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**Small Businesses Left Behind
In Enacted FY 2020 Budget**



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The staff made every effort to avoid misspellings, errors and omissions. However, if you notice an error, please accept our sincere apologies and notify us. Thank you.

We gladly welcome your ideas, press releases, letters and feedback.

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America's Small Business Development Centers — New Jersey (NJSBDC)

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America's SBDC Holds 39th Annual Conference in Long Beach

SBDC Execs from around the Country Met At General Meeting to Chart Course for 2020

More than 1,300 Business Advisors, Management Consultants & Partners of National SBDC Network Engaged at National Conference

America's SBDC national program held its 39th annual national meeting and conference at the Long Beach Convention Center in California from September 3-6.

The national Board of Directors and specialized training and leadership sessions occurred Labor Day weekend prior to the week's long list of professional training events. Various certification training programs in Business Valuation, Profits Mastery, Mastery Strategy for Small Business Consultants, Growth-Wheel, and overall SBDC network leadership training were just some of the sessions held on Sunday, September 1.

Networking and Discussions

The General Meeting, held on Tuesday, September 3, provided leaders from 50 states and the American territories the opportunity to discuss important strategic organizational topics and plan for 2020. In addition, all operating centers' personnel were able to tap into an array of courses throughout the week to further bolster knowledge, strategies and new initiatives to better assist and serve

small business clients and entrepreneurs in their respective states.

America's SBDC main funding partner, the U.S.

Small Business Administration (SBA), also participated in the general national meeting. The SBA presented on various practices and processes concerning SBA requirements and reporting. Congressional appropriations are enacted each year to support this national program. New Jersey's congressional delegation has been very proactive in promoting and supporting this national program. Federal funding comes back to the states based on population and it must be matched dollar for dollar in order for state SBDCs to obtain their full federal funding level.

More than 1,300 business advisors and consultants from various state SBDCs of the national network received guidance and participated in more than 140 professional development courses and sessions fo-



cused on small business assistance services and individual topics relating to small business operations and entrepreneurship. National partners and stakeholders were on hand as well at the national conference to offer perspectives and promote new product offerings for efficiency and productivity maximization in service delivery. Some key partners included American Express, VISA and Intuit. There were also many keynote speakers at the different general luncheon sessions throughout the week.

On September 3, Moody's sponsored an evening reception for "State Stars" nominated by state SBDCs for their contributions to the overall program. In New Jersey, Elayne McClaine, regional director of NJSBDC of Rutgers-Newark, was one of the recipients.

Small Businesses Left Behind in Legislature,



State Sen. Steve Oroho listening carefully to NJSBDC's Deb Smarth explanation of small businesses' needs.



Deb Smarth, COO of NJSBDC, and Vince Vicari, regional director of NJSBDC at Ramapo College, engaged in discussions with Peter Mercer, president of Ramapo College, and Pat O'Connor, Ramapo Government Relations Director.



Senator Declan O'Scanlon speaks with Deb Smarth outside Senate chambers.

The final enacted state budget of the Legislature and Governor for fiscal year 2019-20 maintains New Jersey's low investment level in the Small Business Development Centers (NJSBDC) program. New Jersey's investment pales compared with the national average state investment in SBDCs nationally, which stands at \$1.2 million. Non-federal funding, including state investment in the SBDC program, enables state SBDC networks to meet the federal match requirement to obtain full federal SBA funding. Federal funding to SBDC networks is returned on the basis of population. Private sector funding and sponsorships are also leveraged with federal and state investments.

Last year the Legislature restored additional state funding for the NJSBDC network and the Governor enacted a budget with the additional restored funding in-tact, but, this year's budget negates the prior steps taken to result in a restored increase during FY 2018-19. The agency within the State Department from which NJSBDC is funded, proposed a budget appropriation for their agency that was \$250,000 less than the prior year's state agency line appropriation, cascading into the Governor's proposed budget for FY 2019-2020, and inevitably impacting on NJSBDC's allocation.

The Senior Leadership Team (SLT) of the New Jersey Small Business Development Centers 12-center network and the small business clients they assist indicated their disappointment in the final State Budget outcome and that progress made in the past few years on funding increases was reversed under this administration's FY 2019-20 State Budget.

"The reality is that the State Budget's effects will be felt mostly by small businesses and entrepreneurs," said **Brenda Hopper**, NJSBDC network chief executive officer and state director. "The technical assistance and services we provide are so vital to the success of our small business clients."

"The Governor indicated the enacted budget was a victory for working families and that it supports middle class priorities and invests in education," added **Deborah Smarth**, NJSBDC network chief operating officer and associate state director. "Yet, as a result of reduced state funding for small business and en-

Governor Enacted FY 2020 State Budget

entrepreneurial customized management consulting and training through NJSBDC, the level of services for small business owners — who pay their taxes and return revenues to the State Treasury — will be negatively impacted.”

