

## NJSBDC Network Expands #NJThrives Initiative to Help All Businesses Survive & Thrive, Launches “Upgrade Your Business”

**Thursday, January 21, 2021** (Newark, NJ) – America’s SBDC New Jersey (NJSBDC), also known as New Jersey’s Small Business Development Centers, expands on their **#NJThrives** initiative, launching “[Upgrade Your Business](#)”.

**#NJThrives** was created to highlight the small and mid-sized businesses that were able to succeed despite the economic challenges from the pandemic. However, the NJSBDC network wants to ensure all businesses have the capacity to reach and surpass their goals and thrive in our ‘new normal’, creating the “Upgrade Your Business” program.

Through the “**Upgrade Your Business**” program, businesses attend various online courses designed to help them leverage their capabilities and competitive advantage in today’s economic climate. The courses are grouped into six (6) categories based on current needs identified by New Jersey’s businesses. Courses include:



- Money Matters – Grants, Loans, and Credit;
- Digitize and Socialize – Leveraging Your Business with E-Commerce, Digital Marketing, and Social Media;
- Pain Points and Productivity – Overcoming Remote Workforce Challenges;
- Legal Matters – Liabilities and Exit Strategies,
- Supply Chains and Vendor Pools – Supply Chains and Responsible Vending; and,
- Cyber Issues – Cyber Security Threats and Protections.

*“Our small and mid-sized business owners are facing considerable challenges right now, but we know that with guidance, resources, and the appropriate training, they’ll be able to see their way through today’s climate,”* says **Kelly Brozyna**, CEO and State Director, NJSBDC network. *“We need our businesses to succeed, and the ‘Upgrade Your Business’ program is a powerful and strategic way to help New Jersey’s businesses reach and exceed their goals.”*

The “Upgrade Your Business” program also offers webinar attendees Certificates of Completion for each of the six courses. The certificates are presented to each attendee upon completion of several webinars within each course. The Certificates of Completion also come with a digital badge that attendees can add to their website or social media platforms and access to online networking and other exclusive programs.

The fee to join the “Upgrade Your Business” webinars is \$200 per person, but it is being provided to businesses at no cost due to a grant from the U.S. Small Business Administration (SBA). Attendees are instructed to enter coupon code “**UPGRADE**” to take advantage of the waived fees through June 30, 2021.

The first webinar in the “Upgrade Your Business” program is part of the Pain Points and Productivity course. **“From Business Disruption To Business Success”** is scheduled for Thursday, January 28, 2021, between 1:00 – 2:30 pm and will be presented by Mark Rodgers, Ph.D., an Assistant Professor of Supply Chain Management at Rutgers Business School, Newark & New Brunswick. For more details and to register to attend the “From Business Disruption to Business Success” webinar, please go to <https://njsbdc-bizdisruption2success.eventbrite.com>.



To learn more about the “Upgrade Your Business” program, please go to <https://njsbdc.com/UpgradeYourBiz>.

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#### About America’s SBDC New Jersey (NJSBDC)

America’s SBDC New Jersey, also known as New Jersey Small Business Development Centers (NJSBDC) network, is one of the nation's first pilot projects and has provided comprehensive services and programs for small businesses in New Jersey over 40 years. SBDC experts help businesses expand their operations, manage their growth, and start new ventures. Expert business consultants help small business owners and entrepreneurs develop business plans, find financing, perform accounting and financial analysis, develop and refine marketing strategies, find and take advantage of procurement and international trade opportunities, learn green sustainability practices, commercialize technology and develop an E-commerce presence. The NJSBDC is a non-profit network, a federal-state-educational partnership, leverages funding from the U.S. 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 private/public 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).