

# ANNUAL REPORT



20

23



Funding  
at the speed of Business



- **SBA 504 Loans** • **SBA Micro Loans**
- **SBA 7(a) Community Advantage Loans**

**SBA 504 :**

- Purchase Owner Occupied Commercial Real Estate
- Purchase Equipment
- Down payments as low as 10%
- Refinancing of existing property
- Below market Long-term fixed rate financing up to 10, 20 and 25 years.

**SBA 7(a) & Microloans:**

- Loans up to \$350,000
- Loans for any business purpose such as: Inventory, Equipment, Marketing, Debt Refinance, Working Capital
- Interest rates starting at Prime +2%
- Terms up to 25 years
- Microloan: offers fixed rates starting at 6%

**Headquarters:**

400 Alexander Park Dr.  
Suite 200  
Princeton, NJ 08540  
Phone: (609) 587-1133  
Fax: (609) 587-1313  
Email: info@rbacloan.com

**Northern NJ Office:**

1 Meadowlands Plaza, Suite  
200 East Rutherford, NJ 07073  
Phone: (201) 968-7411

[www.rbacloan.com](http://www.rbacloan.com)



Dear NJSBDC Clients, Friends, and Supporters:



For over 45+ years, the NJSBDC (Small Business Development Centers) have provided comprehensive assistance for small business owners and entrepreneurs throughout New Jersey.

We congratulate our 2023 NJSBDC client success award winners who have risen above the challenges that NJ has faced in the past few years. We have been successful supporting the New Jersey businesses due to the extremely talented people we call our advisors!

Our Capital Team continues to skyrocket our clients to accessing capital across the state and we have grown the team to add even more value with: procurement, certifications, international trade, and E-commerce. We created a more comprehensive approach of labs to be more intuitive to the needs of our clients and literally creating a one stop shop for certifications, startups, grant applications and many more-stay tuned-even more coming to NJ!

We thank our federal funding partner, the **U.S. Small Business Administration (SBA)**; our state funding partner – the **New Jersey Business Action Center (NJBAC)** and **The New Jersey Legislature**, the host of our network-wide program and our Headquarters, Rutgers Business School, and the additional higher education hosts of regional SBDC offices around the state.

The NJSBDC network will continue to assist and serve entrepreneurs and grow programming in legal, financial, and accounting needs. In 2023, we worked with over 16,000,000 individuals, helped over 351 businesses to start, and assisted businesses in bringing in over \$81M of capital to seed their ventures and grow businesses in NJ. The NJSBDC also assisted in increased sales of over \$1.9B, 541 events (training/webinars) \$4.3M in contracts and over 211 certifications (Women, Veteran, Minority and LGBT+).

In 2023, we will continue to provide the support needed for our small business clients statewide. We will steadfastly listen to the business community and continually be proactive on the needs of the businesses. We will concentrate on the population of Women, Minorities, and Veteran-owned businesses in NJ. And the NJSBDC will enhance resources to elevate NJ business success by strategically bringing on experts from their communities to serve all communities effectively.

Congratulations again to our NJSBDC Successful Businesses highlighted for our 2023 annual report!

Kelly Brozyna  
CEO & State Director  
NJ Small Business Development Centers - Statewide Network

# RUTGERS BUSINESS SCHOOL

## #1 PUBLIC BUSINESS SCHOOL IN THE NORTHEAST U.S.

- Fortune, 2023

### MBA PROGRAMS

#### Rutgers Executive MBA

Globally ranked program tailored for managers and executives with more than 10 years of experience offers an unparalleled return on investment.

#### Rutgers Full-Time MBA

Connect your passion to your career with the top ranked public MBA in the northeast. On average, alumni realize 166% salary increase.

#### Rutgers Part-Time MBA

Make yourself more marketable. Flexible day and evening class schedules are offered during the week and both Saturday & Sunday.

### ACCOUNTING MASTERS

#### Financial Accounting (Hybrid)

Combine on-campus and online courses to fast-track your CPA.

#### Governmental Accounting (Online)

Elevate your expertise at the #4 online graduate accounting program (*Value Colleges*, 2021).

#### Professional Accounting (Online)

Balance theory and practice to start your career in accounting. Also offered as a 14-month accelerated MBA program in professional accounting.

#### Taxation (Hybrid)

Improve and refine your technical abilities in the field of taxation.

[business.rutgers.edu](https://business.rutgers.edu)

### SPECIALTY MASTERS

#### Business of Fashion

Bridge creative passion with business for a career in fashion management.

#### Digital Marketing (Online)

Enhance your skills in digital marketing through hands-on online experience.

#### Financial Analysis

Prepare for the CFA while earning a master's of finance degree in one year.

#### Healthcare Analytics & Intelligence

Learn to improve quality, reduce costs, and increase patient satisfaction using analytical tools.

#### Information Technology & Analytics

Connect IT management to business needs.

#### Quantitative Finance

Prepare for a career on Wall Street using advanced quantitative methods with cutting-edge finance strategies.

#### Supply Chain Analytics

Learn to turn data into predictive insights to manage the world's supply chains.

#### Supply Chain Management (Online)

Advance your career at a Top 10 online supply chain program.

### LIFELONG LEARNING

#### Rutgers Stackable Business Innovation Program (rSBI)

Keep up with the latest trends in business. Design your own cutting-edge curriculum without having to commit to a degree program.



## A Letter from Dean Lei

Dear Friends and Supporters of the NJSBDC:



We are very proud of the partnership between Rutgers Business School (RBS) and NJSBDC. I extend my personal gratitude to the statewide NJSBDC network for assisting thousands of small business owners across New Jersey each year for over 30 years. With strong, established programs like NJSBDC, Rutgers Business School is leading the way in business education. These programs give New Jersey a premier business school that is vital in delivering impactful results to the state economy.

We are building a strong entrepreneurship ecosystem into our programs, from providing teaching, resources and networking for student start-ups in our undergraduate programs to helping MBA students turn their business ideas into real companies, to supporting the work of the NJSBDC. Our efforts in entrepreneurship are getting noticed. Rutgers Business School has been ranked the No. 1 Best Public MBA for Entrepreneurship in the Northeast over the past two years by *Poets & Quants*.

