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NJSBDC adds more expert pro bono counselors and advisors to help businesses hurt by Super Storm Sandy

New temporary offices being set up and at your door service possible

FOR IMMEDIATE RELEASE

(March 18, 2013) Newark - A cadre of consultants, funded through a special grant, are now available to help small business owners directly focus on innovation and strategies to reopen, restore and rejuvenate businesses through the myriad of regulation and red tape.

Administered by the New Jersey Small Business Development Centers Network, the program experts will provide pro bono, one-on-one up to date, realistic advice at an existing or temporary NJSBDC service center. The priority is on businesses in the “red zone” hit hardest by the storm.

The experts will help identify the needs of the particular business and customize an approach that helps sustain growth. This special outreach program, which focuses on Monmouth, Ocean, Cape May, Atlantic, Hudson and Bergen Counties, is made possible by a grant from the U.S. Small Business Administration. NJSBDC is also working in collaboration with the NJ Business Action Center and other state and federal partners.

“Thanks to a grant from the SBA, we can further help with recovery efforts in Monmouth and Ocean counties, and other hard hit areas by providing small business owners with additional services,” NJSBDC Chief Executive Officer-State Director Brenda Hopper said.

The NJSBDC has been assisting businesses for 33-plus years, with an expertise in diverse economic conditions and specially provided assistance during disasters and military closures in addition to its daily work with the business communities.

This grant specifically targets businesses affected by Super Storm Sandy and Nor’easter Athena get the assistance they need to get their customers back, grow and flourish.

“Various NJSBDC offices in regions hardest hit by these storms will provide the comprehensive assistance small business owners need to re-boot and revitalize their operations in the right direction,” NJSBDC Chief Operating Officer-Associate State Director Deborah Smarth added.

Governor Chris Christie has promised to make rebuilding businesses post-Hurricane Sandy “priority number one,” and he is being assisted by Lt. Governor Kim Guardagno, who at a December 2012 NJSBDC Annual Success Awards Luncheon lauded the NJSBDC network for its effectiveness in helping the business community.

“We intend to do everything we can to guide small business owners back to health,” said Ed Kurocka, NJSBDC program manager.

The Regional Directors of NJSBDC offices in Atlantic-Cape May, Bergen, Hudson and Monmouth and Ocean Counties will oversee operations.

To schedule an individual session in:

Atlantic, Cape May and Cumberland Counties call 609-347-2174

Bergen County call 201-489-8670

Hudson County call 201-200-2156

Monmouth and Ocean Counties call 732-842-8685

About NJSBDC

The New Jersey Small Business Development Centers network provides comprehensive services and programs for small business in New Jersey, helping businesses expand their operations, manage their growth, or start new ventures. Expert staff and practicing business consultants help small business owners and entrepreneurs to develop business plans, find financing, identify new markets, find procurement and international trade opportunities, commercialize technology and develop an E-commerce presence. This non-profit network is a federal-state-educational partnership, leveraging public and private funding sources to further maximize resources for the small business community. The network leverages funding from the Small Business Administration (SBA), New Jersey State Government, the educational institutions that host the 12 centers as well as other private sponsorships and grants. The NJSBDC Headquarters is located at the Rutgers Business School in Newark NJ. NJSBDC is an accredited member of the national Association of Small Business Development Centers (ASBDC). More than 1,100 centers and satellite offices serve small businesses across the country. According to ASBDC, the SBDCs across the nation and the American territories provided comprehensive services to more than a million entrepreneurs and small business owners. Visit www.njsbdc.com.