses ransomware*” by staff writer Elana Knopp on

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***“Small businesses are the lifeblood of this state. Making it easier for small businesses to expand and taking steps to ensure our businesses remain competitive will lead to more jobs for working class families and a stronger New Jersey for everyone.”***

***Assemblyman Troy Singleton***

***(District 7 - parts of Burlington County)***



July 7. Center regional director **David Margulies** was quoted concerning the symposium sponsored by the NJSBDC at Kean University for small business owners which focused on cybersecurity threats.

A July issue of **New Jersey Business** magazine published an article *"Small Firms in Growth Mode: How small businesses drive the state's economy."* **Dr. James Hughes**, professor and dean of the Edward J. Bloustein School of Planning and Public Policy, **Kellie LeDet**, Region II regional administrator of SBA, **Stefanie Riehl**, vice president of NJBIA, and **Deborah Smarth**, chief operating officer and associate state director of the NJSBDC network provided thoughts about the small business sector challenges and opportunities. In addition, a few clients of NJSBDC including **Deidre McCarthy** of **Advanced Built Structures, Inc.** (NJCU Center), **Cheryl Hall** of **WisEngineering, LLC** (Rutgers-Newark Center), and **Thomas Olsen** of **Lobster Life Systems** (Bergen Center) also contributed to the article. **Al Izzi**, interim regional director of NJSBDC at **NJ City University** was also referenced.

A June 25 interview with **Carol Waties**, regional center director of NJSBDC at Stockton University, was published in the **Press of Atlantic City**, written by Maxwell Reil. The interview/article entitled *"Ex-Entrepreneur seeks to boost next generation,"* provided some insights as to Carol Waties career as a Philadelphia attorney and business owner; she was recently appointed as Center Director of the NJSBDC at Stockton for the tri-county service region in the southern part of the state.

A letter-to-the-editor by a client of the NJSBDC, **Denise Sikora**, president of **DL Health Claim Solutions, LLC**, was published in the **Courier-Post**, **Daily Journal**, **Daily Record** and **MyCentralJersey.com** (June 13/June 14). The small business owner of a medical bill advocacy company, which helps patients manage their medical bills, acknowledged the services she received from the SBDC program and called for state legislators and the governor to support "this incredible

organization."

An April 21 article *"Celebrate Earth Day by Embracing Sustainability"* was published in **New Jersey Business** magazine's Internet issue, mentioning the efforts of the NJSBDC network's sustainability webinar which focused on sharing practices and how to tap consulting services for such tools and resources.

**New Jersey 101.5 radio** referenced the small business development centers on April 10 when providing news about women business owners and the various resource providers of SBA.

**The Courier News** on March 26 and **MyCentralJersey.com** on March 25 published an article by Bob Makin about how the NJSBDC program has impact in terms of creating and saving jobs and facilitating financing for small business clients as well as creating small businesses by working with their clients. Both **Deborah Smarth** and **Brenda B. Hopper**, chief operating officer and chief executive officer, respectively, were quoted. Articles are entitled *"NJ group says it helped create jobs,"* and *"Small Business Development Centers save, create 16,000 jobs."*

**The Berkeley Times** published a March 19 article, *"SBA Disaster Loans Can Help Businesses,"* referencing the Small Business Development Centers' assistance with disaster loan applications and financial statements.

**The Press of Atlantic City** published a March 19 article, *"Women business owners on the rise in South Jersey,"* about 2015 NJSBDC success award winner, **Katrina Elder**, who owns Cape May Day Spa and was counseled by NJSBDC at Stockton University.

**MyBergen.com** published an article, *"NJSBDC Bergen County Small Business Clinic: Regional Director Trains Small Business Owners to Start, Grow and Profit."* SBA Regional Administrator **Kellie LeDet** joined regional director **Vince Vicari** for the March 8 event.

***"The NJSBDC network truly impacts on regional and state economic development. It not only provides key services and assistance to entrepreneurs and existing businesses, but, it plays an important role in partnership with other business organizations and county economic development offices. The support State government provides to the NJSBDC is well deserved since these centers offer the infrastructure necessary to ensure that the small business sector receives the kind of attention it should. They are the creator of jobs."***

**Senator Christopher**

**"Kip" Bateman**

**(District 16 - parts of Hunterdon, Mercer, Middlesex and Somerset Counties)**

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

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 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](#)







Sunny Kancherla, senior consultant/ director, NJSBDC E-Business Program; Sean C. Hairston, chief executive officer, Medina=CITI; Alejandra Giron, loan officer at The Intersect Fund; Vince Vicari, regional director of the NJSBDC at Bergen Community College; (left to right) at NJSBDC's Internet Marketing Boot Camp.



