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FOR IMMEDIATE RELEASE

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**NJSBDC NETWORK HAD DYNAMIC YEAR ASSISTING ENTREPRENEURS AND SMALL BUSINESSES
IN 2011**

The New Jersey Small Business Development Centers (NJSBDC) network helped its small business clients create and save 10,303 jobs and secure \$42,183,564 in financing in 2011. In 2010, the network facilitated \$24.8 million in financing for its clients.

The network of 11 offices throughout the state assisted 677 clients to start new businesses in 2011 despite a slow economic recovery.

“By providing 19,351 hours of one on one counseling for 5,741 clients in 2011, we’ve helped create and retain jobs in New Jersey,” said Brenda Hopper, NJSBDC network chief executive officer and state director. “This program leverages federal dollars with matching state funding and other contributions including private sector grants to maximize resources for entrepreneurs and small business owners.”

“The State of New Jersey obtains strategic advantages through its partnership of twenty-plus years with the NJSBDC network,” she noted.

“The NJSBDC brings back \$3 million in federal funds to support entrepreneurship and small business ownership, a formidable component for creating and saving jobs,” Hopper said.

In addition, NJSBDC small business clients conservatively generated \$514,660,592 in sales revenues in 2011 despite weak consumer consumption.

“This impact data illustrates the importance of a laser-focused program like ours,” noted NJSBDC Chief Operating Officer and Associate State Director Deborah Smarth. “With access to statewide infrastructure and private sector experts at NJSBDC centers throughout the state, small business owners and entrepreneurs advance their business operations to further develop and grow.”

In 2011, the NJSBDC network sponsored 902 business training seminars at which 13,920 business owners, entrepreneurs and individuals attended. “These training events further help businesses upgrade and enhance their business operations concerning a variety of business development and growth topics,” Smarth said.

The NJSBDC network is advancing its international trade, technology commercialization, and procurement assistance in 2012. In addition, it is expanding its long distance learning program through a broader selection of webinars to make it more convenient for its clients and additional entrepreneurs and business owners who want to glean important strategic tips on developing and growing business operations.

“We’re looking forward to another banner year at NJSBDC,” Hopper said. “We look forward to collaborating with our major funding partner, the Small Business Administration, and our state funding partner, the NJ Business Action Center as we move ahead this year.”

“Our private sponsors have also provided invaluable support and we certainly benefit from their participation,” Smarth added. “Their willingness to sponsor our program provides further financial support for our small business assistance activities.”

The NJSBDC has ongoing relationships with corporate sponsors like PSE&G, Verizon, PNC Bank, Bank of America, Skanska Corporation, Eisner Amper and others.

“Coupled with state funding, the additional funding we raise through other non-federal, public and private grants, the network is able to match federal funds,” Smarth added. “If we don’t match the federal amount, the network cannot obtain its full federal contribution, and that would hurt small business owners’ access to diverse services aimed at their development and growth, inevitably jobs.”

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

March 15, 2012

NJSBDC Network Expands Its Long-Distance Learning Program ***New Additional Business Growth Topics Launched***

(Newark, NJ) Last year the NJSBDC network offered an array of E-Commerce webinars for those starting or expanding their business. Hundreds of business owners signed up and joined to learn about website development, marketing online, the use of social media, etc. This year the network is launching a new, additional series of webinars aimed at everything from the individual who's starting a business to the million dollar-plus firm which focuses on increasing company productivity and successful outcomes.

"Our experts have been busy redeveloping and adapting curriculum for 45 minutes to one hour online, live seminars," NJSBDC CEO-State Director Brenda Hopper said. "This will help participants decide also whether they want to enroll in training sessions which are offered in-person and run up to two to three hours, expanding on the components in our webinars."

"Our past webinars have attracted business owners in New Jersey, but, in addition individuals from out of state and as far as Europe have participated," NJSBDC COO-Associate State Director Deborah Smarth stated. "We expect to draw in large crowds to our upcoming series which will be conducted throughout 2012."

The NJSBDC network's new E-Learning seminars are scheduled from March through December 2012. Additional offerings provide the entrée to longer in-person seminars that give greater details and focus of study concerning key business growth topics.

Scheduled webinars cover E-Business, Sales and Marketing, International Trade, and Financial Health topics www.njsbdc.com/webinars. The schedule is as follows:

E-business Topics (webinars begin at 6:00 pm)

- Website Development: Big Mistakes to Avoid** (March 22, June 21, August 23)
- Free Resources to Build a Website** (April 12, June 28, September 13)
- Promoting Website & Boosting Sales** (April 26, July 12, September 27)
- Power of E-mail Marketing** (May 3, July 26)
- How to Use Social Media** (March 8, May 10, August 9)

Sales/Marketing Topics (webinars begin at 7: 00 pm)

- Know Thy Market Webinar** (April 18, July 18, October 17)
- Marketing Upstream** (May 16, August 15, November 14)
- Strategic Selling** (June 13, September 12, December 12)

International Trade Topics (webinars begin at 6:00 pm)

- Getting Started in International Business** (April 24, July 17, October 16)
- Selling Overseas with International Reps, Agents and Distributors** (May 15, August 14, November 7)
- Basics of International Risk and Finance** (June 26, September 4, December 4)

Financial Health Topics (webinars begin at 6:00 pm)

- Where's My Cash Flow** (May 1, September 18)
- Business Valuation** (June 5, October 9)

For more information concerning registration, please visit the www.njsbdc.com homepage; click the button "training events and seminars" OR go directly to www.njsbdc.com/webinars

About NJSBDC (www.njsbdc.com)

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FOR IMMEDIATE RELEASE

June 13, 2012

ECONOMY NEEDS BOOST THROUGH SMALL BUSINESS DEVELOPMENT AND GROWTH: NJ Small Business Development Centers (NJSBDC) network provides critical support

(Newark, NJ) – New Jersey small businesses, which represent 98.4 percent of the state’s private employers and generate more than 50 percent of the state’s private employment, need help and the NJ Small Business Development Centers can provide it with a proven record of success.

New Jersey’s economic recovery is lagging, according to economists from major accounting and consulting firms throughout the region.

The state ranked 47th in economic performance in 2011, according to a federal report issued recently and the state’s unemployment rate rose to 9.1 percent in April compared to the national unemployment rate of 8.1 percent. New York and Pennsylvania fared better at 8.5 percent and 7.4 percent.

But there are solutions.

NJSBDC can help stimulate the state economy with programs as diverse as individual counseling, business seminars and facilitating more than \$42 million in financing for its small business clients last year.

This comprehensive assistance to small business helped NJSBDC small business clients create and save 10,303 jobs in 2011.

“More now than ever, small businesses are needed to infuse greater life into this economy,” said NJSBDC Chief Executive Officer and State Director Brenda Hopper. “And our network can provide what’s needed to do that.”

“The rate of return on investment in this program is high,” said Hopper. “In 2011 our NJSBDC small business clients conservatively returned more than \$22 million in sales, business, payroll and income tax revenues to the state.”

“Our program differentiates itself from all other non-profit programs which may deliver some forms of technical assistance because the SBDC program has a vast infrastructure both in terms of physical offices, intellectual property, technology, national partnerships and resources, its college/university collaborations and the use of personnel and consultants with strong backgrounds in the private sector as well as business ownership,” Hopper continued. “Its statewide deliverable outcomes are unmatched.”

