

## Small Business Sends ‘Urgent’ Report To State Officials

### Key Recommendations Offered to Improve Climate for Economic Development

The future of New Jersey’s economy depends on the growing number of small businesses that remain in the State and continue to grow. The NJ Small Business Development Centers (NJSBDC) released an urgent report on August 30 to the State Legislature and Governor focusing on removing barriers to growth and reshaping State policy, including reallocation of budgetary resources, to stimulate the small business sector.

First, the report—titled, “Strategic Blueprint for Small Business Growth: Strengthening Business Opportunities in New Jersey,” recommends forming a bipartisan committee on health insurance to provide more reasonable coverage options for small business owners and independent entrepreneurs.

Second, the report suggests exempting or substantially reducing corporate business tax minimum payments for small business

startups and early stage business corporations.

Third, the report calls for regulatory relief for small businesses including simpler paperwork and documentation with consistent and more affordable fee structures for registrations and certifications in procurement.

These top the list of more than twenty recommendations on topics including helping to improve the State procurement

*(Continued on page 2)*

## Register Now for the NJSBDC Success Awards Luncheon 2006

It’s time once again to recognize the contribution of the small business sector to New Jersey’s economy on Dec. 1 at the NJSBDC Success Awards luncheon in Monroe Township. The entrepreneurial spirit fuels new job growth and economic development and NJSBDC clients exemplify that powerful force.

“As end of year approaches, NJSBDC is making a list of entrepreneurs who have excelled at running their businesses and checking it twice,” said NJSBDC state director Brenda B. Hopper. The final selections will be honored on Dec. 1 and recognized by the leaders on the state’s economic development, legislative and business community. “This is always the high point of our year because our entire statewide staff gets to publicly congratulate their clients who have been working so hard and we get to hear their stories of small business success,” said Hopper.

State legislators who have made significant contributions to supporting the small business sector will be recognized as

well for their efforts. NJSBDC associate state director Deborah Smarth said, “As a leading advocate for small business in New Jersey, we need to applaud those elected officials who really understand the value of small business sector support and services and who act upon these principles. This public policy commitment will result in sustained economic growth and jobs.”

Last year’s NJSBDC Success Awards luncheon had an interplanetary theme reflecting keynote speaker Dr. Gregory Olsen’s space travels. This coming luncheon promises to be equally engaging. State Commerce Commission CEO & Secretary Virginia S. Bauer expects to join in the celebration and several other public and private sector luminaries will be on hand.

Online registration to the luncheon at the Forsgate County Club, invitations and announcements about the event are being posted at [www.njsbdc.com](http://www.njsbdc.com). Visit today to book your seats and tables and see the photos and stories that have made previous years’ luncheons so memorable.



America’s Small Business Development Center network is on time: 12

***A new business is created by a client assisted by SBDC every 33 minutes.***

***A new job is created in the U.S. by an in-depth SBDC client every 7 minutes.***

***\$100,000 in sales are generated by SBDC in-depth clients every 9 minutes.***

***\$100,000 in financing is obtained by SBDC in depth clients every 20 minutes***

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process so small businesses can win contracts, supporting businesses in commercializing promising new technologies and stopping the loss of manufacturing companies.

The recommendations are primarily directed towards State Legislators, formulated after months of touring the state to conduct business forums and commissioning a University survey of 4,000 small business owners statewide. The non-profit organization developed a promising business retention and expansion plan to improve the current State's business climate, which is now ranked only one-step away from "dead last" in the nation's economy.

Small business now account for more than half of all new employment in New Jersey's economy and comprise 98 percent all businesses in the state, according to NJSBDC State Director Brenda B. Hopper.

"Supporting this sector should be the top priority if we are going to stimulate dramatic improvements in the State's economy," said Hopper.

Small business revenues are a growing revenue stream for both New Jersey's economy and its State government. Self-employment and sole proprietorships are increasingly representing a larger share of overall personal income in New Jersey. "The report documents an urgent need for greater investment in direct services to sole proprietorships and small corporations with special attention to existing businesses which are more likely to create good jobs," said Hopper.

For New Jersey taxpayers, small businesses are a win-win windfall for everyone. For every \$1 invested in the Small Business Development Centers nationally, taxpayers receive about \$2.66 in return.

