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**INTERNET MARKETING WEEK SPONSORED BY AMERICA'S SMALL BUSINESS
DEVELOPMENT CENTERS – NEW JERSEY**

Intensive Coaching and Training to Assist Small Business Owners and Entrepreneurs in Pitch Competition

October 17, 2016 (Newark, NJ) – The New Jersey Small business Development Centers, America's SBDC New Jersey, is hosting a week full of intensive training and one-on-one coaching during October 17 - 20. During this period, Small Business Development Centers network Specialty E-Business Consultant and other SBDC experts as well as business Leaders (in-state and out-of-state) will be offering special advice and guidance to entrepreneurs and small business owners interested in growing their businesses. The program commences at 5 p.m. and goes through 9 p.m. each day.

The topics of examination and study include: An assessment of participants' websites; search engine optimization to maximize a company's E-Presence; ensuring a good reputation online; and Internet marketing plans and reviews. The NJSBDC network team will be presenting lecture sessions from E-Business Specialty Consultant/Director Sunny Kancharla, who will address key components in an Internet Marketing campaign; Rutgers Business Professor Arturo Osorio will provide a lecture about strategic planning in relation to Internet Marketing; Marcela Zuchovicki, a consultant for NJSBDC and owner of her own business, Jalima and Associates, will lecture about synthesizing all knowledge aspects and utilizing the information in a succinct manner for better exposure.

Towards the end of the four-day session, there will be individual mock pitches on Internet marketing plans involving participants and guest pitch experts and observers present, to contribute to the program's mission of empowering small businesses to formulate strategies to enhance their E-Business visibility and company operations. On the final day's program agenda, closing remarks will be made by NJSBDC network executives; and the actual Pitch Competition for Internet Marketing Plans by companies and business owners participating (in the week's learning activity) will take place. After the competition, the winners will be announced and there will be a closing ceremony.

“This particular program each year not only leads to good networking opportunities, but, it contributes to small business participants' knowledge of steps necessary to build their business online,” said Brenda Hopper, NJSBDC network chief executive officer and state director.

“We're incredibly grateful to our SBDC consultants and experts as well as the business leaders volunteering at this event to share their knowledge and know-how with our small business and entrepreneur participants,” added Deborah Smarth, NJSBDC network chief operating officer and associate state director.

PSE&G provided some financial support for this program. An organization called *Save Latin America* has also provided support for this event.

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



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