Economic advisors attribute the massive slowdown in hiring to businesses turning more cautious in the current economic environment. Confidence and knowledge is needed more than ever.

“The Governor and Lieutenant Governor have been outstanding advocates to improve the state’s business climate. We need to continue to invest in direct services for existing small businesses and entrepreneurs to guide and promote their development and growth to save and create jobs in the state,” said Deborah Smarth, NJSBDC chief operating officer and associate state director.

“For the \$250,000 investment the state makes, New Jersey receives federal funds to further support small business services aimed at development and growth,” Smarth added. “However, in order to obtain those federal funds, we have to raise additional monies to match it dollar for dollar. The state’s investment is meshed with other private and non-federal funds to meet the federal match requirement.”

New Jersey’s investment lags behind other states’ investments in their SBDC programs. For instance, in southern states similar in size and to which residents and businesses may relocate - like Georgia and North Carolina- invest about \$3.0 million and \$2.0 million in their SBDCs, respectively.

Even a smaller size population state like Colorado has reportedly proposed increasing its funding to \$600,000 for its SBDC as part of an economic development initiative.

“When we look at the hundreds of millions of dollars invested to attract mid-size and larger companies through grant and tax incentives, there is solid reason to promote greater investment in comprehensive assistance to existing small employers and sole proprietors on Main Street and in communities’ industrial parks across the state,” Smarth said.

According to SBA 2009 data, there are 192,244 small employers (less than 500 employees) and a little more than 570,000 sole proprietors in New Jersey; these businesses contribute billions of dollars to the state economy and create and save jobs.

Last year, the NJSBDC network counseled and trained more than 18,000 small business owners and entrepreneurs - established businesses and early start-ups - from various industry sectors as well. In addition, 677 new businesses were started by NJSBDC clients.

“Small businesses which receive in-depth counseling - five or more hours - from the NJSBDC experience higher sales and job growth as compared to businesses in general and this is a hall mark of our national SBDC program which helped save and create more than 130,000 jobs in America through its long-term clients receiving in-depth counseling in 2010 during the recession,” Smarth added.

Dr. Pankaj Mohan, founder of a Cranbury based R & D company, Oncobiologics, Inc. which develops low cost innovative oncology and immunology biopharmaceutical treatments for cancer patients, is one of the NJSBDC success stories.

“We are very grateful for the assistance and services provided by experts at the NJSBDC,” Dr. Mohan said, attributing that NJSBDC counseling has helped his company move forward in developing and launching cancer therapy at low cost. He hopes to roughly double his staff to 80 by the end of 2012.

“Besides helping start-ups, established businesses turn to our network’s regional centers and specialty programs for help to restructure operations, enhance their financial bottom-line as well as their marketing and sales strategies,” said Hopper.

“The NJSBDC program has been assisting businesses for more than three decades,” Hopper said. “It is part of a national network of small business development centers across the nation and each state network goes through accreditation certification based on Baldrige organizational performance criteria.”

“In addition, the US Congress makes annual appropriations to the SBDC national program which then is channeled through our major funding partner, the U.S. Small Business Administration, and returned to state SBDCs on the basis of population,” Smarth stated. “With the recent population changes in New Jersey which caused NJ to lose a congressional district, the NJSBDC’s federal contribution has shrunk since 2010 by more than 130,000.”

“We can provide the assistance and help small businesses need to succeed,” said Smarth. “There is no doubt. We can help. NJSBDC clients contribute greatly to the state’s economy.”

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FOR IMMEDIATE RELEASE

June 7, 2012

New Jersey Small Business Development Centers Upcoming Symposium Focuses on Sustainable, “Green” Business Practices

The New Jersey Small Business Development Centers network will deliver a symposium on sustainability practices for small businesses on June 20 at Brookdale Community College in Lincroft, New Jersey.

Titled “The Business Case for Sustainability,” the symposium will feature a presentation by members of the Sustainability and Green Energy team of the New Jersey Department of Environmental Protection. The three-hour morning session will also include case histories from various small business owners who have included and profited from sustainability practices in their operations, as well as an interactive panel discussion.

“Today’s consumers want to do business with businesses that are operating in a socially and environmentally responsible way,” claimed Brenda Hopper, chief executive officer and state director of the NJSBDC network. “We are teaming with the experts at the state DEP to show how businesses can distinguish themselves from their competition and at the same time have a positive impact on their profits, their people, and the planet.”

The symposium is being funded in part by the federal Jobs Act Grant, under which the NJSBDC has incorporated a ‘green initiatives’ component. The notion is that small business owners who implement sustainable practices will see their businesses grow and that will ultimately result in the retention and creation of jobs.

According to Deborah Smarth, NJSBDC’s chief operating officer and associate state director, “this program provides specialized information, tools and advice for our current and prospective clients concerning sustainability issues and reflects our

network's ongoing efforts at helping New Jersey small businesses grow and prosper in various spheres of business development."

Detailed information about the June 20 program can be found on the NJSBDC's website homepage, www.njsbdc.com. Online registration is required. The \$15.00 registration fee will be returned to individuals at the program in the form of a voucher for any future NJSBDC webinar and E-Learning sessions that focus on an array of business development and growth topics.

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FOR IMMEDIATE RELEASE

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**SMALL BUSINESSES THRIVE IN NEW JERSEY WITH COMMITMENT,
GRIT, INGENUITY AND HELP FROM THE NJSBDC NETWORK**

(Newark, NJ) New Jersey small businesses are tough, diverse, and make an enormous difference in our state economy.

Take just three in the northern part of the state:

- **Senor Sangria**, the definition of a one man show success story that is growing despite the restrictions on capital lending;
- **Advanced Built Structures, Inc.**, a company that identified and seized on a trend early and is thriving and expanding in the state's highest rent districts;
- **Acrilex Inc.**, an established employee-owned company that can do what only three companies in the country can provide and they do it with local labor at affordable prices to keep business local;

All share the same traits – they began with a dream, they proceed with grit and are guided by the New Jersey Small Business Development Center (NJBDC) at New Jersey City University, one of the 11 centers of the NJSBDC statewide network.

“Both Rick Martinez of Senor Sangria and Deidre McCarthy of Advanced Built Structures have in common two important attributes that are critical for small business entrepreneurs to succeed: Passion and commitment. They are very passionate about their businesses and view obstacles as opportunities rather than setbacks. They really enjoy what they are doing,” said **Al Izzi**, the Center's assistant regional director and second in command to Center Director Barbara O'Neal.

Izzi stressed that the two clients have taken a sizable risk both in money and time and their understanding of the commitment required to start and grow a small business has prepared them to stay focused and optimistic. They recognized from the beginning the importance of preparing a Business Plan and both have done an excellent job with those Business Plans.

Acrilex, Inc, an older firm has reinvented itself and the effort is producing impressive results.

Their stories:

Senor Sangria, a Maplewood Distilling Company owned by **Ricardo Martinez**, has been in business for four years and now makes \$2M in sales a year, quite literally against all odds.

Martinez started with a home grown recipe he produced with the help of friends, family and laboratories. He then shared that recipe with the Brotherhood Winery, Washingtonville, NY and produced his white and red sangria that is being appreciated by thousands of customers as he expands into multiple states – all without the help or encouragement of any lending institutions.

“We made a lot of sangria at home and realized that the bottled sangria which existed on the liquor store shelves didn’t look or taste like the sangria I made at home or they had in restaurants,” **Martinez** said.