Sunny Kancherla addresses participants at the NJSBDC Internet Marketing Boot Camp in Bergen County.

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, regional director of the NJSBDC at Bergen Community College; 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, NJSBDC regional 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 B. 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.

***"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."***

***Sunny Kancherla***

***Senior Consultant/ Director, NJSBDC's E-Business Program***



# The Results Are Strong

NEW JERSEY'S SBDC 2015 INDEPENDENT STUDY:

## Job Related Costs

- ✓ Cost of each job created for SBDC client:  
\$1,150;
- ✓ Cost of each job saved for SBDC client:  
\$1,204.

## Return on Investment - Counseling

- ✓ For every \$1 invested, \$2.92 is  
returned (*All counseled clients*).
- ✓ For every \$1 invested in long-term  
clients, (5+ hours) \$4.75 is returned.

**NOTE:** An annual independent national study for statewide SBDCs indicates positive news for New Jersey's SBDC; the cost cited above relates to SBDC clients; tracks clients over a two year period, 2013-2014. **New Jersey's state investment in the NJSBDC is substantially lower than the average \$1.1 million state investment in SBDCs nationally.**





Images: iStock

## SBDC Senior Consultant Named as Examiner for 2016 Malcolm Baldrige National Quality Award

**William S. Ruggles**, a senior consultant for the Small Business Development Centers network, has been named to the Board of Examiners for the 2016 Malcolm Baldrige National Quality Award. The Baldrige Award is the nation's highest honor for organizational innovation and performance excellence.

America's SBDC national program utilizes national accreditation standards based on Baldrige criteria, applied to all state SBDC networks. Accreditation visits from a team of national experts occur once every four to five years and span several days to assess whether the state network is meeting standards in several key categories of organizational performance. On the basis of that team analysis, accreditation certification is determined with conditions or without conditions.

Appointed by the Commerce Department's National Institute of Standards and Technology (NIST), examiners are responsible for reviewing and evaluating applications submitted for the Baldrige award as well as other assessment-related tasks. NIST manages the Baldrige Award in close conjunction with the private sector. Bill Ruggles is currently assigned to a nine-person, virtual team of National Examiners evaluating a Health Care sector application using assessment items in diverse categories such as: Leadership, Strategy, Customers; Measurement, Analysis, Knowledge Management,

Workforce, Operations, and Results.

Ruggles is the Chief Operating Officer and Managing Partner of his own business, Ruggles & Ruggles, LLC. He has prior management experience in an array of positions including the area of Information Technology, workforce enhancement and organizational practices and processes.

"Bill Ruggles has assisted our organization with organizational assessments and enhancements," said **Brenda B. Hopper**, NJSBDC network chief executive officer and state director. "His guidance has been very helpful to our 12-center non-profit organization."

"We are glad to see Bill become the 12th National Examiner in the State of New Jersey," said **Deborah Smarth**, NJSBDC network chief operating officer and associate state director. "His knowledge and expertise is respected and utilized."

Ruggles has provided the network with support concerning strategic planning and additional consulting assistance in business continuity; resiliency, etc.

"My selection to the National Board of Examiners would not have been possible without the leadership development sponsorship by America's SBDC New Jersey, led by CEO/State Director Brenda Hopper and State COO/Deputy State Director Deborah Smarth."



# Smart Small Business Strategies for Surviving the Economic Slump

By Dr. Tendai Ndoro

Survival strategies that small businesses need to manage an economic slump differ from those that large companies can put in place because small businesses have limited resources in terms of human capital, money, and time. Large companies usually focus on macro-level strategic actions such as economic indicator trends and downturns. Small business strategic choices should focus on micro-level indicators that take into account small low-cost incremental strategic actions guaranteed to yield high results, impact and return on investments.