“New Jersey Small Business Development Centers is truly an asset to the business community, particularly small business owners who are able to take advantage of the services that are offered without having to ‘break the bank.’ It is essential that the SBDC continue to provide these services so that small business owners can grow and prosper,” observed **Assemblyman John DiMaio**, the Assembly Republican Budget Officer.

Governor Murphy indicated that the final budget he approved helps New Jersey to better deal with a future potential economic downturn. Small business comprehensive assistance is a key to enhanced business development, maintenance and growth – espe-

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Assemblyman John DiMaio of the 23rd Legislative District, the Assembly Republican Budget Officer, was a key person on behalf of the NJSBDC at the budget hearing. “New Jersey Small Business Development Centers is truly an asset to the business community, particularly small business owners who are able to take advantage of the services that are offered,” DiMaio observed.



Lt. Gov. Sheila Oliver, center, speaks with Deb Smarth on NJSBDC state funding issues.



Assemblyman Gordon Johnson and Deb Smarth share information as Vince Vicari listens.



Bergen County Assemblyman Chris Tully engages with Vince Vicari and Deb Smarth in Assembly chambers.



Deb Smarth speaks with Joe Kelley of the Governor's Office at State House.

Assemblyman Johnson of New Jersey Says Great Time for Entrepreneurs to Start Businesses

By Ihor Dlaboha

The economy is strong in New Jersey and the Garden State is a great breeding ground for small businesses. So to help move them along, Assemblyman Gordon Johnson (D-37 Legislative District) is leading the legislative campaign to restore funding for the New Jersey Small Business Development Center to last year's level so the NJSBDC can continue to provide comprehensive advice and help to aspiring business owners.

Johnson said in an interview that one of the best places for an entrepreneur to learn how to launch a business is the New Jersey Small Business Development Center (NJSBDC), a network of 12 centers across of the state as well as 20-plus satellite locations and higher education affiliate offices. For more than 40 years this valuable network has provided cost-free comprehensive services and programs for small businesses in New Jersey as its experts assist men and women in launching or growing their companies and getting financing.

"Businessmen and women should take advantage of NJSBDC and its Bergen County location at Ramapo College. It's a great incubating resource," he said. "When you leave that nest and start your own business, you have a foundation that will help you grow."

While indicating that Trenton already does a lot to help small businesses, the assemblyman said he is currently on a campaign to increase funding for the NJSBDC.

"The business of America is

business and in New Jersey, small business is the backbone of our economy. We have to support small businesses along Main Street, New Jersey," he said, emphasizing that the legislature is ready to help business owners overcome obstacles to their activity.

With a strong business climate enveloping New Jersey, as well as the advantageous location, savvy entrepreneurs should seriously consider fulfilling their dreams of launching their own small business, believes Johnson.

Johnson explained in a recent conversation that in addition to a strong economy other factors that are contributing to his upbeat view are low unemployment and general consumer optimism.

"People are out looking to buy products and services to help them in their daily lives," elaborated the Bergen County legislator, who also serves as speaker pro tem of the New Jersey General Assembly.

Local entrepreneurs and business owners are furthermore fortunate because the regional geography is conducive to commercial endeavors. The Northeast is crisscrossed by highways and railroads, airports and seaports.

Entrepreneurs must keep in mind the economic significance of what the state offers them, he said.

"We have an educated population and workforce. Our network and infrastructure are strong. We are located across the Hudson River from the economic engine called New York City. Businesses can ship

their products from here to anywhere. This is a great location to start a small business," he described. "Furthermore, whether you like mountains in the northwest or the shore in the southeast, New Jersey is a place where you can live comfortably. There is also history, culture, theater."

However, the encouraging environment is not without challenges, he cautioned. Business owners must be prepared before they hang up an "Open for Business" sign on their doors. They should tap into all of the state's assistance programs.

"If you want to open a small business you have to make sure you know how to run a small business. You have to make sure you are educated and trained in the basic business tenet of being in the black rather than red," he cautioned. "Also, you must be confident that your product or service is viable in the area that you're in. Is there a demand for it?"

Johnson offered as an example a new shoe repair shop that he came across in Englewood, NJ, pointing out that in searching for a practical location the businessman did his homework because there are no other shops of that kind in the community.

"So there will be demand for his service as well as spinoffs into leather goods repairs," he said.

How long the good times will last is anyone's guess, Johnson observed, but he suspects that there will be sustained growth for the

Continued on page 19

America's SBDC New Jersey Facilitates & Sponsors 2019 Small Business Administration's SBIR Road Tour

*Rutgers New Brunswick was Venue for Learning
How to Tap into Funding for Technology Innovation*

The U.S. Small Business Administration's (SBA) highly successful SBIR Road Tour came to Rutgers Cook Student Center in New Brunswick on Wednesday, September 18. The New Jersey Small Business Development Centers (NJSBDC) network was a key host and sponsor as were other SBDCs in the nation.