Martinez sold door to door and was not always well received. Still he persevered because distributors liked the product but didn’t think it should be introduced in the current economic environment.

“I ended up visiting liquor stores and pitched our sangria to anyone who would listen. I delivered out of the back of my SUV and along the way I was barked at, yelled at, even kicked out of stores. I was the epitome of the one man shop,” he laughed. “But by the end of 2009, I realized we had something really good.”

More than 1,000 stores in New Jersey alone are carrying his brand which he delivers himself.

He has been working with NJSBDC located at New Jersey City University and has high praise for the organization that helped him find his way.

“The NJSBDC directed me to Al Izzi who ultimately helped me organize my financials and challenged me on some of my assumptions,” **Martinez** said. “Ultimately, he was able to help me think strategically through our next steps which prepared us for some of our major hurdles. Knowing that someone is going to review our plan and challenge us on it forced us to work even harder.”

“Al as a guide through difficult waters,” he added.

There were tough challenges. Martinez’s background was in technology, not the beverage industry; the economy in 2009 when the company was introduced was sluggish at best

and because distributors did not want to carry his brand originally, he couldn't afford to hire employees.

"Everyone thought I was nuts," he admits.

During the R&D period from July 2006 to February 2009, Martinez sold his home to fund the company, quit his job a year into the business to focus on it full-time, used family and friends as focus groups, worked with labs, found the winery, and kept the recipe simple and all natural - - good wine, real fruit juice and cane sugar.

"I called everyone who would speak with me in the beverage industry to learn and I was forced to learn and wear many hats so that the business would survive," he said. "I never stop working. Never."

Stores finally started ordering and re-ordering but Martinez didn't have the funds to hire anyone although he was juggling 80 accounts, had \$110,000 in sales and sold 1,900 cases the first year.

By the second year, he had 215 Accounts, \$320,000 sales, 4,500 cases, himself and three part-time employees.

By the third year, the company grew to \$1,100,000 sales and 24,000 cases and by the fourth year, he introduced his sangria to New York, Connecticut and Massachusetts.

Still he hasn't had as great a success as he'd like because he says banks are unwilling to lend, but he knows he can achieve more.

"They don't ask about your margins. They don't ask how you'll use the money to help the business," he said. "It's a shame because I could expand and hire people and contribute to the economy. I've got a proven record. It's hard to understand and it is very frustrating."

Still he perseveres. In April he hired his first official employee and now has more than 1,000 accounts, 400 in the new rollout states.

"It's good sangria," he said. "And I'll keep working until I prove that to everyone. All you have to do is taste it. That's why the company is growing. It's a really good, authentic product."

Deidre McCarthy, CEO of Jersey City based **Advanced Built Structures, Inc.**, saw a trend and risked it all on what she thought would be an "exploding" success. She was correct.

McCarthy realized that the young urban professionals wanted mobility and services in the cities themselves rather than the house “with the white fence in the burbs.”

“It was a market shift. High end rentals are necessary with services nearby because there is no stable sector any longer. They would rather have a \$4,000 a month apartment with mixed use,” she explained. “The first two levels provide retail and all the services they need, and the rest is residential along the Hudson from Fort Lee to West New York. It’s a mini-Manhattan.”

So she, with a partner, established ABS which provides flexible, open, expedient and economic light gauge panelized walls which reduce construction time by two thirds, saves on on-site labor, labor risks and which can serve as both exterior and interior walls. When necessary, they are integrated with steel beams and tubes, optimizing land use and allowing developers and architects to build higher buildings without the traditional costs that typically go with that. The system’s highly efficient seismic and wind resistant system is attractive to major contractors and the panels can accommodate other building systems as well. They also provide jointed floors and all components of a building that will enhance the design and are affordable.

They are priced competitively, accelerate development and construction and allows architects to work with open, loft-like architecture and design flexibility, McCarthy says.

In a 44,000 square foot manufacturing plant, the company designs, fabricates and manufactures skeleton structures for up to 12 floor buildings and provides them to major developers who are contracting to up to four projects at a time.

Last year the company employed three people, and now it is up to 33 and the business is growing to about \$18M in a short time.

“Every minute saved on a job site is hundreds of thousands of dollars,” **McCarthy** stressed. “We provide that cost savings with incredible quality controls.”

She leveraged her 401K from a former job to provide start up funding for the company and secured an MBA to better understand her mission.

“NJSBDC was very helpful in taking my two year cash flow analysis and really fine tuning it. After the initial figures were piped in we then did a “what if” analysis to see what changes were the most beneficial and what should be eliminated,” said **McCarthy**. “They say two heads are better than one and this was the case.”

“Another dimension that should not be overlooked is ‘networking’,” she continued. “Through my association with the NJSBDC I have been introduced to many new organizations and some wonderful individuals. Never underestimate the power of networking! “

She noted that Al Izz, from NJSBDC, “visited and he was amazed. He got me involved and included with the Economic Development Corporation in Jersey City. He’s been a God send and a genius,” she added.

McCarthy says she has found the new niche market and says that the housing issue is one of the biggest problems in the state if not the country.

“Currently our business is growing and also expanding. In the next few months we will be adding a new product to our manufacturing that will eliminate our company from having to purchase this item. Based on our projections and current contracts requiring the use of this item we will see a net increase in profits of eight percent in the first year,” she said.

McCarthy predicted. “In what is still considered a slow economic recovery period this is huge! I think it is important for an organization to strategically continue investing even in slow economic times, in order to capitalize on innovation and be ready when the full recovery hits. I believe things are slowly turning the corner in commercial building development especially when it comes to mixed use buildings.”

Acrilex, Inc. has a different story.

The more established, growing, employee-owned Jersey City based plastic sheet distributor, fabricator and custom manufacturer with sales branch offices in New York, Pennsylvania, North Carolina and Maryland is expanding and adapting to the post-recession world with 50 plus employees company-wide, 35 who work in Jersey City.

Initially founded in 1970 by Harold Sarvetnick, the company has transformed from a small privately-held organization into a full service plastics distribution, fabrication and manufacturing company. Its products consist of product lines from leading manufacturers, including domestic and international producers. The organization was converted into an Employee Stock Owned Plan that financed the employee buyout and employee-based ownership.

But it faced obstacles.

Although it has been in business for more than 20 years and manufactures Plexiglas in custom colors which have various applications and uses, it needed help modernizing its strategic positioning and marketing.

That’s where the NJSBDC network came in.

“I gave a hearty thanks to NJSBDC. As committed as we are, they were equally so,” said Chief Financial Officer **David Grunberg**. “NJSBDC Regional Director Barbara

O'Neal's engineering and craftsmanship background really helped us as did others. Barbara was just amazing."

CFO Grunberg credited Ms. O'Neal and the NJSBDC network with providing assistance in developing business and marketing plans as well as attaining small business certification. The center located at New Jersey City University also provided the company with advice and guidance in terms of its marketing strategies which has led to new opportunities for company expansion.

"With NJSBDC, we now have forward momentum," said **Dan Rustin**, Marketing Manager. "We were lucky that 40 years ago, the owner leveraged the financial vehicle, was progressive and created a family vision and commitment."

Acrilex, Inc. serves domestic businesses throughout the USA, with a primary focus on the Point of Purchase Industry with fabricated and competitively priced components made to customer specifications. These components are manufactured in the Jersey City production facility, boasting a full line of CNC Routers, Lasers, saws and other finishing equipment.