Many of the traits exhibited by successful entrepreneurs are the same strengths as the Rutgers Business School brand – what we call the four “R’s:” *Resilient, Resourceful, Responsible & Reinventing*. Being *Resilient* by demonstrating your strengths during tough times, persevering under difficult circumstances and not giving up. Being *Resourceful* by using both creative and analytical thinking, problem-solving and having the confidence to make decisions. Being *Responsible* by upholding high ethical standards, being a leader that your team can count on, and striving to make a positive impact on our communities. Finally, *Reinventing* recognizes that lifelong learning is crucial to be prepared for the rapid transformative changes in both society and business. Small businesses represent these four “R’s every day and we are inspired by your success.

As technology continues to change the world and the nature of work, through our partnership with the NJSBDC, Rutgers Business School is here to provide the knowledge and skills for small businesses. Our collective efforts continue to play an essential role in successfully supporting and educating the business community in New Jersey.

Wishing you much future success,

Lei Lei, Ph.D.

Dean,

Rutgers Business School–Newark and New Brunswick



Innovation is our tradition.

Newark | New Brunswick | Jersey City | Singapore | Online

Rutgers, The State University of New Jersey – Founded 1766



U.S. Small Business  
Administration

# POWERING THE AMERICAN DREAM

The SBA works to  
ignite change and spark action  
so small businesses can confidently  
start, grow, expand or recover  
from a declared disaster.

**SBA.GOV**



Office of the District Director

NJSBDC Director and CEO Kelly Brozyna,

Congratulations to all 2023 Lender Award recipients, and the Small Business Development Center regional Consultant of the Year and the Business of the Year winners. You have all worked very hard to be recognized and join a very distinguished alumnus.

The partnership and networking required to make this a reality involves many entities – most attending this celebration. The New Jersey Small Business Administration's District Office, the New Jersey Small Business Development Center network, the SBA family of lenders and banking institutions, and the small business owners and entrepreneurs make contributions and sacrifices to take a dream and turn it into a reality. For some, the dream started many years ago, and with a solid network in place to support, provide business counseling, and collaboration – many dreams have become a reality and now are sustained with a life of its own.

The past three years have been challenging yet opportunities were created. Transitioning from a nationwide pandemic, to creating a new “normal”, with regulations that varied from state to state, the decisions and pivots conducted by business owners have improved the current economic picture in New Jersey. We have seen businesses shuttered due to the pandemic yet we have also seen new businesses open and begin to thrive. It is the commitment of the entrepreneurs, the tenacity of the lending network and the unrelenting efforts of the SBDC consultants and SBA programs to make this successful.

This year, the SBA with the SBDC, wanted to bring as many of the puzzle pieces together to continue the collaborative networking. As we recognize the award recipients, please take a moment, and consider the heavy lift they endured during a very difficult time. Their efforts significantly contributed to getting the economy back on its feet. To open and sustain businesses, providing goods and services in communities which helped create jobs, and ultimately providing hope to many.

For New Jersey, in 2023, lenders approved over 2500 loans totaling over \$1billion dollars. The SBDC network provided business counseling to over 15,000 clients and created new business relationships between the centers and clients. With a population of nearly 10 million people, and almost a million businesses, New Jersey is one of the smallest states, but your contributions ensure the economic impact is nationwide.

All your hard work and dedication validates the importance of this network and collaboration. It is truly inspiring how much change you've created and how you have invigorated the machine of business to improve our quality of lives and the economy. I look forward to 2024 to provide more challenges and opportunities and eager to continue strengthening the partnership shared by all in this room.

John Blackstock  
District Director

# TABLE OF CONTENTS

A Great Leap Forward	10
NJSBDC Capital & Tech Team	12
2023 Impact	13
<b>NORTHERN NJ</b>	
NJSBDC at Ramapo College of New Jersey	14
NJSBDC at William Paterson University	16
NJSBDC at Fairleigh Dickinson University	18
NJSBDC at New Jersey City University	22
NJSBDC at Rutgers University–Newark	24
<b>CENTRAL NJ</b>	
NJSBDC at The College of New Jersey	26
NJSBDC at Rutgers University–New Brunswick	28
NJSBDC at Brookdale Community College	30
<b>SOUTHERN NJ</b>	
NJSBDC at Rutgers University–Camden	32
NJSBDC at Stockton University	34

## NJ SMALL & MID-SIZED BUSINESS RESOURCE HUB



IMAGE: Main Street, Jersey City, Stock

# A GREAT LEAP FORWARD



IMAGE SOURCE: ISTOCK

**BY KELLY BROZYNA**

In 2023, the New Jersey Small Business Development Centers (NJSBDC) continued its longstanding tradition of enabling small business growth and entrepreneurial spirit across the state. For over four and a half decades, the NJSBDC has been the cornerstone of comprehensive support for business owners and entrepreneurs throughout New Jersey. This year, we proudly recognize the achievements of our client success award winners who have demonstrated remarkable resilience and innovation in overcoming recent challenges.

The heart of our success lies in our dedicated advisors, whose expertise has been instrumental in supporting New Jersey's business community. Our Capital Team has been pivotal in helping clients access crucial funding, and we have expanded our services to include procurement, certifications, international trade, and E-commerce.

Our commitment to evolving with the needs of our clients has led to the creation of intuitive labs, offering a centralized solution for certifications, startups, grant applications, and more. This initiative is just the beginning, with further expansions planned to better serve New Jersey's business landscape.

We extend our gratitude to our federal funding partner, the U.S. Small Business Administration (SBA), our state funding partner – the New Jersey Business Action Center (NJBAC),

The New Jersey Legislature, Rutgers Business School, and the numerous higher education institutions hosting regional SBDC offices. These partnerships are vital to our mission and enable us to extend our reach across all 21 counties of New Jersey.

In 2023, the NJSBDC network made significant strides in supporting the legal, financial, and accounting needs of entrepreneurs. Our efforts have reached over 16 million individuals, helped launch 351 new businesses, and facilitated over \$81 million in capital for New Jersey businesses. Additionally, we've contributed to a remarkable increase in sales exceeding \$1.9 billion, hosted 541 training events, secured \$4.3 million in contracts, and achieved over 211 certifications for businesses underrepresented in the market, including Women, Veterans, Minority, and LGBT+ owned businesses.

