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FOR IMMEDIATE RELEASE

TMA NEW JERSEY CHAPTER FORMS STRATEGIC CONSULTING RELATIONSHIP WITH THE NEW JERSEY SMALL BUSINESS DEVELOPMENT CENTERS NETWORK

NEWARK, NJ – February 24, 2011 – The New Jersey Chapter of the Turnaround Management Association (NJTMA) today announced that it has formed a strategic alliance with the New Jersey Small Business Development Centers (NJSBDC) network to provide critical management consulting services to businesses facing financial or operational challenges.

Participating companies will receive an initial pro bono evaluation from a team of three NJTMA members. Based on that evaluation, prospect companies will receive operational recommendations, business plan analysis and ongoing mentoring through the services offered by the 200-plus members of the NJTMA. Companies interested in learning more about the program can contact their local NJSBDC office.

"The NJSBDC and NJTMA's collaboration offers an array of technical assistance and services geared towards established businesses that want to restructure operations for further operational growth and renewal," noted Brenda Hopper, NJSBDC network Chief Executive Officer/State Director. "This is a win-win for all parties including small businesses as both organizations are nationally renowned -- gearing their operations on the basis of best practices."

Charlie Snyder, NJTMA Board Member and Managing Partner of the Montare Finance Group, stressed the focus is on restoring or improving the corporate value of participating companies, and in doing so, create and retain jobs in New Jersey.

"We are excited about our alliance with the New Jersey Small Business Development Centers," said Snyder. "The economy continues to present challenges for business owners who may be unaware of professional services available to them. We believe that our alliance with NJSBDC will provide necessary services to both troubled and growth companies."

Deborah Smarth, NJSBDC network Chief Operating Officer/ Associate State Director, reinforced the critical value of the collaboration.

"This strategic alliance between both our organizations with all of its intellectual capital and know-how will generate great growth potential for New Jersey firms," Smarth added. "Business retention, expansion, and job generation are our guiding posts."

The NJTMA is an association of turnaround and corporate renewal professionals who share a common interest in strengthening the economy through the restoration of corporate value. Members include turnaround practitioners, interim corporate managers, financial advisors, accountants, lenders, attorneys, investors, investment bankers, appraisers, auctioneers, academics and judges.

The NJSBDC is a non-profit entity that assists emerging or established high impact and growth-oriented businesses as well as pre-venture and start-ups. NJSBDC is an accredited member of the national Association of Small Business Development Centers. There are 11 centers throughout the state of New Jersey which are staffed by a high-caliber roster of private sector experts and consultants who are former business owners and executives

In 2009, NJSBDC experts worked with 6,135 clients, providing 17,214 pro-bono hours of counseling. The NJSBDC also provided affordable training via 832 events for 14,392 small business owners and helped to facilitate \$30.4 Million in financing for its clients. Additionally, the NJSBDC helped its clients to create and retain 24,657 jobs in 2008 and 2009.

About the Turnaround Management Association's New Jersey Chapter

The Turnaround Management Association ("TMA") is the only international non-profit association dedicated to corporate renewal and turnaround management. With international headquarters in Chicago, TMA has more than 9,000 members including turnaround practitioners, attorneys, accountants, investors, lenders, venture capitalists, appraisers, liquidators, executive recruiters and consultants.

The New Jersey Chapter of the TMA is a non-profit association founded in 1992 and is dedicated to promoting the practice of corporate renewal and turnaround management within the business and financial communities of New Jersey. Today, the Chapter has over 200 members across the state and is led by a volunteer board of directors. The Chapter holds monthly networking events and educational meetings focused on topics related to the turnaround management profession and leading issues affecting companies which are experiencing financial or operational challenges. Members are able to share their knowledge and experiences through TMA's publications, conferences, webinars and in meetings with peers.

If you would like more information regarding membership or upcoming events for the New Jersey Chapter of the Turnaround Management Association, visit www.newjersey.turnaround.org.

About 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 established small business owners and aspiring entrepreneurs to develop business plans, find financing, identify new markets, and expand their operations. Its specialty programs include procurement, technology commercialization, e-commerce, and international trade. This non-profit network is a federal-state-educational partnership, leveraging public and private funding sources, and further maximizing resources for the small business community. The network leverages funding from the Small Business Administration (SBA), New Jersey State Government, and the educational institutions that host the 11 centers as well as other private funding and grants. The NJSBDC network's head office and its Center at Rutgers-Newark are headquartered at the Rutgers Business School in Newark NJ. The national Association of Small Business Development Centers (ASBDC) consists of SBDC networks across the country including in the American territories with more than 1,200 centers and satellite offices serving small business. For more information, visit www.njsbdc.com.



FOR IMMEDIATE RELEASE

March 17, 2011

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**Bank of America
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**The New Jersey Small Business Development Centers (NJSBDC) Network Receives
Substantial Grant from Bank of America**

*Funds Will Target Aspiring Entrepreneurs and Existing Small Businesses in Certain Areas to
Enhance Credit Access and Strengthen Business Operations*

(Newark NJ) -- The NJSBDC will partner with Bank of America to further ensure that entrepreneurs and small businesses – located in low moderate income (LMI) communities – receive assistance with their business credit needs. NJSBDC counselors will provide much needed counseling and training concerning credit analysis and program management to enhance their financial literacy and access to credit and capital.

“Our efforts in this area will provide aspiring entrepreneurs and existing businesses located in these areas of the state with the wherewithal to improve their financial position,” NJSBDC State Director and CEO, Brenda Hopper, stated. “Seminar topics like credit and financial management, business and strategic planning, and growing a home based business, will be among the many focus points for both counseling and training.”

The \$75,000 grant will be distributed among several centers including the NJSBDCs located at: Rutgers-Newark, Kean University, Rutgers-Camden, William Paterson University, the College of New Jersey, New Jersey City University, and Richard Stockton College.

The geographic areas being targeted under the grant include Newark, East Orange, Irvington, and Bloomfield in Essex County; Elizabeth, Plainfield, Rahway, Linden and Roselle in Union County; Camden and Willingboro in Camden and Burlington counties, respectively; Paterson, Passaic, and Clifton in Passaic County; Trenton in Mercer county and New Brunswick in Middlesex County; Jersey City and Union City in Hudson County; Atlantic City in Atlantic County.

“These overall efforts will enhance business access to credit lines/financing and help them manage their credit and financials so that they can maintain and build their business operations over time.” Hopper said.

“The New Jersey Small Business Development Centers have a strong presence and formidable record in providing comprehensive technical assistance to varying business types at different levels of development and growth,” said Bob Doherty, Bank of America New Jersey president. “Our partnership will help leverage more resources for entrepreneurs and small businesses located in LMI communities.”

NJSBDC has been proactive in applying for additional non-federal grants in order to sustain a dollar for dollar federal match requirement so that New Jersey can receive its fair share of federal funding from annual congressional appropriations to the national SBDC program. State and private contributions help the network meet federal matching requirements. The BOA grant will be counted towards that match and be leveraged with other sources of funding to maximize resources for small businesses in New Jersey.