The 2019 Small Business Innovation Research (SBIR) road tour is an SBA national outreach project that connects entrepreneurs working on advanced technologies and innovations to federal funding opportunities and support like the SBIR and Small Business Technology Transfer (STTR) programs.

The New Jersey Stop was sponsored by the New Jersey Small Business Development Centers (NJ-SBDC), EisnerAmper and McCarter & English, LLP. Other sponsors and supporting organizations included BioNJ, Rutgers University, New Jersey Business Incubation Network, New Jersey Economic Development Authority, New Jersey Innovation Institute, New Jersey Technology Council, Princeton University, TechLaunch, and Stevens Institute of Technology.

Each SBIR Road Tour stop provides participants with an opportunity to hear directly from the participating federal agency program managers that administer more than 5,000 new awards annually and to meet one-on-one with program decision makers.

The program started at 8:30 AM. It included a networking lunch and continued through 5:00 PM. Immediately following lunch (12:30 PM to 1:00 PM), **Randy Harmon**, senior consultant of **SBDC's Tech-Commercialization Program**, kicked off the seminar with introductory remarks and an overview of the program's focus. This traditionally well-attended educational event attracted science and advanced/high-technology companies and an array of expert speakers.

The morning part featured sessions about the SBIR and STTR programs that present funding opportunities for science-technology firms as well as individual agency programs, the Federal Laboratory Consortium (FLC), patents and trademarks, etc. There were also one-on-one sessions for attendees to obtain customized feedback from the experts. A panel discussion took place with program representatives concerning funding proposal writing tips and guidance on how to avoid pitfalls when formulating such proposals. The scheduled one-on-one appointments ran concurrently with the program.

Later, the attendees heard about a variety of topics from experts **Anthony Faugno**, CPA at EisnerAmper LLP – *SBIR Cost Proposals*; **Daniel Kelly**, McCarter & English, LLP – *Intellectual Property Protection*; **Judith Sheft**, NJ Innovation Institute at NJIT, **Vincent Smeraglia**, executive director of the Rutgers University's Office of Research Commercialization, **Anthony Williams**, Princeton University, and **Alan Wink**, EisnerAmper LLP – *Collaborating with New Jersey's Research Universities*; and **David Sorin**, McCarter & English, LLP – *Financing Strategies for Commercialization*.

"The New Jersey Stop on the SBIR Road Tour is just one aspect of the services that the NJSBDC offers small businesses in the Garden State. The unique aspect here is that the focus is on all important

- **NJSBDC network Tech-Commercialization Specialty Program's sci-tech client, IN VITRO DIAGNOSTIC SOLUTIONS (Rob Harper, President)**, located in Mt. Laurel, NJ, develops, manufactures and markets innovative Point-of-Care diagnostic devices for rare metabolic diseases. With the help of the NJSBDC Technology-Commercialization Specialty Program, the company was initially awarded four SBIR grants totaling more than \$850,000 in research and development funding. SBDC also assisted the firm and in April the company received notice of an SBIR Phase II proposal award for \$1.4 million. Once completed and validated, this test system will help support the World Health Organization's efforts to finally eradicate malaria.

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SBDC Business Leaders across the Nation Are Recognized at Annual Conference

NJSBDC Regional Director at Rutgers-New Brunswick Receives “State Star” Award

America’s SBDC “State Star” award was presented to Regional Center Director **Elayne P. McClaine** of NJSBDC at Rutgers-New Brunswick during the annual America’s SBDC national conference in Washington, D.C. (September 3-6).

At a special reception, the recipients from SBDCs across the nation were recognized at the 39th annual national conference being held at the Long Beach Convention Center in Long Beach, CA.

Each of the 50 state SBDC networks nominates their staff members who have contributed to the success of entrepreneurs and small businesses as well as efforts on behalf of their respective statewide SBDCs.

McClaine was recognized from New Jersey’s SBDC (America’s SBDC New Jersey).

“We appreciate Elayne McClaine’s passion and drive in assisting small business owners and entrepreneurs who seek help with their business operations,” said Brenda Hopper, NJSBDC network chief executive officer and state director. “Small business owners in the Center’s Middlesex County service region receive quality services and assistance on diverse business issues through Elayne’s efforts and leadership.”

“Elayne McClaine contributes greatly to the statewide Small Business Development Centers program,” said Deborah Smarth,

NJSBDC network chief operating officer and associate state director. “Her commitment to small business development and growth is very visible and so much appreciated by her small business clients and our network.”

“I am honored to receive this recognition,” said Elayne McClaine, regional director of the NJSBDC at Rutgers-New Brunswick. “Offering guidance and advice to our small business clients to help them succeed is a privilege and I’m glad to play such a role in helping them gain success.”