***“There are five strategy categories or perspectives from which a business can choose to develop their strategic actions; Business Operational/Internal Systems oriented strategies; or External Environmental oriented strategies.”***

There are five strategy categories or perspectives from which a business can choose to develop their strategic actions: Management oriented strategies; Resources oriented strategies; Knowledge oriented strategies; Business Operational/Internal Systems oriented strategies; or External Environmental oriented strategies. Small businesses need to be aware of their strategic choice orientation in order to be clear about the intentions and significance of your strategic action objective, impact and outcomes or results. Focus on implementing integrated, low touch solutions. Below are some of the micro strategies to take into consideration:

**1 Revenue/Cash Inflow Strategies** i.e. focus on cash flow statement as an indicator for what’s currently happening to the company’s cash inflow. This allows the business to primarily focus on strategies that are cash inflow oriented because this is what’s likely to keep them in business during the course of the economic slump.

**2 Revenue Diversification Strategies** i.e. focused on revenue generation strategies, not revenue reallocation strategies. Revenue retrenchment works

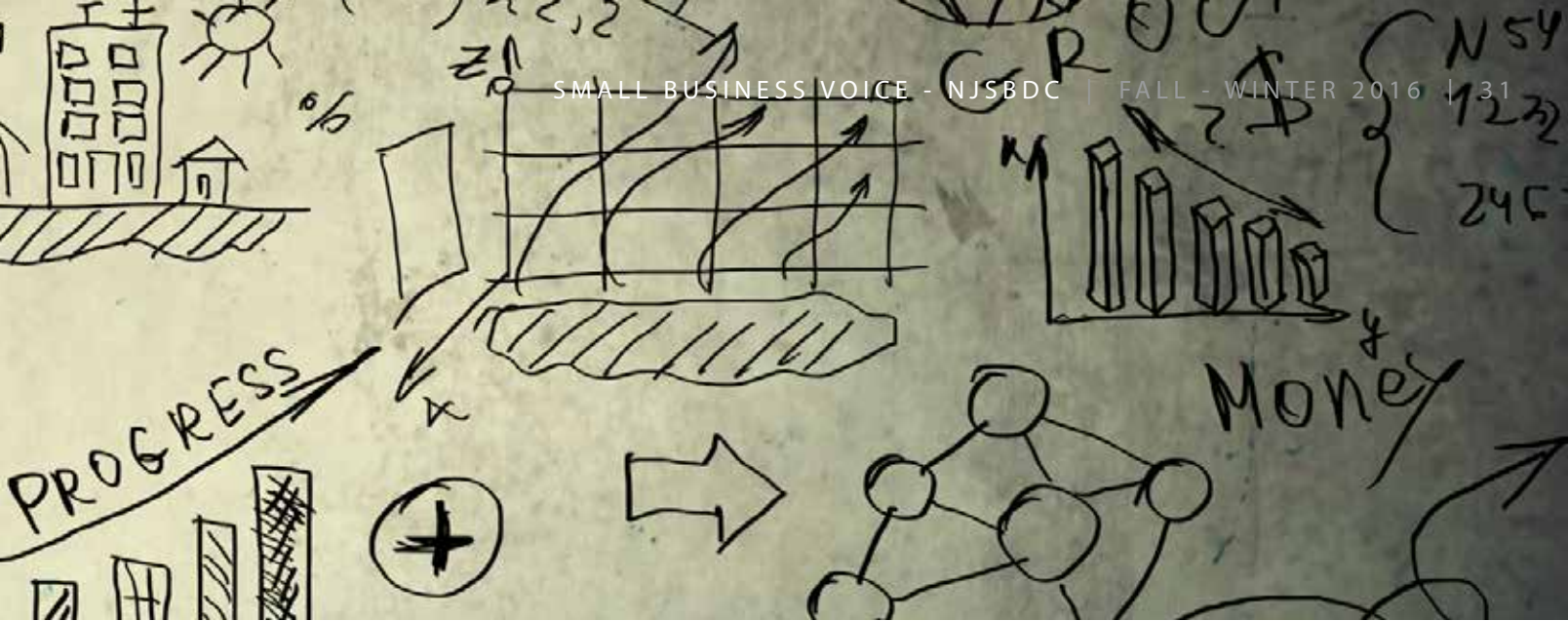
to a point, but it’s not the only way for small businesses to save their companies in an economic slump. Cutting cost is a “maintenance” strategy - a measure for recycling the same money already in the business so that you can direct it to priority areas or appropriate budgets so that you can stay in business.