About NJSBDC

The New Jersey Small Business Development Centers network, comprised of 11 centers across the state, is the premier provider of comprehensive services and programs for small business in New Jersey, helping businesses expand their operations, manage their growth, or start new ventures. NJSBDC is an accredited member of the national Association of Small Business Development Centers (ASBDC); SBDC networks exist in the 50 states and American territories. Expert staff and practicing business consultants help established small business owners and aspiring entrepreneurs to develop business plans, find financing, identify new markets, and expand their operations. This non-profit network is a federal-state-educational partnership, leveraging public and private funding sources further maximizing resources for the small business community. The network leverages funding from the Small Business Administration (SBA), New Jersey State Government, and the educational institutions that host the 11 centers, as well as other private funding and sponsorships. The NJSBDC Network head office and the NJSBDC at Rutgers-Newark is headquartered at the Rutgers Business School – Newark and New Brunswick.

Bank of America

Bank of America is one of the world's largest financial institutions, serving individual consumers, small- and middle-market businesses and large corporations with a full range of banking, investing, asset management and other financial and risk management products and services. The company provides unmatched convenience in the United States, serving approximately 57 million consumer and small business relationships with more than 5,800 retail banking offices and approximately 18,000 ATMs and award-winning online banking with 29 million active users. Bank of America is among the world's leading wealth management companies and is a global leader in corporate and investment banking and trading across a broad range of asset classes, serving corporations, governments, institutions and individuals around the world. Bank of America offers industry-leading support to approximately 4 million small business owners through a suite of innovative, easy-to-use online products and services. The company serves clients through operations in more than 40 countries. Bank of America Corporation stock

(NYSE: BAC) is a component of the Dow Jones Industrial Average and is listed on the New York Stock Exchange.

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**Successful Client of New Jersey Small Business Development Centers (NJSBDC)
Develops Tools for SBDC Counselors Nationally**

NEWARK, NJ – May 4, 2011 – A successful client of the New Jersey Small Business Development Centers network has created an online educational tool box for its statewide counselors as well as management consultants across the national organization.

[Corporate Turnaround](#), a Paramus, New Jersey based financial services firm, focuses on providing assistance to financially distressed small businesses. It is also an ongoing client of the NJSBDC located at Bergen Community College since 2006. Together, they have collaborated on various marketing strategies.

The SBDC online tool box includes educational guides, case studies, a restructuring software tutorial and calculator to help assess a financially stressed company, as well as courses of action including formulating a budget, communicating with creditors, and making offers to resolve their debt.

“The NJSBDC is accessible and affordable. It’s the best resource entrepreneurs and small business owners have in New Jersey to grow their business,” Corporate Turnaround Business Development Director Charles Evans said. “Thanks in part to the NJSBDC and the various partnerships it has helped provide, Corporate Turnaround is better able to help small businesses during this economic slowdown.”

Brenda Hopper, NJSBDC chief executive officer and state director, said the state organization introduced their client to the national Association of Small Business Development Centers (ASBDC) headquartered in Burke, VA. and Corporate Turnaround has since made important presentations at three consecutive ASBDC national conferences.

“The NJSBDC is very proud of our client’s collaboration with our national association,” Hopper added. “This partnership is mutually beneficial to us all. The SBDC online tool box helps our state and national counselors assist businesses with financial concerns and our spreading the word about this service educates businesses about our client.”

Deborah Smarth, NJSBDC chief operating officer and associate state director lauded the new program, stating “Corporate Turnaround’s innovative resources have provided us with new, enhanced tools for management consulting services.”

Smarth noted the importance of introducing NJSBDC clients to national resource providers and key partners for future business opportunities. She said the national network of experts-- including New Jersey's SBDC-- counsel and train hundreds of thousands of small business owners and entrepreneurs, facilitating the formation of new businesses, expansion of existing businesses and the generation of jobs.

"Our statewide network of private experts and former business owners like to nurture our small business clients and promote their activities whenever we have that opportunity," she said.

For further information, visit <http://www.asbdc-us.org/Resources/Counselors.html> and <http://corporateturnaround.com/toolbox/>

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FOR IMMEDIATE RELEASE

May 26, 2011

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***Recreate and Grow Your Small Business at
NJSBDC's 20th Annual Small Business Procurement Expo and MatchMaker***

***Connect with New Jersey's Pharmaceutical Industry, Federal, State, and County Sourcing and
Procurement Representatives June 10***

MIDDLETOWN TOWNSHIP, NJ – The New Jersey Small Business Development Centers (NJSBDC) network will host its 20th Annual Small Business Procurement Expo & Matchmaker from 9 a.m. to 3 p.m., Friday, June 10, 2011 at Brookdale Community College's Robert J. Collins Arena Recreation & Events Center, 765 Newman Springs Rd., Lincroft, NJ.

This annual, statewide expo and matchmaker is the event of the year for small, minority and women-owned businesses that are targeting the corporate and government procurement market. More than 50 MatchMaker hosts, workshop speakers, exhibitors and sponsors will be participating in this business building expo.

"It's all about developing and growing your business," said NJSBDC CEO Brenda Hopper. "Our network experts help businesses grow and expand and this expo offers them opportunities to advance."

Offered through the NJSBDC Procurement Program in Newark, this expo links small business owners with corporate buyers and prime contractors, government procurement representatives, and supplier diversity representatives. Business owners will receive current information on sourcing/procurement requirements and programs, make new contacts, strengthen business relationships and identify potential new business opportunities and markets.

Small business owners will have access to information-packed workshops covering a range of growth strategies, as well as a variety of exhibitors and MatchMaker sessions where business owners are pre-screened to meet one-on-one with representatives from large public and private sector organizations. A new component of this year's event is the presence of purchasing agents from a variety of NJ counties.

“The Procurement Expo is specifically designed to provide small business owners with a platform for connecting face-to-face with representatives who are responsible for procuring goods and services for their organizations,” noted Stephanie D. Burroughs, director of the NJSBDC Procurement Program. “Each year, attendees come away from this event with an expanded network of business contacts, knowledge of successful contracting strategies and upcoming contract opportunities that will help improve their bottom line and remain relevant in today’s marketplace.”

Topics to be covered in this year’s nine workshops are: ***Pharma Sourcing Panel: Secrets to a Winning First Impression; Selling to the County: Tapping Low Hanging Fruit; Federal Contracting Panel; Sourcing Strategies: Private vs. Public; Marketing Mishaps: What Not To Do with the US Army Corp of Engineers; Federal Contractor E-Verify; Where Preparation Meets Opportunity: Preparing to Work for Corporate America; Updates on State Contracting: Using GSA Schedules, National Cooperatives, Outsourcing; and Social Media: Marketing.***

“Jobs are byproducts of business growth,” stressed NJSBDC COO Deborah Smarth. “Our network generates jobs through the small business owners we assist.”

The statewide NJSBDC network procurement program is partnering with NJSBDC at Brookdale Community College, which serves small businesses throughout Monmouth and Ocean counties. Sponsors for this year’s expo are: Brookdale Community College, Constant Contact, Novartis, Portraitefx, RCI Technologies, Rutgers Business School Newark and New Brunswick, Sanofi Aventis, Skanska, the NJSBDC network, U.S. Small Business Administration, and the State of NJ Department of the Treasury.

The program’s discount rate is \$100.00; pre-registration will end June 7, 2011. Only pre-registered attendees will be contacted for MatchMaker appointment scheduling. For more information and to register, go to <http://njsbdc.com/expo> or call 973-353-5960.

