



49 Bleeker Street, Newark, NJ 07102. Phone: 973-353-1927. Fax: 973-353-1110

For More Information Contact:
Nat Bender (973) 353-1927
Paul Rinaldi (732) 224-2491

[For immediate release](#)

Success of Small Business Critical to Governor's Agenda

Newark, NJ. Sept. 8, 2006 – As the premier provider of small business services and programs in New Jersey, the New Jersey Small Business Development Centers (NJSBDC) network leadership expressed great optimism about the Governor's *Economic Growth Strategy for the State of New Jersey*. Many of the issues cited by the Council of Economic Advisors echo the findings of the NJSBDC *Strategic Blueprint for Small Business Growth* report and support the actions the network has implemented.

NJSBDC state director Brenda Hopper said she “welcomed the opportunity to work with the Office of Economic Development to leverage NJSBDC State and Federal partnerships in executing the Governor’s ambitious plan for the state.” Because of these partnerships and the effectiveness of free management consulting, the NJSBDC network helps clients generate far more in revenue than the program costs the State. For every \$1 dollar invested in SBDC programs nationally, taxpayers receive approximately \$2.66 in return.

“I heard the Governor’s call to hold the line on spending more as he emphasized the need to make the state a better place to conduct business,” said Hopper. She noted that the NJSBDC *Strategic Blueprint for Growth*, based on extensive research and outreach to the small business community, focused on many of the same challenges as the Governor identified. To address these challenges, the NJSBDC added a surety bonding and working capital program to address the State contracting disparity the Governor noted—with less than two percent of overall



49 Bleeker Street, Newark, NJ 07102. Phone: 973-353-1927. Fax: 973-353-1110

contracts being awarded to small, women-owned and minority-owned companies. To address another problem he cited—the lack of access to capital for small businesses, particularly in urban centers. Hopper noted the credit education and business planning assistance that constitute core NJSBDC services.

Hopper said she hoped that the Office of Economic Growth would heed recommendations from the NJSBDC *Strategic Blueprint for Growth* to make sure that resources for small business programs were utilized most effectively. “We need to keep the small business sector healthy by helping established businesses grow and new businesses start,” said Hopper. She said that reforming health insurance and carefully monitoring corporate taxes are great starts to create a friendly business climate. “But to create the good jobs the Governor referred to, small business owners need direct support from knowledgeable experts to help them start, grow and manage their companies,” she said. “And the NJSBDC network is proud to work with the Governor and the Office of Economic Growth to make sure that small business owners receive the best assistance services available,” said Hopper.

#####

The NJSBDC is funded in part through a cooperative agreement with the U.S. Small Business Administration. Additional funding is provided through the NJ Commerce, Economic Growth and Tourism Commission, and Rutgers Business School Graduate Programs - Newark and New Brunswick. SBA’s funding is not an endorsement of any products, opinions, or services. All SBA funded programs are extended to the public on a nondiscriminatory basis. For more information, visit www.njsbdc.com