And last year, NJSBDC worked with its business clients to create and retain 10,000 jobs. That bodes well for New Jersey's economic future.

By working with its clients statewide, NJSBDC boosts private sales: Tens of millions of dollars in sales tax revenues, and additional income and business tax revenues returned to the State Treasury.

The NJSBDC report noted that nationally, small businesses receiving in-depth SBDC assistance experienced 10 times the job growth of average businesses (14.2 percent compared to 1.4 percent for businesses in general for the period 2003-2004). In a State economy that has been hit hard by more and more taxes on businesses and costly state regulations, the NJSBDC program delivers a great return on investment.

### "A Strategic Blueprint for Small Business Growth"

*Succinct highlights of key recommendations include:*

- Form a bi-partisan commission to completely overhaul the health insurance system with greater sensitivity to small business startups and early stage business challenges by producing incentives, not penalties, in any future proposals.
- Fully exempt or substantially reduce corporate business tax minimum payments for small business startups and early stage business organized as corporations.
- Provide regulatory relief to small business including simpler paperwork and documentation, consistent and more affordable fee structures for registrations and certifications in procurement.
- Prompt payment by large contractors to small firms on public contract projects to prevent financial jeopardy for small subcontractors.
- Standardize practices and procedures for State, county and local contracts to avoid duplication of paperwork and other requirements, which could produce sizeable public savings.
- State authorities and commissions should have public bids posted in the same manner as the 16 executive state departments that post bids through the Treasury Department.
- Design and implement more user-friendly lending products to meet the specialized needs of small business and facilitate greater collaboration among the many public/private lenders in this market.
- Consider the viability of a "corporate incubator" pilot project strategically locating small firms at underutilized corporate office space, which may have industry synergies via supplier/provider relationships beneficial to both parties.
- Re-start a one-stop access to business development and technology information for non-incubator science/technology firms interfacing with Innovation Zones and acting as a gateway to other appropriate State, federal and private development resources. Currently, State efforts focus on incubator based companies.
- Encourage youth entrepreneurship in primary and secondary schools and entrepreneurship and business ownership degrees and courses at higher education institutions considering the trend of corporate restructuring and outsourcing; endorse NJ Chamber's "Platform for Progress" education findings involving the need for sensitizing students to work ethic, computer and technology literacy.
- Support removing many of the State-level obstacles to manufacturing success outlined in NJBIA's manufacturing revitalization campaign. Lower the costs of operating manufacturing firms by tackling the problems of high energy costs, environmental regulatory compliance, high business and property taxes and health insurance costs.
- Provide international trade assistance to small business on topics relating to selling services overseas, doing business with foreign governments, and strategic relationships with overseas partners; NJSBDC survey results indicated high interest in the latter areas but low interest in international commercial terms and international banking as well as trade missions (further qualifications in full report.)

During the past three years alone, the NJSBDC program has generated \$197 million in financing for small businesses clients, such as loans, grants and procurement contracts. The NJSBDC network produced for its clients \$82 million worth of procurement contracts, including federal and State, as well as corporate opportunities.

New Jersey invests \$800,000 into the NJSBDC program for small business assistance, compared to Pennsylvania, which invests \$6.7 million, New York at \$2.5 million, Georgia more than \$2 million, and North Carolina about \$1.7 million (FY 2005-2006). "Our report found that the Pennsylvania SBDC network received an additional \$1.3 million in funding this fiscal year despite the fact that their overall State budget is \$4.7 billion less than New Jersey's, bringing their total funding to \$8.0 million," Deborah Smarth, Associate State Director and the report's author, said. "That's 10 times more than New Jersey's investment, despite New Jersey legislative leadership efforts in this area over the past few fiscal years."

The report cited national studies that rate New Jersey as anti-entrepreneurial and least hospitable because of business taxes. And the consequences could be disastrous. The report referenced Rutgers University economists Dr. Joseph Seneca and Dr. James Hughes recent warning that the State's inability to retain and attract new companies leaves New Jersey facing "its most uncertain future since the Great Depression."