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About the NJSBDC

The New Jersey Small Business Development Centers (NJSBDC) network, comprised of 11 centers across the state, is the premier provider of comprehensive services and programs for small business in New Jersey. The network has assisted small businesses for 33 years, helping businesses expand their operations, manage their growth and start new ventures. The NJSBDC, a non-profit entity, is an accredited member of the national Association of Small Business Development Centers (ASBDC), utilizing national best practices. NJSBDC expert staff and practicing business consultants help established small business owners and aspiring entrepreneurs to develop business plans and marketing strategies, learn accounting and financial analysis, find capital financing, identify new markets, and expand their

operations. The NJSBDC provides one-to-one management consulting and counseling, training, loan packaging services and specialized assistance in procurement, technology commercialization, e-business presence and international trade.

The NJSBDC leverages public and private funding sources, further maximizing resources for the small business community. The network leverages funding from the Small Business Administration (SBA), New Jersey State Government, the educational institutions that host the 11 centers as well as other private and public funding sources. For additional information about the NJSBDC, its programs and services, visit www.njsbdc.com.



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June 15, 2011

NJSBDC NETWORK CALLS UPON GOVERNOR AND LEGISLATURE TO INVEST MORE IN SMALL BUSINESS ASSISTANCE

NEWARK, NJ - Simply put, small businesses need more help from the state to come even close to parity with what competing states are providing their small business support networks or with what the state is allocating for mid and large size company incentives.

It's all about job generation, business retention and expansion and the NJSBDC network has an impressive track record but needs the funding to make New Jersey economically stronger and at no real cost to the taxpayer.

The NJSBDC network, although grateful to the Christie Administration that a \$250,000 allocation was made in the governor's proposed budget and calls upon the Legislature to maintain that allocation, far more is needed, especially since the program pays for itself.

In contrast to the state's \$250,000 proposed allocation, the states of Georgia and North Carolina with similar population size as New Jersey and to which many residents and businesses are relocating, invested \$3.1 million and \$2.1 million, respectively, into their statewide SBDC network program during the last fiscal year.

"The majority of all employment in the state is directly related to small businesses," NJSBDC CEO Brenda Hopper said. "Yet, a very small portion of monies are directed to small business development and expansion."

"Our program's assistance to entrepreneurs, downsized workers, and established businesses helped save and create thousands of jobs since the financial meltdown of a few years ago," stressed Deborah Smarth, NJSBDC chief operating officer. "This jobs producing program pays for itself with a rate of return on investment that actually exceeds the federal and state appropriations."

In this year's proposed budget, the Administration appropriates \$175 million in business grant incentives which are primarily channeled to the larger and mid-sized companies. Hundreds of millions of dollars of incentives have been provided over the years.

And yet small businesses represent 98.4 percent of the state's employers.

Hopper, calling for a spirit of collaboration among the network, administration and legislature, noted that "State support is one component of different sources of non-federal funding that help the network meet its federal match requirement. In order to receive congressionally appropriated funding for the national SBDC program back in New Jersey, our network has to match dollar for dollar the federal amount to which it is entitled."

"The NJSBDC network has received a lot of legislative support over the years," Smarth, added. "We should collaborate to provide greater investments for small businesses located in the state."

Four years ago, the Legislature worked to increase the funding of the NJSBDC network to \$1 million, but, due to state deficits, the network subsequently faced challenges from the executive branch to reduce its state funding. In fact, the New Jersey Legislature proactively made restorations to the network's funding in order to promote entrepreneurship and provide assistance to small businesses statewide, especially during these difficult economic times.

And yet, NJBDC's successes are measureable and impressive.

In 2009 and 2010, the network:

- Facilitated \$55.2 million in financing for small business owners despite the tightening of credit;
- Helped business owners procure contract opportunities at the federal, state, and commercial level valued at more than \$100 million;
- Counseled 1,445 clients who started new businesses;
- Empowered small business clients to create 2,880 new jobs and retain an additional 19,338 jobs;
- Provided one on one counseling to more than 10,000 individuals with more than 32,000 hours of counseling;
- Sponsored training events throughout the state at which more than 28,000 individuals and small business owners attended.

"With the challenges of a slowly recovering economy, the State of New Jersey should ensure that everything possible is done to invest in small businesses," Smarth said. "The NJSBDC program has a long track record of client success stories and economic impact."

"The network's resources serve as an economic development arm for State Government," Hopper added. "Our cadre of private sector experts and former business owners are out

there every day in communities across the state making a difference by assisting individuals and small business owners seeking help to develop and expand.”

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June 20, 2011

NJSBDC Offers Small Businesses Marketing and Branding Strategies through Webinars

(Newark NJ) –The NJSBDC webinar marketing and branding series is helping small businesses grow at the speed of the internet. New opportunities for business growth open up as a result of NJSBDCs E-Business assistance.

"We live in a fast paced global economy and we're teaching our clients and new customers about how to launch new strategies through their websites to help grow their businesses," said NJSBDC Chief Executive Officer Brenda Hopper.

Upcoming webinars include: *Website Development* (July 28, October 13); *Power of Email Marketing* (June 23, September 8, November 1); *How to Use Social Media* (July 14, September 22, December 8); *Free Resources to Build Your Website* (August 11, October 27); and *Promoting Your Website and Boosting Sales* (August 25, November 10)

"The network's specialized webinars on a variety of e-commerce topics have attracted many business owners over the past several months," said NJSBDC Chief Operating Officer Deborah Smarth. "Businesses are yearning to yield greater benefits through E-Presence and the NJSBDC E-Business Program provides the kind of training and customized counseling to help business owners achieve that objective."

"These are knowledge-packed sessions," said Sunny Kancherla, digital strategist and E-marketing expert, a Lead Consultant for the NJSBDC network. Mr. Kancherla, who provides instruction has built a successful website that attracts over half a million visitors every year and has been searched over three million times since it began. His site is seen by thousands daily and is the number one search result on Google.

"Kancherla's addition to our team has helped many, many small business owners successfully take their businesses online," said Hopper.

To register for these online courses, visit www.njsbdc.com.

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For Immediate Release

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NJ Legislature Oks New Jersey Small Business Development Centers Network Allocation To Provide Economic Stimulus Measures; Awaits Governor's Approval

June 30, 2011 (Newark, NJ) – Small businesses will receive critically needed assistance because a bill allocating \$250,000 in funding for the New Jersey Small Business Development Centers Network, passed by the legislature and awaiting the governor's signature, will be leveraged with federal funding and other grants and private contributions.

"We are glad and thankful that the budget legislation includes stable funding for the network," said Brenda Hopper, NJSBDC chief executive officer and state director of the 33 year-old program. "We look forward to working with the administration and legislature in advancing the cause of entrepreneurship."

"We've been a strategic partner of the state for decades to catalyze strong economic impact," she added.

The economic stimulus network, which has counseled more than 10,000 clients, helped create 2,880 jobs and retain an additional 19,338 in 2009 and 2010, has faced serious challenges during the past few years in light of the state deficit and constrained resources. NJSBDC received \$1 million several years ago and has faced state funding reductions, but, as evidenced by this allocation, the legislature continues to support funding which has helped small businesses develop and grow.

"This jobs producing program has helped create and retain thousands of jobs since the financial meltdown a few years ago," said Deborah Smarth, NJSBDC chief operating officer and associate state director. "In addition, we've also helped individuals downsized out of jobs to start new businesses."

"Small business development and expansion to create and retain jobs for the residents of New Jersey is our top priority," Smarth added.

Both network executives concur that state government should invest more in small business development and expansion and that NJSBDC's technical assistance helps achieve that end, providing a sustainable, positive impact on the New Jersey's economy.

In order to obtain federal funding, appropriated through the U.S. Congress for the national SBDC program and returned to the individual states' SBDC programs on the basis of population, the SBDC program must meet the dollar for dollar federal match requirement by raising dollars through other non-federal funding sources.