Looking ahead to 2024, the NJSBDC is committed to continuing its support for small businesses across the state. We aim to focus on Women, Minorities, and Veteran-owned businesses, enhancing resources and bringing on experts from these communities to serve all effectively.

The table summarizes our network-wide economic impact and deliverables for the year 2023, highlighting our comprehensive support and the tangible outcomes of our efforts.

METRIC	2023 ACHIEVEMENTS
<b>Total Financing Facilitated</b>	<b>\$81,650,241</b>
<b>Established Businesses Supported</b>	<b>6,499</b>
<b>New Businesses Started</b>	<b>361</b>
<b>Jobs Created</b>	<b>506</b>
<b>Training Seminar Attendees</b>	<b>4,715</b>
<b>Total Counseling Hours</b>	<b>18,667</b>
<b>Total Jobs Supported</b>	<b>8,006</b>
<b>Clients Couseled (One-on-One)</b>	<b>5,103</b>
<b>Training Sessions Sponsored</b>	<b>537</b>

The achievements of 2023 reaffirm the resilience, creativity, and entrepreneurial spirit of New Jersey's small business community. The NJSBDC is proud to have played a role in these successes and we look forward to continuing our support in the years to come.

Congratulations once again to our NJSBDC successful businesses highlighted in our 2023 annual report. Together, we are building a brighter, more prosperous future for New Jersey.



NJSBDC State Office



## SUCCESS STORY

### RECLAMA

Cindy Rodriguez, founder of Reclama, has carved a niche by combining the therapeutic essence of nature with empowerment for women of color. What began as a side project in West New York, New Jersey, has blossomed into a significant business under the tutelage of the NJSBDC, particularly through the insights of Ciara Gutierrez, an SBDC Specialty Consultant.

Rodriguez's initiative to provide hikes and outdoor retreats tailored for women of color has seen remarkable growth, with a 278% increase in profitability and expansion into corporate wellness and international excursions. The strategic revision of Reclama's pricing model and the development of an app to connect guides with disadvantaged women nationwide are milestones in its journey. These achievements, coupled with recognition in a PBS documentary and finalist positions for grants, highlight Reclama's impactful mission. Rodriguez's future includes publishing a book on safe hiking and launching merchandise, aiming to empower her 1,000th client in 2024.



IMAGE: CINDY RODRIGUEZ, OWNER

# 2023 IMPACT



NJSBDC State Director/ CEO:  
Kelly Brozyna

NJ Federal Senators:  
Cory Booker  
Robert Menendez

## NJSBDC FACT SHEET

### NETWORK-WIDE ECONOMIC IMPACT DELIVERABLES

The NJSBDC program, which is composed of 11 regional centers (statewide), provides management consulting, training, and other technical assistance to established small businesses and aspiring entrepreneurs in all of New Jersey's 21 counties. The NJSBDC's program impact between Jan. 1, 2023 - Dec. 31, 2023, is summarized here.

### SALES REVENUE



Clients generated more than **\$1,957,742,385** in sales revenues.

### SALES TAX REVENUES



Clients generated millions of dollars in business tax revenues to the overall Treasury and an estimated **\$129,392,892.81** (conservatively) in sales tax revenues to NJ.

### CAPITAL INFUSION



Facilitated **\$81,650,241** in total financing (loans & equity) for its clients.

### EXISTING BUSINESSES



**6,499** of all clients were established businesses.

### COUNSELED HOURS



Delivered **18,667** total counseling hours.

### JOBS SUPPORTED



**8,006** total jobs supported (SBDC clients' employees, new and retained).

### NEW BUSINESSES



**361** clients of NJSBDC started a new business.

### JOBS CREATED



**506** jobs were successfully created.

### COUNSELED CLIENTS



Counseled **5,103** clients (one-on-one).

### TRAINING EVENTS



Sponsored **537** training sessions statewide.

### ATTENDED TRAINING



**4,715** individuals/small business owners attended training seminars (on various business development/growth issues).

## SUCCESS STORY

### LUMIAQ

Sid Chaudhuri, a Physics adjunct professor with a vision to merge academic prowess with entrepreneurial ambition, founded Lumiaq. Initially facing rejection for a Phase I NSF grant, Chaudhuri didn't relent; instead, he turned to the NJSBDC for assistance. Lumiaq's project, aimed at integrating photosensors and smart algorithms within the IoT framework to enhance filter soiling detection, promised to revolutionize public health, environmental conservation, and the economy. The challenge lay not in the innovation itself but in conveying its significance and commercial viability.

Collaborating closely with NJSBDC consultants, Chaudhuri embarked on a meticulous process of refining his proposal. The collective effort included overhauling the presentation of the project to underscore its broader impacts and market potential. This intensive endeavor, marked by extensive writing, reviewing, and critical PowerPoint optimizations, culminated in securing a \$269,498 grant for Phase I research and development in May 2023. Chaudhuri's success underscores the transformative impact of expert guidance in bridging the gap between innovative concepts and their tangible realization.



IMAGE: SID CHAUDHURI, CEO

## TECH TEAM

[www.njsbdc.com](http://www.njsbdc.com)

Get Your Expert Business Counseling Session Today!  
[www.njsbdc.com/Request-Counseling](http://www.njsbdc.com/Request-Counseling)

JOIN THE CONVO:  
[@njsbdc](https://www.instagram.com/njsbdc)



Note: Data impact from Care SBA grant & other grant activity. The information provided in this impact data sheet is based on available data sources, internal records, and estimates.

Funded in part through a Cooperative Agreement with the U.S. Small Business Administration. America's Small Business Development Centers - New Jersey (NJSBDC) network is also funded by the State of New Jersey and is hosted by Rutgers Business School Newark and New Brunswick. The NJSBDC network is an accredited member of America's Small Business Development Centers.

