



**SMALL BUSINESS
RECOVERY MODE**

We're Here to Help

NJSBDC Cares Act Webinar Summary

- **Topic Overview**
- **Presenter Biography**
- **Preliminary Schedule**
- **NJSBDC Network Contact Info**

AMERICA'S SBDC NEW JERSEY (NJSBDC)
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Disclaimer:

America's SBDC New Jersey (NJSBDC) network is a statewide service program funded in part through cooperative agreements with the U.S. Small Business Administration (SBA), additional support from the New Jersey Business Action Center (BAC), as well as other private sector sponsorships and private/ public grants. The SBA's funding is not an endorsement of any products, opinions or services. The NJSBDC is an Accredited Member of the national America's Small Business Development Centers network.

Table of Contents:

Webinar Topic		Page #
A	Return to Work: Health & Safety Issues	2
B	Continuity Planning for Sudden Disasters	3
C	E-Commerce for Small Business Growth	4
D1	Operations Continuity through Remote Management	5
D2	Creating an Exceptional Customer Experience	6
E	Business Response and Recovery Training for Small Business Owners	7
F	Protecting your Intellectual Property	8
G	Responding to Cyber Security Threats	9
J	Credit Restoration & How to Sustain It	10
K	Debt Restructuring and Bankruptcy	11
	NJSBDC – Background and Regions	12

Webinar Topic: Return to Work: Health & Safety Issues

A two-part series— This first webinar will focus on how small businesses can protect their workplaces, employees and customers against potential health and safety threats, including the prevention of the transmission of COVID-19 and other communicable diseases. The main part of the training will address key issues that small businesses must address before opening their business. Small businesses should develop a COVID-19 Return to Work plan that addresses a range of issues. These include:

- COVID-19 Exposure Control Plan
- Measures to Maintain Social Distancing
- Engineering Controls
- Work Practices
- Enhanced Cleaning and Disinfection
- Personal Protective Equipment (PPE) and Respiratory Protection
- Sick Leave, Symptom Screening, and Employee Health
- Exposures and Case Reporting
- Measures to Protect Employee Mental Health and Physical Well-Being

Part 2 of this series focuses on Business Resiliency Training. This webinar will provide information about continuing to incorporate safety and health concerns for workers and customers in their core business operations. The focus will be on developing disaster response plans and business continuity plans during disasters, including infectious disease outbreaks.

The content will review the current COVID-19 situation in New Jersey, guidance/requirements from NJ State and public health officials, worker protection issues, and contextualize the current situation with small business needs.

Small business owners will be included as panelists during this webinar, so that other small business owners can ask and learn from those who are or have dealt with issues.

➤ **Presenter:**

- Mitchel Rosen, Ph.D., Rutgers School of Public Health, Center for Public Health Workforce Development (CPHWD)
 - The CPHWD has over forty years of experience administering occupational safety and health research, education, and training programs. It has significant experience developing training programs for disaster response and emergency preparedness activities. Dr. Rosen, director of the CPHWD, has over 30 years of experience in developing occupational safety and health and disaster preparedness programs.
 - The CPHWD will utilize best practices documents from CDC, NIEHS, OSHA, State, and other agencies in the development of return to work training programs. NJ State Guidance will be incorporated into the training as procedures for businesses re-open are expanded.

➤ **Schedule:**

- **September 30, 2020 – 1:00pm**
- **October 2020**
- **November 2020**
- **Jan-Sept 2021**

Webinar Topic: Continuity Planning for Sudden Disasters

Understanding and preparing for the potential effects of sudden natural or manmade disasters on small business supply chains, operations, finances, payrolls, distribution, and sale of products. There will be three webinar categories: Recovery, Resiliency and Reinvention.

Recovery: The fundamentals of business continuity, as related to crisis communication, the activation of recovery strategies to help with recovery, i.e., the ability for the organization to quickly and effectively restore their core operations. The proposed list of webinars is below:

- Differentiating between core, essential and non-essential functions.
- Identifying and establishing recovery time objectives (RTOs) and recovery point objectives (RPOs) for each business function.
- How to conduct a business impact analysis (BIA).
- Validating and continuous monitoring of business continuity and risk management by suppliers and upstream partners in the supply chain.

Resiliency: The ability of a firm to quickly adapt to situations after a disruption while simultaneously maintaining other important aspects of their business, particularly the safety of their employees. The proposed list of webinars is:

- Developing a continuity strategy for the short and long term.
- Identifying risks and developing a business impact analysis for resiliency enhancement
- Auditing, maintaining, and exercising the business continuity and resiliency plans.
- Testing your business continuity and crisis management plans – Table-top exercises.

