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## **America's SBDC New Jersey Headquarters Appoints New State Advisory Board Member**

### ***Small Business Owner Deidre McCarthy of Advanced Built Structures, Inc. Brings Wealth of Experience to the Small Business Development Centers Network***

(Newark, NJ – January 21, 2015) – America's SBDC New Jersey announced the appointment of **Deidre McCarthy** who heads **Advanced Built Structures, Inc.** A client of the SBDC network, Ms. McCarthy has received assistance from the SBDC program and knows the challenges of developing and growing a small business. Her business, located in Jersey City, was hit hard by Super Storm Sandy, but, her leadership and perseverance along with the assistance received from the NJSBDC at New Jersey City University helped the company re-tool its operations. The business employs between 45 and 75 workers (depending on contracts) and has positioned itself as a leading manufacturer of pre-fabricated steel walls and joists in the Northeast.

"I am looking forward to working with the NJSBDC state network Advisory Board to advance the cause of this program," said Deidre McCarthy. "More small business owners need to know about the opportunities and assistance the SBDCs offer. The services are truly beneficial."

McCarthy will be joining other small business owners on the Board to foster awareness about the 12 centers across New Jersey which provide comprehensive management consulting, training and in-depth guidance on business development and expansion topics and issues.

"We're honored to have Deidre join our Board," said NJSBDC network Chief Executive Officer and State Director Brenda Hopper. "We're sure Deidre McCarthy will bring her set of skills and talents to our Board deliberations and objectives and we are excited."

"We're truly grateful that Deidre is enthusiastic about becoming a member of our State Advisory Board," added Deborah Smarth, NJSBDC network chief operating officer and associate state director. "I think there is so much added-value towards our strategic priorities with Deidre's involvement and participation."

The 12 member board engages with America's SBDC New Jersey to provide their insights, perspectives and know-how concerning organizational, operational, and business improvement processes.

## **About America's SBDC New Jersey**

The New Jersey Small Business Development Centers network provides comprehensive services and programs for small business in New Jersey, helping businesses expand their operations, manage their growth, or start new ventures. Expert staff and practicing business consultants help small business owners and entrepreneurs to develop business plans, find financing, accounting and financial analysis, identify new markets, initiate marketing strategies, find procurement and international trade opportunities, commercialize technology and develop an E-commerce presence. This non-profit network, a federal-state-educational partnership, leverages funding from the Small Business Administration (SBA), the N.J. Business Action Center, the educational institutions that host the 12 centers as well as other private sponsorships and additional grants. The NJSBDC Headquarters, located at the Rutgers Business School in Newark, NJ, oversees the network which is an accredited member of America's SBDC. More than 1,000 centers and satellite offices serve small businesses across the country. Visit ***[www.njsbdc.com](http://www.njsbdc.com)***.



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**America's SBDC New Jersey Leads in Comprehensive Small Business Assistance Support  
2014 Statistics Show Remarkable Impact**

**February 19, 2015** (Newark, NJ) – Once again, America's SBDC New Jersey, leads the way in supporting small businesses through one-on-one management consulting, training, loan packaging and other technical assistance to ensure that small businesses make headway to retain and create jobs in New Jersey.

Official statistics for 2014 show that this small 12-center non-profit program, which is part of a national network of SBDCs, provided one-on-one counseling for more than 5,200 small business clients, delivering more than 20,000 total counseling hours. The network's client portfolio is split almost evenly with about fifty percent being established employer small businesses and pre-venture clients who aim at starting new businesses. The program also sponsored 618 training seminars on business development and growth topics around the state with more than 7,500 attendees.

With the assistance that the network provided, its small business clients created and saved more than 15,000 jobs in 2014. The New Jersey Small Business Development Centers network helped facilitate more than \$78 million in financing for its diverse client base from all industry sectors. In addition, 534 NJSBDC clients started a new business. The network's clients conservatively generated almost a billion dollars in sales revenues returning approximately \$50 million in sales tax revenues, notwithstanding additional business and income tax revenues to the state treasury.

"The program has a great return on investment," says Brenda Hopper, chief executive officer and state director. "By helping small businesses, we deliver strong impact to the state's economy."

The program receives federal dollars on the basis of population through annual congressional appropriations but in order to obtain full federal funding, each state SBDC network must raise non-federal funding to match the federal amount dollar-for-dollar.

"In recent past surveys of SBDCs around the nation, New Jersey invests far lower amounts than the average \$1.1 million that states allocate to their state SBDCs nationally," said Deborah Smarth, chief operating officer and associate state director. "New Jersey should be doing more for its small businesses since they drive job creation."

In recent past studies of the non-partisan Tax Foundation in Washington, D.C., New Jersey ranked last among the states in terms of its business tax climate. The most recent Small Business and Entrepreneurship Council (SBEC) study indicated that New Jersey ranked 49<sup>th</sup> in terms of its small business policy friendliness.

“In light of these latest studies, New Jersey should be leading the way for more small business support,” Hopper said.

“Our experts help small businesses cut costs and find efficiencies so in that way they can bring their costs down in operating productive businesses,” said Smarth. “New Jersey is a high cost state for doing business, but, we’re helping our clients to compensate for that environment.”

America’s SBDC New Jersey, on behalf of the thousands of small businesses it serves annually, calls on New Jersey’s state government to provide greater support for small business assistance since in-depth assistance has a strong return on investment in business retention, expansion, and the generation of jobs. Governor Chris Christie will be proposing his state budget to the state legislature next week.

### **About America’s SBDC New Jersey**

The New Jersey Small Business Development Centers network provides comprehensive services and programs for small business in New Jersey, helping businesses expand their operations, manage their growth, or start new ventures. Expert staff and practicing business consultants help small business owners and entrepreneurs to develop business plans, find financing, accounting and financial analysis, identify new markets, initiate marketing strategies, find procurement and international trade opportunities, commercialize technology and develop an E-commerce presence. This non-profit network, a federal-state-educational partnership, leverages funding from the Small Business Administration (SBA), the N.J. Business Action Center, the educational institutions that host the 12 centers as well as other private sponsorships and additional grants. The NJSBDC Headquarters, located at the Rutgers Business School in Newark, NJ, oversees the network which is an accredited member of America’s SBDC. More than 1,000 centers and satellite offices serve small businesses across the country. Visit [\*\*www.njsbdc.com\*\*](http://www.njsbdc.com).