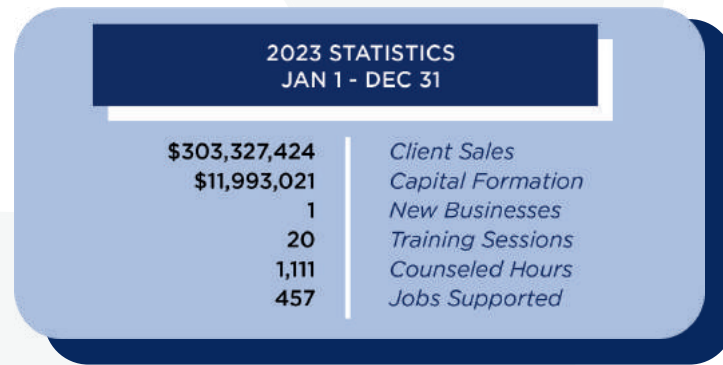


**NJSBDC at  
Ramapo College of New Jersey**



## SERVING BERGEN COUNTY

The New Jersey Small Business Development Center in Bergen County, which is hosted at Ramapo College, is led by Regional Director Vincent Vicari. Expert staff at the SBDC provide little to no cost services to small businesses. We help small business owners and entrepreneurs develop their business plans, find financing, conduct 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.




**HELPING  
BUSINESSES GROW  
AND THRIVE**

New Jersey Business Action Center

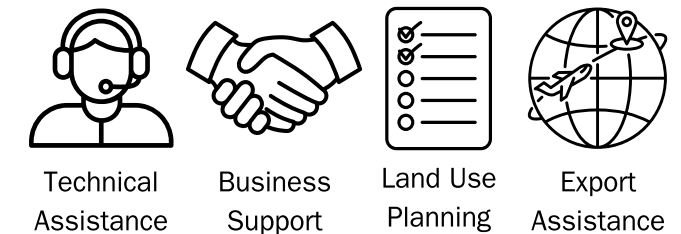
### DID YOU KNOW?

New Jersey businesses can access reliable, free information and resources that can strengthen operations, ultimately boosting productivity and profitability?

The New Jersey Business Action Center (NJBAC) supports business owners, entrepreneurs, and stakeholders in the statewide business community by ensuring access to accurate and relevant education and guidance.



### OUR SERVICES



Interested in connecting?  
You're invited to contact us.

**CALL  
1-800-JERSEY-7**

**OR VIA THE LIVE CHAT ON  
business.nj.gov**

## SUCCESS STORY

### M AWARDS PLUS, LLC

Marcelo Galarza, an Ecuadorian immigrant, arrived in America at fourteen years old and began his entrepreneurial journey two years later in promotional printing. Founding M Awards Plus in 2009 from his Lodi apartment, Marcelo thrived with help from the SBDC in Hackensack and advisors like Vince Vicari.

Networking advice led to growth, culminating in a retail presence at Bergen Town Center in 2023. Inspired by his family's legacy, Galarza honors his Ecuadorian heritage through his businesses, including The Enchanted Petal, importing luxury flowers from Ecuador. In 2023, he opened a storefront combining both ventures, supported by his family, showcasing his deep roots and ambition in America.



IMAGE: DANIEL (MARCELO) GALARZA, OWNER

**NJSBDC Regional Director:**  
Vincent J. Vicari

**Legislative Representatives:**  
Josh Gottheimer (District 5)  
Bill Pascrell, Jr. (District 9)





**NJSBDC at  
William Paterson University**



## SERVING PASSAIC COUNTY

Since April 1997, the NJSBDC at William Paterson University has supported local small businesses from its base in the Cotsakos College of Business. The Center helps business owners save time, money, and effort, guiding them toward sustainable success.

Engaged in northern New Jersey's communities and at the forefront of business research, the SBDC at WPU adapts to the global economy's shifts. Funded by diverse sources including the Urban Enterprise Zone and the Small Business Administration, they collaborate with local entities like the Passaic County Department of Economic Development, enhancing the support network for businesses.

## SUCCESS STORY

### CAMACHO ASSEMBLY LLC

In New Jersey's dynamic small business sector, Camacho Assembly, led by Paula Camacho, shines in the procurement field through determination and growth. Since partnering with CERA Group in 2020, they've become a go-to for assembling commercial and residential equipment, serving major retailers like Home Depot in several states. In 2023, the company grew, increasing its workforce and enhancing



IMAGE: PAULA CAMACHO, CEO

community job opportunities. Pursuing WBE and MBE certifications with SBDC at WPU's support, Camacho Assembly aims to access broader markets, embodying NJ Small Business Development Centers' goals of promoting growth, diversity, and community strengthening.

WILLIAM PATERSON

#### 2023 STATISTICS JAN 1 - DEC 31

\$62,840,976	Client Sales
\$6,296,400	Capital Formation
35	New Businesses
51	Training Sessions
1,249	Counseled Hours
483	Jobs Supported

**NJSBDC Regional Director:**  
Erike Mayo

**Legislative Representatives:**  
Josh Gottheimer (District 5)  
Bill Pascrell, Jr. (District 9)  
Mikie Sherrill (District 11)

# BECOME A NJPCC MEMBER!

GET ACCESS TO GRANTS, CERTIFICATIONS,  
NETWORKING EVENTS, EDUCATION & MUCH MORE

**CERTIFY YOUR BUSINESS TODAY**



Visit [njpridechamber.org](https://njpridechamber.org) for more information and updates!





**NJSBDC at  
Fairleigh Dickinson University**



**SERVING HUNTERDON, MORRIS, SUSSEX & WARREN COUNTIES**

The NJSBDC network is dedicated to providing extensive support to small and medium-sized enterprises (SMEs) across New Jersey, aiming to enhance growth opportunities and create economic benefits throughout the state.

In February 2022, the NJSBDC of Northwest Jersey made a strategic move to Fairleigh Dickinson University's Florham Campus in Madison, now operating as the NJSBDC at Fairleigh Dickinson University, and focusing on Morris, Sussex, Hunterdon, and Warren counties.

This collaboration offers SMEs accessible, affordable assistance either at the MCEDC's Florham Park site or the NJSBDC's new location on the Florham Campus. Support is also available remotely, via phone or video conference, ensuring comprehensive aid for both established and emerging businesses within Morris County.

2023 STATISTICS JAN 1 - DEC 31	
\$83,892,318	Client Sales
\$4,951,316	Capital Formation
29	New Businesses
13	Training Sessions
1,422	Counseled Hours
450	Jobs Supported



**CONNECT WITH  
TOP TALENT  
EXPAND YOUR  
MARKET**

Home to global companies, prime northeast location, and top talent, Morris County is an ideal hub for career and business growth.

