

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

*America's SBDC New Jersey headquarters appoints new state advisory board member small business owner Deidre McCarthy of Advanced Built Structures, Inc. who brings a wealth of experience to the small business development centers network.*

Newark, NJ ([PRWEB](#)) 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 (NJSBDC)

The New Jersey Small Business Development Centers network provides comprehensive services and programs for small business in New Jersey, helping businesses expand their operations, manage their growth, or start new ventures. Expert staff and practicing business consultants help small business owners and entrepreneurs to develop business plans, find financing, accounting and financial analysis, identify new markets, initiate marketing strategies, find procurement and international trade opportunities, 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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