Since 2005 Elayne McClaine has worked for the New Jersey Small Business Development Centers program. She has extensive experience as a licensed Business Broker organizing the sales, purchase and valuation of small to mid-sized businesses. She is a Contributing Author and Industry Expert for several publications.

McClaine has assisted businesses in many ways including repositioning businesses for further expansion. As CEO of ESME Market Specialists, she developed a Management Consulting practice focus-



“Offering guidance and advice to our small business clients to help them succeed is a privilege and I’m glad to play such a role in helping them gain success.” — Elayne P. McClaine

ing on marketing communications, business and economic development, business valuation and strategic planning. She was awarded two U.S. Patents, receiving recognition from the American Academy of Dermatologists for marketing leadership. In 2016, she received the Odyssey International Small Business Excellence Award. Ms. McClaine has an MBA in Finance from Regis University and a BA in Economics from Fordham University. She holds a NASBITE Certification as a Global Business Professional (CGBP).

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In Memoriam – Senator Anthony R. Bucco

Sen. Anthony R. Bucco, who represented District 25 (Morris County), passed away on September 16, 2019. He served in different elected positions for more than 40 years from a member of the Boonton governing body to Mayor, Morris County Freeholder, member of the New Jersey General Assembly, and State Senator, serving under several gubernatorial administrations.

Senator Bucco worked hard on an array of public policy issues that affected people's lives and was respected on both sides of the political aisle. He worked collaboratively on a bi-partisan basis to reap positive benefits for people. He had a special passion for entrepreneurship and small businesses. That passion emanated from the fact that he himself was a business owner, understanding the challenges of running a business. Bucco was president of Baker Titan Adhesives, a manufacturing company in Paterson.

In addition to being a voice for good causes in the Legislature, he served as a volunteer and board member for many non-profit organizations. Bucco was a deep man of faith who attended Mass every morning before beginning his day.

"Senator Bucco ("Tony") was one of our greatest advocates and a great human being. I will miss him immensely at the State House on my advocacy rounds

there. Our network owes him our gratitude as he was always there for us and as Senate Minority Budget Officer was primarily responsible for assisting in the restoration of state funding during the Christie administration and subsequently in collaboration with the Senate Budget

Committee Chairman and other key members," observed Deborah K. Smarth, NJSBDC network Chief Operating Officer and Associate State Director. "He was there to take my calls, met with me on short notice, and when he could offer important information, he always shared his vantage points."

Despite having many great advocates in the Legislature over the years, Smarth noted that "he was one of a kind. We will surely miss him and all his good deeds."

The NJSBDC network extends its sympathy to Senator Bucco's widow, Helen, his son Assemblyman Anthony M. Bucco, and the entire Bucco family.

The Senator was remembered in a special memorial service scheduled for October 6 at Morris County College in Randolph, NJ. Senate Republican Leader Tom Kean, Jr., and Senate President Steve Sweeney addressed the audience about the special attributes of Tony Bucco emphasizing that his word could be taken to the bank. Former Governor Chris Christie addressed the audience by video as he was out of state, paying high tributes to the Senator.



Sen. Anthony R. Bucco



Auditorium for Sen. Bucco's memorial service was filled to capacity.

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17th Annual Small Business Growth Awards

Luncheon Scheduled for December 13

Small Biz Clients of NJSBDC from around the State Will Be Recognized for Their Success

The New Jersey Small Business Development Centers' popular annual Small Business Growth Awards Luncheon is scheduled for Friday, December 13, at the Forsgate Country Club in Monroe Township, NJ.

The nominated successful small business clients from around the state will be recognized for their business achievements at this gala event.

As in past years, **Bank of America**, a major annual financial sponsor of NJSBDC, Platinum event sponsor **PSEG**, and Gold event Sponsor **PNC Bank** will once again be on hand at this affair. **New Jersey Business** magazine is an in-kind media sponsor.

"We honor the successful clients of our network who have persevered and reached great strides in the business world," said Brenda Hopper, NJSBDC network chief executive officer and state director. "We welcome and recognize their achievements and growth."

"The success of our network's clients enables us to close out the year on a high note," added Deborah Smarth, NJSBDC network chief operating officer and associate state director. "Our SBDC experts assist our

clients to reach their dreams and we celebrate our clients' success."

The 12 centers' business experts provide comprehensive assistance, guidance, management consulting and training for thousands of small business owners that tap the program annually.

Annually, the awards luncheon attracts more than 300 individuals including leaders from higher education institutions that are hosts of regional SBDCs, members of the Legislature, business membership and economic development organizations as well as our funding partners. State Legislators, who are strong advocates, are also invited to participate at this event.

"State legislators' participation at this event means a great deal to our small business clients and our entire network," Smarth said.

Event sponsorship discounts and tickets are extended for a short period of time through October 21. Take advantage now. Information concerning tickets, sponsorships, and available discounts, etc. is available at www.njsbdc.com/success.

America's SBDC New Jersey ...

