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New Jersey Small Business Development Centers Sponsors Next Stage Workshops to Help Established Businesses Grow in the Garden State

Courses Open in September Providing Affordable Access to Trends, Strategic Planning, Financial Analysis, Workforce Development and Performance Optimization Techniques to Help Businesses Compete More Effectively

Workshops Offer Face Time with Top Business Experts and Instructors at Five Convenient Locations Around the State

Newark, N.J. (Aug. 28, 2007) The New Jersey Small Business Development Centers (NJSBDC) opens its fall season of learning in September with the **Next Stage Business Growth** series aimed at enhancing the knowledge and skills of established entrepreneurs. The **Next Stage Business Growth** workshops are designed to assist business owners and their management teams with gaining affordable access to courses that help boost the performance of their companies and the skills of their executives. The workshops are being held at five locations throughout the state, including college campuses and NJSBDC satellite centers in Union, Bergen, Essex, Camden and Somerset counties.

NJSBDC's **Next Stage Growth** workshops begin on: Sept. 14 at Rutgers University, Camden; Sept. 19 at NJSBDC's Satellite Center in Livingston; Sept. 28, at Bergen County Community College, Hackensack; Sept. 28, at Kean University, Union; and Nov. 6 at Raritan Valley Community College.

NJSBDC's **Next Stage Growth** series features eight course topics delivered over a nine-week period. Each class is 3 hours, at a cost of \$149 per session. Classes are held from 9 a.m. to 12 noon at the Camden, Hackensack, Livingston and Union locations. The Somerset location offers classes from 6 p.m. to 9 p.m. Workshops run through Dec. 7. To register online, visit www.njsbdc.com and click on **Next Stage Growth** box on the left column. A special 10 percent discount is available for those who register by Sept. 7.

"The **Next Stage Growth** workshops were developed with the needs of established businesses in mind -- at rates so affordable it makes good business sense to take advantage of this opportunity," said Brenda Hopper, state director of the NJSBDC.

"There are many companies out there on the cusp of growth, but need access to the professional insights and entrepreneurial instructional resources to help them

reach the next level. That's what NJSBDC is here for – to support the needs of small business,” added Deborah Smarth, associate state director of NJSBDC.

The ***Next Stage Growth*** courses also connect entrepreneurs and their management teams to the experts, topics, trends and skills required to manage growth and address the challenges facing businesses today, starting with *Stepping Up for Success*, the first course in the series, which addresses strategic planning and optimizing business performance.

Please see below for details on the course offerings and schedules.

Stepping Up to Success

This hands-on workshop offers strategies and best practices aimed at helping business leaders establish priorities and optimize organizational performance. Through the use of various management and diagnostic tools, participants will learn how to direct resources and implement solutions in order to maximize potential and achieve desired objectives.

9/14	Friday	Stepping Up To Success	Camden	9AM - Noon
9/19	Wednesday	Stepping Up To Success	Essex	9AM - Noon
9/28	Friday	Stepping Up To Success	Bergen	9AM - Noon
11/6	Tuesday	Stepping Up To Success	Somerset	6PM - 9PM

Knowing Your Market: Who and Where Are Your Customers and What Do They Really Want?

This session focuses on market research methodologies that will help you identify current and future trends, the nature of your competition, customer satisfaction levels, and other important information essential to growing your business. The course provides tools and case studies to help your business stay ahead of the curve and competition.

9/21	Friday	Knowing Your Market	Camden	9AM - Noon
10/5	Friday	Knowing Your Market	Bergen	9AM - Noon
10/12	Friday	Knowing Your Market	Union	9AM - Noon
11/8	Thursday	Knowing Your Market	Somerset	6PM - 9PM

Marketing Upstream: Getting Out of Your Comfort Zone

This powerful workshop enables you to make changes in the way you market yourself and your business by giving you the tools to find new and larger clients and overcome barriers to entry in a new market. Learn the tactics and strategies necessary to create “centers of influence” and to play a more dominant role in your industry.

