



# The Small Business Voice

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## Bi-Partisan Legislative Support Results in Restored State Budget Funding for the New Jersey Small Business Development Centers (NJSBDC)

New Jersey Small Business Development Centers (NJSBDC) network executives, State Director Brenda Hopper (who acts in the capacity as president and CEO) and Associate State Director Deborah Smarth (who acts as executive vice president and COO), applaud the agreement among key legislative leaders on both sides of the aisle and the governor to restore state funding for the NJSBDC's comprehensive small business assistance programs.

"We have come a long way since the governor's proposed state budget back in mid-March when our organization was defunded," said Hopper. "Due to the strong support of key Assembly and Senate Budget Committee members and other key legislative leadership, that budget proposal was amended, introduced, and enacted with state investment for the NJSBDC and the business owners we serve."

"After many meetings with key Democratic and Republican legislative leaders and their budget staffs, and countless communications including telephone conversations with members and staff, we were pleased to learn that the NJSBDC has been reinserted into the FY 2010-2011 state budget," added Smarth, who directs communications and government affairs advocacy for the non-profit entity.

The NJSBDC has faced serious budget challenges in the past. In FY 2008-2009, then Governor Jon Corzine attempted to eliminate state funding to the network which then was receiving \$1 million from the state. Prior to this fiscal year, the Legislature had doubled NJSBDC funding over a three-year period from \$500,000 to \$1 million as a result of the program's economic impact and rate of return on investment. Due to legislative support, 50 percent of the NJSBDC's funding was restored in FY 2008-2009 and \$500,000 was allocated to the NJSBDC. Then in FY 2009-

2010, Corzine cut that amount 25 percent reducing state funding to the NJSBDC to \$250,000.

Despite the recommendation made by Governor Chris Christie's Transition Team Subcommittee on Economic Development and Job Growth to use the NJSBDC as a vehicle for small business support, the governor eliminated the \$250,000 for the NJSBDC in his proposed 2010-2011 budget. During the final stages of the legislative budget process, the Governor and Legislative Leadership agreed to reinstate funding for the NJSBDC. Senate Bill 3000 (FY 2010-2011 State Appropriations Act), whose prime sponsors were Senators Bucco and O'Toole and Assemblymen Malone and O'Scanlon, passed both the Assembly and Senate on June 28 and was approved into law by Governor Chris Christie on June 29.

"At minimum, these restored state funds will help the NJSBDC meet its federal match requirement so it can obtain federal funds and potentially allow the network to capture any increased federal funds that may be appropriated by Congress for SBDCs throughout the nation in its upcoming 2011 budget," said Smarth.

"This funding leveraged with other non-federal funding, including private support, will allow us to continue providing stable levels of assistance to small business owners and entrepreneurs around the state at a time when New Jersey sorely needs to be focusing on job creation," said Hopper.

"In the aftermath of the Wall Street fallout and the worsening recession, the NJSBDC's network of 11 centers and specialty programs experienced between a 20- to 30-percent increase in inquiries, calls and visits," added Hopper. "We are still seeing strong volume this year by downsized corporate workers, and existing and established small businesses that are trying to survive and grow their operations."

"Fifty one percent of our counseled clients statewide are established and existing small businesses," noted Smarth. "The remainder consists of start-up and pre-venture entrepreneurs."

Some key supporters for this year's funding restoration efforts, who engaged directly with the NJSBDC, included presiding officers and key leadership: Assembly Speaker Sheila Oliver-D, Senator Tom Kean, Jr. -R (Senate Minority Leader), Assemblyman Louis D. Greenwald-D (Budget Committee Chairman), Assemblyman Gary Schaer-D (Budget Committee Vice-Chairman), Assemblywoman Nellie Pou-D (Appropriations Committee Chair), Assemblyman Gordon Johnson-D, Assemblyman Upendra Chivukula-D (Deputy Speaker), Assemblyman Albert Coutinho-D (Commerce & Economic Development Committee Chairman), Assemblyman Jay Webber-R, Assemblyman David Wolfe-R (Deputy Minority Leader), Assemblyman David Rible-R (Assembly Minority Whip), Senator Paul Sarlo-D (Budget Committee Chairman/Deputy Majority Leader), Senator Brian Stack-D (Budget Committee Vice-Chairman), Senator Sandra Cunningham-D (Senate Majority Whip), Senator Anthony Bucco-R (Minority Budget Officer), Senator Joseph Pennacchio-R, Senator Steven Oroho-R, Senator Mike Doherty-R, Senator Kevin

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## Federal Funding (FY 2011 Budget) for National SBDC Network Still Pending in Congress

The U.S. Congress has been extremely busy considering national issues like the financial reform legislation, extension of unemployment benefits, new jobs stimulus legislation, and the federal deficit.

Among the many issues not yet completed is the final formulation of the fiscal year 2011 federal budget. The federal budget extends from October 1, 2010 through September 30, 2011. In the interim, the national SBDC program's funding will be sustained through a continuing resolution of Congress at the current funding level for FY 2010, which stands at \$113 million. Congressional appropriators are expected to re-initiate its budget considerations after the November congressional elections.

The national SBDC program has had strong support from members of both the U.S. House and Senate Small Business Committees. In fact, the House of Representatives Committee on Small Business recently recommended to the House Budget Committee that the national SBDC program receive a 20 percent increase

in federal funding for fiscal year 2011. Such an increase would add an additional \$22 million to the current 2010 funding, raising it to \$135 million for the national SBDC program. These federal funds are allocated to the state SBDCs on the basis of population and flow through the Small Business Administration (SBA). New Jersey's SBDC would be eligible to receive up to \$984,385 in additional funding over its core federal funding if a 20 percent increase occurred, but, it must be matched dollar for dollar with non-federal funding. State funding restoration in the recent Appropriations Act enacted by the New Jersey Legislature and Governor Chris Christie helps New Jersey obtain the current level of federal funding and potentially some additional federal funding if no other existing private sponsorships, state/private grants, or other non-federal contributions to the network are reduced.

In light of the weak economic recovery and the fact that small businesses are still struggling to stay afloat in this economic environment,

the U.S. Senate recently voted 66-33 in favor of a motion to proceed on the Small Business Jobs bill, which contains \$50 million in no match funding for the SBDCs during this recession.

"Our national ASBDC headquarters CEO has worked ardently in getting the message across to our congressional representatives and Senators at the nation's capitol," Brenda Hopper, NJSBDC state director stated. "All of our SBDCs across America regularly communicate with our elected members of Congress. Small businesses need continued support in every way during these times."

"Prior economic stimulus funding bills passed by the Congress and enacted into law following the Wall Street fallout, had not included earmarks for the SBDC program," Deborah Smarth, NJSBDC associate state director noted. "We hope that this legislation advances into law to jumpstart greater levels of assistance to small business owners in New Jersey. SBDCs across the nation have a track record in helping create and retain jobs in America."

## Nationally Accredited NJSBDC Releases Network's Six Month Economic Impact Data for 2010

NJSBDC State Director Brenda Hopper (President & CEO) and Associate State Director Deborah Smarth (Executive Vice President & COO) released the New Jersey Small Business Development Centers (NJSBDC) network economic impact data for the first half of calendar year 2010. The statewide program:

- Created and retained 5,457 jobs;
- Helped 231 small business clients start up new businesses;
- Counseled and trained 9,973 entrepreneurs and small business owners;
- Provided 7,385 total counseling hours for its 2,568 small business clients;
- Facilitated \$8,754,494 in financing for its small business clients.

"We think that considering the constraints of reduced state funding in 2009-2010, our statewide network

executed its small business assistance mission in a very successful way during the first six months of 2010." Hopper stated. "The numbers tell the story and we expect that the remaining six months will also realize sizeable economic impact."

"Our initiation of several new curriculum offerings like our E-learning webinars and Next Stage Growth series of courses will offer even more opportunities for developing and growing businesses," Smarth added. "We expect continued strong demand for network services while the economy is still in recovery."

NJSBDC, comprised of 11 centers across the state, is the premier provider of comprehensive services and programs for small business in New Jersey for 32 years. The network assists businesses to

expand their operations, manage their growth and start new ventures. NJSBDC, a non-profit entity, is an accredited member of the national Association of Small Business Development Centers (ASBDC). The program's private sector experts provide guidance with business plans, marketing strategies, accounting, financial analysis, capital financing, technology commercialization, procurement, e-business and international trade, and next stage growth strategies.

The network leverages funding from the Small Business Administration (SBA), New Jersey State Government, and the higher educational institutions that host the 11 centers as well as other private and public funding sources. Visit [www.njsbdc.com](http://www.njsbdc.com).

## Bi-Partisan Legislative Support Results in Restored State Budget Funding for the New Jersey Small Business Development Centers (NJSBDC)

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O'Toole-R (Senate Minority Whip), Senator Christopher "Kip" Bateman-R (Deputy Conference Leader), and others.

In 2008 and 2009, the NJSBDC provided one-on-one counseling and management consulting services for 12,146 entrepreneurs and small business owners across New Jersey through its statewide

network, totaling 35,971 hours of counseling services. A total of 1,609 NJSBDC clients started a new business, and 30,225 business owners, entrepreneurs and individuals received training from the network.

During that period, the NJSBDC also helped facilitate \$70.4 million in financing for its clients despite the tightening of

credit, assisted business owners with procuring state, federal and private/commercial contracts valued at about \$200 million, and helped create and retain 24,657 jobs in New Jersey of which 3,680 were newly created jobs.