Continued from page 9

science and technology firms," observed **Brenda Hopper**, chief executive officer and state director of the New Jersey Small Business Development Centers. "Our specialized services in this important area help businesses reach success."

"Through a competitive awards-based program, SBIR gives small science-technology businesses in New Jersey the opportunity to explore their technological potential and provides the incentive to profit from its commercialization," commented **Deborah K. Smarth**, chief operating officer and associate state director of the New Jersey

Small Business Development Centers. "Over the years, NJSBDC's assistance has facilitated millions of dollars in grant awards to New Jersey-based firms and entrepreneurs that bring their technology innovations to the marketplace."

Randy Harmon, senior consultant of NJSBDC's Tech-Commercialization Program, said "Science and technology entrepreneurs participated in a rare event to learn directly from and engage one-on-one with program decision makers."

Also known as America's Seed Fund, SBIR/STTR provide more than \$3 billion in funding to small businesses each year in many technolo-

gy areas. The programs are considered by many to be the best source of early stage risk capital to develop a promising new technology and can help small businesses find equity financing.

In the course of four years, in two competitive phases, small R&D businesses can receive up to \$1,725,000. There are no loans to be repaid, no equity is given away and the small business maintains control of the intellectual property. However, the research must be in an area that is important to the participating federal government R&D agencies or solves one of their science and technology problems.

What If My Business is Art or Writing?

By Carol Waties

The desire for independence and freedom is sometimes greater when you are aware of your creative talents. Entrepreneurship is about changing a future, your future. The principles discussed regarding small business ownership work if the desire for entrepreneurship is traditional or creative. As an artist or someone in the entertainment industry, entrepreneurship allows the opportunity to be your own boss, realizing financial independence, enjoying creative freedom, and empowering you to fully use your skills and knowledge to create your own quality work environment. Technological advances have made it possible for artist-entrepreneurs to enjoy unparalleled success. Digital technology and the Internet have allowed musicians, writers, filmmakers, comic book creators, visual artists, singers, comedians and other artists to create awareness of themselves and their products.

Focus on Artist-Entrepreneurs

Artist-entrepreneurs, like anyone considering becoming an entrepreneur, need to set goals and career objectives. Catapulting yourself into an industry that celebrates its highs and disparages its lows requires careful planning. As with any other business owner, a detailed and carefully executed business plan is essential. Research is required on the particular industry (and sub-category) to determine trends and forecast. As you write your plan consider your skills, experience, and whether you can create a specialty product or enhance a



niche market. Know your target market, ideal customer, their needs, interest and wants. What differentiates you from others in your genre? Why will consumers want to purchase your product? Will your population demographic support your venture or is relocation required?

As an artist or entertainer, you are cognizant of your strengths, passionate about a genre, and desirous of taking charge of your life and destiny. You are motivated, organized, hard-working, responsible, daring, innovative, confident, persistent and resourceful. While your talent may have been natural, you had to refine and develop it. Use these skills and energy to build and possess business savvy.

Like other entrepreneurs and successful business owners, you can start your business on a part-time basis. Creating a timeline with tangible milestones is a method that can harness your energy and initiative while reinforcing your

plans and achievements. Beginning your new career on a deliberate and controlled basis and schedule can reap benefits. First, you can define and refine your product or service. Second, you have the ability to pursue your dream fully aware of the conditions of the existing market, while creating new markets and audiences. Third, you can use this new opportunity to supplement your income without sacrificing benefits you may be receiving from the business/professional/corporate world (e.g. health insurance, sick days, vacation days, etc.). Fourth, you can determine profitability of your venture and the soundness of future economic decisions. Fifth, you can learn new, practical skills, which can assist in other employment prospects. Finally, you have the opportunity to learn if this is a business venture you want to undertake on a full-time basis.

Planning for your business, any business, is a continual process. A deliberate, sustained, proactive approach benefits you and your venture. As you embrace change and challenge to grow the life and business you want and deserve, contact the NJSBDC for assistance.

Carol Waties is the regional director of the NJSBDC at Stockton University, holding a law degree from Widener University Delaware Law School with many years of experience working with business owners in an array of capacities and for diverse needs, including the legal aspects of organizing a business.

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Brenda's Letter



New Jersey Small Business Community Continues to Grow



I am proud to announce that America's SBDC – New Jersey had a successful 2019 so far! The New Jersey small business community continues to grow thanks to the strength of our time-honored businesses, the development of hi-tech labs, community engagement and a growing diverse population.

For the first half of 2019, 12 Regional Centers counseled and trained more than 6,800 small business owners and individuals, delivering some 7,000 total counseling hours.

During the first six months of 2019, the NJSBDC network helped its clients obtain approximately \$50 million in financing. During the same time period, NJSBDC clients saved and created more than 15,000 jobs.