The company's diverse customer base includes a cross section of related plastic businesses including display companies, to store fixture companies, party businesses, medical device manufactures, signage companies, architects, printers and trade shows.

Executives are proud of the long-term job security the company offers its staff, as well as the benefits in a progressive multi-ethnic organization.

The company gives a whole new meaning to New Jersey home grown. Fifty percent (50%) of their employees at their main headquarters in Jersey City reside in the local area and the founder of the company is still very much connected to the company.

According to the Acrilex, Inc. business plan, approximately 50% of its revenues are generated from distribution of plastic sheets, 40% attributed to fabricated products based on customer specifications, and 10% tied to custom sheet manufacturing. Acrilex operates an OSHA compliant organization, with an emphasis on energy efficiency and recycled scrap.

The company is proud that its advantage is enhanced with low employee turnover and a highly skilled workforce, providing tailored solutions to customer requirements and special attention to finishing, packaging, logistics and timely shipments that meet demanding retail schedules.

Additionally, it has state-of-the-art equipment. To ensure competitive rates for products and services, the company invests heavily in technology and communication, to achieve cost reductions and improvements in customer service.

The company's growth objectives are to double annual revenues in the next 10 years, primarily by opening new distribution branch offices at the rate of one office per year, hoping to expand more heavily into Medical Devices and Lighting manufacturing, and capture a greater share of domestic USA plastics business.

It is also considering growth opportunities in Canada and South America, using its multi-lingual and multi-cultural workforce advantage.

Several recent initiatives include the Jersey City Urban Enterprise Zone certification and the goal of working with local, county and state organizations. Acrilex, Inc. has also embarked on several marketing campaigns, expanded trade show exhibitions, updated CAD/CAM technologies, enhanced marketing and pipeline management, expanded sample distribution and in-house marketing management.

All of which they credit to the assistance of the NJSBDC at New Jersey City University.

"These are amazing success stories," NJSBDC network CEO-State Director **Brenda Hopper** noted. "They illustrate what can be accomplished with proper support."

"Our experts bolster opportunities for small business owners to promote economic growth and jobs in New Jersey," **Deborah Smarth**, NJSBDC network chief operating officer-associate state director added.

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SMALL BUSINESSES SUCCEED WITH LOCAL TALENT, TEAMWORK AND COACHING FROM THE NJSBDC NETWORK

Like the citizens of New Jersey, its small businesses are resilient, used to rolling with the punches and keep finding solutions to difficult challenges through a team approach.

iFortress, a West Paterson firm, combined the strengths of three major companies to create a structural security system that is militarily and civilian tested and protects the nation's data centers and technology infrastructures from terrorism, unauthorized access as well as natural and man-made disasters. The result is its revenue doubled in three years and the CEO anticipates it growing again next year.

DKBWave, a West Orange, based training and consulting and training firm, teamed up with several New Jersey based educational institutions to not only expand their firm but also teach others how to do so.

Both firms give significant kudos to the New Jersey Small Business Development Centers Network for their development and success.

iFortress, self funded through years of R&D and business development, began in 2000, incorporated in 2003 and first began commercializing its unique technology in 2010, said Jerold Lyons, CEO and President.

iFortress, with assistance from Kate Muldoon and others at NJSBDC based at William Paterson University, is emerging as the industry leader in Structural Security and has key relationships with such prestigious organizations as The Pentagon, U.S. Army, U.S. Navy, U.S. Marine Corps, the Central Intelligence Agency and the Department of Defense.

The company also works with the U.S. Department of Homeland Security, Future Tech Enterprise, Inc., Deal Technology, IBM and International Information Systems, to name a few clients.

Basically, the iFortress system, tested at the Aberdeen Testing Grounds, consists of customized mission critical structures consisting of a series of wall, floor and ceiling panels and penetration management devices such as doors and portal entry points. The provider of the MCF Series iFortress xSite (Solution) is spatially adaptive, Green and what the firm says is the most efficient and secure turnkey mission critical facilities available today.

According to Lyons, revenues in 2012 were “sub \$5M and are projected to double in 2012 and then again in 2013.”

Lyons is one of the founding members and CEO of iFortress and has contributed materials, research, design, engineering, product commercialization, vendor relations as well as innovative vision for marketing iFortress’s innovative products through strategic public/private partnerships.

iFortress was formed by an established group of New Jersey individuals and companies. At the founding core of the company was New Jersey’s second largest engineering firm, LAN Associates. Another key component was metal fabrication so Moreng Metal Products of Totawa became part of the team as well. Finally, Joe Careri of Joseph Careri Construction had the skills and resources needed to deliver the field assembled MCF Series iFortress, completing the package.

Ninety five percent of the iFortress supply chain consists of New Jersey based manufacturers and vendors.

The company is also expanding into Asian and South American markets in addition to national government organizations and major American firms as well.

“Predominantly helping iFortress navigate the seas that are the New Jersey politic. Understanding ways in which New Jersey as a state, as a government can help a group of native New Jerseyans build a global business, is the most powerful asset that the NJSBDC can help a company like ours,” Lyons emphasized.

“The NJSBDC has been very supportive of iFortress and helped us ensure we take advantage of all that New Jersey has to offer to help New Jersey-based companies flourish. In particular they have helped us navigate the New Jersey landscape of agencies and political figures allowing us to align our interests with the best resources.”

“Even as we fulfill our company mission to be a global provider of mission critical solutions we will not forget where we came from; a collection of entrepreneurs and investors who all live and raised their families in New Jersey. We source 95 percent of the materials for our products from New Jersey based suppliers and manufacture the finished products right here in our home state of New Jersey,” he summarized. “It sounds like a Bruce Springsteen song...maybe once he’ll write one about us!”

Jerold Lyons is a pioneer in the field of structural engineering and is considered to be the nation's foremost expert on Structural Security and is an accomplished speaker on the subject. Lyons has addressed many high profile audiences, trade groups, and professionals including The Pentagon, the Nuclear Regulatory Commission, Haliburton and an International Conference on IT Security in Sao Paulo, Brazil.

"Over the years, we worked with iFortress to assist the company in setting a better foundation for growth," said Kate Muldoon, regional director of NJSBDC at William Paterson University. "That's what we do every day for all of our clients."

"iFortress was recognized for its successful benchmarks as a client of the NJSBDC network a few years ago at our annual Small Business Growth Success Awards event," said Deborah Smarth, NJSBDC network COO-Associate State Director. "It looks like they have even made greater strides since then."

DKBWave is another organization that knows a lot about teamwork and New Jersey roots. With the help of the NJSBDC at Rutgers-Newark, they received many hours of counseling, teamed up with the Rutgers Business School/Ernst and Young project as a result of NJSBDC's introduction and referral, helping themselves grow but also engaging others to do so as well.

With revenues of \$290,000 in 2011, projected revenues of \$350,000 in 2012, Debra Keenan, founder and CEO, anticipates that figure to grow to \$500,000 in 2013. She explains that the company's philosophy is to go beyond the client's expectations by listening to their needs and responding with a sense of urgency and respect. The company customizes programs to its clients needs, using their prior knowledge with similar companies to leverage the best program possible.

At DKBWave, leadership is the foundation for all of their work. The company prides itself on what it calls its 'Breakthrough Action' leadership model, which has been specifically developed to motivate clients into action immediately. The company, which offers executive training, time management, coaching and management/leadership training as well as team building, effectively applies new tools, concepts and techniques to meet its clients' needs.