### Next Stage Growth Curriculum Series - - Aimed at Growth-Oriented Established Businesses - - being offered by NJSBDC

While New Jersey's unemployment rate declined to 9.6 percent in June, it exceeds the national unemployment rate of 9.5 percent and those of neighboring states like New York and Pennsylvania, which stand at 8.2 percent and 9.2 percent, respectively. As the pressure for New Jersey to create new private sector jobs continues to increase due to a lagging economy and soft economic recovery, the New Jersey Small Business Development Centers (NJSBDC) network is re-initiating specialized training to bring on the road for next-stage business owners at their work sites and at other locations. The Next Stage Growth Series, expected to launch after Labor Day and continue through December and into 2011, consist of nine courses focused on:

**Stepping-Up to Success**, offering best practices for establishing priorities and optimizing organizational performance. (NJSBDC at Richard Stockton College, NJSBDC at Raritan Valley Community College)

**Knowing Your Market**, focusing on market research methodologies. (NJSBDC at Richard Stockton, NJSBDC at William Paterson University, NJSBDC at Kean University and NJSBDC at Brookdale Community College)

**Marketing Upstream**,

providing the tools to find new clients and markets. (NJSBDC at Richard Stockton, NJSBDC at the College of New Jersey, NJSBDC at Centenary College, NJSBDC at William Paterson University)

**Strategic Selling Systems**, covering the skills required for top performance. (NJSBDC at Raritan Valley Community College, NJSBDC at William Paterson University, NJSBDC at Kean University)

**Attracting, Retaining, and Engaging the Right People for the Right Job**, covering critical human resource issues and how to maximize performance (two-part).

**Keeping Score: Where's My Cash**, providing information and templates for cash flow planning and analysis. (NJSBDC at Rutgers-Camden, NJSBDC at the College of New Jersey, NJSBDC Northwest Jersey)

**Business Valuation**, covering the dynamics of buying and selling a business. (NJSBDC at Bergen Community College, NJSBDC at Rutgers-Camden)

**Exit Strategies**, covering how to plan for retirement. (NJSBDC at Bergen Community College)

The timetables for the offerings will be posted on the official website of NJSBDC ([www.njsbdc.com](http://www.njsbdc.com)) as the schedule is developed and finalized through September.

"The NJSBDC specifically exists to support the needs of small businesses," said Brenda Hopper, NJSBDC state director. "We're offering businesses the strategies and tools to survive and even grow during these difficult economic times. They just need to tap our services."

"There are many companies out there on the cusp of growth that just need some professional insight and instructional resources to reach the next level," added Deborah Smarth, NJSBDC associate state director. "The NJSBDC is where they can find that assistance."

The network will provide training in this series at the business site when special requests are made by a firm, but, the business operation should have at least three to four of its managers or executives participating in the session. The NJSBDC encourages businesses to not only include executives within their own firms who may need cross-training in key business growth areas, but also, encourages these businesses to invite other strategic business partners to send a representative to these training courses. Special packages are available in these instances. Check the NJSBDC website to identify the closest offerings to your business location and for packages and prices.

## Association of Small Business Development Centers (ASBDC) Convenes Annual National Meeting of States' SBDC Executives: Brain Trust Session and Conference Scheduled for September 21-24 in San Antonio TX

The ASBDC, American's Small Business Development Center network, will hold its 30th annual conference at the Grand Hyatt in San Antonio. Key national sponsors include Borrego Springs Bank, FranNet (franchise experts), NIST (The National Institute of Standards and Technology - manufacturing extension partnership), Constant Contact, PaloAlto Software, NASE, MySalesHero.com and Corporate Turnaround (a business client of the NJSBDC at Bergen Community College).

"We like to attend this annual meeting and conference because it not only motivates us, but, it helps us share best practices nationally so that we can better serve entrepreneurs and business owners in New Jersey," Brenda Hopper, NJSBDC state director, stated.

The national Board of Directors consisting of a number of state SBDC directors and an associate/deputy state director from around the nation will hold its all-day meeting on Monday, September 20. In addition, all state directors and associate/deputy state directors from around the country will hold their general membership meeting on Tuesday, September 21 to discuss general progress in executing its national strategic

plan in the delivery of comprehensive small business assistance services to small business owners and entrepreneurs nationally. In addition, they will discuss key best practices in advancing the cause of entrepreneurship and small business ownership and other areas of specific interest in management and execution of the statewide network programs.

Associate/deputy state directors will also convene their meeting on September 23 and will discuss key initiatives and updates on special issues and projects that they have undertaken and advanced through committees during the course of the year.

"Our interaction with colleagues nationally and the exposure to issues that we all encounter in the management of our networks is invaluable in promoting progress and enhancements to the way we execute our statewide strategic plan," said Deborah Smarth, associate state director.

The national Small Business Administration (SBA) Advisory Board of private sector and academic experts will hold its meeting at the conference on September 22. Other key meetings and sessions will also take place throughout the week. The sessions include industry insight

networking, veterans' interests, women's entrepreneurship, minority business outreach, technology counselor training, SBDC management information systems for metrics tracking, agricultural and rural issues, and Franklin Covey Leadership series focused on building process excellence.

A national reception for networking purposes is scheduled (September 22) and a reception for international SBDC offshoots (September 23), along with recognition of NJSBDC staff nationally at the end of the week, September 24. The meeting's adjournment will conclude with the full ASBDC accreditation committee meeting to review standards of performance that govern the national network. All 50 states' SBDC networks and those in the American territories are subject to full accreditation reviews of its entire systems for organizational performance. This occurs every four years and is focused on several major standards with emphasis on strategic planning, metrics, results, and outcomes. The NJSBDC is a nationally accredited member of the ASBDC.

### Annual Small Business Growth Success Awards Luncheon Set for December 10 at the Forsgate Country Club: Verizon, NJ Shares, and PNC Bank Sponsor Event

Plan on attending this year's annual NJSBDC Success Awards Luncheon as the small business clients receiving recognition faced many challenges during this recession and slow economic recovery. With perseverance and the implementation of proper business strategies due to appropriate guidance by NJSBDC experts throughout the state, these clients' stories will surely inspire you.

Corporate sponsors include Verizon, NJ Shares, and PNC Bank. "We are pleased that our corporate sponsors give the financial contributions to this event and the activities it strengthens," said Deborah Smarth, NJSBDC associate state director. "This private sector support is essential to the success of our annual program and we are grateful for their involvement and participation."

"Our clients, partners, and economic development enthusiasts always participate in this event because they know that we have provided the assistance to business owners and that has truly made the difference in advancing small business success," Brenda Hopper, NJSBDC State Director added. "We always find that individuals want to share in the mission of NJSBDC and this event brings us all together to accomplish this objective."

"We expect to recognize some key legislators whose advocacy for our mission cannot be understated," Smarth said. "Recognizing our advocates in the Legislature is important to all of us including our clients."

Invited and confirmed guest speakers will be announced in the fall. Consider registering now at

[www.njsbdc.com](http://www.njsbdc.com) or call (973) 353-1927. Luncheon tickets are being discounted for registrations that occur before or by September 30. Regularly priced \$75 dollar tickets can be purchased for \$65 if you register before or by September 30. A table of 10 at \$750 can be purchased at the \$650 rate with timely registrations.

Also, information relating to the purchase of ads for the annual event's commemorative program book and other sponsorship and financial support options can be found online at the official NJSBDC website homepage. In the meantime, **SAVE THE DATE, December 10, 11:30 a.m. - 2:30 p.m. at the Forsgate Country Club in Monroe Township NJ.**

## Providing Small Businesses with E-Marketing Strategies for Sustained Growth

By Sunny Kancherla, NJSBDC Consultant, and Founder of GardenStateApartments.com

Most business owners know that the Internet is an important tool to help reach that next level in sales, growth and efficiency. But the million dollar question is, "Where do I start and how do I do it?"

The Internet holds the key to reaching a worldwide audience, providing dynamic product information, offers 24/7 targeted marketing, easier access to your customers, reduces your overhead costs, and so much more. And many businesses THINK they are doing it right, but still have a lingering feeling that they are leaving so much on the table. And truth is they probably are.

Demystifying the Internet and making it work effectively for a small business is an art, not a science. How a company uses the Internet can vary greatly on its industry segment, the resources available, marketing budget and the many nuances that make a small business unique.

Thousands of dollars are lost each year by businesses that spend money and manpower into what seems like the online "answer" in the hopes of making it big. But without the proper guidance in developing a sound digital strategy, this investment usually turns into a black hole with a minimal ROI. So who can objectively help small businesses owners develop this plan

and leverage technology?

The New Jersey Small Business Development Centers (NJSBDC). The NJSBDC recognizes the importance of digital strategy and e-marketing for small business owners and is emphasizing this channel to help entrepreneurs make the most of advances in commerce. This year, the NJSBDC has developed a series of informative webinars to assist their clients with moving and thinking in the right direction when it comes to their online presence. The NJSBDC is offering three valuable business workshops to help New Jersey small business owners. They are:

- Mistakes to Avoid When Building Your Website;
- Promoting your Website and Boosting Sales;
- Unlocking the Power of Email Marketing;

The NJSBDC also is offering one-on-one counseling to help small businesses develop a comprehensive digital strategy and an executable action plan tailored specifically for their business.

To participate in the training or to learn more about developing your company's digital strategy, visit [www.njsbdc.com](http://www.njsbdc.com).

