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America's SBDC New Jersey Participates in Small Business Saturday Events with U.S. Small Business

Administration and Lieutenant Governor Guadagno

Small Business Development Centers network Headquarters and Regional Centers in Bergen and Essex Counties Visit Small Businesses, Promoting SBDCs Services

November 30, 2015 (Newark, NJ) – On Friday November 27 and Saturday November 28, America's SBDC New Jersey made it a point to participate in special tours and engagements with small business owners organized in two different counties.

The New Jersey Small Business Development Centers (NJSBDC) network was represented by Regional Center Director Vincent Vicari during a Main Street visit to various small businesses and merchants in the town of Westwood on Saturday, November 28. Vicari along with the Mayor of Westwood, several town council members, and Assemblywoman Holly Schepisi (District – 39) accompanied Lieutenant Governor Kim Guadagno on a tour of local businesses during Small Business Saturday.

“It was a privilege representing NJSBDC at Bergen Community College and our statewide network on the tour of small businesses in Westwood,” said Vincent Vicari. “I am glad I had the opportunity to engage with Lieutenant Governor Kim Guadagno and other state and local elected officials in promoting SBDC services to small businesses located in this Bergen County town.”

On Friday, November 27, Brenda Hopper, chief executive officer and state director along with the Regional Center Director of NJSBDC at Rutgers-Newark Dr. Tendai Ngoro joined U.S. Small Business Administration (SBA) region II Regional Administrator Kellie LeDet and Harry Menta of the SBA NJ District Office in visiting the business site of one of NJSBDC's prior small business clients, ***African Scents*** - now named ***ANCIENT African Formula*** - located on Halsey Street in Newark, NJ. The business is a small business client of the Rutgers-Newark SBDC, headed by Dr. Tendai Ngoro; several years ago, the Center helped this woman-owned small business to develop a business plan and secure some financing.

“I'm glad we had the opportunity to participate in showcasing our small business client's products. She was an SBDC network 2010 success award winner,” said Brenda Hopper. “Visiting our centers' clients and finding out new aspects about their business operations are important barometers of our services' impact on their development and growth.”

The Small Business Saturday initiative was started a few years ago to bolster and market the products and services of small businesses and mom-and-pop shops, especially at the holiday season. The SBA, NJ Small Business Development Centers network, and the Lieutenant Governor's Office coordinated some visits to local small businesses and Main Street shops.

“Throughout the year our network’s experts help support and assist small businesses in all 21 counties,” said Deborah Smarth, NJSBDC network chief operating officer and associate state director. “This kind of outreach and promotion of small business products and services is a great way of showing our appreciation for their presence in the marketplace and their contributions to the economy.”

About America’s SBDC New Jersey (NJSBDC)

The New Jersey Small Business Development Centers network provides comprehensive services and programs for small business in New Jersey, helping 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 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 grants. The NJSBDC Headquarters, located at the Rutgers Business School in Newark, NJ, oversees the network which is an accredited member of America’s SBDC. Approximately 1,000 centers and satellite offices serve small businesses across the country, generating jobs and economic development. Visit www.njsbdc.com.

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