“Despite the weak recovery, we believe the network’s assistance to business owners statewide has produced some very strong results,” added Smarth. “State policy-makers should seriously consider the Kauffman Foundation’s findings that the overwhelming source of new jobs is new firms.”

In 2009 and 2010, the network:

- Facilitated \$55.2 million in financing for small business owners despite the tightening of credit;
- Helped business owners procure contract opportunities at the federal, state, and commercial level valued at more than \$100 million;
- Counseled 1,445 clients who started new businesses;
- Empowered small business clients to create 2,880 new jobs and retain an additional 19,338 jobs;
- Provided one on one counseling to more than 10,000 individuals with more than 32,000 hours of counseling;
- Sponsored training events throughout the state at which more than 28,000 individuals and small business owners attended.

The legislative budget spending plan is now on the Governor’s desk for consideration.

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FOR IMMEDIATE RELEASE

July 19, 2011

“Next Stage Growth Curriculum Series” Continues To Help Businesses Re-Engineer Their Operations

The New Jersey Small Business Development Centers Network Provides Support for Existing Businesses That Want To Grow

(Newark NJ) – In this difficult economic climate, the NJSBDC network is working to assist established small businesses to re-invent themselves in order to not only maintain, but, to build and expand their businesses as the economy rebounds.

NJSBDC special training seminars being offered now aim at further strengthening opportunities for small businesses to develop and expand and are followed up with one on one management consulting services customized to specific small business needs.

As a result of grant funding from the federal Small Business Jobs Act of 2010, enacted by Congress and the Obama administration, these special courses are offered at discount rates through the end of this year.

“This series of courses is aimed at the established small business owner who wants to build a greater foundation to grow business operations,” said NJSBDC Chief Executive Officer Brenda Hopper.

“Small businesses will find these courses very helpful in taking all the necessary steps to strengthen sales and finding and targeting new customers,” added NJSBDC Chief Operating Officer Deborah Smarth.

Summer and fall seminars are being held at an array of locations on diverse topics such as:

“Business Valuation” (July 20: 9 am-11 am) Hackettstown BID 207 Main Street, Hackettstown AND ((October 25: 9 am-12 pm) Rutgers Business Incubator Waterfront Tech Center, 200 Federal Street, Camden

“Exit Strategies” (July 28: 9 am-11 am) Hackettstown BID, 207 Main Street

“Strategic Selling Systems” (August 3: 9 am-12 pm) PNC Bank, 202 Park Ave., Plainfield

“Knowing Your Market” (September 30: 9 am-12pm) 1600 Valley Rd., Rm V 1003, Wayne

“Marketing Upstream” (October 6, 13: 6 pm-9 pm) Ciarco Learning Center, 355 Main St., Rm 121, Hackensack

“Keeping Score: Where’s My Cash?” (October 18: 9 am-12 pm) Rutgers Business Incubator Waterfront Tech Center, 200 Federal Street, Camden

“This training and follow-up counseling will help business owners build capacity in today’s tough economic environment,” said Roy Lee, manager of the NJSBDC Jobs Act program.

The curriculum series also contains other key seminars including, but not limited to, focus on human resources components to retain, maintain, and foster greater company performance. Visit www.njsbdc.com for a full directory of Next Stage courses with brief descriptions of key topics covered and registration procedures.

About NJSBDC

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FOR IMMEDIATE RELEASE

August 3, 2011

International Trade Series Continue through Summer and Fall

NJSBDC Network Helps Business Build Sales through Exports

Newark, NJ – Businesses interested in expanding into the international trade and commerce arena will find expert guidance and the tools to succeed through the New Jersey Small Business Development Centers (NJSBDC) network “International Trade Initiative.

The NJSBDC-sponsored training seminars and counseling sessions focus on assisting businesses to enter or expand in the global market by identifying new markets and export opportunities.

“The initiative will provide one-on-one counseling and management consulting and training on key subjects relating to international trade and commerce,” Brenda Hopper, NJSBDC chief executive officer stated. “Our trade specialists will provide business owners with a strong framework of knowledge on an array of issues.”

The program was launched in February with funding support from the congressionally enacted Small Business Jobs Act and continues this summer through the fall.

“Exports create good paying jobs, and the NJSBDC is all about providing the technical assistance and know-how to start and expand businesses,” Deborah Smarth, NJSBDC chief operating officer added. “With our state’s strategic location near major ports of commerce, it pays for companies to consider exporting goods and services to expand their sales revenues and promote growth.”

According to U.S. Census.gov data, the value of exports for the State of New Jersey in 2009 stood at \$27.2 billion, a 2.6 percent share of total U.S. exports.

Multiple international trade seminars are scheduled throughout the state at regional locations of NJSBDC offices and include:

“Demystifying International Trade- How to Get Started, How to Expand” (August 9: 10 am-1 pm/ NJSBDC of Northwest NJ) held at Centenary College Learning Center, 300 Littleton Road, Parsippany NJ; (September 8: 10 am – 1 pm/ NJSBDC at William Paterson University) held at Passaic County Dept. of Economic Development, Totowa Business Complex, 930 Riverview Dr., Suite 250 Totowa NJ; (October 20: 10 am- 1 pm/ NJSBDC at Rutgers-Newark) held at Rutgers Business School- room TBA, 1 Washington Park, Newark NJ

“International Letters-of-Credit and Incoterms” (August 4: 10 am-1 pm/ NJSBDC at Rutgers-Newark) held at Rutgers Business School, 1 Washington Park, Room 358, Newark NJ; (October 4: 10 am-1 pm /NJSBDC at William Paterson University) held at Passaic County Dept. of Economic Development, Totowa Business Complex, 930 Riverview Dr., Suite 250 Totowa NJ; and (October 27: 12 pm-3 pm /NJSBDC at Rutgers-Camden) held at Waterfront Technology Center, 200 Federal St., 2nd Floor Conference Room, Camden NJ

“Getting the Most from International Representatives, Agents, and Distributors” (September 21: 12 pm-3 pm /NJSBDC at College of NJ) held at 2000 Pennington Ave., Ewing NJ Room TBA; (October 11: 10 am-1 pm /NJSBDC at William Paterson University) held at Passaic County Dept. of Economic Development, Totowa Business Complex, 930 Riverview Dr., Suite 250 Totowa NJ; and (October 13: 10 am-1 pm NJSBDC at Rutgers-Newark) held at Rutgers Business School, 1 Washington St., Newark NJ Room TBA

To register, visit www.njsbdc.com. Other topics covered in the curriculum and counseling include: Developing international marketing and sales; finding international customers and suppliers; trade financing; mitigating risks; contracts and distribution agreements; licensing arrangements; freight forwarding and customs brokerage; and collaborating with various, existing resources to maximize knowledge and best practices in international trade.

“There are a host of diverse topics that these sessions will cover.” Roger S. Cohen, NJSBDC specialty program consultant stated. “We will also have an opportunity to follow-up with these participants through individualized, customized counseling sessions.”

“These courses will continue in 2012 along with personalized counseling,” said Roy Lee, NJSBDC Jobs Act program manager.

“We believe this curriculum provides real support for businesses that want to export,” Hopper said.