## E-Learning Webinars Fall Schedule

**Grow your business online!**

E-Business seminars help business owners to plan, develop, and market their websites as well as manage technology to compete in a fast-paced, global business environment. Topics include: Big Mistakes to Avoid when Building a Website, Promoting your Website and Boosting Sales, and Unlocking the Power of E-mail Marketing.

Certain Thursdays of the month 6:00 pm (September 16, October 14, November 11, December 9)

### Financing Webinar

Perfect for those seeking to secure financing for an innovative business! This webinar is very important because it provides guidelines and a process in which the business owner needs to focus in order to be successful with loan applications.

2nd Wednesday of the month-12:00 pm (September 8, October 13, November 10, December 8)

### Q's and A's of Starting a Business Webinar

Provide answers to the most frequently asked questions posed by people looking to start their own business. This is the perfect first step that is usually followed either by additional training or individual consulting.

3rd Friday of the month-12:00 pm (October 15, November 19)

### Writing a Business Plan Webinar

An essential tool for every stage of business! From inception to expansion, this webinar examines and identifies key components for preparing a business plan to ensure success!

1st Tuesday of the month-12:00 pm (October 5, November 2, December 7)

Visit [www.njsbdc.com](http://www.njsbdc.com) for updates.

## INC. MAGAZINE BUSINESS OWNERS COUNCIL CO-SPONSORS SEMINARS WITH NJSBDC AT KEAN UNIVERSITY

Inc. Magazine's Small Business Owners Council Executive Director called the NJSBDC to learn more about this non-profit statewide entity and its mission relating to small business and entrepreneurship. Lewis Schiff, Executive Director of the Council, explained their interest in developing a partnership with NJSBDC. Not too long thereafter, Inc. Magazine's Council co-sponsored two events with NJSBDC at Kean University.

The magazine's business council is headquartered in New York City, but, its service area spans the tri-state region, including New York, New Jersey and Connecticut. Its members' sales range from \$5-\$25 million in

sales.

In March, the NJSBDC at Kean University hosted and co-sponsored the first event with the group, "How the Best Small Businesses in America are Run." Inc. Magazine's own editor Bo Burlingham, who authored a book named "Small Giants," gave a presentation at the seminar. Mr. Burlingham had made a career of studying smart, well-run and extremely profitable small companies ("small giants"). His remarks were very well-received by both Inc. Small Business Council members and SBDC clients alike.

In May, the two organizations delivered another co-sponsored event, "Attraction Marketing: How I Became an Industry Thought Leader,"

presented by Paul Spiegelman, CEO of the healthcare firm, the Beryl Co., located in Texas. Author of "Why Is Everyone Smiling," Mr. Spiegelman spoke about how he turned his Texas call center into a customer service leader in the hyper-competitive healthcare industry.

"We certainly look forward to co-sponsoring more events with Inc. Business Owners Council," said NJSBDC-Kean Director Mira Kostak. "Partnerships such as we've developed with Inc. are an important part of our strategy to address larger, more established businesses which have both interest and capacity for market expansion."

## NJSBDC Offers Fort Monmouth Small Business Day to Assist Existing and Aspiring Business Owners Likely to be Impacted by Military Base Closure

LINCROFT, NJ – Small business owners and others likely to be impacted by the planned closing of Fort Monmouth next year attended informative sessions at the Fort Monmouth Small Business Day developed by the New Jersey Small Business Development Center (NJSBDC) at Brookdale Community College in coordination with the NJSBDC network Headquarters.



Training session at Fort Monmouth Small Business Day

The program, featuring both afternoon and evening sessions, focused on assisting small business owners seeking to transition their companies and those who may be considering entrepreneurship in light of the upcoming base closure. The Fort Monmouth Small Business Day

took place on Thursday, May 20, at Gibbs Hall, 2000 Tinton Avenue, Fort Monmouth, NJ, from 12:30 p.m. to 8 p.m. The day included networking, information sessions, panel discussions and 45-minute workshops that were repeated throughout the afternoon and evening, allowing participants to fit the program into their schedules so they can take advantage of as many sessions as possible. Topics included: Procurement, Business Re-tooling, Franchising, Business Financial Performance, Smart Selling, Social Networking, Market Changes, and more.

"We've specifically designed this program to ensure that participants will leave Fort Monmouth Small Business Day inspired and loaded with information and ideas they can put into action right away," said Ed Kurocka, an NJSBDC consultant, who is managing the Fort Monmouth program for the NJSBDC network.

When the announcement came in 2005 that the Army would be closing Fort Monmouth in 2011, the NJSBDC applied and won a portable grant



Linda Dousis, NJSBDC Consultant Presents

award from the U. S. Small Business Administration. Since then, the project began enhancing its services to support start-up and established small business owners likely to be affected by the military base closure. Along with the Small Business Day, the NJSBDC will be offering counseling sessions, toolkits, distance learning programs, web-based informational sessions, knowledge exchanges and blogs for individuals whose businesses, contracts or employment will be impacted by the closing.

Funding for this event was made possible by a grant from the U. S. Small Business Administration.

SPECIAL THANKS TO NJSBDC SMALL BUSINESS GROWTH SUCCESS AWARDS LUNCHEON SPONSORS:

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**NJSBDC AT BERGEN COMMUNITY COLLEGE PLANS A SPECIAL PEAK PERFORMANCE STRATEGY SESSION IN THE FALL**

The NJSBDC at BCC, headed by Vince D'Elia with the help of Assistant Director Vincent Vicari, has scheduled a peak performance strategy session which will excerpt strategies from "Unleash the Power Within." The presentation will be made by Eli Wilhide, who is a peak performance strategist and dynamic national speaker, from the Anthony Robbins Company. The session will provide an overview of the strategies, communications skills, and physiology used by the world's top achievers to attain outstanding success and fulfillment. It focuses on empowering businesses to seek out and execute extraordinary and permanent changes in business operations for performance maximization. The seminar is scheduled for Thursday, October 14, at 355 Main Street in Hackensack. To register, please call (201) 489-8670.



Vince D'Elia of NJSBDC at Bergen Community College makes presentation at the Fairlawn Economic Summit in Bergen County.



Destination owner Susan Kibler and NJSBDC at RVCC Operations Director Bill Harnden

**Bridging the Gap for Science and Technology Based Businesses in Difficult Economic Times**

The recent State budget eliminated funding for the NJ Commission on Science and Technology (CST). The Commission had collaborated and contracted with the NJSBDC to provide specialized training sessions for science and technology based (sci/tech) companies on the preparation of SBIR and STTR R&D grant proposals, as well as proposal preparation assistance. Through its Technology Commercialization Program, the NJSBDC has been presenting these sessions for nearly ten years and many of those attending have tapped the NJSBDC for additional assistance in raising financing and commercializing their technologies.

"These sessions have been very successful in helping New Jersey's small sci/tech businesses to win millions of dollars in federal grant awards to help develop their technology and bring their products to the marketplace," Brenda Hopper, NJSBDC state director stated. "During 2009, recent training participants brought more than \$2.7 million in SBIR/STTR awards to New Jersey and

year to date that number has already been surpassed."

"This represents the return of New Jersey taxpayer dollars that might otherwise have gone to New York, Pennsylvania, Massachusetts, California or other states," added Deborah Smarth, NJSBDC associate state director.

The closing of the Commission (CST) meant the loss of certain grant monies for NJSBDC. This funding (leveraged with private sponsorships) was anticipated for SBIR training and service delivery in 2010. It also meant the loss of millions of dollars of funding for CST's venture funding and Fellowship programs, which have also been eliminated. **SBIR and STTR are consequently now more important to NJ entrepreneurs than ever. Because of this importance, NJSBDC will step up and continue to take the lead in offering these important training sessions.**

NJSBDC is presently reaching out to other organizations in the venture development community in an effort to put together a patchwork of funding. "We are very grateful that

Amper, Politziner & Mattia, LLP and Lowenstein Sandler PC will continue their sponsorship and support of these sessions," Randy Harmon, Lead NJSBDC Technology Commercialization Consultant stated.

The SBIR/STTR training sessions will be held centrally at locations between Princeton and Newark. They will include: a half-day Introduction to SBIR/STTR and Proposal Writing seminar on October 15 and a subsequent two-day program on November 18 and 19. The two-day program will feature the full-day Phase I Proposal Development and Cost Proposal Preparation seminars delivered by the nationally recognized Greenwood Consulting Group. A valuable feature of the Greenwoods' Phase I program is that attendees are eligible for a complimentary proposal critique by the Greenwoods within a year of their attendance. Specific locations, agendas and online registration will be available at [www.NJSBDC.com](http://www.NJSBDC.com) by early September.

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**Newark and Essex County Small Business Owners Take Advantage of NJSBDC at Rutgers-Newark International Trade Promotion and Entrepreneur Pioneer Initiative**

The NJSBDC at Rutgers-Newark, under the direction of Dr. Tendai Ngoro, has worked closely with the U.S. Commercial Service, in assisting Newark businesses to engage in international markets and trade exports. The Obama Administration is promoting exports in growing the national economy and closing the trade deficit and the Center's director participated in an Exports and Jobs Forum held at Rutgers Business School on April 15 which focused on this national export initiative. Other attendees/participants



Joel Reynoso of US Commercial Service, Newark Mayor Cory A. Booker, Dr. Tendai Ngoro of NJSBDC at Rutgers-Newark, and Deputy Assistant Secretary Ro Khanna of the US Commercial Service/U.S. Department of Commerce.

included Newark Mayor Cory A. Booker, U.S. Commercial Service Deputy Assistant Secretary Ro Khanna, Deputy Mayor of Economic and Housing Development Stefan Pryor, and Brick City Development Corporation Chief Executive Officer Lyneir Richardson. At the event, the NJSBDC at Rutgers-Newark was presented with the U.S. Commerce Department's Achievement in Trade award. The award recognizes organizations which have partnered with this commerce agency to promote American exports.