Reinvention: Critical after a significant change in the business environment. For many small businesses, the post-COVID environment is much different than the past and is likely to stay that way. The proposed list of webinars is:

- The role of creativity and innovation in managing risk and business reinvention.
- How learning from failure allows for leapfrogging the competition.
- “No crisis should go to waste” A discussion on come-backs in business history and how they reinvented their operations for success.

➤ **Presenter:**

- Arash Azadegan, PhD, Associate Professor at Rutgers Business School and the Director of Supply Chain Disruption Research Laboratory
- His research focuses on supply chain disruptions, and the effect of inter-organizational response and recovery effort to mitigate them. Specific to disasters and humanitarian supply chains, Dr. Azadegan has several ongoing projects on response and recovery from disasters in the United States (e.g., hurricanes) and how collaboration among NGOs and governmental entities can be strengthened. Dr. Azadegan has ongoing experiment-based research projects on the role of organizational, leadership and supply chain resilience in the face of natural and man-made disruptions in general and humanitarian supply chains in particular.

➤ **Schedule:**

- TBD

Webinar Topic: E-Commerce for Small Business Growth

How to develop robust web integration, online sales and marketing, cybersecurity for small businesses, online distribution, and delivery services for small businesses. The webinar will be delivered in two versions: One for B2B businesses and one for B2C businesses.

The structure for both B2B and B2C webinar versions will be:

Session 1: The Basics (1 Hour)

Session 2: The Strategy (2 Hours)

Session 3: The Plan (2 Hours)

Session 4: The Metrics (2 Hours)

➤ **Presenter:**

- **Tim Peter, Rutgers Business School Executive Education**

➤ **Schedule:**

B2B Schedule	B2B Schedule
November 2020	October 2020
January 2021	December 2020
March 2021	February 2021
May 2021	April 2021
July 2021	June 2021
September 2021	August 2021

Webinar Topic: Operations Continuity through Remote Management

How small businesses can develop and execute Continuity of Operations through planning, telework and remote management during periods of interrupted business service. There will be two categories: Recovery and Resiliency.

Recovery: When a business is disrupted, this can result in significant financial hardships that may be detrimental to an organization. In order to restore operations, firms must develop and implement a recovery strategy that enables them to operate at a minimum level. The content of this webinar will include:

- Remote working solutions
- Identifying and prioritizing essential business functions
- Emergency relocation
- Emergency communications and notification
- Supplier relations

Resiliency: Business resilience is the ability of a firm to quickly adapt to disruptions while simultaneously maintaining continuity of business operations, prioritizing safety of people, and safeguarding assets and overall brand integrity. Business resilience goes a step beyond recovery by offering post-disaster strategies to avoid costly downtime, closing the gap on key vulnerabilities, while maintaining business operations in the face of additional disasters. The content of this webinar will include:

- Business flexibility and agility
- Disruption anticipation
- Digital and analytics-driven productivity improvements

➤ **Presenter:**

- Mark Rodgers, Ph.D., Assistant Professor at the Rutgers Business School in the Department of Supply Chain Management.
- Dr. Rodgers currently teaches Demand Planning. His research interests include simulation-based optimization, quantitative methods to assess the impact of supply chain disruptions and risk on operational performance, and energy systems planning.

➤ **Schedule:**

Theme	Webinar Title	Date
Business Recovery	Remote Working Solutions	1/28/2021
	Identifying and Prioritizing Essential Business Functions	2/12/2021
	Emergency Relocation	3/5/2021
	Emergency Communications and Notification	3/26/2021
	Supplier Relations	4/9/2021
Business Resiliency	Business Flexibility and Agility	5/7/2021
	Disruption Anticipation	6/4/2021
	Digital and Analytics-Driven Productivity Improvements	6/25/2021

Webinar Topic: Creating an Exceptional Customer Experience

This webinar will focus on how small businesses can develop and execute Continuity of customer service practices to sustain business activities during periods of interrupted business service. There will be two webinar versions: one for Service Industry audience and one for Product/Manufacturing. For each version there will be 3 webinar sessions for a total of 7 hours.

The structure for both Service Industry and Product/Manufacturing webinar versions will be:

Session 1: The Basics (2.5 Hours) Mondays PM

Session 2: The Plan (2.5 Hours) TBD PM

Session 4: The Metrics (2 Hours) TBD PM

➤ **Presenter:**

- **Tim Peter, Rutgers Business School Executive Education**

➤ **Schedule:**

Service Industry Schedule	Product/Manufacturing Schedule
October 2020	December 2020
November 2021	January 2021
April 2021	May 2021
August 2021	

Webinar Topic: Business Response and Recovery Training for Small Business Owners

Using survey insights and review of small business activities in other regions, the Heldrich Center will provide recommendations on how NJ businesses are using remote work in response to public health and economic challenges. Examples will be identified from within NJ and other regions, including how these strategies respond to Federal, State, and local public health regulations.