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## **New State Advisory Board Member Appointed by America's SBDC New Jersey**

### ***Small Business Owner Sheila Robinson-Kiss of Lakecalm, Inc. Brings New Perspectives to the Small Business Development Centers Network***

**March 31, 2015** (Newark, NJ) – **Brenda Hopper**, chief executive officer and state director, and **Deborah Smarth**, chief operating officer and associate state director, have appointed **Sheila Robinson-Kiss** as a member of the New Jersey Small Business Development Centers network Advisory Board.

“We’re recruiting successful small business clients of ours in various industry sectors to add a wealth of knowledge and different perspectives to our State Board,” Hopper said. “Sheila has promoted our program as an individual client and her participation on our advisory board will further add value to our organization.”

**Sheila Robinson-Kiss** is known as the ‘*Relationship Educator*.’ She leverages nearly 20 years of expertise as a therapist to provide corporate training and relationships engagement consulting to small, medium, and large businesses. An award winning motivational speaker and author, her mission is to provide individuals and organizations with tools to succeed in solving past challenges in work and life relationships. She interacts with clients of hers on a host of important subjects that span career, workplace and building inter-personal relationships so they can live a quality life. Her fourth book, “*They’re Not Coming*,” was published in October 2014.

Robinson-Kiss was one of the statewide network’s SBDC Success Award Winners among small business clients across New Jersey at the annual SBDC Small Business Growth Luncheon in December 2012.

“We’re glad that Sheila has agreed to join our Board,” Smarth added. “As a client of our Bergen center and knowing and using our small business assistance services, she will be an asset as we set the future vision and footprint for our statewide network.”

“It’s an honor to serve on this state board,” said Sheila Robinson-Kiss. “I’m looking forward to engage with other board members and the two senior leaders of this statewide organization. This statewide business assistance network has great impact on people’s lives, namely small business owners and entrepreneurs and their ability to succeed in their endeavors.”

The 12 member board engages with America’s SBDC New Jersey to provide their insights, perspectives and know-how concerning organizational, operational, and business improvement processes, setting the standard for enhanced business services and assistance.

### **About America's SBDC New Jersey (NJSBDC)**

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## **America's Small Business Development Center New Jersey Kicks Off **National Small Business Week** in Long Beach Island with a Tailored Program for Their Small Business Community in "Adopt a Town" Countdown to Summer Events**

**LINCROFT, N.J. (April 23, 2015)** The [ASBDC New Jersey at Brookdale Community College](#), in collaboration with the [Southern Ocean County Chamber of Commerce](#), the [Greater Long Branch Chamber of Commerce](#) and the [Long Branch Office of Community and Economic Development](#), is providing Long Beach Island and the City of Long Branch tailored, no-cost, high-impact programs for their small businesses communities. These events will begin the week of May 4, 2015 in honor of [National Small Business Week](#) in Long Beach Island and will continue on for the week of May 11, 2015 for the City of Long Branch.

Serving the small business communities of Monmouth and Ocean counties, the ASBDC New Jersey at Brookdale Community College has been recognized as a driving force in aiding small business growth. One of the strategies in assisting with the growth of local businesses is industry specific programing. The "Adopt a Town" Countdown to Summer events are focused on training and consulting for seaside retail, restaurant and professional businesses addressing seasonality challenges and opportunities. Workshops will address strategies to capitalize on "in season" and special events traffic for business growth.

During the weeks of May 4, 2015 and May 11, 2015, America's Small Business Development Center New Jersey at Brookdale Community College will bring one week of concentrated service to both Long Beach Island and the City of Long Branch, each beginning with a targeted workshop taught by retail and restaurant expert [Marc Willson](#), who consults to State of Virginia, [Main Street New Jersey](#) and multiple small businesses and large corporations. Registered businesses will receive no-cost, one-on-one, confidential one hour counseling sessions in the business owner's place of business during their respective week with Marc Willson (which can cover a variety of topics such as pricing, marketing, off season opportunities, etc.) as well as receiving continued counseling by ASBDC consultants.

### **DETAILS**

**May 4, 2015, 9:00am – noon (LONG BEACH ISLAND):** Workshop at Long Beach Island Foundation of the Arts and Sciences by Marc Willson, speaker and expert consultant (pre-registration required by visiting <http://bit.ly/LBIsmbusinessweek> or calling 732-842-8685)

**May 4 – 8, 2015 (LONG BEACH ISLAND):** Scheduled one-on-one confidential consulting sessions with Marc Willson and ASBDC consultants in Long Beach Island business owner's location for expert pro-bono counseling (pre-registration required)

**May 11, 2015, 9:00am – noon (LONG BRANCH):** Workshop at Brookdale Community College – Long Branch Higher Education Center by Marc Willson, speaker and expert consultant (pre-registration required by visiting <http://bit.ly/LongBranchSmallBusinessWeek> or calling 732-842-8685)

**May 11 – 15, 2015 (LONG BRANCH):** Scheduled one-on-one confidential consulting sessions with Marc Willson and ASBDC consultants in Long Branch business owner's location for expert pro-bono counseling (pre-registration required)

### **ABOUT MOSBDC AND NJSBDC**

For more information about this event, as well as information about the ASBDC New Jersey at Brookdale Community College, please visit <http://www.mosbdc.com/>. For more information about the NJSBDC, visit [www.njsbdc.com](http://www.njsbdc.com). The America's Small Business Development Center New Jersey network leverages funding from the Small Business Administration (SBA), New Jersey State Government, the educational institutions that host the 12 centers as well as other private sponsorships and grants. The ASBDC New Jersey Headquarters is located at the Rutgers Business School in Newark, NJ. The ASBDC New Jersey network is an accredited member of the National Association of Small Business Development Centers (ASBDC). More than 1,000 centers and satellite offices serve small businesses across the country.



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**America's Small Business Development Centers New Jersey Celebrates National Small Business Week with Knowledge-Packed Training Seminars for Small Business Owners**

*Friday, May 1, 2015* (Newark, NJ) – America's Small Business Development Centers - New Jersey rings in National Small Business Week with diverse learning programs including E-Business marketing on-line, financial analysis, business continuity and more. Various events and training seminars are scheduled for May 4-8 at individual regional centers and in the field to commemorate the importance of small businesses to the state and national economy.

The NJSBDC network focuses this year's offerings on small business development and growth topics ranging from Understanding Financial Statements at the NJSBDC at Rutgers - Camden, to adopting the town of Long Beach Island with the NJSBDC at Brookdale Community College, to an exciting in-person and online streamed discussion on the Importance of Online Marketing to Build a Reputation at the NJSBDC at Bergen County's new affiliate office at Ramapo College in Mahwah, NJ. A full listing of all NJSBDC Regional Center's offerings are available online at [www.njsbdc.com/smallbusinessweek2015](http://www.njsbdc.com/smallbusinessweek2015).

