

## NJSBDC CELEBRATES SMALL BUSINESS WEEK WITH PROGRAMS TO HELP BUSINESSES THRIVE

### Comprehensive Programs Offered May 2 – 7

**May 2, 2022** (Newark, NJ) – The [New Jersey Small Business Development Centers network \(NJSBDC\)](#), also known as America's Small Business Development Centers – New Jersey, is celebrating small businesses with comprehensive and engaging programs to enhance small businesses and entrepreneurs for **National Small Business Week**, between **May 2 – 7, 2022**.

[National Small Business Week](#) was created over 50 years ago by the U.S. Small Business Administration (SBA) to recognize the critical contributions of America's entrepreneurs and small business owners.

*"At the NJSBDC, we literally devote every moment to helping small businesses but we love this week so much because the national focus is on small businesses. So, it's a great time to do something special for them".* says NJSBDC CEO and State Director, **Kelly Brozyna**.

For the past two years, National Small Business Week was celebrated on an augmented schedule in September due to the COVID-19 pandemic, however this year marks the return of the week in early May. This year will also mark the return back to being celebrated for a full week in early May.

The NJSBDC network will be presenting various programs to continue helping businesses thrive. Below is a list of programs that the NJSBDC will be presenting during National Small Business Week:

#### **Tuesday, May 3, 2022:**

- 10:00 a.m. to 11:30 a.m. – 20 Simple Mental Health Tips to Feel Better Right Now

#### **Wednesday, May 4, 2022:**

- 10:00 a.m. to 11:30 a.m. – Food & Beverage Manufacturing Basics
- 10:00 a.m. to 12:00 p.m. – New Business Questions and Answers
- 4:00 p.m. to 5:00 p.m. – Make Your Website Work for You
- 5:00 p.m. – 6:00 p.m. – Dale Utilidad a tu Sitio Web

#### **Thursday, May 5, 2022:**

- 9:30 a.m. – 12:30 p.m. – Meet the Lenders Virtual Conference
- 1:00 p.m. – 2:30 p.m. – Exploring Business Ownership Through Franchising
- 3:00 p.m. – 4:30 p.m. – Website, Social Media & Analytics

#### **Friday, May 6, 2022:**

- 10:30 a.m. – 12:00 p.m. - Social Entrepreneurship for Small Businesses

#### **Saturday, May 7, 2022:**

- 9:00 a.m. – 2:00 p.m. – Smart Business Plan Writing Workshop (Spring Cycle - 4 weeks)



**On top of all of the webinar offerings, We, at the NJSBDC, will be releasing a video each day giving tips on accessing capital. Stay tuned for some great information!**

As with the past two years, this year's National Small Business Week programs offered by the NJSBDC will largely be held virtually to provide easier accessibility for as many small business owners and entrepreneurs as possible.

For more information or questions about the NJSBDC's National Small Business Week programs, please go to <https://njsbdc.com/national-small-business-week-2022/> or contact: Shy Hopkins at [shyekah@business.rutgers.edu](mailto:shyekah@business.rutgers.edu).

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#### **About America's SBDC New Jersey (NJSBDC)**

The New Jersey Small Business Development Centers network, one of the first national pilot projects, has provided comprehensive services and programs for small business in New Jersey for over 40 years. SBDC business staff, business consultants and experts help businesses expand their operations, manage their growth, or start new ventures. The network is equipped to help small business owners and entrepreneurs develop business plans, find financing, accounting and financial analysis, identify new markets, initiate marketing strategies, find procurement and international trade opportunities, learn green sustainability practices, commercialize technology and develop an e-commerce presence. This non-profit network is a federal-state educational partnership, leveraging funding from the U.S. Small Business Administration (SBA), the N.J. Business Action Center, the 12 educational host institutions, private sponsorships and additional private/public grants; and has approximately 1,000 centers and satellite offices serving small businesses and generating economic development across the country. The NJSBDC Headquarters, located at the Rutgers Business School in Newark, NJ, oversees the network, an accredited member of America's SBDC. Visit [www.njsbdc.com](http://www.njsbdc.com).