**3 Market/Service/Product Mix Objectives:** Reassess the business objectives (maybe goals) – that would help the business adjust to the prevailing economic conditions. An example would be focusing on Market/services or product MIX strategies. There are many alternatives a business can pursue in this strategy such as:

- a) Old services/products to new market;
- b) New services/products to old market;
- c) New services/products to new market base.

**4 Strategic Alignment:** Because of their small size, small businesses/companies are quick to shift and have the ability to respond to external changes like an economic slump. This is an advantage. Therefore it is very important to align the business structures, processes,





## Strategic Alignment and Informed Decision Making



of business processes and procedures. Performance analytic information should always inform decision making.

**8 Human Capital Incentives:** Negotiate with your employees for incentives like flex-time if you cannot afford financial compensation; focus on greater role clarification; review employee resumes to identify former training, skills and experiences you can leverage and cross training of employees. Negotiate with suppliers and clients. Communication is key in human capital management.

*Dr. Tendai Ndoro is the Director of the NJSBDC at Rutgers University-Newark campus.*

performance measures and/or incentives with internal changes as well as external economic forces.

**5 Structures: Internal & External Business structures:** Focus on the internal and external operating structures and how they impede or enhance efficiency and effectiveness; how can the business structure be modified to align with ongoing changes without necessarily "compromising" the core business model.

**6 Processes:** Focus on costly processes

in place that increase your cost of doing business; modify and streamline to reduce expenses. For example, what aspects of the doing business processes can be outsourced rather than be maintained in-house? Eliminate "bureaucratic" or "red tape" business processes i.e., technology mediocrity to non-value adding operational routines.

**7 Performance Measurement:** Measuring performance is huge in eliminating redundant processes. Focus on time management, employee rate of productivity and efficiency, and the impact

# The Economy: What Next?

By Deborah Smarth

The biggest question since the 2008 Great Recession is "Where's the recovery?"

On the presidential campaign trail, [economic issues](#) have the highest scored interest followed by national security/foreign policy. So, let's take a look at the #1 issue: the economy and jobs.

According to the latest economic indicator statistics, New Jersey's unemployment rate peaked upwards to 5.3 percent in August for the sixth consecutive month. In February, it was at a post-recession low of 4.3 percent. New Jersey's unemployment rate now exceeds the U.S. unemployment rate at its August level.

The Federal Reserve Chair, Janet Yellen, in her remarks at the Jackson Hole monetary policy conference, seemed to suggest that interest rates will be raised by the end of 2016. "The historically low Federal funds rate, the central bank's still-large balance sheet, and the U.S. economy's failure to fully recover from the last crisis all potentially dent the firepower of conventional monetary policy tools should a recession hit the U.S. economy in the coming years."<sup>1</sup> Some economists say we are headed for another recession. The fact is that after eight years of creating money out of thin air via quantitative easing and very low interest rates with the intent of spurring the economy, the national economy has shown little growth. According to an August 26th press release issued by the U.S. Bureau of Economic Analysis, real gross domestic product increased at an annual rate of approximately one percent (as of the second quarter).

Income growth for the vast majority is a concern. People, particularly the middle class and poor, are hurting. According to a Pew Research Center's May 2016 analysis, there is a shrinking middle class not only in various regions, but, in metropolitan areas throughout the country. "The share of the American adult population that lives in middle-income households has fallen

since 2000."<sup>2</sup> According to PEW's analysis, the fallout is a result of the 2001 recession and the 2007-2009 Great Recession with slow recoveries after each of these economic downturns. On the other side, some argue that more people are becoming richer to be considered middle class any longer.<sup>3</sup>

As reported recently, "The 2008 financial crisis apparently knocked U.S. entrepreneurship to the ground, and it's having a hard time returning to its feet."<sup>4</sup> It was noted in a recent paper of the Federal Reserve Board that when there is a decline of business entries (i.e. new businesses) that this affects the GDP and productivity. Over the past decade, the formation of individual business establishments has remained low, yet, it is noted that new companies or businesses "hire faster and produce higher levels of productivity than firms that have been around for a while." Thus, some economists maintain that the decline in new business start-ups since the recession is creating labor market problems.