"Our clients inspire us every day. We all have a vested interest in small business growth. Their success is truly our success," says chief executive officer and state director, Brenda Hopper. "National Small Business Week is a big deal!"

"National Small Business Week is a tribute to the tenacity and persistence of small business owners and entrepreneurs who drive the economy," said Deborah Smarth, chief operating officer and associate state director. "The network provides small business comprehensive assistance so they can build their operations, create and save jobs, and provide enormous support for their communities across the state."

In 2014, its small business clients created and saved more than 15,000 jobs. The network helped facilitate more than \$78 million in financing for its diverse client base from all industry sectors. In addition, 534 NJSBDC clients started a new business. The network's clients conservatively generated almost a billion dollars in sales revenues returning approximately \$50 million in sales tax revenues, notwithstanding additional business and income tax revenues to the state treasury.



**Highlights of the NJSBDC network's National Small Business Week Programs are listed below:**

**Monday, May 4**

**Long Beach Island "Adopt a Town" Countdown to Summer Event**  
NJSBDC at Brookdale Community College  
9:00 – Noon  
Long Beach Island, NJ

**Tuesday, May 5**

**QuickBooks Accounting en Español**  
NJSBDC at The College of New Jersey  
6:00 – 10:00 pm  
Ewing, NJ

**Wednesday, May 6**

**NJSBDC at Bergen Ramapo Open House/ e-Business Event**  
**"Why Your Reputation Online Matters More than Any Other Marketing Investment"**  
NJSBDC at Bergen County/ NJSBDC e-Business Specialty Program  
6:00 – 9:00 pm  
Mahwah, NJ/ Streamed Online via Webinar

**Thursday, May 7**

**Understanding Financial Statements**  
NJSBDC at Rutgers University – Camden  
6:00 – 8:00 pm  
Camden, NJ

**Friday, May 8**

**Business Continuity Conference**  
NJSBDC at William Paterson University  
8:00 am – Noon  
Totowa, NJ

For a complete listing of the NJSBDC's National Business Week events/ programs and registration information, please go to [www.njsbdc.com/smallbusinessweek2015](http://www.njsbdc.com/smallbusinessweek2015).

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**Open House at Bergen Community College Lyndhurst Campus Draws Large Crowd  
and Recognizes the Small Business Development Center's Role in Serving  
Small Businesses**

***SBA District Office Director and Regional Administrator Attend to  
Support Regional NJSBDC***

**June 8, 2015** (Lyndhurst, NJ) – On June 3, U.S. Small Business Administration (SBA) District Office Director, Al Titone, accompanied by Kellie LeDet, SBA regional administrator (Region II), and Harry Menta, SBA project officer joined Vincent Vicari, regional center director of NJSBDC at Bergen Community College and Deborah Smarth, chief operating officer and associate state director of America's SBDC New Jersey at the College's Continuing Education Division Open House in support of small businesses.

The event promoted the fact that the NJ Small Business Development Center and the Business Accelerator on the affiliate campus of Bergen Community College in Lyndhurst are focusing their collaborations in assisting small business owners and entrepreneurs, as well as new collaborations with the Hispanic Chamber of Commerce. Carlos Medina, the Chamber's chairman, also attended.

Just a month earlier, the NJSBDC at Bergen held its open house at its new affiliate office at Ramapo College of New Jersey in Mahwah. The Center's main office is located in Hackensack NJ.

The grand opening of the Center's satellite office in Lyndhurst was welcome by many of the attendees at the event which was a packed house with more than 275 people attending. This service location in Lyndhurst offers entrepreneurs and individuals developing new businesses the ability to work in an office space while also tapping other resources like mentoring workshops, classes, WI-FI, meeting rooms and other invaluable support services.

"SBA was on hand to offer our support and enthusiasm for the affiliate office in Lyndhurst, expanding service locations for small businesses," said Al Titone. "Both the Regional Administrator, Kellie LeDet and I thought it was important to be present to support the leadership of Vincent Vicari, the regional center director of the NJSBDC at Bergen Community College. The center does a great job in providing services for entrepreneurs."

"This is yet another example of how collaborations can enhance the environment and offerings for small business owners," Deborah Smarth of America's SBDC New Jersey commented. "The

Center is a high producer for our network of SBDCs statewide, impacting on the successes of small business development, growth and jobs.”

“We had an opportunity to dialogue with many small business owners at this event,” said Vince Vicari, chief of the Center. “Getting out there, communicating our assistance and services, and then helping small businesses get to the next stage of growth drives our operations. We are grateful to the College for the formal opening of the Center’s affiliate office in Lyndhurst.”

The SBDC attracted the sponsorship of ADP which was represented at the event. Rick Martinez, who founded the company Senor Sangria in Maplewood NJ, and who serves on the statewide Small Business Development Centers network Board of Advisors was also in attendance. Martinez was a past client of NJSBDC at New Jersey City University. His company now distributes his products in the northeast seaboard with a few million dollars a year in sales.

“We’re very glad that Rick has been so successful,” said Smarth. “He’s one of many success stories.”

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## **New Jersey's Investment Pales Considering the Average Investment in SBDCs Nationally**

### ***Small Business Owners Want a Fair Share of Their Taxes Back***

**June 15, 2015** (Newark, NJ) – America's SBDC New Jersey (NJSBDC), the Small Business Development Centers network, continues to advocate for restoration of its State Government match funding since the program brings back to New Jersey \$3 million dollars in federal funding to provide comprehensive assistance for small business owners and entrepreneurs.

That state match is critical along with other non-federal funds it raises to obtain full federal funding for small business assistance services in all 21 counties.

Small business clients from around the state readily acknowledge that the guidance and knowledge they receive through this program has helped them stay in business, develop and grow. They are pushing for the State Legislature to allocate more resources. During 2014, 534 NJSBDC clients started a new business and the NJSBDC network helped its clients create and save 15,089 jobs. The network counseled and trained more than 12,000 small businesses and entrepreneurs.

Clients maintain that this program is simply returning services they are already pre-paying for through the large amount of federal and state taxes they pay. "If the larger companies receive all sorts of tax incentives, grants and other subsidies, why isn't the State of New Jersey providing the proper investment level for small business assistance through the NJSBDC program?" said Deborah Smarth, NJSBDC chief operating officer-associate state director. "After all, small businesses create the bulk of the jobs."

A recent, past survey of SBDCs nationally indicated that the average state investment in SBDCs stands at \$1.1 million. New Jersey falls significantly below that average. States like Georgia and North Carolina with a similar size population as New Jersey invest \$3.0 million and more than \$2.0 million respectively.