Keenan says one of her biggest challenges is to focus on the next revenue stream. Her largest blocks of clients are non-profits, she said. Keenan, who started the business in 2008 credited the NJSBDC at Rutgers-Newark with a number of counseling hours and courses that taught her how to become a minority and women owned business, how to negotiate the federal government and how to improve social media approaches.

But it went even further. "In designing, developing and implementing the Rutgers Business School/Ernst and Young Student Project, the NJSBDC at Rutgers-Newark served to meet the Dean's vision to provide the business school undergraduate student with a comprehensive experimental learning experience that allowed them to transfer their academic knowledge to real life business solutions," said Tendai Ndoro, NJSBDC

Rutgers-Newark Regional Director. “This innovative program model is an example of a win-win collaboration between an SBDC small business client, the Regional Center, and the hosting University and the students.”

Keenan agrees. She said the project served as a “timely intervention for my business. The team was an important thinking partner that helped me refocus on the fundamentals that are critical for my business expansion.”

She said they created a pricing sheet enabling her to measure profitability, gave her insight into how social media can be used and developed a client evaluation survey that can be sent after an engagement is completed to determine client satisfaction. She said the project gave the students the opportunity to analyze a real world small business with both challenges and opportunities. They were able to access the principal partner, the financials and product information – all the tools they would have in the ‘real world’ to conduct this type of analysis,” she said.

Elayne McClaine, NJSBDC Rutgers-Newark Assistant Regional Director, who worked extensively with DKBWave, said she looks forward to an ongoing relationship with the company. “We’ve had a very positive relationship,” McClaine said. “We trained the client in a broad range of topics and growth tools and the project was beneficial for everyone.”

“Our team of experts who come from the private sector as management executives and business owners succeed in guiding our clients to the path of success,” said Brenda Hopper, NJSBDC network CEO-State Director. “We’re very privileged to work with some of the brightest minds, giving back to the business owners who are innovative and are responsible for creating and saving jobs for the state’s economy.”

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 small business owners and entrepreneurs to develop business plans, find financing, identify new markets, find procurement and international trade opportunities, commercialize technology and develop an E-commerce presence. This non-profit network is a federal-state-educational partnership, leveraging public and private funding sources to further maximize resources for the small business community. The network leverages funding from the Small Business Administration (SBA), New Jersey State Government (Business Action Center), the educational institutions that host the 11 centers as well as other private sponsorships and grants. The NJSBDC network Headquarters is located at the Rutgers Business School in Newark NJ. NJSBDC is an accredited member of the national Association of SBDCs; more than 1,100 centers and satellite offices serve small businesses across the country. Visit www.njsbdc.com.



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FOR IMMEDIATE RELEASE

October 17, 2012

NEW PARTNERSHIP ANNOUNCED BETWEEN THE NEW JERSEY SMALL BUSINESS DEVELOPMENT CENTER IN BERGEN COUNTY AND REGUS HEADQUARTERED IN PARAMUS

(Paramus, NJ) - Regus, the world's largest provider of flexible workplaces with 1,200 offices nationally and overseas, and representatives of the New Jersey Small Business Development Centers network formally announced their new alliance on Tuesday, October 16, to further provide support to small business owners -- the engine behind innovation and economic resurgence.

Art Campbell, area sales manager of Regus, hosted the event at its Headquarters in Paramus which was attended by some area small business owners, the Director of the Bergen County Economic Development Corporation and Regus officials as well as representatives of the statewide New Jersey Small Business Development Centers network and its Bergen Center.

"We are excited to support the NJSBDC through this partnership. Having the NJSBDC team in our Regus Centers is a tremendous value to our clients and helps the NJSBDC extend their reach into new markets. Regus is passionately determined to help support the entrepreneur, micro-enterprise, and small business through our flexible options and key partnerships."

Regus Area Sales Manager Art Campbell and Vince Vicari, regional assistant director of the NJSBDC at Bergen, initiated the partnership which was formally announced at the October 16 event. The partnership is now underway.

"This is a win-win strategic collaboration," said Vince Vicari of NJSBDC at Bergen. "Vince D'Elia, our regional director at NJSBDC at Bergen and I look forward to growing this partnership so that tenants at Regus receive the best possible guidance on moving their business ahead."

"We welcome working together with Regus to benefit small business owners headquartered at Regus' six locations in Bergen County," said NJSBDC Regional Director at Bergen Vince D'Elia. "We're here to serve them in any way we can."

Following Art Campbell's introduction remarks at the announcement ceremony, Vince Vicari provided a brief presentation on NJSBDC services and the history of the national program which started over thirty years ago.

Mr. Vince D'Elia, NJSBDC at Bergen regional director and Deborah Smarth, chief operating officer and associate state director of the NJSBDC Network, also attended the event.

"We believe this initiative is a fabulous opportunity to further provide comprehensive assistance to established business owners to help them grow and create and save jobs," said Smarth. "We look forward to strengthening this partnership with Regus."

"We are glad to pilot such a collaborative project between Regus and the NJSBDC located in Bergen County and look forward to its potential expansion statewide," said NJSBDC CEO-State Director Brenda Hopper.

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 small business owners and entrepreneurs to develop business plans, find financing, identify new markets, find procurement and international trade opportunities, commercialize technology and develop an E-commerce presence. This non-profit network is a federal-state-educational partnership, leveraging public and private funding sources to further maximize 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 sponsorships and grants. The NJSBDC Headquarters is located at the Rutgers Business School in Newark NJ. NJSBDC is an accredited member of the national Association of Small Business Development Centers (ASBDC). More than 1,100 centers and satellite offices serve small businesses across the country. According to ASBDC, the SBDCs across the nation and the American territories provided comprehensive services to more than a million entrepreneurs and small business owners. Visit www.njsbdc.com.

About Regus

Regus is the world's largest provider of flexible workplaces, with products and services ranging from fully equipped offices to professional meeting rooms, business lounges and the world's largest network of video communication studios. Regus enables people to work their way, whether it's from home, on the road or from an office. Customers such as Google, GlaxoSmithKline, and Nokia join hundreds of thousands of growing small and medium businesses that benefit from outsourcing their office and workplace needs to Regus, allowing them to focus on their core activities.

Over a million customers a day benefit from Regus facilities spread across a global footprint of 1,200 locations in 550 cities and 95 countries, which allow individuals and companies to work wherever, however and whenever they want to. For more information please visit: www.regus.com.



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FOR IMMEDIATE RELEASE

November 1, 2012

Disaster Assistance for Small Business and Other Guidance Available through the New Jersey Small Business Development Centers (NJSBDC) Network

(Newark NJ) Executives of the 11-Center Small Business Development Centers (NJSBDC) network indicated that their offices will begin collaborating with the U.S. Small Business Administration (SBA) and the New Jersey Business Action Center (BAC)– within the purview of Lt. Governor Kim Guadagno – beginning the week of November 5th.

“Once the state restores electricity to full capacity and repairs other basic communications infrastructure damaged during hurricane Sandy, our network will be up and running to assist small business owners around the state who have experienced damage to their operation,” NJSBDC Chief Executive Officer - State Director Brenda Hopper said. “Our offices around the state serving small business in all 21 counties can be tapped by those entrepreneurs and small business owners in need during this difficult time.”