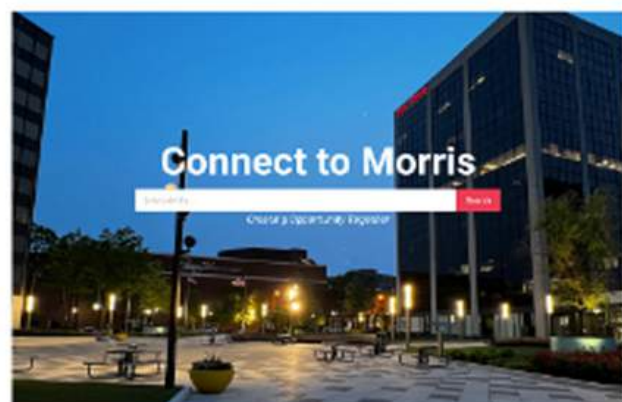
**SCAN TO LEARN ABOUT OUR COMPLIMENTARY  
JOB PORTAL AND BUSINESS DIRECTORY**



CONNECTTOMORRIS.COM



MORRISCOUNTYALLIANCE.ORG/  
BUSINESS-DIRECTORY/



**SUCCESS STORY**

*PRISCILLA LOOMIS LLC*

In late 2022, Priscilla Loomis, transitioning from an Olympic athlete to a motivational speaker, tapped into the NJSBDC at Fairleigh Dickinson for guidance on launching her venture and marketing strategy. With her "Olympic Mindset" series, she aims to empower individuals to live with purpose and cultivate habits for success in both their careers and personal lives. Her programs promote resilience and self-confidence, and with the SBDC's assistance, Priscilla honed her marketing tactics, creating tailored materials and pricing to engage specific audiences like collegiate athletes and women's groups. Her efforts have attracted recognition from prominent entities like Airbnb, PUMA, and CNN. Moreover, she established the Priscilla E. Frederick Foundation to aid underprivileged youth and collaborated with Dutch & Deckle on a line of inspirational journals. Priscilla's evolution from Olympian to influential entrepreneur and speaker demonstrates her commitment to uplifting others, signaling a bright trajectory in her new career path.



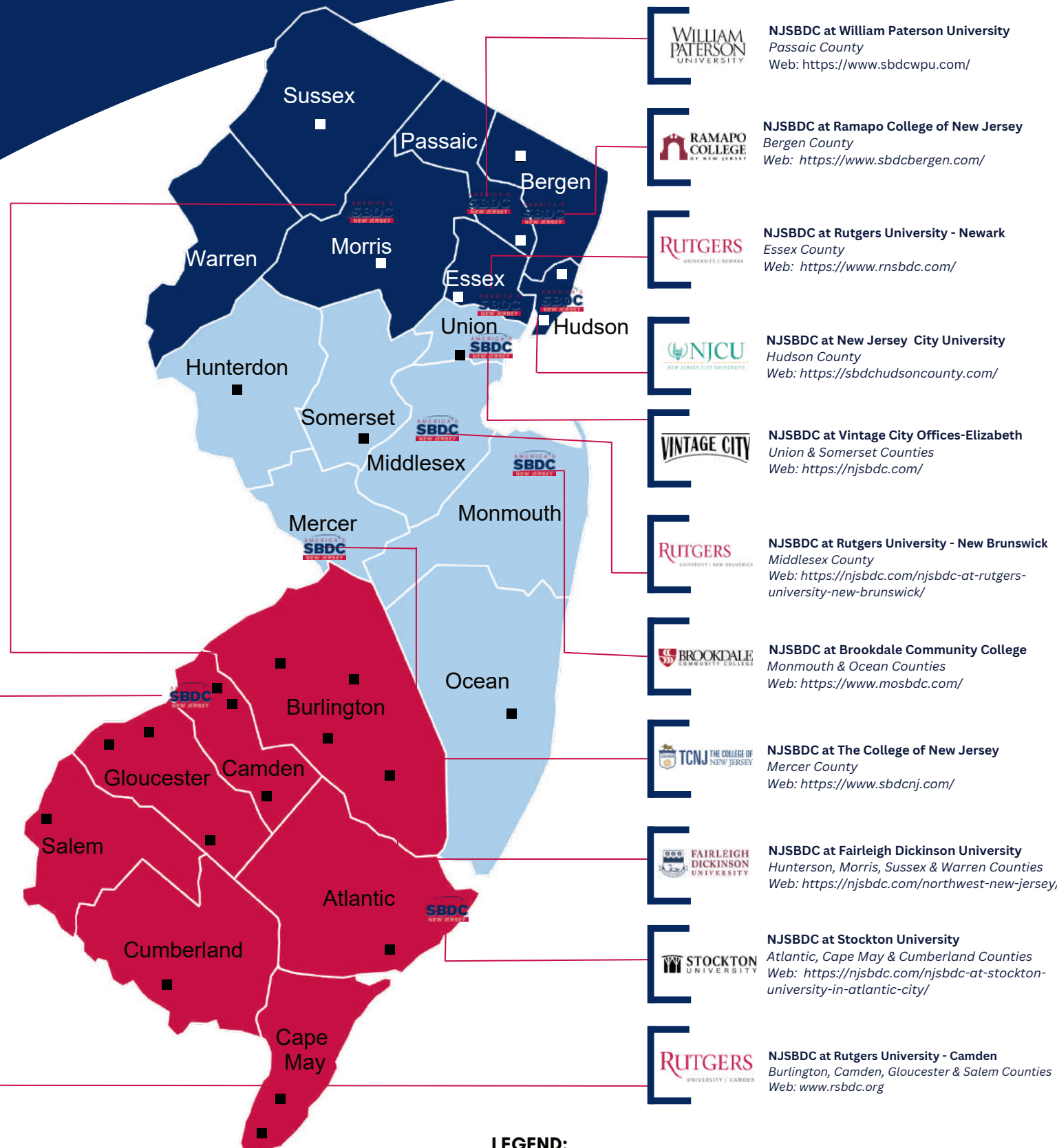
IMAGE: PRISCILLA LOOMIS, CEO

**NJSBDC Regional Director:**  
Matthew Wells

**Legislative Representatives:**  
Josh Gottheimer (District 5)  
Thomas Kean (District 7)  
Mikie Sherrill (District 11)



CREATING OPPORTUNITY TOGETHER



**LEGEND:**

Regional Centers Affiliate / Satellite Offices

Learn More: [www.njsbdc.com](http://www.njsbdc.com)



## OUR MISSION

The SHCCNJ represents 120,000 Hispanic-owned businesses that contribute over \$20 billion to New Jersey's economy with a mission to promote the continued growth and development of New Jersey businesses.