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**NJSBDC at Richard Stockton College Advances New Aviation Sector Initiative; informs Regional Businesses about Lending/Procurement/ and Economic Recovery Opportunities; and Business School Releases Tourism Survey Findings**

The NJSBDC at Stockton launched the first of its kind, "Aviation Related Specialty Center." This initiative provides in-depth consulting management on a case by case basis, customizing assistance to aviation related activity and business development. Under the initiative, the Center also assists regional small business economic development in and around the Next Generation Aviation Research Park in Southern New Jersey.

Congressman Frank LoBiondo was instrumental in helping to obtain the federal funding that helped to create the Aviation Related Specialty Center at the NJSBDC at Stockton. "We're very grateful to Congressman LoBiondo for making this initiative a reality through federal support," said Joe Molineaux, regional director of

NJSBDC at Stockton. Assistant Director Carol Waties collaborating with Joe Molineaux assist businesses in Atlantic, Cape May, and Cumberland counties.

In May, the NJSBDC at Stockton held an event entitled "A Day with the Small Business Administration (SBA)" in Atlantic County. The event provided an opportunity for NJSBDC's clients and other regional small businesses to receive an update concerning America's Reinvestment & Recovery Act. Two identical morning and evening sessions were held to provide information about SBA loans and federal Procurement opportunities. Over 150 attendees participated in the day long event. An additional, similar event is scheduled for September 29th in Cumberland County.

Richard Stockton College's Dean of Business, Janet M. Wagner, Ph.D., with whom the NJSBDC at Stockton collaborates, co-authored a study highlighting findings of the Fourth Annual 2010 Survey to improve the Effectiveness of Tourism Promotion. The NJ Center for Hospitality and Tourism Research at the College, directed by Cliff Whithem, Ph.D. and Jason Rivera, M.P.A., research associate for the William J. Hughes Center for Public Policy at Stockton, collaborated on this study. For more information, see [www.stockton.edu/njtourism](http://www.stockton.edu/njtourism).

## The County of Mercer and NJSBDC at the College of New Jersey (TCNJ) Partner to Offer Help to Latino Small Business Owners

The NJ Small Business Development Center at TCNJ launched a series of walking tours to talk face-to-face with Latino Business Owners about their unique challenges. The first two in a series of such events were held on July 9 in Trenton and July 22 in Hightstown.

The walking tours are part of a new support network for Latino Businesses being sponsored by Mercer County's Office of Economic Development and Sustainability. NJSBDC Regional Director, Lorraine Allen, and native Spanish-speaking coordinators, Alberio Acosta of Serapis language schools, Luis De La Hoz

of MarMar Enterprises LLC Tax and Accounting Services, and Tahirih Smith of RE/MAX IN TOWN Green Realtor & Eco-broker, are each taking turns leading the business district walking tours. Additional tours include one in Princeton on August 9 and October 22, Trenton on August 19, and Hightstown on September 17.

"The County continues to recognize the challenges Latino small business owners are facing today. We look forward to creating success stories for local business owners," adds Lorraine Allen, NJSBDC regional director.

Feedback gathered from the walking tours will fuel a series of

informational forums that the County is hosting twice each month at local libraries and the Mercer County Connection (MCC) on Route 33. Coordinated by the NJSBDC at TCNJ, these forums are designed to help provide answers to the most important business questions facing the Latino business community.

To schedule an appointment with a native Spanish-speaking counselor or find out more about upcoming forums, visit [www.sbdcnj.com/latino](http://www.sbdcnj.com/latino), send an email to [ayuda@sbdcnj.com](mailto:ayuda@sbdcnj.com), or call 609-771-2096.

## NJSBDC at Kean University Collaborates with Faith-Based Organizations

During the past three years, the NJSBDC at Kean University has increased outreach to faith-based organizations, mainly churches in various towns in Union County including Plainfield, Summit, Union and Elizabeth. NJSBDC Assistant Director Nat Sims met with officers of the churches to identify where SBDC services could best fit into their community related programs. As a result of these meetings, the Center at Kean University has planned and implemented training workshops and participated in panel discussions at various church facilities in Union County. These sessions had extra added value considering the state of the economy and the lingering recession which affected so many individuals in terms of job losses, etc. The activities were held on Saturdays when most participants were available. Here is a birds-eye view of the kind of presentations that were undertaken:

### **Fountain Baptist Church, Summit, NJ:**

Last year NJSBDC experts participated in a panel discussion on careers and employment opportunities including educators, corporate officials, state and county representatives and social service agencies. NJSBDC's presentation focused on "Entrepreneurship" and "How to Become a Business Owner."

In April 2010, the Center participated in a panel discussion on the many challenges facing previously incarcerated persons and their re-introduction into the community. The panel included an attorney, warden of East Jersey State Prison, and social service representatives. NJSBDC at Kean provided an overview about "The Services of the Center" and aspects of "Entrepreneurship."

### **Shiloh Baptist Church, Plainfield, NJ:**

NJSBDC at Kean participated in two separate workshops on "How

to Start Your Own Small Business" and "The Sources of Financing." **First Baptist Church of Vaux Hall, Union, NJ:**

During the past two years the Center participated in workshops on "How to Start Your Own Business."

### **Second Macedonia Baptist Church, Elizabeth, NJ**

In June, NJSBDC at Kean presented two extensive workshops on "How to Start Your Own Business" and "How to Develop a Business Plan." The workshops were very well attended and the participants showed a great deal of interest.

The NJSBDC at Kean University received much publicity from the respective churches' outreach activities, and in addition, some participants -- including ex-offenders -- have developed into small business clients. Based on the very favorable results of the community events held-to-date, the Center is planning to continue its collaboration with faith-based organizations.

## Successful Small Business Clients Join NJSBDC Associate State Director in Testifying at May 17 Assembly Budget Committee Hearing: Committee Members Pledge Support for Small Business in State Budget

After waiting more than six hours in the hearing room at the University of Medicine and Dentistry of New Jersey (UMDNJ), four very dedicated small business owners along with Deborah Smarth, NJSBDC associate state director, testified before a panel of Assembly Budget Committee members. Randy Harmon, the NJSBDC Technology Commercialization Consultant -- who assisted one of those business owners -- was also waiting patiently. The list of individuals testifying from groups across the state was so long that the Committee had to open up another hearing room and split up the Assembly budget panel towards the end of the day so that they could hear from the voluminous number of individuals and groups wanting to testify on the state budget.

Smarth introduced the NJSBDC business clients later in the evening and opened up remarks close to 8:00 p.m. by indicating that funding for the NJSBDC had been eliminated in the Governor's proposed budget and that this network had already shared in the budget sacrifice with its staggering 75 percent cut over the past two years. She also pointed out that there was, at minimum \$200 million in existing economic development funds, in the proposed state budget. "We are not asking for new tax dollars," said Smarth. "We are just requesting that you consider strategically reallocating some of these existing dollars to restore state funding for the NJSBDC at the level it was last year, \$250,000." She reviewed the history of legislative support, referencing how the Democratic-controlled Legislature along with certain Republican members had taken the lead at increasing state funding for NJSBDC from \$500,000 to \$1 million during three budget cycles prior to FY 2008-2009.

Many members of the committee were stunned that the Governor's proposed budget eliminated this last quarter of a million dollar allocation for this jobs producing program considering their knowledge of the program's rate of return, the assistance it lends small businesses and entrepreneurs statewide, and the federal funds it attracts from Congress. Soon, thereafter, many committee members present including

Assemblyman Gary Schaer, the committee vice-chairman, made it clear that the members of this committee would work to restore funding because of the track record of the program and the need for small business assistance services during these recessionary times. Assemblyman Gary Schaer, Assemblywoman Nellie Pou, Assemblyman David Wolfe, and Assemblyman Jay Webber commented about the situation and some of them made remarks and posed questions to which Smarth gave responses.

Following the comments of Ms. Smarth, Charles Evans of Corporate Turnaround, Inc. of Paramus NJ with 70 employees -- a long-term client of NJSBDC at Bergen Community College -- stated that the services that his company received from NJSBDC helped it to weather the storm during this recession and retain jobs instead of laying-off individuals. He said he felt the firm is better equipped for future growth. Dr. Peter Li of Li Creative Technologies, Inc. located in Florham Park NJ said he worked for Bell Labs for many years and in 2002 he was considering leaving New Jersey like many of his Bell Labs colleagues. During that time he tapped the NJSBDC technology commercialization program for help in applying for federal Small Business Innovation Research Program R & D grants. He received assistance with his proposals from NJSBDC Technology Commercialization Consultant Randy Harmon and other NJSBDC experts. Dr. Li won several grants that helped seed the development of his company's high tech acoustics products. Maureen Jerolis, who founded Service Side Air, LLC in Freehold NJ stated that the NJSBDC at Brookdale Community College helped her start her business and develop it along the way including instruction about procurement contract bidding. The business grew its sales tremendously and now has six full-time/ part-time employees and she continues to tap NJSBDC for guidance and assistance when necessary. Mr. Dominic DeSantis of DeSantis Construction in Somerset NJ cited the fact that he was able to get capital financing in the amount of \$1 million to expand operations as a result

of working closely with NJSBDC at Raritan Valley Community College.