To help brighten the future, the report calls for urgent measures. "We are calling on our political and public policy decision makers to do their best to create jobs and stimulate economic growth," said Smarth. "This means support for small business and strong, extremely-friendly business policies to counteract other states' advantageous business environments that are luring firms away from our state," she said.

NJSBDC leadership welcomed the approval of an executive order by the Governor on September 25 which implements one of the report's key procurement recommendations aimed at getting State authorities to operate within the same standards used by State government executive departments in awarding contracts to vendors. This change will make it easier for small, minority and

women-owned businesses to know about potential opportunities at these entities and help them further compete to grow their enterprises.

Brenda Hopper and Deborah Smarth reiterated their intention to work with the current Administration and members of the Legislature to help implement the report's recommendations aimed at removing barriers to small business growth and growing the State economy. Pledging assistance for the Governor's Economic Growth Agenda announced on September

7, which also makes small business a strategic priority, they encouraged State legislators and the Governor's Office of Economic Growth to take advantage of NJSBDC's information resources and statewide infrastructure.

An executive summary and full report titled "Strategic Blueprint for Small Business Growth: Strengthening Business Opportunities in New Jersey" and more information is available for download at [www.njsbdc.com/report06](http://www.njsbdc.com/report06).

## Former State Treasurer Joins NJSBDC Advisory Board

**CPA John McCormac now  
developing businesses  
in private sector.**

**F**ormer State Treasurer John McCormac got out of public service just in time to avoid this year's contentious budget battle and subsequent sales tax increase. Now, McCormac is happily working in the private sector and continuing his public service by giving back to small business through serving on the Statewide Advisory Board of the NJ Small Business Development Centers network.

A Certified Public Accountant, McCormac had announced his intentions to return to the private sector last year to focus on business development activities for small businesses. He often reflected back to his experience in private practice as a CPA when he talked about the importance of the NJ Small Business Development Centers network's impact on the State economy.

"We rely on experienced entrepreneurs like John McCormac to join our Statewide Advisory Board and assist us in refining the programs and training our clients need to grow their businesses to the next level," said Brenda Hopper, NJSBDC state director. "John will make a great addition to a very talented team."

"The former Treasurer has unique perspective to offer, understanding both the macro and micro elements of the state economy," Deborah Smarth, associate state director added. "He is a true entrepreneur with a great understanding of the public and private sectors."



"After working with the NJ Small Business Development Centers for four years as State Treasurer and seeing their passionate advocacy for the advancement of issues affecting small businesses, joining the Board was a natural fit for me to help further their cause," McCormac said. "Brenda and Deborah are outstanding leaders and I am truly looking forward to working with them in the future, not only as a small business owner myself but as someone who knows the tremendous impact small businesses have on the New Jersey economy."

In addition to Statewide Advisory Board guidance, McCormac is participating in NJSBDC events to brief small business groups about economic trends that could affect their businesses. He was also recently selected as his party's nominee for the Mayor's office in his home town of Woodbridge and will be up for election in November.

# Estimating Class Delivers Critical Lessons

Ernest Williams, manager of NJ Transit's Office of Business Diversity, sees far too many small businesses, and particularly those owned by minorities, lose opportunities to win contracts for construction projects because their bids are too high. Others win jobs that turn out to be unprofitable because their bids are too low to cover costs. Certified Professional Estimator Joe Majewski has been continuing to make good on a promise he made to the late State Senator Wynona Lipman to help small, women and minority construction companies understand the estimating process. Their fortunate meeting brought about the June launch of a 16-week estimating course enabling 45 participants to add this critical skill set to their professional expertise and compete for what Majewski projects to be a \$80 billion building boom in New Jersey in the next 15 years.

The two came to NJSBDC Procurement Director Stephanie Burroughs to host the program at Rutgers Business School in Newark while she and NJSBDC Dynamic Markets Director Charles Jackson assist students with the process of soliciting and winning profitable bids. The support and mentorship from the instructors is a critical component of the program, according to Williams. Most of the

instructors are from the major construction firms and some, like Majewski of JPM Construction Consultants in Spring Lake, and Alex MacKenzie of SRS Metals in Metuchen are members of the American Society of Professional Estimators, Garden State Chapter 26, a non-profit organization dedicated to education of estimating.

