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Seton Hall Business School Becomes “Affiliate” of NJSBDC at Rutgers-Newark

Formal Partnership Allows for Expansion of Services to Small Businesses in Essex County

October 4, 2017 (Newark, NJ) – America’s SBDC New Jersey officially announced today that it is partnering with the [Stillman School of Business](#) at Seton Hall University in South Orange. The agreement allows Seton Hall University’s Business School to become a formal “affiliate” office for the full-time service Small Business Development Center (SBDC) located at [Rutgers Business School](#) in Newark.

“This new partnership with Seton Hall University is a most welcome addition to our strong network of small business affiliates throughout the state,” said NJSBDC network Chief Executive Officer and State Director Brenda B. Hopper. *“It provides new and enhanced opportunities for NJSBDC service coverage on Seton Hall’s campus for entrepreneurs and small business owners through our full-time Center, NJSBDC at Rutgers-Newark.”*



Stillman School of Business, Seton Hall University, South Orange, NJ

(Image Credit: Chris Funkhouser)

“We’re excited to be an affiliate office for the NJSBDC program,” said Joyce Strawser, Dean of Seton Hall University’s Stillman School of Business. *“We believe that there is much synergy in promoting entrepreneurship and small business ownership. Working with the SBDC program to support entrepreneurs and small business owners in our communities as well as serious-minded, entrepreneurial business students at Seton Hall will be a very productive endeavor.”*

“Working with Business School Dean Joyce Strawser and a few administrators at Seton Hall to develop support for such a partnership has been a real pleasure. We look forward to working closely with the Business School in making this a strong and growing partnership,” said Deborah Smarth, NJSBDC network Chief Operating Officer and Associate State Director. *“This formal affiliate partnership strengthens*

NJSBDC’s visibility, and allows us to leverage the resources of Seton Hall University to make available more technical assistance and training opportunities for small business owners on Seton Hall’s campus and in the surrounding communities of Essex County.”

Last year, the Small Business Development Center at Rutgers-Newark provided 1,244 hours of no-cost one-on-one counseling to its clients and 66 training programs. This activity helped to provide \$8.1 million in financing for small business owners throughout Essex County and also helped to create and retain 690 jobs in the county. *“The addition of Seton Hall University as an affiliate, should certainly add to that total in the upcoming year,”* added Hopper.

“We are already working on a full slate of training events and customized counseling on-site for the new affiliate,” said Tendai Ndoro, Ph.D. regional center director of [NJSBDC at Rutgers-Newark](#). *“I look forward to building this new affiliate relationship with faculty and students at Seton Hall University and providing new opportunities for small business owners with access to SBDC services on campus.”*

The NJSBDC at Rutgers-Newark is one of 12 centers throughout the state and provides comprehensive assistance for small businesses in Essex County. Customized one-on-one counseling and other training seminars will be offered at the Stillman School at Seton Hall University by the Center.

In 2016, the NJSBDC network provided one-on-one counseling for more than 4,200 clients; facilitated \$88.3 million in financing; and helped clients create and save more than 16,000 jobs in the state. In terms of business start-ups, 567 clients started a new business.

Small business owners and entrepreneurs looking to receive no-cost counseling or are interested in attending upcoming entrepreneurial training sessions on the Seton Hall campus should call (973) 353-5950.

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 39 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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