Jason Martin of Jus Pray Productions in Paterson NJ had initially joined the group in mid-afternoon at the hearing, however, due to an appointment in his schedule he had to leave earlier, but, he contacted the group by cell phone close to 7:00 p.m. that evening to see if he was needed back in Newark to testify on behalf of NJSBDC. As a business owner in the photography field, he received assistance from the NJSBDC at William Paterson University and has moved his home-based business to office space in Paterson and his business is growing. Maureen Jerolis asked Deborah Smarth if Jason was needed, but, Smarth told her to tell him not to travel back to Newark for fear that the group would be called before he arrived from Paterson.

"The loyalty and willingness of these business clients to express how they benefited from the NJSBDC program was so overwhelming that day," Smarth said. "I was so amazed about how committed they were to the cause in staying the whole time, patiently awaiting their turn to say just a few words about how they were assisted and how their businesses benefited as a result of NJSBDC services."

Having learned of the occurrences at the budget hearing, State Director Brenda Hopper also gave her reaction. "As business owners they had plenty of important tasks to execute at their companies, but, they came to lend a helping hand in the hope of making the difference in our cause to restore funding," Hopper said.

The Assembly Budget Committee members -- hearing their success stories and Ms. Smarth's pleas that evening -- acted upon what they heard. At the conclusion of the budget process a little more than a month after this budget hearing, Democratic and Republican legislative leaders in the Assembly and Senate had worked with the Governor's office to restore the quarter of a million in funding that might have been lost had it not been for the passion, drive, commitment of clients and partners, and evidence of NJSBDC's economic impact.

These are just some of the success stories that added flight to NJSBDC's efforts at restoring funding.

## Senate Budget Committee Chairman Raises Issue of NJSBDC Funding

At a May 6, 2010 Senate budget hearing, **Senator Paul A. Sarlo**, Chairman of the Senate Budget and Appropriations Committee, made statements in support of the NJSBDC program and posed questions to the State Treasurer concerning small business and NJSBDC funding. The excerpt of the exchange reads:

**Senator Paul A. Sarlo:** Mr. Treasurer .... There has been a lot of talk about a millionaire's tax and the surcharge that expired. One of the concerns the Governor has publicly said is that it would have an impact on small business. The administration is very supportive of small businesses. Is that correct?  
**Treasurer:** Yes.  
**Senator Sarlo:** Then, why did we eliminate \$250,000 -- a very small number -- for the small business

development centers that have had a major impact not only here in the state of New Jersey but in other states across the country and has provided a lot of resources and support. Why would we, if we support small businesses, and we believe the way to work ourselves out of the recession is by growing the economy, then, why isn't that \$250,000 (for the NJSBDC) worth the investment?

### *Joint Message from NJSBDC State Director and Associate State Director*

July 30, 2010

Dear Clients, Partners, and Supporters:

We thank the members of the Legislature and those in Leadership who pushed strongly for restoring state funds for small business assistance through the NJSBDC. Every year, it seems our list of Legislators "advocates" grows! We thank Governor Chris Christie for agreeing to restore state funding considering the high rate of return on investment that State Government receives as a result of this comprehensive assistance provided to small business owners and entrepreneurs around the state. For every \$1 the State invests in the program, \$5.60 is returned.

Jobs created and retained are vital as the national and state economy struggles to see a sustained economic recovery. NJSBDC will continue to play a vital role in bettering New Jersey's economic future. We look forward to working with the State Legislature and the Christie Administration in furthering innovation and growth among the state's small businesses.

We thank the economic development and business membership organizations that work with regional NJSBDCs in all 21 counties for collaborating with our network and recognizing our impact on small business development and growth. We thank our clients who share their success stories about how they benefited from our guidance and assistance, setting the foundation for future growth and expansion.

We thank our corporate sponsors and other key, private and public partners for continually supporting our mission and helping us leverage resources each year.

We thank our NJSBDC Staff and NJSBDC Leaders at the regional centers for sustaining and supporting the entrepreneurs and small business owners who count on their know-how, their guidance, and push to make their business dreams become realities. Thanks to our host institutions, which contribute financially and in-kind, to help bolster center operations for business outreach in their surrounding communities. Our advisory board members are ambassadors for our program and their engagement has greatly contributed to our network, too.

It has been said many times: "Give credit where credit is due." Well, we want to thank all of you for making the NJSBDC network what it is today. With your support, the NJSBDC has achieved its objectives and goals: Jobs, jobs, and more jobs; positioning existing businesses for growth; and aiding individuals to start-up their companies.

We will continue to be passionate about our cause because "business empowerment" drives economic development and enhances peoples' lives. Thanks to everyone, the NJSBDC network is on its way to completing another successful year in serving New Jersey's small business owners and entrepreneurs, contributing to New Jersey's economy. Their success is our reward!

Sincerely,



Brenda Hopper  
State Director  
(President & CEO)



Deborah Smarth  
Associate State Director  
(Executive Vice President & COO)

## Small Business Owners Benefit from 19th Annual Procurement Expo Sponsored by the NJSBDC Procurement Program

Two hundred business owners from around the state attended the NJSBDC-sponsored annual procurement expo on June 10 at the Paul Robeson Campus Center, Rutgers University-Newark. This knowledge-packed conference has a history of stimulating business relationships leading to government and private/commercial contract opportunities for small businesses throughout the state.



**Attendees listen attentively**

The Expo included special seminars and training sessions, covering a wide range of business-building strategies and special MatchMaker sessions where business owners can meet one-on-one with representatives from large public and private sector

### **Bridging the Gap for Science and Technology Based Businesses in Difficult Economic Times**

Continued from page 7

NJSBDC's Technology Commercialization program also partnered with Amper, Politziner and Mattia, LLP to sponsor "Staying out of Government Auditor Quicksand" on June 11, at the NJ Economic Development Authority (NJEDA) Commercialization Center in North Brunswick. Targeted to all federal government contractors, the seminar focused on helping participating firms ensure that their accounting systems comply with all government requirements, so that they keep their contracts and minimize their risk of having to repay disallowed costs. The Amper team also offered to meet with attendees following the program to provide a complimentary review of their accounting system.

organizations. These educational sessions also provide special guidance to small, women and minority-owned businesses on how to grow their business through public and private sector procurement contract opportunities.

"Each year, attendees come away from this event with an expanded network of business contacts and knowledge of upcoming contract opportunities that can help them to increase their business revenue," noted Stephanie D. Burroughs, director of the NJSBDC Procurement Program. More than 50 MatchMaker hosts, workshop speakers, exhibitors and sponsors participated in the Expo. Sponsors for this year's event included: Amper, Politziner & Mattia LLP, Novartis Pharmaceutical Corporation, getGraphic, UpwardAction LLC, MLPSpeak, Plaza Construction Corporation, Turner Construction, MEDIAGraphics, PortraitEFX of Middlesex, RCI Technologies, New Jersey Institute of Technology (NJIT), Aramark-Rutgers Newark Dining Services, NICSCORP

### **Newark and Essex County Small Business Owners Take Advantage of NJSBDC at Rutgers-Newark International Trade Promotion and Entrepreneur Pioneer Initiative**

Continued from page 8

The NJSBDC at Rutgers-Newark continues to collaborate with the Center for Urban Entrepreneurship and Economic Development (CUEED) at the Rutgers Business School on the Entrepreneur Pioneers Initiative II. The initiative focuses on guiding early stage entrepreneurs and existing businesses to advance to the next level of growth through counseling, training, and mentoring. This regional NJSBDC designed,

Information Technology Solutions, U.S. Small Business Administration (SBA), and Rutgers University. "The Procurement Expo is an extension of the NJSBDC's wide scope of offerings of affordable resources and networking opportunities that support the



**Matchmaker Session**

growth of small businesses in New Jersey," said Brenda Hopper, NJSBDC state director. "This gathering is all about potential growth opportunities," stated Deborah Smarth, NJSBDC associate state director. "It is value added and supplements all of the other comprehensive strategies for growth the network provides."

developed, and implements the training curriculum which includes topics like: Credit management, brand development, management and strategy, business valuation, social media, procurement, strategic partnerships and international trade.

## NJ Small Business Development Centers (NJSBDC) Welcomes NJ Veterans Business Outreach Center (NJVBOC) to Further Bolster Support and Scope of Services for Veterans

With a federal Small Business Administration (SBA) grant, the NJ Veterans Business Outreach Center opened its doors in mid-July. Headquartered at Rutgers Business School, NJVBOC will collaborate with the NJSBDC and other veterans groups and partners to offer additional counseling and mentoring, business training, and veteran-targeted business financing. Scott Snair, Ph.D. of Old Bridge NJ, a former 15 year U.S. Army veteran who served as soldier, cadet, officer, and Army civilian, will spearhead this initiative. This stand-alone center expects to launch a volunteer program for experienced veterans in business helping apprentice veterans just entering the marketplace and a Web presence where best practices are shared. “Clearly the returning veteran is on the minds of everyone, especially if he or she is seeking a fresh, civilian start in a tough economy,” says



Dr. Scott Snair

Scott.

“This program will help the veteran who decides to start a small business and the current business vet who might need a jumpstart or advice on expanding.”

Snair has held positions in the private sector with accomplishments in sales, small business, manufacturing, and logistics at companies such as Verizon and International Paper, and he has run his own business, too.