"The classes are very detailed," said Burroughs. "It is really making a difference for the businesses taking the class, increasing their success in bidding, which is one of the biggest challenges for construction firms." The NJSBDC Procurement Services program she runs offers consulting and training to established small businesses who are interested in selling their goods and services to the federal, state, or local government and private corporations.

The program is scheduled to run again in January so interested small business owners can get more information about taking the class from NJ Transit at 973-491-8065 or JPM Construction at 732-974-0440. The class series was made possible by NJ Transit, JPM Construction Consultants, Bovis Lend Lease, Gilbane Building Company, Turner Construction, The County of Essex, Essex County College, SRS, Cost Calculations and the NJSBDC and sponsors are still needed to get involved with January's program.



Small business estimating class participants at Rutgers Business School in Newark

# Legislative Update

## Federal Funding for the National SBDC Program

Currently, Congress funds small business development centers nationally at a level of \$87.9 million and the funding is distributed on the basis of population. While the Small Business Administration (SBA) proposed FY 2007 budget for the program is \$87.1 million, the U.S. House of Representatives has proposed increasing the overall appropriation to \$90 million and the U.S. Senate Appropriations Committee proposed increasing the overall appropriation to \$89 million. According to the national Association of Small Business Development Centers (ASBDC), it now appears almost certain that the CJS Appropriations bill will not be acted upon until after the November election. Thanks to the leadership of ASBDC, we look forward to progress on this funding news front.

Also, as the two-year SBA Authorization Act was set to expire with the end of the federal fiscal year, Congress passed a short-term SBA authorization extension bill to ensure that SBA has the legal authority to continue operating all of its programs (including the SBDC network) until February 2, 2007. It remains to be seen whether Congress will enact a long-term reauthorization bill when it reconvenes for a lame duck session in November.

## State Funding for NJSBDC

Despite a large State deficit and a State government shutdown, NJSBDC received level funding for FY 2006-2007 at \$800,000. The State's investment in this program receives a large rate of return since the program impacts on the creation and retention of jobs and generates millions and millions of dollars in tax revenues and

private sales from NJSBDC small business clients. A real disparity exists with other neighboring states' investment level in their SBDC networks. Despite a smaller State budget than New Jersey's, Pennsylvania invests ten times more than New Jersey's level of funding for small business assistance services.

## Legislative Developments

A special session was convened during the summer months to grapple with devising long-term solutions to reduce property taxes in the State. New Jersey has an average property tax bill of \$6,000, rendering the State very unaffordable and making it harder for businesses in terms of its employee recruitment efforts. New Jersey's 2005 median household income stands at \$61,700, 33 percent more than the national median of \$46,200. Despite the fact that State median incomes are highest in the nation, New Jersey's housing costs are 50 percent higher than the national median. Among mortgage holders, New Jerseyans in 2005 paid the highest median housing costs in the nation with payments of \$1,938 a month, including mortgage, property taxes, home insurance, condo fees and utilities. It was the third consecutive year New Jersey topped the list.

The Senate and Assembly established bicameral, bipartisan joint committees covering the issues of school funding, pension benefits reform, government consolidation and shared services, and a citizens' convention and constitutional reform. Business organizations have been busy providing input to ensure that no changes are proposed in the "uniformity clause" in the State Constitution, which

allows business and residential properties to be taxed at the same rates by local government. This was also a recommendation of NJSBDC's advocacy report issued on August 30, 2006 to the Legislature and Governor.

## Executive Branch Developments

The Governor announced the State's Economic Growth Agenda on September 7. Its fifth strategic priority concerns encouraging entrepreneurship and the growth of small, minority and women-owned businesses. The agenda encourages expanding support for existing businesses and recommends a single access point for small businesses to obtain information about business support services.

The Governor's agenda also creates the Division of Minority, Women Owned Business Development within the Governor's Office of Economic Growth to allow for increased monitoring of these businesses in the RFP process. The report, noting a prior finding of the State Disparity Study, recommends "unbundling" or separating large awards into small contracts to afford more opportunities for small, minority and women-owned businesses.

Other strategic priorities in the Governor's agenda included: Enhancing global competitiveness of the State's businesses; supporting greater inter-departmental and State agency collaborations to affect business and job growth; developing a world-class workforce; calling for support of sustainable growth and infrastructure investments; and focusing on encouraging innovation.