The Centers, which are part of a statewide network, provide all forms of assistance including one-on-one consulting, disaster loan assistance through SBA, and other forms of technical help that can support businesses in re-starting their operations in the aftermath of hurricane Sandy.

“We have reached out to Mike VanWagner, Executive Director of BAC to assure the Governor and Lt. Governor that our state-wide network will partner and collaborate with the states’ commerce agencies to help small businesses go through the proper channels and processes to obtain disaster assistance and other forms of guidance from our private sector industry experts, who also have in-depth business ownership experience,” stated Chief Operating Officer – Associate State Director Deborah Smarth.

“While many of our centers, hosted at various higher education institutions across the state, were victims of downed infrastructure and electricity, we expect that the Centers will be in full throttle beginning November 5,” Hopper said.

The NJSBDC of Northwest Jersey, headquartered at the Business Improvement District in Hackettstown, NJ – serving Morris, Sussex and Warren counties – was spared in terms of electric and infrastructure disruption. As a service to the public it opened its office to small business owners for charging electronics and other business devices to help bolster communication for business owners.

“The NJSBDC network will do everything it can as a major resource partner of both the SBA and the state’s Business Action Center to get New Jersey small businesses up and running again,” said Smarth.

The NJSBDC network locations across the state include:

The Richard Stockton College (Atlantic, Cape May, and Cumberland counties) 609-347-2174

Bergen Community College (Bergen County) 201-489-8670

Rutgers – Camden Campus (Camden, Gloucester, Salem and Burlington counties) 856-225-6221

Rutgers – Newark Campus (Essex County) 973-353-5950

NJ City University (Hudson County) 201-200-2156

Raritan Valley Community College (Hunterdon and Somerset counties) 908-526-1200 ext. 8516

The College of New Jersey (Mercer and Middlesex counties) 609-771-2947

Brookdale Community College (Monmouth and Ocean counties) 732-842-8685

Northwest Jersey (BID office in Hackettstown/Morris, Sussex, and Warren counties) 908-269-8475

William Paterson University (Passaic County) 973-754-8695

Kean University (Union County) 908-737-4220

The National Association of Small Business Development Centers (ASBDC) located in Burke, VA has made an appeal to state SBDC Networks in other parts of the country to further marshal manpower and information resources, further increasing assistant levels provided by the NJ, PA, and NY SBDCs for small business development disaster recovery efforts in the aftermath of hurricane Sandy. The national network of SBDCs has a strong track record as first responders in national disaster recoveries.

The SBA is the primary source of federal funds for long-term recovery assistance which comes in the form of low-interest loans and is available to non-farm businesses of all sizes with property damaged by the disaster. In addition, small businesses that suffered substantial economic losses due to the disaster may be eligible for SBA economic injury disaster loans, regardless of whether they were physically damaged. For more information about SBA's disaster assistance program visit: www.sba.gov, or call the SBA Customer Service Center at 800-659-2955 (800-877-8339 for the deaf and hard-of-hearing). An e-mail can also be sent to disastercustomerservice@sba.gov.

The NJSBDC network will assist small business owners with their applications and providing the proper information to ensure a smooth process. Contact the center nearest your business location.

About NJSBDC

This non-profit network is a federal-state-education partnership. Its expert staff and business practitioners help small business owners with every stage of business development and growth. The network headquarters is located at the Rutgers Business School in Newark, NJ as part of a national network of SBDC, more than 1,100 centers and satellite offices throughout the country serving small businesses. For more information visit www.njsbdc.com



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FOR IMMEDIATE RELEASE

November 8, 2012

The New Jersey Small Business Development Centers (NJSBDC) Network Teams Up With The Small Business Administration To Provide Much Needed Assistance For Small Business Owners Hurt By Hurricane Sandy

(Newark, NJ)- The NJSBDC network and Small Business Administration Office of Disaster Assistance specialists are teaming up to provide on-site assistance for small business owners who experienced property damage and/or other economic injury as a result of Hurricane Sandy.

“SBA disaster assistance specialists will collaborate with our NJSBDC experts at various locations throughout the state,” said NJSBDC Chief Executive Officer-State Director Brenda Hopper.

“This dual effort will begin promptly in order to ensure that small businesses receive the best possible guidance at this time,” added NJSBDC Chief Operating Officer-Associate State Director Deborah Smarth.

NJSBDC and SBA experts will assist small business owners with the application process. Business physical disaster loans are available for businesses to repair or replace disaster-damaged property. In addition, economic injury disaster loans are available as working capital to help small businesses to meet ordinary and necessary financial obligations that cannot be met as a result of the disaster.

SBA recovery teams will be based at the following Small Business Development Center locations and/or their partner offices:

-NJSBDC at Brookdale Community College, Bankier Library, Room 246, 765 Newman Springs Road/ (732)842-8685;

-NJSBDC at New Jersey City University, 285 Westside Avenue, Suite 189-191, Jersey City/ (201)200-2156;

-NJSBDC at Richard Stockton College, Carnegie Center, 35 South Martin Luther King Boulevard, Atlantic City/ (609)347-2174;

-NJSBDC at Rutgers-Newark, 25 James Street, Newark/ (973)353-5950;

-NJSBDC at Bergen Community College, CIARCO Learning Center, 355 Main Street, Room 121, Hackensack/ (201)489-8670;

-NJSBDC at William Paterson University, 131 Ellison Street, Paterson/ (973)754-8695;

-NJSBDC at Kean University co-hosts efforts at the Business One Stop Service-The Incubator, 320 Park Avenue, Plainfield/ SBDC contact (908)757-5155;

-NJSBDC at The College of New Jersey co-hosts efforts at the John F. Kennedy Library, 500 Hoes Lane, Piscataway/ SBDC contact (609)771-2947.

Other key Small Business Development Centers like the NJSBDC at Rutgers-Camden (Burlington, Camden, and Gloucester counties/ 856-225-6221), NJSBDC of Northwest Jersey (Morris, Sussex, and Warren counties/908-269-8475) and NJSBDC at Raritan Valley Community College (Hunterdon and Somerset counties/908-526-1200 ext.8516) will also provide disaster assistance services for small business owners in their regions. Based on demand in these regions, other SBA specialists could be made available in the future to supplement support at those centers, too. Several training events on disaster assistance are already being planned by the Northwest Center in the very near future.

“Some of these special Hurricane Sandy SBA-NJSBDC assistance operations will begin at the end of this week and during the week of November 12,” said Hopper. “They will continue for several months.”

“These important efforts with our major resource partner, SBA, are all about helping out New Jersey’s small business owners so they can revitalize from the effects of Hurricane Sandy,” stated Smarth. “This initiative will be ongoing until we succeed in assisting every business owner who seeks our help.”

The NJSBDC network is a formal partner of the New Jersey Business Action Center under the jurisdiction of Lieutenant Governor Kim Guadagno.

“We are coordinating efforts with our key partners,” Hopper said. “We provide the infrastructure.”

“We are the boots on the ground for field operations and our teaming with SBA will enhance intake and assessment for small business owners who seek help promptly,” Smarth added.

About NJSBDC (www.njsbdc.com)

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, identify new markets, find procurement and international trade opportunities, commercialize technology and develop an E-commerce presence. This non-profit network is a federal-state-educational partnership, leveraging public and private funding sources to further maximize resources for the small business community. The network leverages funding from the Small Business Administration (SBA),

New Jersey State Government (Business Action Center), the educational institutions that host the 11 centers as well as other private sponsorships and grants. The NJSBDC network Headquarters is located at the Rutgers Business School in Newark NJ. NJSBDC is an accredited member of the national Association of Small Business Development Centers (ASBDC). More than 1,100 centers and satellite offices serve small businesses across the country.