“It’s a great collaborative partnership,” said NJSBDC state director, Brenda Hopper. “We look forward to working with NJVBOC in advancing programs for veterans’ business development and growth. NJVBOC will focus solely on veterans needs.”

“Advancing these types of partnerships can only bolster the scope of support given to veterans across New Jersey,” added NJSBDC associate state director, Deborah Smarth.

The NJSBDC in 2009 provided one-to-one counseling for 312 veterans of which 52 were disabled (service-related) veterans while 432 veterans attended training sessions offered by the NJSBDC network.

The New Jersey Veterans business Outreach Center may be reached at (973) 353-3429 or emailing [ssnair@business.rutgers.edu](mailto:ssnair@business.rutgers.edu).

## NJSBDC News Abounds....

NJBIZ covered the NJ Small Business Development Centers in its “Spotlight: Economic Development” section of its July 5 publication. The article “**Small businesses turn to state programs for financing**” by Elise Winston, references the NJSBDC’s spike in inquiries and visits to centers statewide in the post-Wall Street fallout. NJSBDC Associate State Director Deborah Smarth is quoted as saying: “We are still seeing increased volume by downsized corporate workers, existing and established small businesses.” A sidebar of this article mentions the budget challenges that NJSBDC faced and its successful efforts at restoring state funding in the fiscal year 2011 state budget recently enacted.

In addition, NJBIZ reported about NJSBDC restored state funding in a June 28 piece. In a June 23 article by Andrew Kitchenman, NJSBDC associate state director Smarth provides her sentiments saying that the “funding would help with the centers’ business assistance programs.”

A letter-to-the-editor by Karen Katcher, a business owner and a client of NJSBDC, was published in NJBIZ on June 28, calling for continued state funding for NJSBDC.

A letter-to-the-editor (“**Small-business aid saved my company**”) by Karen Garrison – owner of Deadicated Transport of Lyndhurst NJ on May 10 reads: “Funding the SBDC is central to New Jersey’s economic recovery.”

The Star-Ledger on June 29 published an account by Leslie Kwoh entitled “**State budget includes funding for NJ small business centers**” quoting NJSBDC State Director Brenda Hopper: “We have come a long way since the governor’s proposed state budget in mid-March.” The article also mentioned the NJSBDC’s economic impact in 2009.

A letter-to-the-editor (“**Bad for**

**business**”) by Pat Stanislaski of Hillsborough was published in the Star Ledger on June 15 saying of the proposed elimination of NJSBDC funding: “You don’t have to be a Harvard economist to see that is simply bad business.”

A letter-to-the-editor in the Star Ledger (“**Governor needs to restore cuts**”) by Anue Sagar of Warren, who tapped the services of the NJSBDC at Raritan Valley Community College, called for restored funding for the NJSBDC.

A letter-to-the-editor in the Star Ledger (“**Don’t hurt small businesses**”) by Paul Birrell of Scotch Plains also calls for restored funding for NJSBDC.

The Jersey City Independent included a morning news roundup by John Whiten on June 30 which mentioned how the NJSBDC received its funding in the final state budget.

The Record published an article on June 28 by Hugh Morley “**Employers sold on state budget**” which cited: “Smaller pro-commerce benefits include the restoration of \$250,000 for New Jersey Small Business Development Centers, which Christie proposed to cut in his March proposal. Quoting Deborah Smarth, associate state director: “We are very happy that we have received this positive news,” she said, adding that the state funding will now help get federal matching funds.”

A letter-to-the-editor (“**Public program offers vital service**”) by Charles Ivory of Glen Rock NJ – published in the Record on May 4 – highlights the positive benefits he received from the NJSBDC at Bergen Community College in helping him start his own business after he lost his job in July 2006.

The Times (of Trenton) reports on how the NJSBDC has partnered with the NJ Department of Environmental Protection in its June 16 article entitled “**Clean and**

**Green—State promoting environmentally friendly wet alternative to dry cleaning.**” Ed Kurocka, NJSBDC project coordinator, is quoted.

On June 15, newspaper editorials were published in the Courier-News and Home News Tribune. Entitled “**Small business centers a job creation program worth funding**,” the Courier News and Home News issued its opinions stating “The proposed elimination of state funding for a small business development program would be counterproductive to the state’s job creation goals.”

The Home News Tribune and the Courier-News also published a front page story (on June 14) by Jared Kaltwasser entitled “**Business agency to lose aid from NJ – Job retention, creation touted.**” It referenced NJSBDC’s economic impact in 2009, saving and creating 12,636 private sector jobs. Both NJSBDC State Director Brenda Hopper and Associate State Director Deborah Smarth were quoted. Commenting about Governor Christie’s proposed budget elimination of funding for NJSBDC, Hopper said: “We think there was thought to it, but strategic thinking, I’m not sure.” Smarth was quoted as saying there ought to be enough money within that \$200 million for economic development to carve out at least \$250,000 for a group with a proven track record of creating jobs.

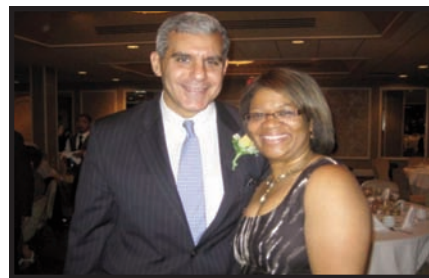
The Daily Record, another Gannett newspaper, also published the same article on June 14.

A letter-to-the-editor (“**Small businesses State budget would hurt them**”) by Mary Jo Layton of Allentown NJ published in the Daily Record and Burlington County Times on May 3 highlights how her health care consulting firm received critical assistance from the NJSBDC.

### Northern Monmouth Chamber of Commerce Crystal Beacon Awards Dinner



Vivian DeloSantos of Brookdale Community College, Lt. Governor Kim Guadagno, Jackeline Mejias-Fuertes, assistant director of NJSBDC at BrookdaleCommunity College



Senator Joe Kyrillos and Jackeline Mejias-Fuertes, assistant director of NJSBDC at Brookdale Community College



Jackeline D Mejias-Fuertes, assistant director of NJSBDC at Brookdale Community College receives the New Jersey Minority Achievers Award

# Small business centers a job creation program worth funding

Small businesses are supposed to be the key to economic recovery, both in the state and across the nation. We've heard that from countless experts and politicians and industry leaders, and we'd expect that budgeting policies in New Jersey would...

The Small Business Development Centers provide free or low-cost services to existing business owners or entrepreneurs plotting start-ups, covering just about any part of running a company. Their definition of "small" isn't that small — fewer than 500 employees — but many of their clients are what we more typically think of as small businesses, with 10-20 employees, or perhaps only a handful. In 2009 they claim more than 12,000 jobs either created or retained by businesses said wouldn't exist without the help of SBDC.

The group operates out of 11 regional offices and another 27 affiliates, including one at Rutgers Community College in Branchburg. Everyone, of course, is clamoring for more funding these days. But in the case of the SBDC, it's not just a matter of dollars.

## NJ BIZ Ongoing funding crisis

THE SMALL BUSINESS Development Centers, like other state programs, found itself again imperiled by the state's budget crisis last month, as the Legislature must match the dollars appropriated by Congress to qualify for federal funding. In recent years, state funding for the SBDC has fallen from \$1 million to \$250,000. Gov. Chris Christie's original budget plan eliminated all funding for the centers starting July 1, but...

## Daily Record

### Budget cuts by Gov. Christie will backfire, small-business development center says

By JARED KALTWASSER STAFF WRITER  
Last year, the New Jersey Small Business Development Centers says it helped create or retain 12,636 private-sector jobs. So officials at the agency were perplexed when Gov. Chris Christie's 2011 budget proposal included the elimination of the agency's \$250,000 state funding, an omission that would cost the centers double that amount since the federal Small Business Administration would match the state contribution. We think there was thought to it, but strategic thinking, I'm not sure," said Brenda B. Hopper, state director of the centers, which are headquartered at the Rutgers Business School in Newark. The NJSBDC was created in 1979 as one of eight pilot programs launched under the federal Small Business Administration. The New Jersey agency operates 11 regional centers and has 27 affiliates which offer a range of services including counseling and training to small businesses and business people looking to start new ventures, expand, or avoid down-sizing in the recession. Of the 12,636 jobs the agency says it retained or created last year, just under 11,000 were retained. Those services are provided for free or at a low cost. If they (businesses) had to get the same kind of expert services," said Deborah K. Smarth, deputy state director of the centers, "they would be spending a lot of money." Officials say the cut was especially alarming since the governor's own Transition Team Subcommittee on Economic Development and Job Growth recommended utilizing the business development centers. Moreover, the center has already seen its state funding slashed from a height of \$1 million in fiscal year 2008 to \$250,000 in the current fiscal year. "We've gotten a 75-percent cut for a jobs-producing program," Smarth noted that Christie's budget proposal does include \$200 million for economic development, including \$175 million for the Business Employment Incentive Grant Program, \$2.35 million for the state Economic Development Authority's Division of Business Assistance, Marketing and International Trade, and \$22 million for the Main Street Business Assistance Program. Smarth said there ought to be enough money within that \$200 million to carve out at least \$250,000 for an agency with a proven track record of creating jobs. Ideally, she said the state would fund at a higher level, since there's a good chance Congress will authorize additional federal funding for the centers through the Small Business Administration. That money, however, will only be available to the centers if the state provides a matching 25 percent surcharge to improve the state's business climate. Smarth said the money was restored after her agency lobbied legislators, citing agency statistics that showed it helped create about 1,800 jobs, and retain 11,000, in 2009. "We are very happy that we have received this positive news," she said, adding that the state funding will now help get federal matching funds. John Galundak, president of Paramus-based Commerce and Industry Association of New Jersey, called it a "good budget," saying that the spending cuts were as important to businesses as the measures that directly affected business. "It's a watershed moment," he said. "The best thing is there is finally a realization that a reduction in state spending is necessary to make our business climate more affordable." The budget reflects Christie's determination to jump-start the state economy and create jobs by encouraging businesses to invest in New Jersey, a strategy that he said required the state to fill an \$11 billion budget gap without raising taxes. Business leaders were happy at Christie's refusal to sign a Democratic proposal to raise taxes on businesses earning more than \$1 million, which business leaders say would have resulted in a 10 percent increase in taxes on businesses taxed through their owners' income.