**NJSBDC ASSOCIATE STATE DIRECTOR**  
**DEBORAH SMARTH** worked as a government relations consultant and taught political science courses at the college level. She worked for the New Jersey Legislature for more than a dozen years developing policy in diverse issue areas, including economic development.

# Hackettstown-Based Centenary College *Will Host The Small Business Development Center For Warren, Morris And Sussex Counties*

The Small Business Development Center that serves Warren, Morris and Sussex Counties is now being sponsored by Centenary College, which is the fastest growing higher education institution in the State of New Jersey. Now known as the Centenary College Small Business Development Center (CCSBDC), new offices opened in the Brotherton Building at Centenary in Hackettstown during September and projects engaging faculty and students in economic development are being developed.

The Centenary College SBDC moved from Warren County Community College in June after 18 years there, hosted temporarily by the Warren County Chamber of Commerce, a strong partner of this center. Brenda Hopper, NJSBDC State Director, and Deborah Smarth, Associate State Director, met with Dr. Bryon Grigsby and his team at Centenary College early in 2006, introducing the NJSBDC program to the college. This initial meeting led to further exploration and a successful landing.

“Bringing the SBDC to the Centenary campus will greatly benefit the economic growth of the three counties the SBDC serves,” says Dr. Bryon Lee Grigsby, Centenary College’s Provost and Chief Operating Officer. “Centenary is making a substantial investment in both operations and infrastructure so that this organization can continue to serve the economic development of this region. Hackettstown and Centenary are perfect places for this type of organization.”

NJSBDC leadership lauded the new relationship with Centenary. “This is the first time we have had a private institution host one of our regional centers,” said NJSBDC State Director Brenda B. Hopper. “It is a wonderful relationship and one that

leverages our state and federal funding in a way that will surely benefit the Skylands region.”

In particular, Hopper noted that Centenary’s desire to get faculty and students involved in the business outreach services of the SBDC would be a great collaborative effort and strengthen ongoing efforts to revitalize Hackettstown and support the region’s small businesses.

“I am enthusiastic about SBDC’s relationship with Centenary College,” says Jim Smith, Director of the Centenary College SBDC. “This arrangement is a perfect fit because Centenary is a progressive institution that promotes the development of community-related programs and actively seeks opportunities to make them available on the campus. I am pleased that it was recognized that SBDC has much to offer to our current and future clients in Northwest New Jersey.”

Smith also welcomed Dolores Stammer to the NJSBDC network. Stammer runs a successful program that coordinates marketing and research projects conducted by students, with faculty supervision, on behalf of local small businesses. The program is a natural fit into the NJSBDC network’s offerings and Stammer will work with Smith to expand the offerings as a part of the Centenary SBDC.

Small business owners and prospective entrepreneurs can reach the new office at 908-852-1400.

Founded in 1867 by the Newark Conference of the United Methodist Church, Centenary College is an independent, coeducational liberal arts and career studies college distinguished by an accomplished faculty, small class size and diverse student body. Centenary is the only baccalaureate and master degree granting institution in northwest New Jersey.

Centenary College’s main campus is located in Hackettstown, NJ, with its equestrian facility in Washington Township (Morris County). The College’s Center for Adult and Professional Studies (CAPS) offers accelerated degree completion programs in Parsippany, with an additional facility in Metro Park, Iselin, and at corporate sites throughout New Jersey.



## **New Contact Info:**

**Centenary College SBDC**  
400 Jefferson Street  
Hackettstown, NJ 07840-2100  
main phone: 908-852-1400 ext. 2136

## SBA Releases New Data on Small Business as Driver of State Economy

The Small Business Administration (SBA) released new data on September 28, 2006 indicating that small business continues to drive New Jersey's economy. The state had an estimated total of 812,200 small businesses based on the most recent data. Firms with employees numbered 259,273 in 2005.

Newly released data also shows that in 2005 small businesses represented 98.5 percent of the State's employer businesses. They employed more than 1.8 million or 50.5 percent of the non-farm private sector workforce.