➤ **Presenter:**

- The John J. Heldrich Center for Workforce Development at Rutgers University's Bloustein School of Planning and Public Policy

➤ **Schedule:**

- November 2020
- March 2021
- June 2021
- September 2021

Webinar Topic: Protecting your Intellectual Property

How to protect small business intellectual property. Existing businesses would benefit from a review of intellectual property protections as they update their original or new business plans (which may not already address trademarks for example) and new businesses would certainly need guidance on intellectual property so that they are properly protected (with patents for example).

Webinar topics will include:

- An overview of Patents, Trademarks, Copyrights, and Trade Secrets
- The protection and monetization aspects of each
- The major differences between them
- The subcategories of each
- Consideration in the development of a trademark
- Research on existing trademarks
- Considerations in preparing a patent application
- Research on existing patents
- Examples, cases, and opinions

➤ **Presenter:**

- **Michael Malyar, Esq.**

➤ **Schedule:**

- **October 2020**
- **November 2020**
- **February 2021**
- **May 2021**
- **September 2021**

Webinar Topic: Responding to Cyber Security Threats

The risks and mitigation of cyber threats in online commerce, remote customer service or telework practices by providing small businesses and entrepreneurs with a series of online and in-person cyber-security awareness training cohorts.

This Cybersecurity Program will go beyond intrusion detection and reactive remediation. It will provide insight on how to implement cost-effective measures designed to prevent cyber criminals from compromising the integrity of business-critical assets and information on a daily basis. The webinar also covers written policies and procedures to develop, maintain and enforce both internally and publicly on the business' website. Topics will also include federal and state laws that impact business operations and the business data typically collected and stored. Finally, this webinar will cover contractual obligations that clients may impose, and what business owners should expect and seek from vendors.

The webinar also provides a number of best practices and helpful tips to educate end-users who access business' information systems. This webinar content will focus on the "Recovery" and "Resiliency" phases of the SBDC framework.

The following topics will be delivered as distinct webinar sessions:

- Cybersecurity Overview for B2B businesses
- Cybersecurity Overview for B2C businesses
- Cybersecurity Deep Dive for B2B businesses
- Cybersecurity Deep Dive for B2C businesses
- Overview of Cybersecurity and Privacy Laws Impacting, and Best Practices for B2B/B2C Financial Services Firms
- Overview of HIPAA for B2C Covered Entities
- Cybersecurity Perspectives for Your Website
- Remote Workforce and your Business Data
- Your Business Data in the Cloud
- Business Data Incident Response & Recovery and the case for Cyber Insurance

➤ **Presenter:**

- Michelle Schaap, Member, Chiesa Shahinian & Giantomasi PC

➤ **Schedule:**

- **October 19, 2020 & October 27, 2020**
- **November 16, 2020 & November 23, 2020**
- **December 8, 2020 & December 16, 2020**
- **January 14, 2021 & January 19, 2021**
- **February 8, 2021 & February 16, 2021**
- **March 2021 – 2 webinars per month**
- **April 2021 – 2 webinars per month**
- **May 2021 – 2 webinars per month**
- **June 2021 – 2 webinars per month**
- **July 2021 – 2 webinars per month**
- **August 2021 – 2 webinars per month**
- **September 2021 – 2 webinars per month**

Webinar Topic: Credit Restoration & How to Sustain It

This webinar shall provide participants with the tools & skills to appropriately obtain & properly interpret their personal & business credit reports. It shall address why creditworthiness will be a major factor based on post-Covid-19 issues. It shall define how credit scores are calculated, factors that can improve them or build back its profile and how it will impact their quality of life. It shall also provide budget and cash flow analysis strategies to enhance one's capacity & credit profiles.

Inasmuch, it shall cover how to track pre & post Covid-19 credit issues, relative to how F/S & tax returns are used to assess financial assessments.

➤ **Presenter:**

- Herb Caesar, MBA & Pres., CED Solutions, LLC; formed in 2002, function as, Business & R.E. Consultants. We are retained as a Senior Business Consultant by the NJ Small Business Development Centers (NJSBDC) Network, recently for the B of A program. In addition, we have been retained by several other SBA funded organizations, to include but not limited to, Women's Center for Entrepreneurship Corp. (WCEC). We have also been consultants/counselor's to City National Urban Development Corp. (CNUDC), the NJ Schools Development Authority (NJ-SDA) & have participated in the Contractor's Business Development Project in NJ.

➤ **Schedule:**

- **October 2020**
- **November 2020**
- **December 2020**
- **Jan-Dec 2021**

Webinar Topic: Debt Restructuring and Bankruptcy

Objective of this webinar is to teach financially stressed business clients how to get out of debt on an affordable budget and satisfy creditors as an alternative to bankruptcy using a proven methodology.