NJSBDC staff attended the 39th Annual America's SBDC Conference held on September 3-6, 2019, in Long Beach, CA. The theme of this year's conference was "Exchange & Experience." The attendees exchanged their knowledge, skills and experiences within an enormous world of small business via tradeshow exhibitors, the latest information on products and services, as well as networking with colleagues from around the country that can ensure the success of their small business clients.

Our regional directors and professional staff brought back from the Conference valuable information and a wealth of shared best practices. These exchanges and experiences will help us to develop new programs and services and to adequately address today's small business needs and incorporate this shared knowledge into the work of our unique New Jersey economy, small businesses and their clients.

As always, we appreciate the support of our clients, stakeholders, partners, advisors, academic sponsors, and staff. Thank you for your continued support of our program! We look forward to many more years of providing no-cost, professional business advice to entrepreneurs and small business owners throughout New Jersey!

Brenda B. Hopper is the Chief Executive Officer and State Director of America's Small Business Development Centers — New Jersey Network

TheBottomLine

Small Business Assistance and Entrepreneurship Should be Front and Center

By Deborah K. Smarth

The Governor has continually talked about how small business is so important to the State and that entrepreneurship, technology innovation, etc. are the key to New Jersey's future. Yet, this enacted State Budget didn't entirely reach that worthy objective.

The Small Business Development Centers, America's SBDC New Jersey, has been around for 41 years – with more than half of them – as an official partner of the State. SBDC is not just another “partner.” As part of a national network of SBDCs, the national program returns dollars to each state's SBDC based on population; it has strong support in Congress through annual appropriations and private sector support as well as state government investment to match federal Small Business Administration funding in order to drawdown a state's SBDC fair share; it has wide infrastructure and intellectual capacity as it is required to be hosted by higher education institutions, leveraging faculty/student collaborations with small business clients and receiving in-kind/indirect support (e.g. offices, etc.). New Jersey's 12 regional SBDC offices serve small business owners and entrepreneurs in all 21 counties. Thousands of businesses are assisted each year resulting in new and retained jobs, increased sales, returned business taxes and sales tax revenues to New Jersey's Treasury. In fact, according to national data, small businesses assisted under this program had an average 14.8% rate of job growth as compared to the national average of 1.8% for businesses not receiving SBDC assistance.

Unfortunately, the gains made in NJSBDC's funding level in the parting acts of Governor Christie and Lt. Governor Guadagno (as head of the New Jersey State Department) – with the leadership and assistance of Democrats and Republicans in the Legislature – which doubled funding to where it was many, many years ago was sustained for only a short time under the new Murphy administration.

The state budget (enacted Appropriations Act) should have treated small business owners and entrepreneurs a lot better. After all, when small businesses grow, so too do new and saved jobs, company sales revenues, state business tax revenues, etc. The economy is supported all the way around!

While the SBDC's funding is down for now, the NJSBDC network is hoping that the Governor and Legislature will collaborate to find stable funding somewhere in that \$38-plus billion state budget so it can be appropriately utilized for such impactful resources. Change should be on the horizon and **Small Businesses AND Entrepreneurs** shouldn't be left behind anymore.



Deb Smarth

Deborah K. Smarth is Chief Operating Officer and Associate State Director of the New Jersey Small Business Development Centers Network

NJSBDC Centers Invite Legislators to Special Events



Regional Directors of NJSBDC invite state legislators to special training events, promoting the assistance of SBDC and small business' contributions to the state economy.

(TOP LEFT) Bob Palumbo (right), Regional Director, NJSBDC at Rutgers School of Business-Camden, with Congressman Donald Norcross (1st Congressional District)

(ABOVE) Carol Waties (left), Stockton University SBDC Regional Director, and Bob Palumbo (right) with Assembly Majority Leader Louis Greenwald (6th Legislative District) .

(LEFT) Bob Palumbo (right) with Senator Troy Singleton, Burlington County (7th Legislative District).

Assemblyman Johnson of New Jersey ...

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next three years. However, entrepreneurs should not fret.

"Small businesses are fortunate to be able to withstand economic downturns because people still need to have their personal and domestic needs met and small businesses meet those needs," he said.

Small businesses in New Jersey come in all sizes and shapes – traditional, young and old, women-owned, professional, food and hos-

pitality, veterans and non-veterans, manufacturers, and immigrants – and Trenton is committed to helping them survive and thrive.

Many state legislators have supported the NJSBDC's funding restorations and increases over the past 14 years. With the change in gubernatorial administrations and other factors, there has been stable funding, increases, and decreases at different junctures. "The New Jersey Small Business Development

Centers provide immense value for the state funding they receive. Unfortunately, we were not able to increase their appropriation in the budget this year. But, I will certainly be advocating for more funding next year," he said.

(Note: This interview was conducted prior to the enactment of FY 2019-2020 Appropriations Act, but, was supplemented with comment following the State Budget's approval into law.)