### State budget includes funding for N.J. small business centers

Published: Tuesday, June 29, 2010, 6:10 PM Updated: Tuesday, June 29, 2010, 6:51 PM

In an apparent concession to the business community, Gov. Chris Christie's first state budget Tuesday included \$250,000 in funding for the Small Business Development Centers, which have helped create and retain thousands of jobs through the state's long-standing network of small business assistance centers.

The appropriation for the New Jersey Small Business Development Centers, a network of resource centers across the state, represents a change of heart on the part of the governor who had initially proposed cutting funding altogether for the three-decade-old organization. "We have come a long way since the governor's proposed state budget in mid-March," said Brenda Hopper, state director of the organization, in a statement.

The NJSBDC has faced serious budget challenges in recent years. Just three years ago, the centers were receiving \$1 million annually in state funding. That dwindled to \$250,000 in the current fiscal year.

The organization, which is primarily funded by the Small Business Administration, has helped more than 12,000 entrepreneurs over the last two years and continues to see the aftermath of the financial crisis.

# HIGHLIGHTS OF PUBLIC POLICY INITIATIVES AT THE FEDERAL AND STATE LEVEL

By Deborah Smarth

## State Budget:

The Legislature and Governor enacted into law a \$29.4 billion state budget for fiscal year 2010-2011 which began on July 1. Spending reductions across the board included the elimination of funding for the Commission on Science and Technology (NJCST), which assisted science-technology businesses. The Technology Business Tax Transfer Program received a large cut. Funding for the NJSBDC was restored at last year's funding level.

Business filing fees which had been initially included were dropped in the final budget. The four percent surtax on the Corporation Business Tax (CBT) will expire under this budget. It was originally supposed to be eliminated at the end of fiscal year 2009.

Concerns about next year's state budget have already been raised. The Assembly Budget Committee held a meeting on August 5 to discuss the structural deficit for fiscal year 2012. The non-partisan Office of Legislative Services estimated a \$10.5 billion structural deficit for the next fiscal year.

## State Taxes / Property Taxes:

On June 10 Governor Christie vetoed legislation (A-10 Oliver/Cryan/Sweeney), which would have increased the income tax rate from 8.97 to 10.75 percent on taxpayers with incomes greater than \$1 million. The Administration and business groups maintained that such an increase would negatively impact on small businesses and prevent investment, job creation and job retention. The Legislature did not have sufficient votes to sustain a veto override.

## Federal Taxes:

The Governor conditionally vetoed legislation (S-1813 Madden/Sweeney) on June 24 that would have provided for a \$1 billion increase in unemployment insurance payroll taxes. The legislation, as passed by the Legislature, would have resulted in employers paying an average increase

of \$400 per employee towards the NJ unemployment insurance fund. However, under the conditional veto, that increase was reduced to an average of \$130. The Legislature concurred with the Governor's recommendations and the law was enacted.

## Federal Small Business Jobs Bill:

The Assembly passed a bill (A-1559 Lampitt/Coutinho) on June 21 to provide a sales tax exemption at the point of sale for businesses located exclusively in an urban enterprise zone. Currently, state law only provides such an exemption for UEZ businesses with gross receipts less than \$10 million. Those firms with higher gross receipt levels must apply for a rebate. This measure provides the point of sale tax exemption up-front for businesses with receipts of \$10 million or more. The bill was referred to the Senate Economic Growth Committee.

## Extension of Federal Unemployment Benefits:

Under a legislative-gubernatorial compromise, a law was approved on July 13 to provide for a two percent cap on property tax increases in any one year. Limited exceptions exist for emergency, pensions, health benefits costs, and increased school enrollment. Citizens are granted the power to vote in a referendum on whether increases could exceed the cap but a majority vote is required.

## Congressional Trade Initiatives:

Congress finally passed legislation allocating \$34 billion for extension of benefits through November for those on unemployment. The measure was signed into law by the President in late July. Republicans had argued that the amount needed for the extension of benefits should be offset by appropriate spending cuts elsewhere in order to deal with the federal budget deficit.

## Federal Taxes:

Despite the Obama administration's position to allow an increase in taxes in 2011 for top income earners, a small group of Democrats in Congress

are joining with Republicans to support a delay in such tax increases because of the fragile state of the economy. Tax cuts enacted under President Bush are due to expire at the end of this year. The Obama administration would continue the tax cuts only for individuals making \$200,000 or less and couples making \$250,000 or less. While some say allowing the tax hikes on the wealthiest would only affect 2.5 percent of small businesses, others indicate that this percentage or number is underestimated because it is based on a total that includes part-timer small businesses and is not a percentage of everyday small businesses.

## Federal Small Business Jobs Bill:

An amendment to the "Small Business Jobs Bill" added a \$30 billion Treasury lending fund. The Senate amendment, adopted at the end of July, squeezed through with the support of only two Republican members in the U.S. Senate. Republicans had argued that it was like the failed "Troubled Asset Relief Program," (TARP). The small business bill also includes \$12 billion in tax breaks.

## Congressional Trade Initiatives:

The House Democratic Majority is promoting its "Make it in America" agenda. The U.S. House of Representatives is expected to take action on several bills before it goes into recess, including: A measure to establish an export assistance fund for clean energy manufacturing; a bill to require the formulation of a long-term national manufacturing strategy; and legislation to establish a commission to study ways of eliminating the trade deficit by the end of the decade.

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# NJSBDC of Northwest Jersey

The NJSBDC of Northwest Jersey collaborates with the Hackettstown BID (Business Improvement District) and is sharing space at 207 Main Street. The Center and BID have developed a few green technology initiatives including: Exploring the possibility of an indoor mini-farm; a biomass energy production plant; and alternative high-intensity lighting for streets, shopping malls, industrial parks and schools. As the working team continues this project, the Center and BID will be exploring grant funding possibilities to support these initiatives.

NJSBDC of Northwest Jersey has reached an agreement with the International Trade Center Alliance (ITCA) located in the International Trade Zone in Mount Olive, NJ to conduct a series of workshops in August specifically designed to serve member (ITCA) companies and their employees as well as NJSBDC clients. These workshops have been sold out and additional workshops are being scheduled for September and October

## HIGHLIGHTS OF PUBLIC POLICY INITIATIVES AT THE FEDERAL AND STATE LEVEL

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**Health Care Reform:**

Business groups including the U.S. Chamber of Commerce and the National Federation of Independent Business (NFIB) are seeking to repeal certain provisions in the federal Health Care Reform law. In particular, one of their targets is the expanded mandate on all businesses including sole proprietors to file 1099 forms with the IRS any time they pay more than \$600 a year to another business, covering payments for goods and services. This mandate expansion will add paperwork on up to 40 million small businesses, many of them self-employed individuals, who will have to track every payment to every vendor with the vendor's taxpayer identification number. Some maintain that this provision was added to the law to raise revenue to pay for the law's cost and to avoid businesses from hiding income from the IRS.

to meet the anticipated demand. Planned workshops on topics related to trade, OSHA compliance, and Human Resources issues will take place in the fall.

The Center's small business clients are appearing in the news. Here are a few examples of our clients "Claim to Fame."

Zulya Rajabova of Silk Road Treasure Tours, LLC (a travel tour business specializing in tours to Central Asia) hosted a presentation at the Ana Tzarev Gallery in New York City, entitled "Discover Uzbekistan." It was co-sponsored by the Consul General of Uzbekistan and the President of the Uzbek Initiative. This event serves as a guide to other NJSBDC clients who have a need to use networking and contacts to develop wider exposure for their business. NJSBDC of Northwest Jersey linked Ted Dillenkofer of TD Video Services LLC and Bridget Graham of Sweetable Eatables. This is a tremendous success story of the power of networking to expand your business while working with your local SBDC.

## Contractor Workshops for Small, Women, and Minority-Owned Business Enterprises Begin August 19 to Boost Participation in Government Construction Contracts

Training workshops and technical assistance throughout the state are helping small, minority and women-owned enterprises to better compete for school construction projects. These workshops were first offered in April and the second round will start on August 19.

Through a special collaboration between the New Jersey Small Business Development Centers (NJSBDC) and the New Jersey Schools Development Authority (SDA), the "Contractor Business Development Program" is launching a new round of free workshops supported through a grant by SDA. The seminars and other one-to-one assistance will provide them with the necessary knowledge to apply for procurement opportunities and potentially win contracts for school construction projects.