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FOR IMMEDIATE RELEASE

August 24, 2011

Minority and Women Construction Business Owners to Benefit from Building Blocks Training Program

Sub-head: Presented by Skanska USA, NJ Small Business Development Centers at Rutgers University Newark, NJ

Newark – Minority and women owned construction business owners must act immediately to gain business management tools, sustain their growth and build relationships through a uniquely designed, extensive and free program targeted to enhance their technical, administrative and managerial skills.

Offered by the New Jersey Small Business Development Centers network this second partnering with Skanska USA Inc., one the largest and most financially sound construction networks in the country, will include an opening reception, 14 evening training classes and a graduation ceremony beginning in early September and concluding in November.

The program is limited to only 75, so interested business owners must contact procurement@njsbdc.com or [Facebook.com/njsbdcprocurement](https://www.facebook.com/njsbdcprocurement) to fill out the required documentation and submit immediately to be considered.

"This may be free, but the cost is their time. The experts are waiting to teach. Don't delay. Register today," stressed NJSBDC's director of procurement programs, Stephanie D. Burroughs. "How important is it for them to create and build critically important business relationships right now; to learn today's techniques, today's technology. See the value and seize the opportunity right now. Knowledge increases confidence and what better way to get to know what Skanska's prime contractors are looking for and develop relationships than meeting them."

Contractors will be given the opportunity to become economically viable business enterprises that have a reputation for managing construction projects efficiently and effectively, as well as developing and sustaining a relationship with Skanska.

Targeting minority and women contractors from the New York, New Jersey and Philadelphia area, each participant who completes the course will receive a certificate of completion, form new business relationships and be exposed to

possible bidding opportunities on various Skanska projects. All contractors should meet the minimum qualifications listed on the contractor profile form.

Participants enrolled in the program co-sponsored by the NJSBDC Procurement Programs and Skanska, to be held at Rutgers University, Newark, will gain construction industry insights and learn meaningful tools to help them manage and guide their businesses through growth. An additional benefit of enrollment is the opportunity to develop and grow their business by creating new business relationships with other companies.

To-date, there are more than 150 local contractors who have graduated from this highly acclaimed program.

Class instructors are drawn from the Skanska USA Inc. executive team, other professionals who are industry leaders as well as Burroughs. They will provide real world experiences and examples of construction management. The format will include lectures, group discussions and hands-on demonstrations of proven business practices. Each participant who completes the course will receive a certificate of completion.

Courses will include Doing Work with Skanska, Business Development/Marketing, Responding to an RFP/PreQual Process, Estimate Bidding, the Contract, part one and two, Safety, Field management and Techniques, Leadership in Energy and Environmental Design, Scheduling and Construction Accounting, part one and two, Access to Capital and Bonding Programs and Human Resource management.

The partnership between Skanska USA and the NJSBDC demonstrates the network's continued commitment to increase economic development and job growth. The NJSBDC Procurement Programs is continually working to identify corporate and government agency partnerships to produce creative programming designed to help spur growth, expansion and profitability for diverse businesses.

About Skanska USA

Skanska USA is one of the largest, most financially sound construction networks in the country consisting of four business units: Skanska USA Building, which specializes in building construction; Skanska USA Civil, which is focused on civil infrastructure; Skanska Infrastructure Development, which develops public-private partnerships; and, Skanska Commercial Development, which pursues commercial development initiatives in select U.S. markets. Headquartered in New York with 35 offices across the country, Skanska USA has approximately 7,000 employees and its 2010 revenues were \$4.8 billion, representing almost 30 percent of Skanska's global revenues. Skanska is one of the world's leading project development and construction groups with expertise in construction, development of commercial and residential projects and public-private partnerships. The Group currently has 52,000 employees in selected home markets in Europe, in the U.S. and Latin America. Headquartered in Stockholm, Sweden and listed on the Stockholm Stock Exchange, Skanska's sales in 2010 totaled \$16.9 billion.

About the NJSBDC The New Jersey Small Business Development Centers (NJSBDC) network, comprised of 11 centers across the state, is the premier provider of comprehensive services and programs for small business in New Jersey. The network has assisted small businesses for 31 years, helping businesses expand their operations, manage their growth and start new ventures. The NJSBDC, a non-profit entity, is an accredited member of the national Association of Small Business Development Centers (ASBDC), utilizing national best practices, and required to meet Baldrige criteria for performance excellence in management. NJSBDC expert staff and practicing business consultants help established small

business owners and aspiring entrepreneurs to develop business plans and marketing strategies, learn accounting and financial analysis, find capital financing, identify new markets, and expand their operations. The NJSBDC provides one-to-one management consulting and counseling, training, loan packaging services and specialized assistance in procurement, technology commercialization, e-business presence and international trade.

The NJSBDC leverages public and private funding sources, further maximizing resources for the small business community. The network leverages funding from the Small Business Administration (SBA), New Jersey State Government, the educational institutions that host the 11 centers as well as other private and public funding sources. For additional information about the NJSBDC, its programs and services, visit www.njsbdc.com.



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FOR IMMEDIATE RELEASE
August 31, 2011

**Small Business Owners Encouraged to Tap NJSBDC Network for Assistance in the
Aftermath of "Irene" - Support, guidance and loans available**

Small business owners will receive immediate, tangible and critical help to weather the effects of Hurricane Irene through the New Jersey Small Business Development Centers Network conveniently situated in 11 locations across the state.

"Whatever we can do, our experts are ready to help business owners rebound," said Chief Executive Officer and State Director Brenda Hopper said. "And we will help them apply for SBA disaster loans when appropriate."

The U.S. Small Business Administration (SBA), a major funding partner of NJSBDC, offers low interest loans for business owners to repair or replace real estate, personal property, machinery or equipment, inventory, and business assets that have been destroyed in a declared disaster.

"As the storm's true effects unravel and more detailed assessments emerge, the NJSBDC network will provide the necessary services and information to help business owners take action to ameliorate their immediate needs and concerns," added NJSBDC network Chief Operating Officer and Associate State Director Deborah Smarth.

Both NJSBDC executives pledged the network's full collaboration with SBA, the Governor and Lieutenant Governor's offices in providing access to this comprehensive assistance and services for small business owners.

"We will guide them through the process to secure what they need," added Hopper. "We have the expertise, the willingness and the proximity to businesses throughout the state to protect and create jobs in light of these recent difficult events."

For information about NJSBDC services visit www.njsbdc.com. For details concerning SBA disaster loans, see www.sba.gov/disaster. To view the news release issued by the governor's

office containing program details and contact information, see <http://www.nj.gov/governor/news/news/552011/approved/20110828c.html>

NJSBDC experts in different regions can assist with this process.

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FOR IMMEDIATE RELEASE

September 14, 2011

New Board Member Jerry Silberman Appointed to Serve on the New Jersey Small Business Development Centers Network Advisory Board

Executives of the New Jersey Small Business Development Centers (NJSBDC) Network announced today that Jerry Silberman, CEO and Founder of Corporate Turnaround, located in Paramus, NJ, will join and enhance the statewide network's official Advisory Board. The company is a nationally recognized leader in financial turnarounds for small businesses.

The NJSBDC Statewide Advisory Board plays an important role in collaborating with the NJSBDC network, Chief Executive Officer-State Director, Brenda Hopper, and Chief Operating Officer-Associate State Director, Deborah Smarth, in reviewing and providing input concerning strategic and operational aspects of the non-profit organization which provides comprehensive assistance to small businesses across New Jersey.

Silberman is a regular contributor on MSNBC's "Your Business" and has been a featured guest for CNN, Fox, CBS, ABC, the Wall Street Journal, New York Times, US News and World Report and Forbes magazine.