### *Other key aspects of this 2005 data indicated that:*

- Non-farm proprietor's income (a partial measure of small business income) increased by 7.1 percent to \$31.8 billion;
- Self-employment (including incorporated) increased by 1.3 percent; self-employed women totaled 119,167, an increase of 2.5 percent over 2004 and they represented about 29 percent of self-employed individuals in the State.

### *Data relating to minority-owned firms as of the year 2002, indicated that:*

- Asian-owned firms totaled 51,948 and generated \$18.5 billion in receipts;
- Black-owned firms numbered 36,282 and generated \$3.2 billion in receipts;
- Hispanic-owned firms totaled 49,841 and created \$7.2 billion in receipts.

According to the SBA Office of Advocacy, small businesses innovate and create new jobs at a faster rate than their larger competitors. "Inevitably, the State's investment in this sector will truly have its win-win windfall for the State," NJSBDC State Director Brenda Hopper said.

# NJSBDC Represented at Manufacturing Summit

In view of the manufacturing sector's impact on the State economy and declining trends over the past decade, Mercer County Community College (MCCC) in coordination with Congressman Rush Holt (12th district) sponsored a Manufacturing Summit on August 1 at the MCCC Conference Center.

NJSBDC Associate State Director Deborah Smarth joined several other panelists to provide input from a small business development vantage point, focusing on the customized services and assistance that the 11-center statewide network offers. Other speakers included Congressman Rush Holt, Edward Hummel of the U.S. Economic Development Administration, William Bujalos of the Mid-Atlantic Trade Adjustment Assistance Center, Michael Manning of the US Commercial Service Export Assistance Center, and Charles Hill of the Mercer County Office of Economic Opportunity. Acting MCCC President Thomas N. Wilfrid, Ph.D. moderated this event.

The special guests provided an overview of how businesses can take advantage of their respective programs to maximize business potential and in particular as it relates to manufacturing. Topics that were covered included: providing assistance to stabilize declining industries; increasing market competitiveness; securing a better manufacturing future; workforce training; export opportunities and financing options.

In 2004, this sector generated \$45 billion in economic output, 11 percent of the State's gross product. From 2001-2005, nearly 100,000 jobs were lost in the State. Manufacturing firms directly and indirectly generate approximately 480,000 jobs.

As the August 30 NJSBDC report to the Legislature and Governor indicated, high energy costs, environmental compliance costs, high business and property taxes, and unaffordable health insurance costs have all plagued manufacturing businesses in New Jersey. Despite the very recent decline in energy costs, manufacturing entities are burdened with the high cost of doing business in the State.



*Need Help Writing Your Own Success Story?*

The NJ Small Business Development Centers help New Jersey small businesses write new success stories every day. The NJSBDC provides all the elements for you to maximize your potential, and provide real-time answers that generate long-term results. We make success stories happen everyday in the business world.

Let us help you write your success story today.

Call us today at (800) 432-1565 or visit us on the web at [www.njsbdc.com](http://www.njsbdc.com). Our eleven regional centers serve every county in New Jersey.

 The premier provider of comprehensive services and programs for small business for three decades.

Funded in part through a cooperative agreement with the U.S. Small Business Administration. 

# Sue Johnson Named NJSBDC Star Performer for 2005

Sue Johnson, regional director of the Raritan Valley Community College SBDC, has been named NJSBDC State Star performer for 2005, a recognition of outstanding service to the small business community. In announcing the award, celebrated at the national Association of Small Business Development Centers conference in September, NJSBDC State Director Brenda B. Hopper cited Sue's accomplishments. "Sue runs a great program at the Raritan Valley Community College Small Business Development Center and is a wonderful contributor to the NJSBDC network statewide. Small business owners in Somerset and Hunterdon Counties are lucky to have such a hard-working entrepreneur as Sue at the helm of their local center."

Under Sue's leadership in 2005, the Raritan Valley Community College SBDC provided one-to-one management consulting to 500 clients, co-sponsored 92 training events and workshops with 1252 attendees. RVCC clients benefited from the center's expertise by garnering \$2,145,000 in loans approved.

Sue has been the Regional Director of the RVCC SBDC since its inception in 2001 and has developed a strong training program there. The school has recognized Sue's value and named her Assistant Dean of Corporate and Continuing Education in addition to her status as Regional Director.