Hiring Veterans is Good For Your Business

By Oksana Dlaboha

If you are a small business owner looking for hard-working, motivated, responsible and disciplined employees, I have a solution – hire veterans. Many Americans who are outside of the military life are unacquainted with the excellent experiences and valuable skills that military personnel obtain while they are in service. Don't mistakenly think that the skills that veterans possess are not transferable outside of the military world. It's not true. Hiring veterans is not only a good idea, but, it's a wonderful business-building idea.

Every company needs an employee that can hit the ground running and veterans, because of their verified experiences in the military, are valued contributors from the first day of employment. Military people know the meaning of hard work and they think quickly. Veterans will get the job done because they know what it means to have something that needs to be done and they are trained to respect the logic of what's important.

Do you need a disciplined team player? Military veterans are vital

team players as this concept is embedded in them from the first moment they enter service. They are comfortable with naturally thinking about what is best for their team. Veterans' work ethic is unmatched as every military person knows that their life and success depends on their team buddies. As a result, the work ethic of veterans is very strong and would also influence other employees.

Veterans are ready to Respond

Are you looking for a person with leadership experience? If you'd like to foster in-house talent and hire genuine leadership candidates, veterans are a natural fit. Veterans have been trained to be good followers and they have been trained to be leaders. They are ready to take on leadership responsibilities. Military people have to be ready and able to make rapid decisions in the blink of an eye in uncertain situations – these are essential skills for many businesses.

Does your business require someone who has the proven ability to learn new skills and concepts? Veterans are first in line for

this as they possess these abilities and skills and can improve your company's productivity and efficiency.

Many businesses have in their vacancy announcement this request: "Must be well-organized and be able to perform under pressure." If you have a job description for a new employee with this line – veterans are perfect for these positions. They understand the concept of tight schedules and limited assets; they know how to determine priorities on time, and under incredible stress. Military personnel are trained and expected to be able to perform under pressure and deadlines.

Every employer dreams to have people that work for the company to have this characteristic – honesty. Just remember that many military people possess confirmed integrity and sometimes – even security clearances. Take advantage of it – integrity translates into qualities of honesty and reliability. Statistics show that more than 90 percent of the military has had broad background checks for various levels of security clearanc-

es. When you hire a veteran, he or she most likely will not become a risk to your company.

Today our society is looking for diversity and inclusion and your company should do the same. It's important to have diversity but it's even more important to have inclusion, otherwise your employees will not feel good in your company. In order to fulfill their assignments, veterans have learned to work side-by-side with people of different races, geographic origins, ethnic backgrounds, genders, economic status, religions as well as physical or mental conditions. Their ability to cooperate with many different types of individuals is precious.

Technology is vital today. It is a "must" category. Veterans know technology. More often than not they know technical trends applicable to business and industry, and they are trained to understand the industrial procedures. As a result, military personnel can bring to your company industrial trends to keep your business up-to-date on those trends and help your business succeed.

Worried about safety in your company? Hire a veteran. Safety is the most important concern for all businesses and if your business

must hold on to strict health and safety standards, hiring a veteran will save you time and energy in training. Due to their wide-range training, veterans take health and safety protocols extremely seriously – both for themselves and the well-being of others. Following rules and regulations has become second character to veterans, and they easily adapt to and become highly aware of any dangers in their new environment.

Goal-Oriented Employees

Your company certainly needs employees that are goal oriented. Not every profession pays attention to the goal conclusion – but one that does is the military. Servicemen and women are taught that a goal is nothing else but a mission accomplishment, and military personnel are trained to implement teamwork, collaboration and personal growth in order to achieve their goals. By hiring veterans, you are hiring goal-oriented personnel for your company. Additionally, veterans pay attention to details. They were experts in the importance of paying attention to detail, a quality that can be hard to find in the civilian world. It can pay big dividends for your business that

needs people who are detail-oriented. Also remember that veterans don't give up. Military personnel are educated to be persistent in achieving their goals, and they can help your team show more initiative in order to overcome monumental problems.

Your company would definitely enjoy the benefits of hiring employees who take responsibility seriously. From day one, military personnel are skilled to take their jobs exceptionally seriously. They know the cost of foolish mistakes or terrible choices. Veterans have been trained to understand every single piece of information they can find before making a snap decision, and so they can usually be relied upon to make the best option offered at any given time. Veterans will naturally bring that desirable level of accuracy into the workplace of your company.

As you see, hiring veterans is a very good thing for your business. You, as a small business owner, just need to educate yourself about the military culture. Read veterans' resumes, ask more questions about their skills, show a real interest in their military experiences and listen to your gut. I am sure, in most cases, you will interview highly skilled and experienced veterans who could easily transfer their knowledge, talents and abilities to be outstanding employees for your company. Good luck!

Oksana Dlaboha is an HR specialist and owner of "HRTieBreaker." Her passion is providing HR solutions for small businesses. Previously, she worked at the United Nations Department of Peacekeeping Operations in the HR Section.