He co-authored the "Small Business Survival Book" and has written many technical articles for various publications for the U.S. Chamber of Commerce and National Association of Credit Management. He frequently shares his expertise on many business related radio shows as well.

"We are very privileged to have Jerry Silberman join our board," said Ms. Hopper. "His background will provide us with new insights and ideas to further building a high-performance organization like ours."

Mr. Silberman started a nationwide collection agency in 1990 which led to the formation of Corporate Turnaround. He and his company have helped thousands of small businesses renegotiate affordable terms with their creditors for more than 20 years. Under his leadership, the company has successfully negotiated over 35,000 settlements that were irreconcilable prior to their involvement.

“I’m honored to be part of an organization that does so much good for both New Jersey small business owners and the economy,” said Mr. Silberman.

“Jerry is a consummate spokesperson for small businesses and a great advocate for finding solutions to their problems,” said Ms. Smarth. “We look forward to working with him on many initiatives to bolster our small business services.”

Silberman has addressed national and regional conferences of the Association of Small Business Development Centers (ASBDC), a resource partner of the U.S. Small Business Administration.

Ms. Hopper, noted the state organization introduced Corporate Turnaround to the national Association of Small Business Development Centers (ASBDC) headquartered in Burke, VA. and the firm has since made important presentations at three consecutive ASBDC national conferences.

Since then, Silberman and his company team have created an online educational tool box for SBDC statewide counselors as well as management consultants across the national organization. The SBDC online tool box includes educational guides, case studies, a restructuring software tutorial and calculator to help assess a financially stressed company, as well as courses of action including formulating a budget, communicating with creditors, and making offers to resolve their debt.

Ms. Smarth, lauded the new appointment, stating “Corporate Turnaround’s innovative resources have provided us with new, enhanced tools for management consulting services.”

For further information on the tool box, visit <http://asbdc-us.org/Resources/Counselors.html> and <http://corporateturnaround.com/toolbox/>

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networks across the country including in the American territories with more than 1,200 centers and satellite offices serving small business. For more information, visit **www.njsbdc.com**.



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FOR IMMEDIATE RELEASE

October 11, 2011

New Jersey Small Business Development Centers Network Offers Six-Week Training Courses along with Intensive Counseling and Technical Assistance for Unemployed Individuals Who Want to Start a Business

(Newark NJ) -- Due to a grant made available by the New Jersey Department of Labor and Workforce Development (DLWD), the New Jersey Small Business Development Centers (NJSBDC) network is offering a six-week specialized training workshop program for unemployed individuals who want to start a business. The program is known as the "Entrepreneurial Training Program for the Unemployed (ETPU)." The pro bono training courses being offered will be held at various NJSBDC locations throughout the state. The curriculum focuses on an array of topics aimed at helping aspiring entrepreneurs to develop their ideas and better understand the various aspects of starting and running a business.

The initiative provides one-on-one counseling for individuals (at no-cost) who register so that training is also supplemented with customized guidance and advice to would be entrepreneurs. The program will also help program registrants who advance through the 60 hour training program to apply for start-up business financing when conditions are appropriate.

Expert management consultants at the NJSBDC will help individuals learn more about the legal aspects of starting a business, writing a business plan, devising marketing strategies, managing through recordkeeping, accounting, and business taxes. In addition, other training topics include financing a small business, understanding financial statements, and strategic selling strategies. Additional focuses may include building a consulting business, acquiring a business or franchise, tapping procurement opportunities, developing and marketing a business website to increase sales, identifying export opportunities, and commercializing technology into viable products for the marketplace.

“Existing and established businesses of all sizes comprise about fifty percent of the network’s client portfolio,” said NJSBDC CEO-State Director Brenda Hopper. “In addition, we also assist pre-venture and start-up businesses. This special grant will enable us to serve other markets including those who are unemployed.”

“These knowledge-packed courses are staggered on a rotational basis across the state so that people living in different regions are being served appropriately,” said Ed Kurocka, NJSBDC Project Manager for the Entrepreneurial Training Program for the Unemployed (ETPU). “We want to provide training, counseling, support services, and increased opportunities for those individuals who meet the definition of a ‘dislocated worker’ and are seeking to become self-employed.”

Since the services are pro bono due to grant funding from the Department of Labor and Workforce Development, interested parties must go through a formal pre-qualifying application process. Individuals must meet certain criteria, which include such factors as: May be unemployed, and eligible for or receiving unemployment insurance benefits; has exhausted unemployment benefits; was self-employed but due to economic conditions is unemployed; may be a displaced homemaker experiencing unemployment, underemployment and finding difficulty becoming employed again.

The preliminary schedule for the launch of this six week training program, supplemented by personalized counseling, in different regions includes:

- **NJSBDC of Northwest NJ** (*serving Morris, Sussex and Warren counties*), **October 24, 2011** Centenary College Learning Center, 300 Littleton Road, 3rd Floor, Classroom 4, Parsippany NJ;
- **NJSBDC at Rutgers Camden** (*serving Burlington, Camden, Gloucester and Salem counties*), **October 31, 2011** Waterfront Technology Center, 200 Federal Street, Camden NJ;
- **NJSBDC at New Jersey City University** (*serving Hudson County*), **November 14, 2011**, Location to be announced;
- **NJSBDC at the College of New Jersey** (*serving Middlesex and Mercer counties*), **December 12, 2011**, Location to be announced;
- **NJSBDC at Kean University** (*serving Union County*), **January 9, 2012**, Location to be announced.
- **NJSBDC at Richard Stockton College** (*serving Atlantic, Cape May and Cumberland counties*), **January 20, 2012**, Location to be announced;
- **NJSBDC at William Paterson University** (*serving Passaic County*), **February 6, 2012**, Location to be announced;

For more information, visit the official website of the NJSBDC network (www.njsbdc.com) and click on the ETPU link. Interested parties -who feel they may qualify- can officially register online or by visiting any One-Stop Career Center. Interested applicants can also call 973-353-1927, or email ETPU@NJSBDC.com.

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FOR IMMEDIATE RELEASE

October 14, 2011

Master Negotiating Techniques at NJSBDC Seminar

Learn what body language is telling you

Newark, NJ – Businesses can learn the negotiating techniques critical to success in this economic climate at a seminar offered from 8 a.m. to noon next Wednesday (October 19th) by the New Jersey Small Business Development Centers network.

Greg Williams, an internationally known speaker and author of “Negotiate: Afraid, ‘Know’ More” will focus on reading body language and what’s not being said out loud during the four hour presentation to be held at 1 Washington Park, Room 220, Rutgers Business School.

“This is a much sought after speaker and negotiator,” said Stephanie D. Burroughs, Director, NJSBDC Director, Procurement. “It’s a real coup to get him here and I hope businesses understand this incredible opportunity.”

Williams, who has been a business owner since 1993 with an extensive background in negotiation, training, sales, management and business operations, has negotiated many multi-million deals on behalf of his clients ranging from New Jersey Transit to Xerox Corporation.

He will soon be releasing his next book, “Negotiate and Read Body Language: Negotiation Strategies to Get What You Want” and has published more than 500 articles about negotiation techniques.

There is a minimal \$49 fee for this outstanding program, which participants must pre-register online at www.njsbdc.com/procurement.