## JOIN OUR FAMILIA AND ENJOY THE BENEFITS THOUSANDS OF MEMBERS ARE CURRENTLY ENJOYING!

- ✓ NETWORKING OPPORTUNITIES
- ✓ ACCESS TO CAPITAL
- ✓ EDUCATIONAL PROGRAMS
- ✓ AND MORE!

## OUR EDUCATIONAL PROGRAMS



### HISPANIC ENTREPRENEURSHIP TRAINING PROGRAM (HETP)

Provides culturally and linguistically appropriate business education and mentorship services for free to Hispanic small business owners.



### LATINA ENTREPRENEURSHIP TRAINING SERIES (LETS)

Our tailored, comprehensive curriculum will cover diverse business pillars that appeal and matter to the multi-faceted, multi-talented, modern Latina.



### SMALL BUSINESS BONDING READINESS ASSISTANCE PROGRAM

Bonding can increase a contractor's competitive advantage and project opportunities and through this program you will have access to one-on-one advisory services.

Connect with us on Social Media!

**#SHCCNJ**



**#FAMILIA**

Phone (201) 935-0035

Email [chamber@shccnj.org](mailto:chamber@shccnj.org)

Website [www.shccnj.org](http://www.shccnj.org)



**NJSBDC at  
New Jersey City University**



## SERVING HUDSON COUNTY

The Hudson County Small Business Development Center (SBDC) at New Jersey City University (NJCU) serves over 3,400 members by offering no-cost educational and business resources.

The center offers confidential, one-on-one consulting and advisory services for various aspects of small business management, including strategic planning, financial analysis, international trade, marketing, and disaster preparation. Specialized services are available for women, minorities, veterans, and bilingual clients in Spanish and English, emphasizing job creation and economic development in New Jersey.

## SUCCESS STORY

### NOVA PAX WELLNESS

Dr. Clarence Cutsforth, double board-certified in Functional Medicine, focuses on treating trauma, PTSD, depression, and anxiety without heavy reliance on medication. As the pioneering leader of the Veteran-owned Nova Pax Wellness Center, his work extends his service from military to civilian life, emphasizing support for Veterans, active-duty members, police officers, first responders, and their families.



IMAGE OF CLARENCE CUTSFORTH, MANAGING DIRECTOR

To address increasing mental health challenges, Dr. Cutsforth initiated a program for young people dealing with depression and suicidal thoughts, collaborating with colleges to support student wellness. The NJSBDC at NJCU celebrates Dr. Cutsforth for his innovative contributions to healthcare and his deep commitment to improving lives within the community.

### 2023 STATISTICS JAN 1 - DEC 31

\$132,167,859	Client Sales
\$4,417,000	Capital Formation
16	New Businesses
43	Training Sessions
2,266	Counseled Hours
947	Jobs Supported

**NJSBDC Regional Director:**  
Sheila Harris-Adams

**Legislative Representatives:**  
Robert Menendez (District 8)  
Bill Pascrell, Jr. (District 9)  
Donald Payne, Jr. (District 10)

# At Peapack-Gladstone Bank, we help small business owners achieve their dreams.

*Peapack-Gladstone Bank is committed  
to supporting the growth and development  
of New Jersey businesses.*



## PEAPACK-GLADSTONE BANK

*Private Banking since 1921*



Member FDIC

[www.pgbank.com](http://www.pgbank.com) • [www.peapackprivate.com](http://www.peapackprivate.com)  
908-234-0700



**NJSBDC at Rutgers University–Newark**



## SERVING ESSEX COUNTY

The NJSBDC at Rutgers–Newark offers strategic business training and technical assistance to both start-ups and established small businesses. Its motto, "Right Strategy, Smart Growth, Infinite Possibilities," underlines its mission to foster sustainable success for entrepreneurs through tailored training and support services. These include Business Advisory, Growth Management, Marketing, Capital Access, Startup Planning, Online Business Registration, and Procurement & Certifications, aiming to empower businesses at every stage of their development.



**Kamran Durrani**  
OWNER OF DURRANI  
TOTAL CAR CARE  
Delran, NJ

Proud to sponsor the NJSBDC & SBA Small Business Lenders Celebration 2024

# We don't just make loans, we make loans possible

Businesses go further when they work with a lender that sees their potential for success. For more than 65 years, Pursuit has connected businesses with the capital and resources they need for resilience and growth.

Learn more at [pursuitlending.com](https://pursuitlending.com)



## SUCCESS STORY

### BIG STOCK INC

Founded in 2013 by Marco Ligero and now led by his son Italo, Big Stock, Inc., based in Fairview, has become a major industry player, distributing over 200 imported products from Honduras and Chile.

Initially targeting distributors, the company expanded into supermarkets and restaurants, significantly growing its operations. Since engaging with NJSBDC at Rutgers Newark in 2018, over 600 hours in 90 sessions have provided vital training and assistance in finance and HR management. Consultants Carmen Morris and D. Valdes played key roles in enhancing operations, leading to a workforce increase from six to 19 employees and a sales revenue jump from \$1.2 million to around \$8 million.



IMAGE: TALLO LIGERO, GENERAL MANAGER

**NJSBDC Regional Director:**  
Tendai Ndoro, Ph.D.

**Legislative Representatives:**  
Robert Menendez (District 8)  
Donald Payne, Jr. (District 10)  
Mikie Sherrill (District 11)



**NJSBDC at  
The College of New Jersey**



## SERVING MERCER COUNTY

Annually, the NJSBDC at The College of New Jersey (TCNJ) offers counseling to over 600 businesses and trains about 2,000 individuals through seminars and workshops. These programs provide essential resources for small business owners to manage, finance, and market their ventures effectively.

Recognizing the limited time owners have for addressing business challenges, the curriculum is tailored to equip them with the necessary skills for problem-solving and staying updated on educational, financial, and trade developments.