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FOR IMMEDIATE RELEASE

Dec. 18, 2012

***Lt. Governor Kim Guadagno tells honored NJSBDC business clients
New Jersey is now two states and one will support the other
13 Businesses celebrated for their success
Legislators honored for their support of entrepreneurs***

(Monroe Township, NJ) Lt. Gov. Kim Guadagno told hundreds of small businesses there are now two New Jerseys - a green one and a red one – and one will help the other rise up.

The green area is the majority of the state that was not severely impacted by Hurricane Sandy and the following Nor Easter that hit the Jersey Shore so hard Oct. 29.

The red zone is "devastated to the range of about \$37 Billion with 230,000 homes lost and \$500 million in funds have already been distributed in emergency aid," she told attendees of the statewide New Jersey Small Business Development Centers Network Annual Luncheon at the Forsgate Country Club. "Believe me. I know. I live on a street named Riverview in Monmouth Beach, just a block from the town that used to be Sea Bright."

She made her remarks at NJSBDC network's annual Small Business Growth Awards Luncheon, a tribute to the leadership of 13 thriving small businesses located across the state - all clients of the NJSBDC network - as well as their advisors from the 11 NJSBDC centers and two specialty programs located statewide.

All of the honored businesses said they could not have even expanded or started their company, let alone see it flourish, without the help of the NJSBDC network counselors and experts. The credited their success to the assistance of the network.

The Lt. Governor also thanked the NJSBDC network for all they have done to advance business in the state as well as their incredible support of businesses during the storm.

The NJSBDC network counsels almost 6,000 small business clients annually, sponsors more than 900 training seminars and events each year attended by over 13,000 entrepreneurs and helps facilitate millions of dollars in financing for its clients each year.

Until the storm, Guadagno said the state was recovering well, noting that last week Forbes raised New Jersey's rating from 44 to 36 in just one year.

The red and green areas Guadagno referred to are depicted in FEMA maps, which also contain small pockets of yellow where there was minor damage from the storm.

"Those devastated need one stop shopping and that's what we have created at the cabinet level" she said. "You need grants, now."

But, she told the NJSBDC Awards luncheon as she held up a color coded map, the predominant part of New Jersey has already moved on and they will be the people coming to the shore next year.

"Tourism brings in \$38 billion in business to New Jersey and the rest of us are going to work with the green part, growing companies, giving incentives. I take responsibility. Call me. Text me. It's my job to cut through the red tape."

She promised to answer every inquiry because "you as small businesses must have confidence in your government to grow your company."

Assemblyman Declan O'Scanlon, Jr., who was among the legislators honored by the NJSBDC network for his support of the business community, supported the Lt. Governor's assessment, referring to the entire coastal damage but noted his particular district in Monmouth County.

"I represent 16 towns that were hit, 11 of them devastated and four of our mayors lost their homes," O'Scanlon said. "Sea Bright and the Bayshore are coming back. The first restaurant reopened in Sea Bright last week and we're hoping more will in the next few weeks. People like you intervened and organized during the storm, working endlessly and were supplying families with what they needed within two days."

Alfred Titone, District Director of the Small Business Administration, the primary funding partner of the NJSBDC, said "the storm was barely over and we (SBA) were there."

"We're definitely open for business," he said. "Most of the shore will be open for business this summer. The four percent loans we offer are not grants but they are great because you can stretch them over a long period of time."

NJSBDC Chief Executive Officer-State Director Brenda Hopper said the luncheon is a testimony to the expertise and knowledge imparted by the NJSBDC's counselors during storm recovery but also by the cooperation of business and government to the larger issue to growing business throughout the entire state.

She said she was particularly pleased to present the first Malachia Brantley Entrepreneurial Spirit Award, honoring Malachia Brantley Sr. who passed away last March. The first recipients were his family who grew a Newark based business named Brantley Brothers Moving & Storage

Company in 1967. In 1972 the Rutgers Minority Investment Company loaned the company \$60,000 and advised Brantley to drop the customers who were lagging behind with their payments.

Today, Brantley Brothers pulls in close to \$3.5 million in sales a year, making it one of the largest black-owned moving companies in the country.

The citation, accepted by his family, notes that he was honored as one of the most influential men in Newark, had a street named after him, was appointed a Trustee at Voorhees College and Integrity House, featured in Black Enterprise magazine and received the 25th anniversary NJ Small Business Development Centers award.

The luncheon is sponsored by PSE&G, PNC Bank and Verizon, and the In-Kind Media sponsor New Jersey Business, a publication of the New Jersey Business and Industry Association.

Beyond O'Scanlon, three other legislators received Business Advocate Awards for their support of the NJSBDC network and small business ownership. They are: Assemblymen Gary R. Chiusano, District 24; Assemblyman Troy Singleton, District 7 and Assemblywoman Bonnie Watson Coleman, District 15.

NJSBDC Chief Operating Officer-Associate State Director Deborah Smarth acknowledged the business client award winners and thanked each of the legislators for their incredible commitment in helping to fund and support the mission of the network which makes growth possible even in these difficult times.

O'Scanlon said Smarth was "lovingly persistent" in seeking legislative support.

The legislators had high praise for the NJSBDC network, Hopper and Smarth and the work they are doing for small businesses throughout the state and noted the critical role the NJSBDC network plays in the economic health of the state.

Assemblyman Singleton, who is working on a bipartisanship project for businesses across the state, said there's not a Democrat or Republican solution to grow the economy but a bipartisanship one.

"We don't always agree," he said. "But I don't doubt the (Republicans) commitment and it's a positive to bounce around ideas and seek the best answers."

Smarth credited Assemblyman Chiusano, O'Scanlon, Singleton and Watson-Coleman for attempting to increase state funding to expand resources for the small business community. She also credited Senator Steve Oroho, a senior lawmaker who was also present at the event, with helping to get the network back in the budget during the first budget cycle of the Christie Administration.

"When I was meeting with the award winners before the luncheon began you could see in their faces and in their eyes the excitement, motivation and dedication to be successful," Chiusano said. "It's really inspiring."

Assemblywoman Bonnie Watson Coleman, also recognized for her NJSBDC network support, has repeatedly noted the advocacy role NJSBDC plays.

“Thank you to the New Jersey Small Business Development Centers Network on another year of strong advocacy on behalf of New Jersey small businesses,” she said in a prepared statement. “Any investment in the New Jersey Small Business Development Centers is an investment in the future of New Jersey’s families.”

Glenn Shafer, Dean of the Rutgers Business School commended the NJSBDC network and noted the collective, long on-going and successful effort the organization has with the Rutgers Business School.

