



**Contact:**  
Shy Hopkins,  
Headquarters  
(973) 353-1927

## **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)**

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. 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).

###