An economist with the Bank of America Merrill Lynch alludes to "tighter credit conditions as loans become harder to secure." And, there are other factors that add to the dilemma of job growth and productivity. A recent report by Harvard Business School references "political dysfunction" as holding back the nation's economic performance.

Once again, though, it's apparent that small business pumps the economy. So, state governors and legislatures need to do more for small businesses and entrepreneurs. The New Jersey Legislature has persevered in securing appropriate state investment for small business technical assistance through the New Jersey Small Business Development Centers network (America's SBDC New Jersey). The Legislature's efforts are appreciated and duly noted on behalf of small businesses and entrepreneurs statewide.

<sup>1</sup> Sid Verma, "Citi Strategist: Fed Has 'Almost No Ability to Offset a Shock' to Economy," <http://www.newsmax.com>, August 24, 2016.

<sup>2</sup> <http://www.pewsocialtrends.org>, May 11, 2016.

<sup>3</sup> Tim Worstall, "Sure the Middle Class is Shrinking: 30% of Americans Are Now Too Rich to be in the Middle Class," <http://www.forbes.com>, June 21, 2016.

<sup>4</sup> F. McGuire, "Bank of America: New-Business Numbers Collapse Holding Back Job Growth," <http://www.newsmax.com>, September 17, 2016.



*Deb Smarth*

Deborah Smarth is the Chief Operating Officer and Associate State Director of the New Jersey Small Business Development Centers Network





## MISSION: VETERAN ENTREPRENEURS



WEDNESDAY, NOVEMBER 2<sup>ND</sup>, 2016 | 9:00AM - 1:00PM

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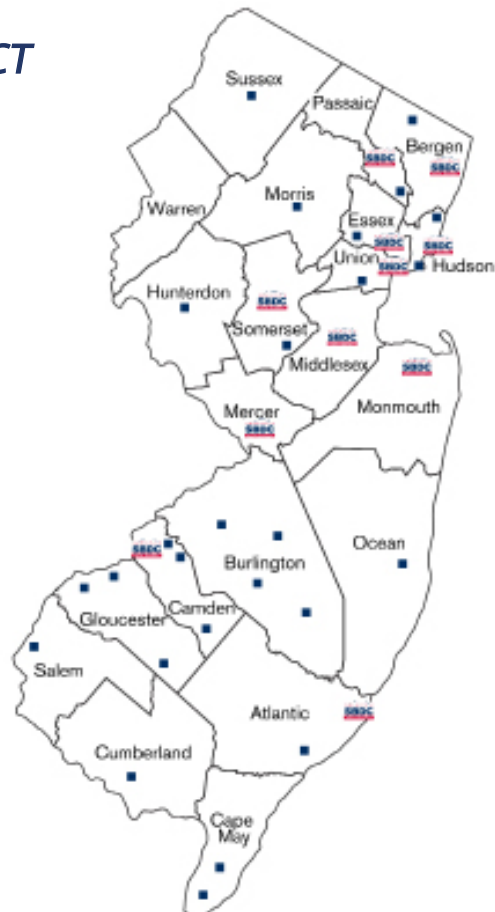


## America's Small Business Development Centers - New Jersey (NJSBDC)

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

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For Inquiries or Comments:  
NJSBDC Headquarters  
[press@njsbdc.com](mailto:press@njsbdc.com)  
973.353.1927



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# Brenda's Blog

We've reached more than the half-year mark and already signs of success are in the air. Our Small Business Development Centers network, which is now focused on allocating greater resources for one-on-one management consulting and stable levels of training, has succeeded in accomplishing the following for the period covering January 1 through June 30, 2016:

- We've provided one-on-one counseling for 2,593 clients with a total of 9,794 counseling hours;
- 22% of the network's clients received 5-plus hours of counseling;
- 59% of NJSBDC network's business client portfolio consists of established small businesses;
- NJSBDC clients started 248 new businesses;
- We've facilitated \$52,134,594 in financing for our small business clients;
- We've hosted 297 training events/seminars with 3,781 trainees attending;
- Approximately 10% of our small business clients had \$1 million or more in sales revenues and/or 10-plus employees;
- We've assisted our clients to create and save 11,473 jobs.