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FOR IMMEDIATE RELEASE

November 3, 2011

The New Jersey Small Business Development Centers Honors Achievers

Luncheon inspires those the NJSBDC counsels

Newark NJ – The Annual Small Business Growth Success Awards Luncheon, a celebratory event to be held from 11:30 a.m. to 2:30 p.m., Dec. 2, at the Forsgate Country Club in Monroe Township, will honor the success stories of small business owners throughout the state and lawmakers who have supported entrepreneurs. The nominated business success award winners come from diverse industry sectors including high-technology, biopharmaceutical, financial services, day care, professional services as well as other areas.

Act now to secure tickets to this statewide fund raising luncheon, sponsored by The New Jersey Small Business Development Centers network, which heralds supporters from the private and public sector as well as individuals and partners of the NJSBDC that make possible the comprehensive support NJSBDC provides to the business community. The affair is a great opportunity for networking.

“This is the one event where all of our partners, clients, center host institutions, friends and supporters come together to recognize these great client successes,” said NJSBDC network Chief Executive Officer Brenda Hopper.

“This event is a must for inspiration,” added Deborah Smarth, NJBDC’s chief operating officer. “We’ve had enormous support from our sponsors and partners over the years and as a result, our network is making a difference in assisting thousands of small businesses and entrepreneurs across the state. “

The NJSBDC network has invited Lieutenant Governor Kim Guadagno to join the celebration.

The network, which counsels on average 5,000 to 6,000 small business clients annually, sponsors more than 800 training seminars and events each year attended by more than 13,000 entrepreneurs and helps facilitate millions of dollars in financing for its clients each year.

The NJSBDC network expects to see an increase in both the number of counseled clients and the value of financing facilitated for its clients in calendar year 2011.

Clients of the NJSBDC network can purchase tickets for \$65. The rate for non-clients is \$75. Ads for this special commemorative event program book can also be purchased including special discounts for clients. Register at www.njsbdc.com.

Financial sponsors include PNC Bank, Verizon, and NJ shares, as well as PSE&G. New Jersey Business Magazine is the in-kind media sponsor.

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FOR IMMEDIATE RELEASE

November 29, 2011

NJSBDC Network Collaborates with Business Action Center

Joint venture strengthens support and growth of NJ small businesses

The New Jersey Small Business Development Centers network is now in an even stronger position to help its more than 4,000 counseled clients annually.

The network collaborates directly with the Business Action Center, which reports to Lt. Gov. Kim Guadagno under the auspices of the Department of State.

The NJSBDC network and BAC collaboration will continue NJSBDC's mission to encourage and foster entrepreneurship, help grow and retain businesses in the state-- impacting on job creation and retention.

The teams at the NJSBDC and the BAC will also work jointly to encourage and support New Jersey businesses who wish to compete in the global market.

"This is a wonderful opportunity for New Jersey businesses and we are very excited to explore every resource to serve our clients," said Brenda Hopper, NJSBDC chief executive officer-state director. "We have always partnered with state agencies and look forward to what we know will be a productive, positive and dynamic relationship with the Business Action Center."

"Our NJSBDC network is part of a nationally renowned program and is an accredited member with statewide infrastructure unmatched by other in-state, non-profit service providers as well as national resources that are wide ranging in scope," Hopper added.

Through the third quarter of this year, the NJSBDC network has:

- Provided one-on-one counseling for 4,121 small business clients;
- Counseled clients who have established small businesses;
- Sponsored 606 business training seminars statewide at which 9,221 trainees attended;
- Helped 414 clients start new businesses;

- Facilitated \$33.58 million in financing (loans and equity) for NJSBDC small business clients;

“Our client portfolio has diversity in terms of industries, company size, revenue ranges, and employment levels,” added NJSBDC Chief Operating Officer-Associate State Director Deborah Smarth.

Data for jobs created and saved as well as the value of procurement contracts facilitated are calculated on a semi-annual basis. As of the first half of 2011, the NJSBDC had helped its clients create and save 5,680 jobs. In addition, the NJSBDC Procurement Program’s clients and trainees received federal, state, local, and commercial procurement contracts that were valued at \$20.3 million for the first-half of 2011.

“These numbers are quite impressive considering the nature of the economy and the continued constraints in lending,” Smarth stressed. “Last year’s impact was also very strong.”

Hopper said NJSBDC network is looking forward to its partnership with the Business Action Center and exploring the best programs and services that can be provided to New Jersey small businesses.

“The NJSBDC network will continue to help small business clients create and save jobs, as well as obtain much needed financing in this slow state and national economic recovery,” Smarth stressed.



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FOR IMMEDIATE RELEASE

November 30, 2011

**SUCCESSFUL FIRMS TO BE RECOGNIZED AT NJSBDC SMALL BUSINESS
GROWTH AWARDS LUNCHEON**

Two State Legislators to Receive “Business Advocate” Awards

(Newark NJ) – Thirteen exceptional businesses and two legislators will be honored at the New Jersey Small Business Development Centers network annual luncheon December 2.

The Small Business Growth Success Awards Luncheon recognizes key NJSBDC network small business clients across the state representing diverse industries for their business development and success. This year’s event will be held from 11:30 a.m. to 2:30 p.m. December 2 at the Forsgate Country Club, Monroe Township.

“We’re truly impressed with the caliber of successful clients we are recognizing this year,” said NJSBDC CEO-State Director Brenda Hopper. “They have very unique stories and it lends credence to the comprehensive assistance our program’s experts provide to small business owners and entrepreneurs.”

Senator Thomas Kean Jr., the Senate Minority Leader, and Assemblyman Gordon Johnson, the Assembly Deputy Conference Leader, are also being acknowledged for their commitment to small businesses and the NJSBDC mission to help establish and grow businesses and create and retain jobs.

“We are presenting the 2011 ‘Business Advocate’ award to Senator Tom Kean, Jr. and Assemblyman Gordon Johnson for their efforts on behalf of the NJSBDC network and their support for small business assistance through our nationally accredited organization,” said NJSBDC COO-Associate State Director Deborah Smarth.

Senator Kean, the son of New Jersey’s 48th Governor, will also address the audience on relevant business topics at the luncheon which is sponsored by PNC Bank, PSEG, Verizon and NJ Shares, and New Jersey Business Magazine.

“In these difficult financial times, small businesses are fortunate to be able to rely on the resources and expertise provided by the New Jersey Small Business Development Centers,” said Senator Kean. “I look forward to continuing to work together with

NJSBDC toward our mutual goal of ensuring the stability, vitality and the long-term viability of small businesses in New Jersey.”

Assemblyman Johnson also had high praise for the NJSBDC network.

“The New Jersey Small Business Development Centers are not only at the heart of our small business community, they are its standard bearer in Trenton, and it’s the go to organization for small businesses on the ground,” he said. “I think it has often been said that small business is the engine of New Jersey’s statewide economy. The best way to support our small business community and keep that engine running is to support the NJSBDC. So, to my friends, at the NJSBDC and all of small business that make NJ’s economy what it is – you can count on me!”

Business leaders and government officials, including SBA NJ District Director, Alfred Titone and Senior Policy Advisor Elizabeth MacKay of Lieutenant Governor Kim Guadagno’s office, will attend the luncheon.

The thirteen award winners, in alphabetical order, are:

--**Banker Tek**, Jersey City, headed by Syd Rodriguez, is a financial services company providing on-site project management and delivery of business consulting solutions for diversified financial institutions, insurance companies, asset managers and capital market firms. The NJSBDC at NJ City University helped Rodriguez to prepare a loan package which resulted in a working capital line of credit from a major SBA lender. The funding will help meet staffing needs.