(from left to right) NJSBDC State Director Brenda B. Hopper, NJSBDC Star Performer Sue Johnson, Antonio Doss of the U.S. Small Business Administration.

In October, Sue's first co-authored book, *The Complete Idiot's Guide to Writing A Business Plan*, was released in October and Sue has been making appearances talking to audiences about the book.

Through cultivating a good relationship with the local daily newspaper, the *Courier-News*, Sue has been successful in generating favorable publicity for her center and their clients.

Sue has a broad range of experience in corporate finance, sales and marketing, computer consulting as well as owning and operating her own small business. She has an undergraduate degree in Accounting and Computers from Seton Hall University and a Masters in Business Administration from Fairleigh Dickinson University. Sue, her husband and two sons are residents of Hunterdon County.

## NJSBDC Thanks Our Funding Partners



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# Contact the NJSBDC

**Rutgers Business School: Graduate Programs –**  
Newark and New Brunswick  
Headquarters: (973) 353-1927  
E-Business Services: (800) 432-1565 (In NJ) (973) 353-1594  
Emerging Markets/NJSCC: (973) 353-1387  
International Trade Program: (800) 432-1565 (In NJ)  
Procurement Program: (973) 353-5960  
Technology Commercialization Center (800) 432-1565 (in NJ)

**Bergen Community College SBDC**  
(Serving Bergen County)  
(201) 489-8670

**Centenary College SBDC**  
(Serving Morris, Sussex and Warren Counties)  
(908) 852-1400 x2136

**Kean University SBDC**  
(Serving Union County)  
(908) 737-4220

**Monmouth/Ocean SBDC**  
at **Brookdale Community College**  
(732) 842-8685

**New Jersey City University SBDC**  
(Serving Hudson County)  
(201) 200-2156

**Raritan Valley Community College SBDC**  
(Serving Hunterdon and Somerset Counties)  
(908) 526-1200 X8515

**Rutgers-Camden SBDC**  
(Serving Camden, Gloucester, Salem and Burlington Counties)  
(856) 225-6221

**Rutgers-Newark SBDC** (Serving Essex County)  
(973) 353-5950

**Stockton College SBDC**  
(Serving Atlantic, Cape May and Cumberland Counties)  
(609) 347-2174

**The College Of New Jersey SBDC**  
(Serving Mercer and Middlesex Counties)  
(609) 989-5232

**William Paterson University SBDC**  
(Serving Passaic County)  
(973) 754-8695

## NJSBDC Thanks our Regional Host Institutions



# Deal or No Deal

The smash success of a game show with a relatively simple concept makes me wish that success for the small business owners we work with could be based on simple yes or no decisions that require minimal skill and strategy. Instead, we know our small business clients face many complex challenges and obstacles in building their businesses, which is why we are here to help.

In August, the NJSBDC released a legislative report with recommendations (*See Page 1*) for the State to create a friendly business climate. If these recommendations are adopted, an entrepreneur's first decision, whether to go into business in the first place, would be easier. Then a second question, whether to keep a business in New Jersey, would be answered affirmatively by many more as well.

These recommendations are important to small business owners because this is what they told us are priorities. No one gave them a suitcase full of money to start with. Many of our clients launched their businesses back when Howie Mandel had hair and have worked through the complexities of identifying their markets, developing their products and services and getting out there to sell. Our staff has continued to guide them and we are all proud of their continued success and development.

This is why I hope you will join us in recognizing success stories from the small

business community at the NJSBDC Small Business Success Awards luncheon on Dec. 1 (*See Page 1*). You can bet that we will not be giving away money, but we will be having fun while we talk about taxes, health care and creating opportunities for small business to sell to the State. This is an opportunity to both celebrate success and raise the issues important to the small business community with State Legislators—the people who have the power to influence change.

So, register today for Friday, Dec. 1. Deal or No Deal? Definitely Deal.



**BRENDA B. HOPPER**  
is the State Director of the New Jersey Small Business Development Centers network.

## **NJ Small Business Development Centers**

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*Visit us on the web at:*  
[www.njsbdc.com](http://www.njsbdc.com)