During the last administration, the network received \$1 million in state allocation, but, due to executive action, it was reduced to \$500,000 even after the Legislature's efforts to restore the full one million. Then mid-fiscal year, the Corzine administration froze the program to \$250,000 which is where it is today.

The Christie administration in its first year had tried to eliminate that modest funding level, but, the Legislature restored the funding and the \$250,000 allocation has been stable for the past few years and the Governor's proposed budget for 2015-2016 allocates the same level.

“We look at the high dividends returned to the State economy through this program,” said Brenda Hopper, NJSBDC chief executive officer-state director. “Small businesses deserve more.”

“New Jersey should restore state investment to where it was a few years ago,” said Deborah Smarth. “That certainly would send a strong message and maximize resources for small business development and growth.”

Hopper added, “It’s time that New Jersey moves ahead to enhance small business development.”

America’s SBDC New Jersey maintains had it not been for the network experts’ advice and guidance, more individuals would be on unemployment and more businesses would not have survived during the 2008 Great Recession and post-period. The network helped clients re-boot after Super Storm Sandy’s impact on the small business sector, also. Without NJSBDC’s help, there would have been even more job losses and business closings.

“We’re just looking for equity in investment decisions based on metrics outcomes,” Smarth added. “It’s clear that the program produces strong ROI for the state. The state funding allocation should take that into consideration especially in times like these with a lackluster economic recovery.”

“Our experts advise small businesses that come to us for help in communities across the state,” said Hopper. “We are on the ground everywhere.”

“Forty-six legislators stood with the NJSBDC network and sponsored budget resolutions calling for increased funding during last year’s budget cycle,” said Smarth. “Small businesses are the innovators and job creators. We hope that the Legislative Leadership plays an active role in following its caucus support for this program. Making a small investment increase in entrepreneurship and small businesses is the right thing to do.”

### **About America’s SBDC New Jersey (NJSBDC)**

This non-profit network of 12 centers is a federal-state-educational partnership, assisting small business owners and entrepreneurs with every stage of business development and growth. The network headquarters is located at the Rutgers Business School in Newark. Its major funding partner is the U.S. Small Business Administration. The New Jersey Business Action Center is an additional funding partner along with other public and private grants/sponsorships. The NJSBDC network is an accredited member of the national network of SBDCs, with approximately 1,000 centers and satellite offices throughout the country assisting small businesses to save and create jobs across the nation. For more information, visit **[www.njsbdc.com](http://www.njsbdc.com)**.

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## **Small Businesses and Entrepreneurs Receive Boost**

### ***Legislature Passes Budget With Increase for America's SBDC New Jersey Providing Greater Support for Small Businesses***

**July 1, 2015** (Newark, NJ) – America's SBDC New Jersey, a statewide network of 12 small business development centers providing comprehensive assistance for small businesses and entrepreneurs, gave strong credit to the New Jersey Legislature after receiving news that the program received a restored increase in the state budget (FY 2015-2016) that was passed and approved into law by the Governor.

"The Legislature gets it," said Brenda Hopper, NJSBDC network chief executive officer and state director. "The investment in the NJ Small Business Development Centers network provides a solid return to the state economy by helping small businesses start and grow. We're grateful for the Legislature's and administration's support."

During the last administration, the network received \$1 million in state allocation, but, due to executive action, it was reduced to \$500,000 even after the Legislature's efforts to restore the full one million. Then mid-fiscal year, the Corzine administration froze the program to \$250,000 which is where it stood through FY 2015. This year's budget increased that allocation to \$500,000 for this fiscal year beginning July 1.

"We provide our accountability reports to state legislators and the administration regularly," said Deborah Smarth, NJSBDC network chief operating officer and associate state director. "Our small business client success stories are so compelling and the program's impact on job creation and retention has a solid performance record. The Governor and Legislature showed that their words match their actions and deeds."

During 2014, 534 SBDC clients started a new business and the SBDC network helped its clients create and save 15,089 jobs. The network counseled and trained more than 12,000 small businesses and entrepreneurs.

State funding along with other non-federal grants including private sector sponsorships and contributions are utilized to match federal funding appropriated by Congress to the national network of SBDCs through the U.S. Small Business Administration (SBA). Each state network

must match the federal funding dollar for dollar in order to obtain full federal funding on the basis of a population formula.

The average state investment nationally in SBDCs is \$1.1 million. “This latest budget increase helps New Jersey to start catching up to other states’ investment levels in their SBDCs,” said Smarth. “Working with the Legislature and the executive branch over the years to educate them about this program has been challenging, but, results like this make it all worth it for small business owners and entrepreneurs.”

“Additional services based on increased resources will further buttress the small business sector,” added Hopper.

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**New Jersey's Small Business Development Center Network's Success Award Winners  
Are Fast Growing Companies in New Jersey**

***SBDC Clients Named Finalists and Winner in Ernst Young Entrepreneur of the Year***

**August 12, 2015** (Newark, NJ) – Two small business clients of America's SBDC New Jersey, President and CEO Brian A. Leuthner of Edge Therapeutics, Inc. and Founder and CEO Dr. Pankaj Mohan of Oncobiologics Inc., were named finalists in the Ernst Young Entrepreneur of the Year (2015) New Jersey. Leuthner of Edge Therapeutics advanced to be one of several winners of this prestigious award. The award program is co-sponsored by The Kauffman Foundation.

Edge Therapeutics, a clinical-stage biotechnology company discovers, develops and seeks to commercialize novel, hospital-based therapies for acute, life-threatening neurological conditions. A former client of the NJSBDC's Technology Commercialization program, the company was NJSBDC's success award winner in December 2011. The company was launched in 2009 and developed technology to produce products that treat acute and debilitating neurological conditions. With NJSBDC's past assistance and support, the company received more than \$800,000 in federal and state funding. The seed funding helped the company to advance its mission and vision, attracting additional private equity financing.

Research and development firm Oncobiologics, Inc. - headquartered in Cranbury NJ - develops low cost innovative oncology and immunology biopharmaceutical treatments for cancer patients. As a past small business client of the NJSBDC at Raritan Valley Community College, the Center assisted the firm in a few key business operational areas, including business planning, human resources and obtaining financing. In June 2011, the firm received a \$1 million Small Business Administration (SBA) backed term loan through a community bank with the assistance of the NJSBDC at Raritan Valley Community College (RVCC).

Like Brian Leuthner, Pankaj Mohan was also recognized as one of NJSBDC network's 2011 Small Business Growth success award winners. Mohan acknowledged that the SBDC program's guidance in key areas came at a critical time during the development of his company to launch cancer therapy at low cost.