9/28	Friday	Marketing Up-Stream	Camden	9AM - Noon
10/18	Thursday	Marketing Up-Stream	Bergen	9AM - Noon
11/9	Friday	Marketing Up-Stream	Union	9AM - Noon
11/12	Monday	Marketing Up-Stream	Somerset	6PM - 9PM

Strategic Selling System: Processes and Practices

This course will introduce you to the strategic selling skills required to enable top performance in your industry and to conquer your customer goals in today's aggressive marketplace. Learn how to use prospect data and other programs aimed at identifying and capturing your target markets and clients to further grow your business.

9/28	Friday	Strategic Selling	Union	9AM - Noon
10/5	Friday	Strategic Selling	Camden	9AM - Noon
10/19	Friday	Strategic Selling	Bergen	9AM - Noon
11/15	Thursday	Strategic Selling	Somerset	6PM - 9PM
11/20	Tuesday	Strategic Selling	Essex	9AM - Noon

Attracting, Retaining and Engaging the Right People for the Right Job

This two-part workshop is aimed at familiarizing business executives with the major components of an effective Human Resources program. It provides small businesses with the tools for maximizing individual and team performance and obtaining overall employee satisfaction. Participants learn "best practices" for employee recruitment, commitment, and how to leverage human resources to optimize competitive advantage.

11/20	Tuesday	HR I	Somerset	6PM - 9PM
11/27	Tuesday	HR II	Somerset	6PM - 9PM
9/26	Wednesday	HR I & II	Essex	9AM - 4PM
10/12	Friday	HR I & II	Camden	9AM - 4PM
10/25	Thursday	HR I & II	Bergen	9AM - 4PM

Keeping Score: Where's My Cash?

This workshop provides existing businesses with the necessary information and templates relating to cash flow planning and financial projections. Learn how to mine and analyze information from financial statements in order to measure business performance and make solid decisions for the future. Topics include ratio analysis, cash flow classification and analysis, including horizontal and vertical statement analysis.

10/9	Tuesday	Keeping Score	Essex	9AM - Noon
10/19	Friday	Keeping Score	Camden	9AM - Noon
11/2	Friday	Keeping Score	Bergen	9AM - Noon
11/29	Thursday	Keeping Score	Somerset	6PM - 9PM
12/7	Friday	Keeping Score	Union	9AM - Noon

Business Valuation: Creating a Meeting of the Minds in Real Dollars

Is your business priced right? This workshop will walk you through the dynamics in buying and selling a business and the tools for assessing its value. It focuses on developing quantitative data that will help provide the true financial value and comfort level for buyer and seller. Small business owners interested in succession planning, estate planning or insurance planning would find this workshop very enlightening.

10/26	Friday	Business Valuation	Camden	9AM - Noon
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11/13	Tuesday	Business Valuation	Essex	9AM - Noon
11/16	Friday	Business Valuation	Bergen	9AM - Noon
12/6	Thursday	Business Valuation	Somerset	6PM - 9PM

Exit Strategies: You Can't Leave Unless You Know Where the Door Is

This workshop provides the framework for eventual retirement from the business. Owners learn about common and costly pitfalls and how to determine typical cash out goals, options and alternatives. Small business owners who are developing their company's assets should take advantage of this course.

10/23	Tuesday	Exit Strategies	Essex	9AM - Noon
11/2	Friday	Exit Strategies	Camden	9AM - Noon
11/9	Friday	Exit Strategies	Bergen	9AM - Noon
12/4	Tuesday	Exit Strategies	Somerset	6PM - 9PM

More on NJSBDC's Next Stage Growth Workshops

NJSBDC's Next Stage Growth workshops were launched in the Spring of 2007 as a response to the emerging needs of small business owners who have stated it is often difficult to stay on top of the technology trends and best practices needed to grow a business while maintaining the day-to-day operations of their businesses. The NJSBDC program also supports Gov. Jon Corzine's Economic Growth Strategy, which includes developing small businesses by utilizing the state's existing resources in encouraging entrepreneurship and the growth of small, minority-owned, and women-owned businesses; developing a world-class workforce; and enhancing the global competitiveness of New Jersey's businesses.

NJSBDC is a primary resource for businesses in New Jersey and strategic partner of the state in providing free counseling and affordable workshops to businesses. NJSBDC has been increasing its share of established and growth-oriented small businesses as clients over the past few years, with nearly 40 percent of clients served established companies.

About NJSBDC

The NJSBDC network (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.