## SUCCESS STORY

### RV GLOBAL SOLUTIONS INC.

In the competitive management consulting sector, Rahul Gangu of RV Global Solutions, Inc. aimed high to win Department of Defense contracts, demanding both his expertise and specialized accounting skills aligned with QuickBooks.

Despite challenges in finding the right expertise, Rahul sought help from the NJSBDC and was paired with Darlene, a QuickBooks expert.



IMAGE: RAHUL GANGU, PRESIDENT

Her guidance refined Rahul's financial management, leading to significant improvements in operations and decision-making.

This partnership resulted in RV Global Solutions securing three federal contracts worth over \$4 million, marking a pivotal growth milestone.

### 2023 STATISTICS JAN 1 - DEC 31

\$218,425,549	<i>Client Sales</i>
\$12,642,346	<i>Capital Formation</i>
33	<i>New Businesses</i>
81	<i>Training Sessions</i>
1,906	<i>Counseled Hours</i>
814	<i>Jobs Supported</i>

**NJSBDC Regional Director:**  
Lilian Mauro

**Legislative Representatives:**  
Bonnie Watson Coleman (District 12)  
Andy Kim (District 3)



## MISSION STATEMENT



Accredited State Chamber with Distinction

The AACCNJ is dedicated to economically empowering and sustaining African American communities and businesses through entrepreneurship and capitalistic initiatives throughout the state of New Jersey and through its partnership with the National Black Chamber of Commerce, Inc. (NBCC).





**NJSBDC at  
Rutgers University—New Brunswick**



## SERVING MIDDLESEX COUNTY

Rutgers New Brunswick-Livingston Campus serves as a growth hub for Middlesex businesses. Here, business owners, whether starting out or well-established, find strategic training, counseling, and technical support at the heart of Middlesex County.

The SBDC Center at New Brunswick offers comprehensive services to both aspiring and current business owners, focusing on fostering growth and profitability through business support and performance enhancement techniques.

Their mission emphasizes providing top-notch customer service, honest business evaluations, delivering value, achieving positive outcomes for small businesses, and facilitating economic development within the community.

2023 STATISTICS JAN 1 - DEC 31	
\$133,301,596	Client Sales
\$2,879,998	Capital Formation
5	New Businesses
11	Training Sessions
958	Counseled Hours
470	Jobs Supported

## SUCCESS STORY

### HIGH END CIGAR

Karen High, transitioning from an insurance underwriter to an entrepreneur, founded High End Cigars, marking a bold move into luxury tobacco retail and hospitality. This venture, born out of a dream for her husband Anthony, soon became Karen's own passion, embodying her entrepreneurial drive and resilience. Despite initial doubts, her perseverance turned High End Cigars into a thriving business, now celebrating its fifth anniversary.



IMAGE: KAREN HIGH, OWNER

As a woman leading in a traditionally male-dominated field, Karen challenges industry norms and encourages diverse ownership in the luxury tobacco market. Her background in risk analysis and extensive insurance experience have been pivotal to the company's strategic growth and sustainability. High End Cigars stands as a testament to the possibility of successfully changing career paths, showcasing how passion, resilience, and strategic planning can transform dreams into prosperous enterprises, especially inspiring women entrepreneurs to pursue their ambitions.

**NJSBDC Regional Director:**  
Elayne McClaine

**Legislative Representatives:**  
Bonnie Watson Coleman (District 12)  
Frank Pallone, Jr. (District 6)

# YOUR ONE-STOP FOR ALL THINGS VETERAN



## INCREDIBLE BENEFITS & RESOURCES BY REGISTERING ON THE VETERANS PORTAL



Use the shared universal calendar to post events for the veterans community



Find healthcare solutions



Find a veteran business to work with



Get help with VA Claims



Post a veteran blog about important issues



Find jobs for veterans



Find out about resources available to the veterans community

And so much more!

**SIGN UP TODAY**  
TO GET ACCESS TO THE PORTAL.

[HTTPS://WARRIORPORTAL.COM](https://warriorportal.com)



An invitation for veterans and others, brought to you by:





NJSBDC at Brookdale Community College



## SERVING MONMOUTH & OCEAN COUNTIES

Since its inception in 1979, the Monmouth/Ocean SBDC at Brookdale Community College has been an integral component of a national initiative to support New Jersey's business owners in achieving growth and success. With a history spanning over 40 years, the center has delivered tailored advice and assistance to both established small businesses and prospective entrepreneurs, covering a broad spectrum of subjects such as business founding, growth, management, financing, and startup fundamentals.

Beyond individual counseling, the Monmouth/Ocean SBDC provides a suite of educational offerings, including the Entrepreneur Certificate Program, a detailed 33-hour curriculum designed to arm participants with the crucial skills and knowledge for starting or expanding a business. This program, together with the center's commitment to offering valuable services and fostering economic growth, highlights the SBDC at Brookdale Community College network's dedication to promoting small business success, job creation, and economic prosperity across the state.

## SUCCESS STORY

### FLUX MODERN

Since its establishment in 2019 by Drew and Danielle Levinson, Flux Modern has risen to prominence in Asbury Park, NJ, with a warehouse in Ocean Grove, as a leading destination for mid-century modern furniture.

Renowned for its carefully curated collection of vintage items such as Danish teak furniture, retro bar carts, and Eames loungers, the store prides itself on authenticity and quality. Each item is meticulously inspected, ensuring the highest quality for customers, alongside offering restoration services to preserve their iconic beauty. With a strong online



IMAGE: DANIELLE LEVINSON, CO-OWNER

presence, especially on Instagram, Flux Modern engages a wide audience, offering nationwide shipping, and fosters a vibrant community through events, pop-up shops, and workshops, including design consultations. Catering to both avid collectors and newcomers, Flux Modern provides a welcoming atmosphere, diverse selection, and competitive prices, making for an unparalleled shopping experience.