We're expecting to finish this year on a high note with great economic impact even though the economy seems to be weak. It's all about "BIG IMPACT." That's why the state's investment level in our program is so important to leverage with federal and private sources of funding. Our network's business experts are there for any small business owner or entrepreneur who wants to bring their operations or business to a higher level. Visit us for a full consultation and assessment and we can help you advance your path to success.

Brenda B. Hopper is the Chief Executive Officer and State Director of America's Small Business Development Centers - New Jersey network

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*"I have taken courses and have had individual counseling given by the SBDC that has helped start my business. I learned that my business was best as an LLC; I drew up a small business plan, I began to understand small business taxes, I learned how to file my business name, get my business tax ID number, I learned how to get website visibility on the internet and so on. I have learned so much and their services have made a great difference in my startup. I am grateful that they offer these services. They are very caring and knowledgeable and have made a difference with me. I will definitely go back when something arises in my business that I need help with."*

*Emmanuella Grossman,*

*Frenchtown Healing, LLC (Hunterdon County)*

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## Contact the NJSBDC

### Headquarters and Administration

#### Rutgers Business School

1 Washington Park  
Newark, NJ 07102  
973-353-1927  
www.njsbdc.com  
sbdinfo@njsbdc.com

### Specialty Programs

#### NJSBDC Specialty Services:

800-432-1565

E - Business | International Trade | Procurement  
Sustainability | Technology Commercialization

### Regional Offices

#### NJSBDC at Bergen Community College

*(Bergen County)*

CIARCO Learning Center, 355 Main Street, Room 121  
Hackensack, NJ 07601  
Regional Director: Vincent Vicari  
201-489-8670

#### NJSBDC at Rutgers University - Camden

*(Burlington, Camden, Gloucester & Salem Counties)*

419 Cooper Street  
Camden, NJ 08102  
Regional Director: Bob Palumbo  
856-225-6221

#### NJSBDC at Brookdale Community College

*(Monmouth and Ocean Counties)*

765 Newman Springs Road, ATEC Building, Room 111  
Lincroft, NJ 07738  
Regional Director: Jackeline Mejias-Fuertes  
732-842-8685

#### NJSBDC at Rutgers University - New Brunswick

*(Middlesex County)*

Janice H. Levin Bldg, 94 Rockefeller Road, 2nd Floor  
Piscataway, NJ 08854  
Regional Director: Elayne McClaine  
848-445-8790

#### NJSBDC at Kean University

*(Union County)*

1000 Morris Avenue, Willis 402B  
Union, NJ 07083  
Regional Director: David Margulies  
908-737-4220

#### NJSBDC at Rutgers University - Newark

*(Essex County)*

25 James Street  
Newark, NJ 07102  
Regional Director: Tendai Ngoro, Ph.D.  
973-353-5950

#### NJSBDC at New Jersey City University

*(Hudson County)*

285 Westside Ave, Suite 189-191  
Jersey City, NJ 07305  
Interim Regional Director: Al Izzi  
201-200-2156

#### NJSBDC at Stockton University in Atlantic City

*(Atlantic, Cape May and Cumberland Counties)*

35 South Martin Luther King Boulevard  
Atlantic City, NJ 08401  
Regional Director: Carol Waties  
609-626-3889

#### NJSBDC of Northwest New Jersey

*(Sussex, Morris and Warren Counties)*

150 Mountain Avenue  
Hackettstown, NJ 07840  
Regional Director: Dolores Stammer  
908-269-8475

#### NJSBDC at The College of New Jersey

*(Mercer County)*

2000 Pennington Avenue, Forcina Hall 253  
Ewing, NJ 08628  
Regional Director: Lorraine Allen  
609-771-2947

#### NJSBDC at Raritan Valley Community College

*(Hunterdon and Somerset Counties)*

14 Vogt Drive  
Bridgewater, NJ 08807  
Regional Director: Bill Harnden  
908-526-1200 ext. 8516

#### NJSBDC at William Paterson University

*(Passaic County)*

131 Ellison Street  
Paterson, NJ 07505  
Regional Director: Kate Muldoon  
973-321-1378



1 Washington Park  
Newark, NJ 07102  
Tel: 800-432-1565  
[www.NJSBDC.com](http://www.NJSBDC.com)