The training will help the client:

- Start talking about business debt with their counselor
- Identify warning signs of carrying too much debt
- Clearly determine the scope of their problem and determine a negotiating budget
- Understand the actual threat level of each creditor
- Determine which creditors should be restructured
- Learn how to professionally present their case to their creditors
- Learn how to make offers and counter-offers
- Understand the mentality of a collector and how to work with them
- Determine if restructuring is feasible or if business bankruptcy should be considered
- Necessary letter templates, offer templates and calculators included in accompanying guide

➤ **Presenter:**

- Charles Evans, Director of Business Development for Corporate Turnaround in Paramus, NJ.
- Charles has trained over one thousand business counselors with both SCORE and the ASBDC in business debt management. He is Board Chair of the Bergen County [Ramapo Small Business Development Center and served as Executive Marketing Chair for the Bergen Workforce Investment Board [WIB].
- Charles also created and manages www.DontDeclare.com, a site dedicated to educating small business on debt management.

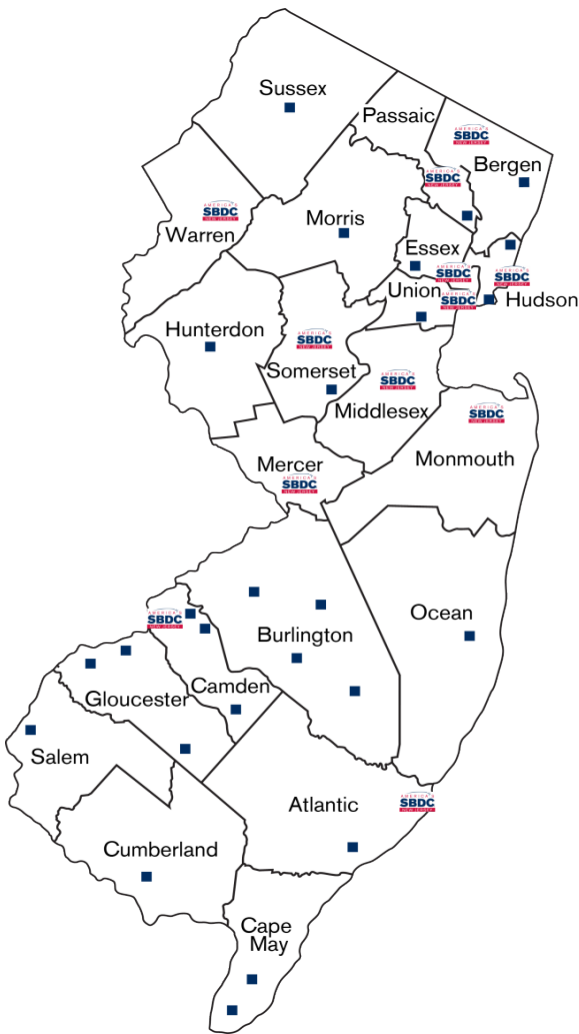
➤ **Schedule:**

- **October 20, 2020**
- **November 17, 2020**
- **December 30, 2020**
- **January 26, 2021**
- **February 2021**
- **March 2021**
- **April 2021**
- **May 2021**
- **June 2021**
- **July 2021**
- **August 2021**


Who We Are:

- For over 40 years, the NJSBDC network has been the premier provider of comprehensive services and programs for small and mid-sized businesses in New Jersey with wide infrastructure; diverse facilities, intellectual and knowledge capabilities, and private sector experts. The NJSBDC has 12 regional centers and over 20 affiliate and satellite offices throughout New Jersey through public-private partnerships with colleges, universities, Chambers of Commerce and other business organizations.
- The NJSBDC has been working hard to help New Jersey businesses overcome the effects Coronavirus (COVID-19) pandemic and into resiliency.

Where We Are:



RUTGERS
Rutgers Business School
Newark and New Brunswick


BROOKDALE
COMMUNITY COLLEGE

 **KEAN**

 **NJCU**
NEW JERSEY CITY UNIVERSITY

 **NJSBDC of Northwest Jersey**


RAMAPO
COLLEGE
OF NEW JERSEY

RARITAN VALLEY
COMMUNITY COLLEGE

RUTGERS
UNIVERSITY | CAMDEN

RUTGERS
UNIVERSITY | NEW BRUNSWICK

RUTGERS
UNIVERSITY | NEWARK

STOCKTON
UNIVERSITY

 **TCNJ**
THE COLLEGE OF
NEW JERSEY

WILLIAM PATERSON
UNIVERSITY

For NJSBDC Assistance: <https://njsbdc.com/contact>