



## NJSBDC Network Announces Robust Portfolio of Training Programs and Events for National Small Business Week 2023

**April 28, 2023** (Newark, NJ) – The NJSBDC rings in **National Small Business Week** like no other. Between **April 30 – May 6, 2023**, events and training programs are being held all over the state to commemorate the importance of small businesses and our economy.

The NJSBDC network focuses this year's offerings on small business growth and development with topics ranging from New Business Q & A at the NJSBDC at Rutgers - Camden, to an exciting in-person event for women entrepreneurs, [Go-GetHer](#) with the NJSBDCs at Fairleigh Dickinson University, New Jersey City University, and Kean University at the Mansion at FDU's Florham Campus.



*"We're excited to celebrate National Small Business Week this year! We're proud of all the hard work and resiliency that small businesses and entrepreneurs display every single day. And this is our week to really show them how much we appreciate them, what they do for our communities and economy, and the trust they've placed in us for over 45 years of helping businesses succeed,"* said **Kelly Brozyna**, the NJSBDC's CEO and State Director.

The NJSBDC also celebrates [New Jersey's SBA Small Business of the Year](#), **Child's Play Challenge Courses** of Scotch Plains, NJ. Clients of the NJSBDC at Kean University, owners Matthew and Lauren Borawski, have been working with the NJSBDC for years. A mobile obstacle course business with humble beginnings hosting parties for families and friends is now a franchisor, with requests from all over the country and Canada.

[Child's Play Challenge Courses](#) Co-owner, **Lauren Borawski**, states *"We are so fortunate to have found the NJSBDC at Kean University. We can say with great confidence that had it not been for the advice we received from their expert team we would have potentially wasted time and money going in the wrong direction to grow our business."*

The Borawskis are being recognized during the SBA's National Small Business Week ceremony in Washington D.C.

The NJSBDC network has been the premier resource for NJ small business owners and entrepreneurs for over forty-five years because of their track record for successfully impacting the small business community and state's economy. Between [2020 and 2022](#), the NJSBDC's small business clients helped support more than 3,217 jobs, helped facilitate more than \$275 million in financing for its diverse client base from all industry sectors. In addition, 857 NJSBDC clients started a new business. The network's clients conservatively generated \$7.2 billion in sales revenues returning approximately \$480 million in sales tax revenues, notwithstanding additional business, and income tax revenues to the state treasury.

Some of the NJSBDC's events are listed below:

**Monday, May 1**

**[NJEDA's Show Me the Resources! \(En Español\)](#)**

Partners: NJSBDC at New Jersey City University, Latin American Economic Development Association, Inc. (LAEDA), NJ Dept. of The Treasury, NJ Division of Taxation, and the U. S. Small Business Administration (SBA)

1:00 pm – 2:00 pm

Online

**Tuesday, May 2**

**[Go-GetHer Women's Empowerment Summit](#)**

Hosted by: NJSBDC at Fairleigh Dickinson University

3:00 pm – 6:30 pm (Check-In begins at 2:30 pm)

Madison, NJ

**Wednesday, May 3**

**[Big Data for Small Business](#)**

Sponsored by: U. S. Economic Development Administration

Partners: NJ Big Data Alliance, Center for Business Analytics, NJ Edge

9:00 am – 1:00 pm

Rider University, Lawrence Township, NJ

**Thursday, May 4**

**[Exploring Business Ownership Through Franchising](#)**

Hosted by: NJSBDC at Rutgers University–Newark

1:00 – 2:30 pm

Online Webinar

**Friday, May 5**

## First Fridays – Session 3: Marketing in a Digital World

NJSBDC at New Jersey City University

10:00 am – 11:30 am

Online Webinar

## Saturday, May 6

### Business Start-Up

NJSBDC at Brookdale Community College

9:00 am – 3:00 pm

Online Webinar

For a complete listing of the **NJSBDC's 2023 National Business Week** events/ programs and registration information, please go to [www.njsbdc.com/NSBW](http://www.njsbdc.com/NSBW).

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

The New Jersey Small Business Development Centers network, one of the first pilot projects in the nation, has provided comprehensive services and programs for small business in New Jersey for 37 years; SBDC experts help businesses expand their operations, manage their growth, or start new ventures. Expert staff and practicing business consultants help small business owners and entrepreneurs to 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, 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).

###