"It's important that the smaller contractors including minority and

Bridget Graham of Sweetable Eatables won Best Media Pitch at the Entrepreneur Expose event held on May 1, 2010 at Dolce in Basking Ridge. Sweetable Eatable's makes hand-crafted candy "floral" arrangements that are so realistic it is virtually impossible to distinguish them from real flowers. Subsequent to winning the award, she was interviewed for Fox News and had a one-on-one interview with Steve Aduabato on Channel Thirteen/WNET (PBS) broadcasts. As a result of the media coverage, Birdgette's business is growing by leaps and bounds and she is looking for retail space in the northwest region of the state.

Zimmerman Architects, LLC a ten-year old residential architectural firm in Denville is experiencing renewed growth and notoriety in spite of the challenging economy. After conferring with NJSBDC of Northwest Jersey, the company repositioned itself as a premier architectural firm in Morris County. Recently, Faith & Hope Zimmerman, twin sisters are the featured guests on the TV show New Directions for Women. The segment, titled Women Architects -- Building a Greener World aired in July.

women-owned enterprises have the ability to be included in bids by prime contractors on SDA projects, as well as other government and private-sector contracts," said Brenda Hopper, NJSBDC state director. "Our program will educate them about how-to accomplish this goal"

According to Lee Quinn of SDA, the program manager, this joint initiative aims at increasing the participation of small, women, and minority-owned businesses in government construction contracts.

Course topics include: Construction cost estimating; developing and managing a project budget; SDA reports, forms, and billing; marketing; construction accounting; understanding the bid process and bid package preparation; and project management.

For more information and pre-qualification requirements, contact Charles Jackson, NJSBDC, (973) 353-5965.

# Contact the NJSBDC

Headquarters and Administration		Specialty Programs
<b>Rutgers Business School</b> 1 Washington Park, 3rd Floor Newark, NJ 07102-1913 973-353-1927 www.njsbdc.com sbdcinfo@njsbdc.com		E-Business Services 800-432-1565 International Trade 800-432-1565 Procurement Services 973-353-5960 Technology Commercialization 800-432-1565 Contractor Business Development Program 973-353-5965
Regional Centers		
<b>NJSBDC at Bergen Community College</b> (Bergen County) CIARCO Learning Center 355 Main Street, Room 121 Hackensack, NJ 07601 Regional Director: Vincent D'Elia 201-489-8670	<b>NJSBDC at Richard Stockton College in Atlantic City</b> (Atlantic, Cape May and Cumberland Counties) 35 South Martin Luther King Boulevard Atlantic City, NJ 08401 Regional Director: R. Joseph Molineaux 609-347-2174	
<b>NJSBDC at Brookdale Community College</b> (Monmouth and Ocean Counties) Library, Room 246, 765 Newman Springs Road Lincroft, NJ 07738 Regional Director: Bill Nunnally 732-842-8685	<b>NJSBDC at Rutgers Camden</b> (Camden, Gloucester, Salem & Burlington Counties) Waterfront Technology Center 200 Federal Street, Suite 435 Camden, NJ 08103 Regional Director: Gary Rago 856-225-6221	
<b>NJSBDC of Northwest Jersey</b> (Sussex, Morris and Warren Counties) 207 Main Street Hackettstown, NJ 07840 Regional Director: Dolores Stammer 908-509-1421	<b>NJSBDC at Rutgers Newark</b> (Essex County) 43 Bleeker Street Newark, NJ 07102 Regional Director: Dr. Tendai Ndoro 973-353-5950	
<b>NJSBDC at Kean University</b> (Union County) 1000 Morris Avenue, Willis 301 Union, NJ 07083 Regional Director: Mira Kostak 908-737-4220	<b>NJSBDC at The College of New Jersey</b> (Mercer & Middlesex County) 200 Pennington Avenue, Forcina Hall 447 Ewing, NJ 08628 Regional Director: Lorraine Allen 609-771-2947	
<b>NJSBDC at New Jersey City University</b> (Hudson County) 285 Westside Ave Suite 189-191 Jersey City, NJ 07305 Regional Director: Barbara O'Neal 201-200-2156	<b>NJSBDC at William Paterson University</b> (Passaic County) 131 Ellison Street Paterson, NJ 07505 Regional Director: Kate Muldoon 973-754-8695	
<b>NJSBDC at Raritan Valley Community College</b> (Hunterdon and Somerset Counties) 14 Vogt Drive Bridgewater, NJ 08807 Regional Director: Larry Jenkins 908-526-1200 ext. 8516	<h2>Call NJSBDC Today!</h2>	

## NJSBDC News Abounds....

(Continued from page 14)

Weekly newspaper, Vailsburg Leader (Union NJ) published an account "**Small business expo hosted today**" concerning the NJSBDC's 19th Annual Procurement Expo held on June 10th at Rutgers-Newark.

The Asbury Park Press published an article "**Taking a Risk**" by Michael Diamond on Sunday, May 30, quoting NJSBDC State Director Brenda Hopper: "It can be very discouraging for a small business. You're going to put in 80 hours a week. Even though you're the president and CEO...at the end of the day you do your own books."

The Asbury Park Press published a May 20 account --"**Small businesses brace for economic impact of Ft. Monmouth closure**" --covering Small Business Day at Fort Monmouth,

organized by the NJSBDC network and NJSBDC at Brookdale Community College to assist those losing jobs or business due to the military base closing. Ed Kurocka, a consultant for the NJSBDC, is quoted: "It's all about thinking creatively...you're not going to find that in a book somewhere."

"**Lieutenant governor wants to make NJ more business friendly**" was published in NorthJersey.com and the Record on April 27. In a question posed by reporter Hugh Morley to Lieutenant Governor Kim Guadagno, he asks: "The Small Business Development Centers had its entire funding cut in the governor's proposed budget. That seems contrary to Governor Christie's message that business can help state government solve its budget woes." Guadagno answered: "The scope of the deficit was so large... Everybody had to

give back. Small business had to give back, as did big business."

The Press (of Atlantic City) published an April 25 article "But one couple simply turns to mom" highlighting the help a couple, Larry McGinnis and Debbie BATHEN received from the NJSBDC at Richard Stockton College, to get funding to start their asphalt supplies business.

MyCentralJersey.com published an April 15 article in which Larry Jenkins, director of the NJSBDC at Raritan Valley Community College, stated: "Sometimes a disaster can actually turn into something good" His comment related to the disaster-recovery underway with Bound Brook business owners after the mid-March flood.

## Brenda's Blog

### NJSBDC IS HERE FOR YOU - - TO PROMOTE A SAFE AND SOFT LANDING DURING THIS SLOW ECONOMIC RECOVERY

**D**uring the past two years, NJSBDC offices around the state witnessed a steady stream of downsized workers, business start-ups, and established business owners coming to its private sector experts to survive in difficult economic times. Now, even with some improvements in economic indicators, many economists believe New Jersey's recovery will be slow.

The NJSBDC network's recession proof initiative for counseling and training continues to serve business owners all around the state. The initiative helps business owners restructure their operations in a variety of ways like: Updating business plans to reduce unnecessary spending; analyzing company products and services to ensure efficiencies every step of the way; diversifying markets to promote a strong customer base;

focusing on "needs" and not only on discretionary items for company revenues; enhancing branding and restructuring pricing to emphasize "value;" restructuring debt for greater flexibility; identifying alternative financing due to the current climate in traditional lending; re-evaluating human resources to produce greater productivity and efficiencies in the bottom-line; and utilizing strategic alliances and strengthening customer-client relationships for long-term goals.

The NJSBDC network is here to serve all types of businesses in various industry sectors and with different levels of revenue. Take advantage of our E-Learning webinars, Next Stage Growth Curriculum Series, and our recession-proof counseling and training focus to help make your business ideas become realities and set the foundation for future growth.



**BRENDA B. HOPPER** is the State Director (President & CEO) of the New Jersey Small Business Development Centers network.

## New Member Appointed to the NJSBDC State Advisory Board

**S**usan Stultz of Datatek Applications, Inc. was recently selected as a new board member of the NJSBDC State Advisory Board. The Board, made up of individuals who have diverse backgrounds in the private and public sector -- many of whom run small businesses -- provides input on an array of issues relating to the network's operations and outreach services to small business owners.

Susan has worked for Datatek Applications, Inc. as Vice President of Software Engineering and now as Chief Operations Officer. Datatek credits the New Jersey Small Business Development Centers with helping the company survive by diversifying into the defense industry. The company turned to the NJSBDC in 2004 while in the midst of a significant downward trend that forced the company to slash its

workforce and reconfigure its operations. By attending NJSBDC's Technology Commercialization workshops, Datatek learned about the Small Business Innovation Research (SBIR) grant initiative and has been successful at obtaining federal funding for the development of one of its Internet technology products. Datatek also hosted the NJSBDC Business Growth Tour across New Jersey in 2007.



**Susan Stultz**

"We are glad that Susan will join our Board," said Brenda Hopper, NJSBDC State Director. "We're

looking forward to working with her on the issues we encounter through our organization and the many small business challenges that exist in this economic environment."

"Susan's expertise in her field and her role as chief operations officer will lend another insightful perspective to the challenges of managing a non-profit network," added Deborah Smarth, NJSBDC associate state director.

Susan is a member of the New Jersey Business and Industry Association (NJBIA) and the New Jersey Technology Council (NJTC). She is looking forward to "giving back" to NJSBDC as a new member of the NJSBDC Advisory Board.

For more information about Datatek Applications, Inc., visit [www.datatekcorp.com](http://www.datatekcorp.com).

## NJ Small Business Development Centers

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