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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 9, 2015 (Newark, NJ) – America's SBDC New Jersey, also known as the New Jersey Small Business Development Centers (NJSBDC) 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 NJSBDC 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 Kancherla; 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.

About America's SBDC New Jersey (NJSBDC)

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.

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