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**New Jersey Small Business Development Centers (NJSBDC) Launches Business Growth Tours Across New Jersey – When Business Grows, So Does New Jersey's Economy**

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West Berlin, N.J. (June 27, 2007) - The New Jersey Small Business Development Centers (NJSBDC) today launched ***Business Growth Tours Across New Jersey***, a new program aimed at giving lawmakers, business leaders and economic development officials a firsthand look at the day-to-day operations of NJSBDC's small business clients and the impact of these companies on New Jersey's economy and job growth.

The site of the first tour was Dynasty Group, Ltd., a woman-owned supply company in West Berlin. Dynasty Group supplied the appliances at the new Comcast Center Tower, the tallest building in Philadelphia. The company provides windows, doors, solar panels, appliances and other materials to major housing, commercial builders and architects in New Jersey and Philadelphia. Founded in 2004 with the help of the SBDC at Rutgers-Camden, Dynasty Group is approaching \$3 million in sales and employs 6 people.

The NJSBDC reports that businesses such as Dynasty Group, counseled by the New Jersey Small Business Development Centers, helped generate and retain 11,832 jobs in the Garden State in 2006, with 15.5 percent of these jobs (1,845) newly created.

State and local officials who attended the event included Assemblyman Louis Greenwald and Assemblywoman Pamela Lampitt of the 6<sup>th</sup> District; Francis Blanco, Director of the New Jersey Division of Minority & Women Business Development, Office of Economic Growth, State of New Jersey; Brenda Hopper, State Director, NJSBDC. Deborah Smarth, Deputy State Director, NJSBDC; Gary Rago, Regional Director, SBDC at Rutgers-Camden; Jeff Swartz, Director, Camden County Improvement Authority; and Frank Keith, Director, Rutgers, Camden Business Incubator.

Lawmakers welcomed the opportunity to gain a firsthand perspective on how NJSBDC serves New Jersey's business community and contributes to the state's economy.

"The business tour program is an excellent mechanism for us as lawmakers and public policy shapers to witness the effect small business has on the state's economy and how the NJSBDC fosters growth in this vital economic sector," said Greenwald.

"Touring the Dynasty Group provides an excellent opportunity to observe the unique needs of small businesses, and how NJSBDC and the state can support them as their sector continues to grow," said Lampitt.

## **Fast Track for Growth**

“By utilizing NJSBDC’s services, companies such as Dynasty Group are put on a fast track for growth,” said Brenda Hopper, state director of the NJSBDC. “They can immediately access the expertise of NJSBDC’s customized consulting services, financing and economic development resources of the state. That translates into job and revenue growth for New Jersey’s economy.”

“When New Jersey provides additional resources to small businesses such as Dynasty Group and other NJSBDC clients, it helps retain and create jobs in the state, closing the gap in the pace of job growth, which lags behind the nation’s overall rate of job growth,” added Deborah Smarth, deputy state director of the NJSBDC. “With greater resources leveraged for the small business community we can improve New Jersey’s economic track record.”

Blanco added that Gov. Jon Corzine and the State’s Office of Economic Growth are committed to serving small business and sited the NJSBDC as an important resource in promoting the expansion of entrepreneurship and minority and women-owned business as a priorities in the Governor’s Economic Growth Strategy.

“NJSBDC’s Business Growth Tours Across New Jersey are giving the State the ability to connect with small business as partners in economic growth. When hear from businesses such as Dynasty Group, we gain feedback that helps us put meat behind our programs,” said Blanco.

## **About Dynasty Group**

Loretta Mattie, Dynasty Group’s founder and president, started her company after being downsized from her data engineering job at a telecommunications company in 2004. In May 2004, Mattie attended NJSBDC workshops and received expert customized consulting services from the SBDC at Rutgers-Camden. By September 2004, Mattie formed Dynasty Group, a building supply company that has expanded from a business housed in an incubator at Rutgers University in Camden, to a growing company with an office and warehouse space in West Berlin. Mattie says the NJSBDC is an ongoing source of support for her business, which is seeking additional funding for next stage growth.

“With the NJSBDC, I feel like I have an angel on my shoulder,” said Mattie. “Through the help of the SBDC at Rutgers-Camden and the incubator at Rutgers, along with the personalized consulting services we continue to receive, Dynasty Group has been successful at establishing a business model that is positioning the company for success at a quicker pace than if we had to do this on our own,” said Mattie.

NJSBDC’s business growth tour is part of NJSBDC’s “Where Businesses Go to Grow” outreach initiative aimed at encouraging established businesses to take advantage of NJSBDC’s customized consulting services and workshops.

## **About NJSBDC**

The NJSBDC network ([www.njsbdc.com](http://www.njsbdc.com)) is the premier provider of comprehensive services and programs for small business in New Jersey, helping businesses expand their operations, manage their growth or start new ventures. NJSBDC, headquartered in Newark on the campus of Rutgers University, consists of 11 full-time service centers and additional affiliate offices with a presence in every county. Expert staff and practicing business consultants help established small business owners and aspiring entrepreneurs to develop business plans, find financing, identify new markets and expand their operations.