BROOKDALE

### 2023 STATISTICS JAN 1 - DEC 31

\$143,702,244	<i>Client Sales</i>
\$13,386,110	<i>Capital Formation</i>
100	<i>New Businesses</i>
57	<i>Training Sessions</i>
1,777	<i>Counseled Hours</i>
856	<i>Jobs Supported</i>

**NJSBDC Regional Director:**  
Dr. Jackeline Mejias-Fuertes

**Legislative Representatives:**  
Andy Kim (District 3)  
Frank Pallone, Jr. (District 6)  
Chris Smith (District 4)

# HELPING TO ESTABLISH AND GROW YOUR SMALL BUSINESS



- COMMERCIAL SERVICES
- ONLINE BANKING
- CHECKING
- PAYROLL
- LENDING
- CREDIT CARDS



**North Jersey Federal**  
Credit Union

(973) 785-9200 • NJFCU.ORG





**NJSBDC at Rutgers University-Camden**



**SERVING BURLINGTON, CAMDEN, GLOUCESTER & SALEM COUNTIES**

The NJSBDC at Rutgers-Camden offers a range of consulting services and learning opportunities to small business owners and aspirants across New Jersey.

Catering to Burlington, Camden, Gloucester, and Salem counties, it provides multiple locations for training and advice. This center draws on the support of various organizations, including the US Small Business Administration, the State of New Jersey, Rutgers Graduate School of Management in Newark, other collegiate centers, and the private sector. This collaborative approach significantly aids in the development and expansion of New Jersey's small business sector, contributing to the state's economic growth.



Congratulations to the Award Winner from the SBDC at Rutgers-Camden:  
**Kerry Breen**  
INDEPENDENT SPIRITS DISTILLERY



**Count on Rutgers School of Business-Camden to support your professional, personal, and organizational goals**

*Our robust portfolio includes:*



**SUCCESS STORY**

*INDEPENDENT SPIRITS DISTILLERY*

Independent Spirits Distillery's journey of resilience began with Kerry Breen, the founder, overcoming financial challenges through Camden SBDC's crucial support in business planning and connecting with SBA lenders. Amid the pandemic, the distillery showcased its adaptability by pivoting production from spirits to sanitizers, aiding local communities and organizations in Gloucester and Salem Counties. Now recognized for its authentic craft spirits made from local grains, the distillery attracts visitors to its Tasting Room, enhancing its growth. At its core, the Breen family's involvement, with Kerry balancing work and life, her sons participating in distillation, and her daughter's support, embodies the spirit of a family-run business, infusing their operations with commitment and affection.



IMAGE: KERRY TOUSEN, PARTNER

**NJSBDC Regional Director:**  
Bob Palumbo

**Legislative Representatives:**  
Jeff Van Drew (District 2)  
Andy Kim (District 3)  
Donald Nocross (District 1)

UNDERGRADUATE PROGRAMS	GRADUATE PROGRAMS	CENTERS
<ul style="list-style-type: none"> <li>▶ BS in Accounting, Finance, HRM, Management, &amp; Marketing</li> <li>▶ Bachelor of Business Administration (Online or Off-Campus)</li> </ul>	<ul style="list-style-type: none"> <li>▶ MBA (Online, On Campus, or Professional)</li> <li>▶ MS in Business Analytics</li> <li>▶ Master of Accountancy</li> <li>▶ MS in Finance-Wealth Management</li> <li>▶ Stackable Online Graduate Certificates (8)</li> </ul>	<ul style="list-style-type: none"> <li>▶ Professional and Executive Education at Rutgers</li> <li>▶ Small Business Development Center at Rutgers-Camden</li> <li>▶ Ragone Center for Excellence in Accounting</li> </ul>



*A Catalyst for Transformation through Research, Academic Excellence, and Engagement*

BUSINESS.CAMDEN.RUTGERS.EDU



**NJSBDC at  
Stockton University**



## SERVING ATLANTIC, CAPE MAY & CUMBERLAND COUNTIES

Located in Atlantic City's Rothenberg Building, the NJ Small Business Development Center (SBDC) for Atlantic, Cape May, and Cumberland Counties offers assistance to new and emerging businesses to boost economic activity.

Annually, it conducts over 450 client sessions and 50 events, training 1,000 individuals. Recognized as a leader, the NJSBDC provides consulting and training to entrepreneurs, start-ups, and small businesses, including advanced services for high-impact firms, significantly contributing to community and economic development.

### SUCCESS STORY

#### YUNG'STER JOOS

In Atlantic City, Kareemah Longdon's Yung'ster Joos, located inside a gym, exemplifies dedication and community well-being. Early 2023, Kareemah sought the Stockton SBDC's help to expand her juice bar, presenting a comprehensive business plan. The SBDC, impressed by her vision and planning, provided extensive support. Meeting with the SBDC, Kareemah shared her passionate



IMAGE: KAREEMAH LONGDON, OWNER

goals, earning admiration for her drive. Yung'ster Joos, aiming for community health, benefits from SBDC's marketing, planning, and grant assistance, promising growth and setting regional standards. Kareemah's hard work and the SBDC's support forecast a bright future for her venture.

#### 2023 STATISTICS JAN 1 - DEC 31

\$53,474,892	Client Sales
\$72,100	Capital Formation
1	New Businesses
3	Training Sessions
248	Counseled Hours
230	Jobs Supported

**NJSBDC Regional Director:**  
Vacant

**Legislative Representatives:**  
Jeff Van Drew (District 2)  
Chris Smith (District 4)



## POWERING PROGRESS

EMPOWERING PEOPLE > POWERING LIFE

It's important to have a partner you can rely on every day to help your business run smoothly. PSE&G continues to invest in our gas and electric systems so you get safe and reliable energy now and in the future

We also are working hard today, to provide your business with sustainable, energy efficient options for tomorrow. Learn more about programs your business may be eligible for at [bizsave.pseg.com](https://bizsave.pseg.com)

**Have questions?** Contact our dedicated line for business customers 1-855-BIZ-PSEG (1-855-249-7734) and sign up for text and email alerts to keep you informed if you do lose power. Register for MyAlerts at [pseg.com/myalerts](https://pseg.com/myalerts)





**Seeing the  
story behind  
your business.**

That's the human  
side of banking.



### **Checking and Savings Solutions**

- Small Business Checking
- Savings and Money Market Accounts
- Online Banking
- TD Mobile App



### **Lending Solutions**

- TD Business Solutions
- SBA Loans
- Loans and Lines of Credit



### **Payment Solutions**

- TD Merchant Solutions
- TD Online Accounting

**Let's talk.**

Visit us at  
[td.com/smallbusiness](https://td.com/smallbusiness)  
or call 1-855-278-8988.