The award winners, in alphabetical order, are:

- **Acrilex, Inc.**, Jersey City, headed by Steve Sullivan, is an employee-owned leading distributor of plastics, fabricated components and custom manufactured products in the tri state area with branch offices in four national locations. The company credits NJSBDC at New Jersey City University, directed by Barbara O’Neal, for help with marketing, business planning, financial forecasting, government certification, export analysis, procurement and new market expansion.
- **Bacon & Graham, Inc.**, Paterson, owned by Craig Bacon, is a successful and established distributor of warehouse equipment, packaging supplies and cleaning agents. The company sought out help from NJSBDC at William Paterson University, headed by Kate Muldoon, to energize the sales organization and make them more productive and efficient as well as gain market share. And with WPU’s help, it did. B&G developed a more engaged staff company wide and improved sales over last year.
- **Cape Atlantic Physical Therapy and Wellness Center**, Northfield, owned by Nicola Owen who followed her passion and bought the business in 2008. When she was young she was a patient of Cape Atlantic Physical Therapy, became a therapist, and performed her college internship at Cape Atlantic. Upon graduation she worked there and later had the opportunity to buy it. She turned to the New Jersey Small Business Development Center at The Richard Stockton College of New Jersey for guidance and assistance. NJSBDC’s Joe Molineaux advised her to purchase a new building, assisted in appropriate lending programs and formed strategies to obtain financing to purchase a new building and produce a state-of-the-art facility.
- **Christie’s Artisan Bread and Pastry Shop**, Clinton, owned by Andy and Catalina Christie, is a shop that focuses on true artisan made on premises breads, pastries, tarts, tortes, cakes and celebration cakes produced with the finest ingredients. Both dislocated workers, they sought assistance to bring their dream to fruition from NJSBDC at Kean University. Catalina attended a six week entrepreneurial course and also received help from Center Director Nat Sims finalizing their business plan, re-doing their financial projections resulting in the approval of their loan to renovate and furnish their shop.
- **DirtWorx Excavating, LLC**, Branchville, owned by William and Lisa Dunn, offers a variety of services in road maintenance, septic services, foundations, site development, retaining walls, underground utilities, drainage and much more. They sought mentoring, guidance, training in securing funding, certifications and training from the NJSBDC at Northwest Jersey to take the company to its next level. Center Assistant Director Mary Adelman and Center Director Dolores Stammer guided the owners and it worked. The company’s revenue exceeds \$1.1million this year, doubling its profitability from 2011.
- **Environmental Infrastructure Solutions**, Brick, owned by Jeanette and Charles Schlapfer, provides the highest quality construction materials and services to projects

which focus on storm water management, drinking water quality, brownfield development, open and public recreational space enhancements and reductions in carbon based energy consumption. For six months before EIS became a reality, NJSBDC at Brookdale Community College, Center Director Jackeline Mejias-Fuertes consulted with the Schlapfers regarding the LLC's formation, mission statement, business plan, marketing plan and strategies as well as financial requirements. She also was instrumental in helping EIS with phases ranging from logo prototype to necessary bonding requirements.

- **FEMWORKS, LLC**, Newark, owned by Kimberlee S. Williams and Tamara A. Fleming, is an award winning communications network that has been instrumental in empowering entire communities by specializing in building relationships through communications that reach multi-cultural and urban audiences. The relationship with NJSBDC at Rutgers-Newark (run by Tendai Ndoro) began in 2005 and has continued with the center providing 65 hours of training and technical expertise in marketing, business planning and credit management that helped FEMWORKS grow from a home-based, self-financed start-up to a lucrative professional services company.
- **Gentle Care Home Services, Inc.**, Piscataway, owned by Anna Komissarenko, is a private company that provides clients throughout the central and northern New Jersey with quality health care and nursing services in the comfort and security of their own homes. The owner has been working with NJSBDC at the College of New Jersey since 2007. Center Director Lorraine Allen helped her expand the company to the private pay market by offering those clients new services, helped her grow the internal operation to 210 employees, make better hiring decisions, improve the company culture and employee engagement.
- **Jidan Cleaning**, Medford, owned by Patricia Claybrook, is a full service commercial and residential cleaning company providing residential, office, post construction, carpet and window cleaning, floor stripping and waxing and other services in southern New Jersey, Philadelphia and suburbs and the Harrisburg areas. Claybrook credits consultant Robert Palumbo at NJSBDC at Rutgers-Camden (directed by Gary Rago) for making her entrepreneurial dream a reality, helping her develop a business plan, marketing strategies, payment structures and a human resources strategy. Total sales have increased 156 percent in the last 18 months.
- **Lakecalm, Inc.**, Ramsey is owned by Sheila Robinson-Kiss, a psychotherapist, humorist and founder of the company she created in 1999 to serve as "the calm before the storm." An award winning motivational speaker and author, her mission is to provide individuals and organizations with tools to move past issues brought on by challenging work/life relationships. She contacted the NJSBDC at Bergen Community College (run by Vince D'Elia) when she moved to northern New Jersey. Center Assistant Director Vince Vicari provided solutions for business growth including promotional strategies, market positioning, networking methods, and process improvements which assisted her to expand her business. She has posted a 40 percent increase in sales revenues within one year.
- **Logistic Solutions, Inc.**, Piscataway, headed by Chief Executive Officer Al Limaye, is a global information technology firm, specializing in delivering customized software and staffing solutions within the highly competitive IT space. The NJSBDC Procurement Program, directed by Stephanie Burroughs, provided valuable advisory services, information and viable leads that helped increase the company's bottom line. The company has acquired three new private sector procurement contracts that have

contributed to a 10 percent growth in revenue and allowed for the creation of more than 50 full-time and three part-time jobs.

- **Music Notes Academy**, Bridgewater, owned by Brandon Kurzawa, is a community music school and New Jersey in-home music lesson provider. In 2005 Kurzawa began meeting with NJSBDC at Raritan Valley Community College (directed by Bill Harnden) counselors to start a private school with a retail component. He credits NJSBDC for superb guidance and noted that NJSBDC consultant Linda Dousis helped him use Quickbooks which helped him make financial decisions and she also guided him through the acquisition process. He now retains 14 employees and has increased earnings in the first quarter of 2012 as compared to the same period last year.
- **Sentinel Photonics**, Monmouth Junction, owned by Stephen So, PhD and president, designed and developed a new class of low maintenance, high-precision chemical sensors based on laser spectroscopy, for use in wireless sensor networks. Key applications for precision chemical sensing include air pollution, industrial and automotive exhaust monitoring. NJSBDC's Technology Commercialization Lead Consultant Randy Harmon first met Sentinel's President So in March 2011, through Joseph Montemmarano of the National Science Foundation (NSF) funded MIRTHE (Mid Infrared Technologies for Health and the Environment) Center, at Princeton University. Harmon helped with budget questions regarding a pending \$150,000 grant. After receiving the grant, Harmon assisted with the required 15-page technology commercialization plan for his Phase II proposal. He reviewed, critiqued and offered suggestions for strengthening Sentinel's plan. The proposal was submitted in late January 2012 and notice of a \$500,000 Phase II award was received in August. Sentinel's Phase II project will result in the first portable carbon dioxide sensor capable of differentiating between manmade and naturally occurring emissions.

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About the NJSBDC network

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, identify new markets, find procurement and international trade opportunities, commercialize technology and develop an E-commerce presence. This non-profit network is a federal-state-educational partnership, leveraging public and private funding sources to further maximize resources for the small business community. The network leverages funding from the Small Business Administration, (SBA), New Jersey Business Action Center (BAC), the educational institutions that host the 11 centers as well as other private sponsorships and grants. The NJSBDC Headquarters is located at the Rutgers Business School in Newark NJ. NJSBDC is an accredited member of the national Association of Small Business Development Centers (ASBDC). More than 1,100 centers and satellite offices serve small businesses across the country.