--**Black Rocket Productions, LLC**, Freehold, owned by William Zengel and Richard Ginn, received personalized counseling and training from the NJSBDC at Brookdale Community College on financials and business recordkeeping. The company provides educational services for youth focusing on digital arts, science, engineering and math. With NJSBDC’s assistance, the company has grown to seven full and part-time employees year round. Its revenues have tripled.

--**Eastern Christian Schools**, North Haledon, established three, for-profit businesses that generate alternative revenues for the school. The NJSBDC at William Paterson University helped its Executive Director Thomas G. Dykhous in establishing **ditto**, an upscale retail store; securing a bank loan for more than \$2 million for **Eagle Solar, LLC** to operate a solar energy system on the campus; and **Eagles Day Camps**, which offers summer camps in various disciplines.

--**Edge Therapeutics, Inc.**, New Providence, headed by Brian A. Leuthner and co-founded by R. Loch Macdonald, M.D., Ph.D. and Carl Soranno, Esq. launched in early 2009, develops technology to produce products that treat acute/debilitating neurological conditions. With NJSBDC’s assistance, **Edge** obtained a \$244,000 NIH/IRS qualifying Therapeutic Discovery Project grant.

Coupled with other funding, it has assisted the firm to reach its objective to improve a patient's outcomes.

--**Feather Sensors, LLC**, Millville, headed by Charles E. Forbes, Ph.D., is a hi-tech company that designs and manufactures special sensors which measure air speed for diverse industry applications. The assistance by NJSBDC resulted in a distribution agreement with a company in Osaka, Japan.

-- **MONDO Summit**, owned by Annette Dwyer, received counseling and training from NJSBDC at Kean University on construction financing, project finance analysis, real estate cash flow evaluation, real estate leasing arrangements and negotiation skills. Ms. Dwyer's business obtained construction financing for renovation of a four-story building with almost 100 percent occupancy. The building will be home to a vertical mall, **MONDO Summit**, which promotes "shared retail space environment."

--**Omni Finishing**, Bedminster, run by Cecilia Sweeney, is a leader in the surface preparation and coating industry, carrying an extensive line of finishing equipment as well as parts, accessories, abrasive media and compounds. **Omni** services private sector clients in automotive, foundry, marine and medical devices and equipment sectors. The NJSBDC of Northwest NJ assisted the company with an extensive financial analysis, which is expected to improve profitability and enhance growth.

--**Oncobiologics, Inc.**, Cranbury, is a research and development firm involved with the development of low cost innovative oncology and immunology biopharmaceutical treatments for cancer patients. The NJSBDC at Raritan Valley Community College assisted the company's CEO Pankaj Mohan, Ph.D. to obtain a \$1 million SBA backed term loan and assisted with human resources issues.

--**Para-Plus Translations, Inc.**, Barrington, is a family-owned business offering language interpreting and translation services for virtually any language. The NJSBDC at Rutgers-Camden assisted company Founder, Sonia Santiago, with business valuation, marketing, and other organizational issues. The company is now run by her sons Robert and Carlos with Sonia's oversight. The firm has 10 employees and 13 full-time equivalent language translators and interpreters. The business expects to increase sales by slightly over 20 percent.

--**Robin Meyer NYC, LLC**, Bogota, owned by Robin Droescher, a former corporate vice president, finalized her business plan and received a line of credit from Affinity Federal Credit Union with the assistance of the NJSBDC at Bergen Community College. Her company makes fine canine accessories and apparel. She's hired an assistant and expects to hire two additional employees by the first quarter of 2012.

--**Seaside Cheese Company**, West Cape May, owned by Stephen White, sells gourmet cheese, olives, imported meats, oils and specialty sandwiches. White received assistance from the NJSBDC at Richard Stockton College with marketing, inventory practices and capital access opportunities. NJSBDC's recommendations resulted in effective marketing, increased retail sales and savings and a micro-loan from the Cooperative Business Assistance Corporation.

--**TEMPO Networks, LLC**, Newark, owned by Frederick A. Morton, Jr., is a pan-Caribbean media and entertainment network, broadcasting in 24 Caribbean islands with approximately 3.5 million viewers. The NJSBDC at Rutgers-Newark assisted Morton with advertising and distribution rights, strategic planning, branding and referrals for SBA backed financing. **TEMPO** was successfully launched at the end of September on Cablevision airing on channel 1105.

--**Village Learning Center**, Pennington, a child care company owned by Mary Innocenzi, has grown to a staff of 20. The center is fully accredited by the National Accreditation Commission for Early Care and Education Programs. The NJSBDC at the College of New Jersey assisted the Center's CEO on financial management, financial analysis, accounting, marketing and general management. With NJSBDC's help, the Center obtained a \$100,000 business loan and was awarded a \$14,000 workforce development training grant.

About 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 established small business owners and aspiring entrepreneurs to develop business plans, find financing, identify new markets, and expand their operations. Its specialty programs include procurement, technology commercialization, e-commerce, and international trade. This non-profit network is a federal-state-educational partnership, leveraging public and private funding sources, and further maximizing resources for the small business community. The network leverages funding from the Small Business Administration (SBA), New Jersey State Government, and the educational institutions that host the 11 centers as well as other private funding, sponsorships and grants. The NJSBDC network's head office is headquartered at the Rutgers Business School in Newark NJ. NJSBDC is an accredited member of the national Association of Small Business Development Centers (ASBDC). ASBDC consists of SBDC networks across the country including in the American territories with more than 1,200 centers and satellite offices serving small business. For more information, visit www.njsbdc.com.



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FOR IMMEDIATE RELEASE

December 27, 2011

NJSBDC Network Teams Up With State Department of Labor to Offer 2012 Mini-Scholarships For Six Week Courses Aimed at Unemployed Individuals and Challenged Small Business Owners

(Newark NJ) As 2011 concludes, the New Jersey Small Business Development Centers (NJSBDC) network expects to offer six weeks of comprehensive courses -at no-cost- on such topics as business taxes, business plans, marketing strategies, accounting, financial statements, financing and record-keeping as well as the legal aspects of business organization and/or legal commercial agreements.

“We can offer these ‘mini-scholarships’ for this extraordinary curricula due to a Labor Department grant,” said NJSBDC CEO-State Director Brenda Hopper. “We aim at helping individuals who want to start a business and assisting business owners to strategically enhance their overall productivity.”

“Certain eligibility requirements must be met,” said Ed Kurocka, manager of the NJ Entrepreneurial Training Program for the Unemployed (NJETPU). “The opportunity for no-cost training and personalized counseling offers unemployed individuals and failing businesses ways to improve their particular situations in this slow economy.”

The courses, which are being offered across the state at NJSBDC offices and satellites, aim at helping those who are currently unemployed and whose benefits have ended, but, who want to start a business **AND** small business owners who may have severe financial or other obstacles, and want to turnaround their operations.

“With Congress only providing for a two month extension of unemployment benefits for unemployed individuals in 2012, many people whose benefits may be exhausted soon could tap this program to help them start a business,” said NJSBDC COO-Associate State Director Deborah Smarth.

Detailed information pertaining to this no-cost, statewide program and locations can be accessed by visiting www.NJSBDC.com and clicking on the “ETPU” bar in the middle of the homepage.

Interested parties -who believe they may qualify- can officially register online by completing information requested (name, email address, place of residence/county and phone number). Interested applicants can also call 973-353-1927. Once registered, individuals will receive application forms and detailed instructions via email.

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