Small Businesses Left Behind ...

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cially in economic recessions and downturns. National data shows that small businesses receiving SBDC assistance experience greater growth. With the potential for another economic downturn, investing in this type of program can only help.

"NJSBDC's legislative advocacy efforts have resulted in increases and restorations seven times over the past 14 years. This year was an exception unfortunately," said Smarth. "Finding a new source of stable state partnership funding seems like an opportunity for the future to prevent erratic fluctuations for small business assistance and services."



REGIONS IN THE NEWS



• **NJSBDC at Kean University** convened a **Meet the Lenders session** on campus on July 23. This program provided small business owners and entrepreneurs with the opportunity to meet one-on-one with SBA's lenders to discuss the availability of SBA guaranteed loans by their institutions. The participants learned firsthand what lenders look for in a winning loan proposal, how to increase the likelihood of getting a loan and how to get through the loan application process.

• **NJSBDC of Northwest Jersey** (NW-NJSBDC) in Washington, NJ, has been busy educating its small business clients. It held a session on how to prepare a business plan on October 8. Then it organized a session on **Quick Books** on Thursday, October 10, 6-9 p.m. at the Sussex County Community College in Newton, NJ. The center scheduled a session on creating **Marketing Strategies** on October 15. All sessions were held at the Sussex County Community College in Newton, NJ.

Northwest NJSBDC (NW-NJSBDC) in Washington, NJ, will hold a session on the **Magic of Being Priced Right** on Tuesday, November 5, 9 a.m.-12 noon at the Sussex County Community College in Newton, NJ. Tickets are \$50.

• The **NJSBDC at Ramapo College** and **NJSBDC's International Trade Specialty Program** sponsored an interesting and timely session, "**Demystifying International Trade**," on June 26. Roger S. Cohen, NJSBDC specialty consultant, explained to the attendees how to get started and how to expand overseas commerce through exporting.

NJSBDC at Ramapo College and the **Business Partner Network** held a fun and engaging night of business networking at the Cheeseburger in Paradise Bar & Grill at the Plaza at Harmon Meadow in Secaucus, NJ, on July 31. **Ramapo's NJSBDC** clients and stakeholders engaged on business matters. In addition, this was a fundraising event for the Regional Center.

With high rankings and financial support from the Greater Bergen County Credit Union, **Ramapo's NJSBDC** continues to provide special group counseling for minority-owned small business owners and entrepreneurs on an ongoing basis. The events were well attended.

NJSBDC at Ramapo was invited to present at the September 28 **Bergen County Child Care Conference 2019**, focused on "*best practices for small business in the changing landscape of Childcare in New Jersey.*"

The Center's Regional Director, Vincent Vicari, presented at the conference held in Teterboro, NJ. State Legislators, Bergen County Executive James Tedesco III, and members of the Board of Freeholders attended the event. Julie O'Brien, the director of Bergen County's Human Services Department (Office of Children), stated that the Ramapo SBDC's presentation "sparked a new level of enthusiasm for these business professionals who are working hard to improve their business practices." O'Brien also noted that now that the small childcare centers and business managers know of SBDC services, "I'm certain they will be reaching out to use the services" of the SBDC.

• **NJSBDC at Rutgers-Newark** was the venue for a **Cybersecurity for Small Businesses Workshop** on Saturday, July 13. The Cyber Security Program went beyond intrusion detection and reactive remediation. It provided insights on how to prevent cyber criminals from compromising the integrity of your business critical assets and information on a daily basis. The program also provided a number of best practices and helpful tips to educate end-users who access your company's information systems.

NJSBDC at Rutgers - Newark presented a session titled **Women Entrepreneurs' Network** (WEN) Business Breakfast on Thursday, July 25. The Women Entrepreneurs' Network (WEN) Business Breakfast series is a NJSBDC at Rutgers-Newark program that started in 2005 and was designed for women entrepreneurs to give them a special place and space to hear empowering stories of how other women have succeeded in their business and careers.

• The City of Atlantic City **Economic Development Authority** and the **Greater Atlantic City Chamber** in cooperation with the **NJSBDC at Stockton** hosted on July 9 a free small business workshop for entrepreneurs who want to start or buy a business; and provide guidance for business owners who want to grow their market share. The workshop featured a number of organizations that provided guidance on how to register a business with the state, financial resources to help your business grow, technical assistance, and other helpful resources.



Contact the NJSBDC

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<p>NJSBDC at Raritan Valley Community College (Hunterdon and Somerset Counties) Workforce Training Center, 118 Lamington Rd. Branchburg, NJ 08876 Regional Director: Bill Harnden 908-526-1200 ext. 8516</p>	<p>NJSBDC at William Paterson University NJSBDC (Passaic County) 131 Ellison Street Paterson, NJ 07505 Regional Director: Kate Muldoon 973-321-1378</p>



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