"Our center at RVCC is glad to see that Dr. Mohan and his firm Oncobiologics, Inc. is growing," said Bill Harnden, regional center director at NJSBDC of Raritan Valley Community College. "We're always here to support his firm's needs."

"Dr. Mohan invited us to participate at the opening of his offices just a few years ago," said NJSBDC network Chief Operating Officer and Associate State Director Deborah Smarth. "It's heartening to see how both Dr. Mohan and Brian Leuthner have persevered, advancing and growing their companies in fields that are greatly beneficial to people's health and well-being. We're glad that our program helped them along the road to success."

“These success stories really mean a great deal to our network and staff,” said NJSBDC network Chief Executive Officer and State Director Brenda Hopper. “These growth stories are terrific and motivate our network to do even more for small businesses that come to us throughout the year for our assistance.”

### **About America’s SBDC New Jersey (NJSBDC)**

The New Jersey Small Business Development Centers network, composed of 12 centers headquartered at higher education institutions, provides comprehensive services and programs for small business in New Jersey, helping businesses expand their operations, manage their growth, or start new ventures. Expert staff and practicing business consultants help small business owners and entrepreneurs to develop business plans, find financing, accounting and financial analysis, identify new markets, initiate marketing strategies, find procurement and international trade opportunities, commercialize technology and develop an E-commerce presence. This non-profit network, a federal-state-educational partnership, leverages funding from the U.S. Small Business Administration (SBA), the N.J. Business Action Center, and other private sponsorships and additional grants. The NJSBDC Headquarters, located at the Rutgers Business School in Newark, NJ, oversees the network which is an accredited member of America’s SBDC. Approximately 1,000 centers and satellite offices serve small businesses across the country, generating jobs and economic development. Visit [www.njsbdc.com](http://www.njsbdc.com).

# # #



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**Small Business Procurement Roundtable Scheduled for October 30 at Brookdale Community College**

***NJSBDC network Sponsors Event to Guide Businesses about***

***Public and Private Procurement Contract Opportunities***

**October 21, 2015** (Lincroft, NJ) – America's SBDC New Jersey, also known as the New Jersey Small Business Development Centers, is sponsoring a special roundtable session concerning how small businesses can boost their chances of obtaining public and private procurement contracting opportunities.

Andrew Bennett, NJSBDC's procurement consultant, will be facilitating the discussion and questions and answers session. Bennett of the NJSBDC network has in-depth experience in this area having worked in the corporate sector for many years.

The roundtable will be followed by a one-on-one business clinic with personalized counseling and follow-up counseling appointments. Also, representatives of the U.S. Small Business Administration (SBA), New Jersey Department of Treasury and the New Jersey Business Action Center will also be on hand to present on an array of issues relating to small business assistance, small business registration and minority and women owned business certifications, completing and submitting bid proposals, etc. Dominick M. Belfiore, Lead Business Opportunity Specialist of the SBA, John Cronin of the State Department of Treasury, and Donald Newman of the NJ Business Action Center within Lieutenant Governor Kim Guadagno's office will provide information that is helpful for small businesses.

The session is scheduled for Friday, October 30, 2015, 9:00 am – 12 pm in Room 106, MAN Building on the Lincroft campus of Brookdale Community College. To register, please call NJSBDC Headquarters at 973 353-1927 or register at [www.njsbdc-procurement-roundtable.eventbrite.com](http://www.njsbdc-procurement-roundtable.eventbrite.com).

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**America's SBDC New Jersey Sponsors Internet Marketing Week November 9-12**  
***Training and One-on-One Coaching by SBDC Experts Will Help Grow Your Business***

**November 5, 2015** (Newark, NJ) – America's SBDC New Jersey, also known as the New Jersey Small Business Development Centers network, is sponsoring its Second Annual 2015 Internet Marketing Week Pitch Competition during the week of November 9 – 12, 5 pm to 9 pm at the New Jersey Institute of Technology's Enterprise Development Center (EDC) in Newark, NJ. The City of Newark is hosting dozens of small business advocates, digital marketing experts, and established businesses seeking to improve their digital marketing strategy during this special series.

The New Jersey SBDC network, the premier provider of comprehensive services for small businesses statewide, is sponsoring this event to further bolster support for entrepreneurship and small business ownership. The 12-center network is dedicated to providing resources customized to small businesses and through its specialty E-Business program, assists entrepreneurs and small business owners with formulating an effective digital strategy; the strategy includes Internet Marketing, operational efficiency and an ROI concerning the implementation of technology.

Sunny Kancherla, recently recognized as one of New Jersey's Top 40 Under-Forty by NJBIZ magazine, serves as the NJSBDC network's senior Consultant for E-Business services. In collaboration with the NJSBDC network, Kancherla initiated and launched the popular #LearnToEarn educational series. Building off of last year's resoundingly successful program, the NJSBDC network team assembled even more of the best Internet-focused programs presented across the state. The special SBDC "Team" will provide small business participants with the tools to grow their business and assist them with a seamless integration of a strategic digital campaign in their business operations.

"Internet presence is significant these days," said Brenda Hopper, chief executive officer and state director of the NJSBDC network. "This special series will really provide business owners with the knowledge and wherewithal to succeed in elevating their businesses."

"We're very excited about this week's activities," added Deborah Smarth, NJSBDC network chief operating officer and associate state director. "Our E-Business program provides invaluable assistance to those who want to advance their digital media strategies and enhance their business growth potential."

These NJSBDC network's series of events will be hosted live from the NJIT's Technology's Enterprise Development Center (EDC). Each event will feature NJSBDC's E-Business Specialty Program Director Sunny Kancherla and local small business advocates, consultants, and experts from different partnering organizations to discuss their perspectives and share best practices in a collaborative learning environment. Each day of the conference will place emphasis on various aspects of building an effective

digital strategy and working closely with business experts from around the state to develop and communicate a sound digital strategy.

Eligibility criteria for participation in this event is targeted to those small businesses which have generated income for three years or those which have received technical assistance from an approved partnering organization. This year's competition reached capacity on the first day tickets became available, with select scholarships issued by the program's supporting partnering organizations:

- U.S. Small Business Administration Emerging Leaders Program;
- Rutgers Center for Urban Entrepreneurship and Economic Development;
- New Jersey Institute of Technology's Enterprise Development Center;
- Seton Hall University's Stillman School of Business;
- Greater Newark Enterprises Corporation;
- Rising Tide Capital;
- Statewide Hispanic Chamber of Commerce.

"We are very enthusiastic to join as a partner of this year's Internet Pitch competition. We really know the importance for businesses to have a solid online presence now more than ever before," stated Luis O DeLaHoz, board member of The Statewide Hispanic Chamber of Commerce and Rutgers Business School's Entrepreneurship Pioneers Initiative.

Many of the academic institutions and small business technical assistance organizations are partners of the NJSBDC network and its E-Business program coordinator, Sunny Kancharla; they are co-sponsors of this year's Internet Marketing Week series. These events empower small business owners to learn the correct approach to building their website, learning to make Social Media work for them, and finally how to creatively integrate their online and offline campaigns with little additional effort.

The event's venue is **NJIT Enterprise Center**, 211 Warren Street, Newark, NJ (parking lot #16 at 269 New Street). For more information, go to [njsbdc-internetmarketingweek.weebly.com](http://njsbdc-internetmarketingweek.weebly.com).

### **About America's SBDC New Jersey**

This non-profit network is a federal-state-educational partnership. Its expert staff and business practitioners help small business owners and entrepreneurs with every stage of business development and growth. The network headquarters is located at the Rutgers Business School in Newark. Its major funding partner is the U.S. Small Business Administration. The New Jersey Business Action Center is an additional funding partner of the NJSBDC program as well as other public and private grants/sponsorships. The NJSBDC network is an accredited member of the national association America's SBDC, with up to 1,000 centers and satellite offices throughout the country serving and assisting small businesses and saving and creating jobs. For more information, visit [www.njsbdc.com](http://www.njsbdc.com).



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

### **Administration and Lieutenant Governor Guadagno**

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

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

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

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

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

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

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



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

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**Small Business Growth Recognized at Annual Luncheon Event Sponsored by  
America's SBDC New Jersey**

***Business Clients and Legislators Will Participate at the Annual Tradition which Falls on the 35th  
Anniversary of the National SBDC Program***

**December 11, 2015** (Newark, NJ) – Fourteen small business owners and entrepreneurs from diverse industry sectors with various ranges of employment and revenue are being recognized at America's SBDC New Jersey's **13<sup>th</sup> annual Small Business Growth Awards Luncheon** on Friday, December 11, 2015. The national America's SBDC program is celebrating its 35<sup>th</sup> anniversary. These award winners are clients of the New Jersey Small Business Development Centers network and are being recognized for their development and growth with the assistance provided by NJSBDC's business practitioners and experts. The event is being held at the Forsgate Country Club in Monroe Township, NJ. Registration and networking occurs between 11:30 am and 12 pm. The program starts at 12:00 pm and concludes by 2:30 pm.

Platinum and Gold financial sponsors include **PSE&G** and **PNC Bank**. Other private sector financial supporters include UPS and City National Bank. Additional supporters include ADP, Health Republic, Morgan Stanley, and Quarterspot. In addition, Bank of America is a key partner and financial grantor of the network. New Jersey Business magazine is an in-kind sponsor, providing a free subscription of its monthly issues to NJSBDC business award winners.

*"This event brings our partners, clients, and stakeholders and all of our statewide experts together for a special commemoration of our clients' success stories,"* said NJSBDC network **Chief Executive Officer and State Director Brenda Hopper**. *"These success stories show our economic impact and contribution to the state economy."* The network counsels up to 5,000 small business clients annually in addition to thousands of trainees that attend SBDC seminars.

The keynote speaker is **Assembly Majority Leader Louis D. Greenwald** (District 6), a longtime advocate and supporter of the NJSBDC network and a past recipient of the "Small Business Legislator of the Year" award. **Assembly Deputy Speaker Gordon M. Johnson** (District 37) and **Minority Budget Officer Senator Anthony R. Bucco** (District 25) - all past recipients of NJSBDC's legislative Small Business Advocate awards - will be on hand to celebrate the clients' success as well as celebrate the restored, increase in state funding provided to the program in this year's enacted state budget. **Assemblyman Benjie E. Wimberly**, a member of the Assembly Budget Committee, will also be presented with the "2015 Business Advocate Award" for his continued support of NJSBDC network's mission.

*"Our engagement with SBDC clients, key state legislative leaders and our financial supporters, partners and stakeholders means a great deal to all of us. We have this opportunity to share our successes with them every year at this particular gathering,"* said **Deborah Smarth, chief operating officer and associate state director** of the NJSBDC network. *"It's a perfect way of ending a full year of impact in helping small businesses get to where they want to go."*

**Kellie LeDet**, SBA regional administrator in region II, and **Alfred Titone**, SBA NJ District director will also participate in the program. The SBA is a major funding partner of America's SBDC New Jersey.

The **Small Business Success Award Winners** include:

--A client of *NJSBDC's Technology Commercialization Program*, **Grigore "Greg" Burdea, Ph.D.** founded **Bright Cloud International Corp** located in Highland Park NJ. This Rutgers Professor is a pioneer in the field of virtual rehabilitation combining custom hardware with therapeutic video games to supplement treatment beyond traditional care, benefiting victims of stroke, traumatic brain injury, Alzheimer's disease, cerebral palsy, etc. With SBDC's assistance, the business received a \$1.3 million Phase II Small Business Innovation Research Grant (SBIR) and then another \$224,500 Phase I SBIR grant for a new device; this will further attract more investment for the company's technology innovations.

--**Stacey Schlosser**, owner of **Glassworks Studio** in Morristown NJ, is receiving recognition from *NJSBDC's Sustainability specialty program* for her use of "green" practices allowing her to not only save money in running her business, but, also promoting energy conservation, waste reduction, and using proper materials for her glass fusing studio.

--**Tom Olsen** and **Kristine LaGuardia** own and operate **Lobster Life Systems, Inc.**, located in Lodi NJ. A client of the *NJSBDC at Bergen Community College*, the company provides state-of-the-art equipment and supplies necessary to operating a healthy aquatic system; its customers include major supermarket chains, restaurants, gourmet shops, wholesalers and marine exhibitors throughout North America. With the Center's help, the business has experienced a 25 percent sales increase and enhanced one percent nationwide share in the market.

--**Altagracia "Jessie" Sanchez**, owner of **Jessie Beauty Salon, LLC** in Perth Amboy NJ, came to the United States from the Dominican Republic with a dream of starting a business. She initially shared space with a nail salon. Due to clientele growth, it was necessary to move to a larger location. With the assistance of the *NJSBDC at Brookdale Community College*, she established a full service salon doubling her staff in order to provide a full complement of expanded services.

--**Dr. Laura Rokosz, Ph.D.** founded **EGGLROCK Nutrition LLC**, an integrative healthcare practice located in Union NJ. The business provides dietary and lifestyle strategy recommendations for disease prevention and health wellness and maintenance. Rokosz has more than two decades of pharmaceutical and biotechnology industry experience. With the assistance of *NJSBDC at Kean University*, Dr. Rokosz enhanced financial and general business management skills and value-added service delivery to attract new clients and increase revenues.

--**Milton Herrera** is owner and operator of **Milherton Commercial Flooring** in Fairview, NJ. When he was 23 years old, he came to the United States from El Salvador and worked in the flooring trade while trying to start his own business. He came to the *NJSBDC at New Jersey City University* for advice on business structure, time management and overall financial bottom-line. Within two years, the business added staff from 2 to 5 employees and additional independent contractors, too. He also received a construction financing loan.

--**Zulya Rajabova**, founder of **Silk Road Treasure Tours** in Chester NJ, opened up a boutique travel and tour business focused on her beloved Central Asia. With the assistance of the *NJSBDC of Northwest Jersey* on subjects like business planning, marketing, QuickBooks, and website development, this small company has grown and received much acclaim in the travel community.

--**Sandra White** and her husband decided to make a career change. **White** was a geophysicist and acquainted with water damage and damage remediation. After researching franchises, they decided to establish **PuroClean Disaster Response** located in Middlesex NJ. The **NJSBDC at Raritan Valley Community College** provided assistance with marketing, sales, and cost control as well as cost analysis, QuickBooks, and human resources issues. The business grew from a 5 member staff to 9 employees and sales have grown to almost \$1 million.

--**Patricia Ott, P.E.** established **MBO Engineering LLC** six years ago. The company is located in Bordentown NJ. She received assistance from the **NJSBDC at Rutgers-Camden** on business planning, financial work plans, and general business practices as well as marketing. Pat has brought in new business and has grown since 2012. Gross receipts and sales went up more than 50 percent (2012-2014). And overall company growth, more than 300 percent.

--**Jayesh and Manisha Mehta**, who own and operate **AUM Group of Companies LLC**, focus on diversified areas like planning and managing events, childcare, media communications and artist management. They acquired four new franchises in the children educational arena, online news services, and a performing arts studio for children and adults. All together there are 45 employees and they expanded revenues by 25 percent. The **NJSBDC at Rutgers-New Brunswick** assisted the company in identifying new customer bases and other strategic alignments.

--**Adenah Bayoh** established **Foya Hospitality Group**, owning IHOP franchises in Paterson and Irvington NJ. As CEO and Founder, she has built a successful business model and focuses on investing in economically challenged neighborhoods. The **NJSBDC at Rutgers-Newark** helped her with her business planning strategy including a social media plan. Adenah won the NJ Immigrant Entrepreneur Award recognizing current first-generation immigration business leaders who help local communities thrive.

--**Katarina Elder** and her husband Rob opened **The Cape May Day Spa** in Cape May, NJ. She was employed at the Cape May Day Spa after graduating with an MBA. After leaving that job, she and her husband visited with the **NJSBDC at Stockton University** to explore how to go about acquiring a business. With assistance on business planning, financial projections, and financing the couple applied for an SBA loan for several hundred thousand dollars from Sturdy Savings Bank.

--**Barbara Weigand** left her successful position at a high-end salon in Princeton and decided to start her own venture. The **NJSBDC at The College of New Jersey** provided her with counseling and training on an array of topics suitable for such an endeavor. Her husband contributed cash infusion and then she secured a micro-loan. In September 2011 she opened her own salon in Princeton. The salon is now thriving with 13 employees and a half million dollars in annual revenues.

--**Jose Alberto, Julio Morales** and **Louis Saia** started **PyroSense Technologies LLC** in Fairfield NJ with the assistance of **NJSBDC at William Paterson University**. Their previous employer closed leaving them and 30 other employees without jobs. The trio decided to start their own manufacturing company to produce a wide variety of sensors for all industries with emphasis on power, oil and gas, chemical and transportation markets. They pride themselves on using American-based components. SBDC helped them with their business plan, marketing, operations, financial management and access to financing. Formed in March 2014, **PyroSense** now employs 22 people, offering many jobs to those who lost their jobs when their prior employer closed its NJ facility.

Several regional and statewide business and trade groups are providing several of the award winners with free business gift memberships including the **Commerce and Industry Association of New Jersey**, the **Meadowlands Regional Chamber of Commerce**, the **New Jersey Business and Industry Association**, the **Princeton Regional Chamber of Commerce**, and the **New Jersey Technology Council**. The firm of **Eisner Amper** is also providing the Technology Commercialization award winner with pro bono services regarding certain specialized issues/areas that can benefit the business owner.

## About America's SBDC New Jersey (NJSBDC)

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**America's SBDC New Jersey Celebrates 35 Years of Achievement at Annual Success Awards Luncheon**  
*Small Business Clients and Legislators Participate at Annual Gathering*

**December 12, 2015** (Newark, NJ) – Fourteen small business owners and entrepreneurs from diverse industry sectors with various ranges of employment and revenue were recognized at America's SBDC New Jersey's **13<sup>th</sup> Annual Small Business Growth Awards Luncheon** on Friday, December 11, 2015. The national America's SBDC program is celebrating its 35<sup>th</sup> anniversary. These award winners are clients of the New Jersey Small Business Development Centers network and are being recognized for their development and growth with the assistance provided by NJSBDC's business practitioners and experts. The event was held at the Forsgate Country Club in Monroe Township, NJ with more than 300 attendees.

Platinum and Gold financial sponsors include **PSE&G** and **PNC Bank**. Other private sector financial supporters included UPS and City National Bank. Additional supporters included ADP, Health Republic, Morgan Stanley, QuarterSpot and Peapack-Gladstone Bank. In addition, Bank of America is a key partner and financial grantor of the network. New Jersey Business magazine provided a free subscription of its monthly issues to NJSBDC business award winners.

*"This event brought our partners, clients, and stakeholders and all of our statewide experts together for a special commemoration of our clients' success stories,"* said NJSBDC network **Chief Executive Officer and State Director Brenda Hopper**. *"These success stories show our economic impact and contribution to the state economy."* The network counsels up to 5,000 small business clients annually in addition to thousands of trainees that attend SBDC seminars.

**Assembly Majority Leader Louis D. Greenwald** (District 6), a longtime advocate and supporter of the NJSBDC network and a past recipient of the "Small Business Legislator of the Year" award, was keynote speaker. He highlighted some important issues the Legislature is grappling with during the legislative lame duck session like investment in transportation infrastructure, and solving the fiscal burdens relating to state pensions. He also spoke about the importance of growing the small business sector, congratulating NJSBDC's clients for their success stories. **Assemblyman Ronald S. Dancer** (District 12) and **Assembly Deputy Speaker Gordon M. Johnson** (District 37) - past recipients of NJSBDC's legislative Small Business Advocate awards – were present to celebrate the clients' success as well as celebrate the restored, increase in state funding provided to the program in this year's enacted state budget. **Assemblyman Benjie E. Wimberly**, a member of the Assembly Budget Committee, was presented with the "2015 Business Advocate Award" by the network.

*"Our engagement with SBDC clients, key state legislative leaders and our financial supporters, partners and stakeholders means a great deal to all of us. We have this opportunity to share our successes with them every year at this particular gathering,"* said **Deborah Smarth, Chief Operating Officer and Associate State Director** of the NJSBDC network. *"It's a perfect way of ending a full year of impact in helping small businesses get to where they want to go, especially on the 35<sup>th</sup> anniversary of America's SBDC national program."*

From January through June 30, 2015, the NJSBDC helped their clients create and save 6,074 jobs. Last year, 534 SBDC clients started a new business. Clients statewide created and saved 15,089 jobs in 2014.

**Kellie LeDet**, SBA Regional Administrator in Region II, and **Alfred Titone**, SBA NJ District Director participated at the event. The SBA is a major funding partner of America's SBDC New Jersey. The NJ Business Action Center, a state funding partner, also had representation and the Governor sent a congratulatory letter to the network for its assistance to small business owners statewide.

The **Small Business Success Award Winners** include:

--A client of *NJSBDC's Technology Commercialization Program*, **Grigore "Greg" Burdea, Ph.D.**, who founded **Bright Cloud International Corp** located in Highland Park NJ. The company is a pioneer in the field of virtual rehabilitation to benefit victims of stroke, traumatic brain injury, Alzheimer's disease, cerebral palsy.

--**Stacey Schlosser**, owner of **Glassworks Studio** in Morristown NJ, received recognition from *NJSBDC's Sustainability Specialty Program* for her use of "green" practices promoting energy conservation, waste reduction, and using proper recyclable materials for her glass fusing studio.

--**Tom Olsen** and **Kristine LaGuardia** own and operate **Lobster Life Systems, Inc.**, located in Lodi NJ. A client of the *NJSBDC at Bergen Community College*, the company provides state-of-the-art equipment and supplies necessary to operating a healthy aquatic system for supermarket chains, restaurants, gourmet shops, wholesalers and marine exhibitors throughout North America. They've increased their sales and national market share with SBDC's assistance.

--**Altagracia "Jessie" Sanchez**, owner of **Jessie Beauty Salon, LLC** in Perth Amboy NJ, came to the United States from the Dominican Republic with a dream of starting a business. With the assistance of the *NJSBDC at Brookdale Community College*, she established a full service salon.

--**Dr. Laura Rokosz, Ph.D.** founded **EGGLROCK Nutrition LLC**, an integrative healthcare practice located in Union NJ, provides dietary and lifestyle strategy recommendations for disease prevention and health wellness and maintenance. With the assistance of *NJSBDC at Kean University*, Dr. Rokosz has attracted new clients and increased revenues.

--**Milton Herrera** is owner and operator of **Milherton Commercial Flooring** in Fairview, NJ. When he was 23 years old, he came to the United States from El Salvador and worked in the flooring trade while trying to start his own business. With assistance from the *NJSBDC at New Jersey City University*, the business has grown.

--**Zulya Rajabova**, founder of **Silk Road Treasure Tours** in Chester NJ, opened up a boutique travel and tour business focused on her beloved Central Asia. With the assistance of the *NJSBDC of Northwest Jersey*, this small company has grown and received much acclaim in the travel community.

--**Sandra White** and her husband after researching franchises, decided to establish **PuroClean Disaster Response** located in Middlesex NJ. The *NJSBDC at Raritan Valley Community College* provided assistance and the business grew from a 5 member staff to 9 employees and sales have grown to almost \$1 million.

--**Patricia Ott, P.E.** established **MBO Engineering LLC** six years ago. The company is located in Bordentown NJ. She received assistance from the *NJSBDC at Rutgers-Camden*. Sales went up more than 50 percent (2012-2014). And overall company growth, more than 300 percent.

--**Jayesh and Manisha Mehta** own and operate **AUM Group of Companies LLC** focusing on planning and managing events, childcare, media communications and artist management. With the assistance of the *NJSBDC at Rutgers-New Brunswick* they acquired four new franchises and now have 45 employees and expanded revenues.

--**Adenah Bayoh** established **Foya Hospitality Group**, owning IHOP franchises in Paterson and Irvington NJ. As CEO and Founder, she has built a successful business model and focuses on investing in economically challenged neighborhoods with the help of **NJSBDC at Rutgers-Newark**.

--**Katarina Elder** and her husband Rob opened **The Cape May Day Spa** in Cape May, NJ with the assistance of the **NJSBDC at Stockton University**. They received a several hundred thousand dollar loan and have made their dream come true.

--**Barbara Weigand**, with the help of **NJSBDC at The College of New Jersey** has successfully started and grown her salon in Princeton, **Copper River Salon and Spa**. The salon is now thriving with 13 employees and a half million dollars in annual revenues.

--**Jose Alberto, Julio Morales** and **Louis Saia** started **PyroSense Technologies LLC** in Fairfield NJ with the assistance of **NJSBDC at William Paterson University**. Their previous employer closed leaving them and 30 other employees without jobs. The trio started their own manufacturing company producing a wide variety of sensors for all industries. They pride themselves on using American-based components. Formed in March 2014, **PyroSense** now employs 22 people, offering many jobs to those who lost their jobs when their prior employer closed its NJ facility.

#### **About America's SBDC New Jersey (NJSBDC)**

The New Jersey Small Business Development Centers network, one of the first pilot projects in the nation, has provided comprehensive services and programs for small business in New Jersey for 37 years; SBDC experts help businesses expand their operations, manage their growth, or start new ventures. Expert staff and practicing business consultants help small business owners and entrepreneurs to develop business plans, find financing, accounting and financial analysis, identify new markets, initiate marketing strategies, find procurement and international trade opportunities, learn green sustainability practices, commercialize technology and develop an E-commerce presence. This non-profit network, a federal-state-educational partnership, leverages funding from the U.S. Small Business Administration (SBA), the N.J. Business Action Center, the educational institutions that host the 12 centers as well as other private sponsorships and additional private/public grants. The NJSBDC Headquarters, located at the Rutgers Business School in Newark, NJ, oversees the network which is an accredited member of America's SBDC. Approximately 1,000 centers and satellite offices serve small businesses across the country, generating jobs and economic development throughout the nation. Visit [www.njsbdc.com](http://www.njsbdc.com).

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