Strategic Partners and Allies

The New York SBDC’s collaborative relationships with its many partners and allies enable its business professionals to offer comprehensive business and management assistance on a range of small business issues. Effective working relationships with these organizations, as well as affiliations with chambers and other local business and economic development agencies, contribute to the success of the SBDC program— and to the productivity, efficiency, and sustainability of SBDC clients.

What Do Clients Think About SBDC Services?

The NY SBDC evaluates the quality of services clients receive by conducting a post-service survey, post-training surveys, and periodic follow-up surveys. Results from the surveys conducted in 2013 indicated they are very satisfied:

- 92% said their inquiries received prompt attention
- 89% said they could not have afforded private counseling
- 90% said they would recommend SBDC services to other small businesses
- 75% said they received specific recommendations that improved their business’ bottom line

One Business at a Time

The strength of the New York Small Business Development Center and one of the things that sets it apart from other small business service providers is its customized approach to technical assistance. Each entrepreneur or business owner undergoes an individualized assessment with his or her Business Advisor to determine the current situation, issues that need to be addressed, and the desired outcome. They gather information that the entrepreneur uses to make decisions and take steps toward a productive and profitable future. They work together to develop a strategic plan of action.

In 2013, New York SBDC Business Advisors helped business owners take advantage of growth and expansion opportunities by guiding them through cost-benefit analysis, planning for the long term, and taking action. They helped inventors and researchers navigate the path to commercialization for their ideas and products. They helped business owners with facilities devastated by natural disasters assess the amount of damage, assemble documentation, apply for grants and loans, and begin the rebuilding process. As it has from its early days in 1984, the New York SBDC is helping to rebuild and strengthen the business community, and on a larger scale, the local and state economy, one business at a time.

Any resident of New York who wants to start a business—or stabilize and expand an existing one—can make an appointment with an experienced Business Advisor at any SBDC Regional Center. He or she can find an SBDC office by calling a toll-free number or visiting the SBDC website. Potential clients can request counseling via the website, and the service centers throughout the state offer flexible options for meeting with Advisors. Clients receive personalized, confidential, and free business counseling; moderately priced training; and focused, accurate, and timely research related to his or her business and the industry in which it operates.

Since the program was established in 1984, the SBDC has worked with more than 378,800 citizens of New York State. It has helped locate nearly $5.2 billion to start or expand businesses and helped create or save nearly 168,000 jobs. The SBDC has assisted more than 411,000 individuals seeking to know more about effectively starting and operating a business.

The SBDC program emphasizes services for people with special needs, including veterans, members of the Guard and Reserve and individuals serving in the armed forces; ethnic minorities and immigrant communities; disabled individuals; women business owners; small exporters and manufacturers; business and individuals in economically distressed areas of New York; inventors and researchers; and owners of technology based businesses. One of the SBDC’s top priorities is to achieve improved productivity and profitability in New York’s 21st century innovation economy for every small business that needs help— one at a time.

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The State University of New York Research Foundation

The Research Foundation for The State University of New York (RF) administers the federal grant from the Small Business Administration that supports SBDC’s network of 24 regional centers and outreach locations in New York.

The RF is the largest, most comprehensive university-connected research foundation in the country. It manages SUNY’s research portfolio providing essential sponsored programs administration and innovation support services to SUNY faculty and students performing research in life sciences and medicine; engineering and nanotechnology; physical sciences and energy; social sciences, and computer and information sciences. The RF moves SUNY ideas and inventions to the marketplace collaborating with business and industry to create new opportunity and new jobs for New York State. In 2013, grants awarded for research and other sponsored programs topped $1 billion for the first time.

The RF has made strategic investments in SUNY’s Networks of Excellence and programs such as the Technology Accelerator Fund and the SUNY Entrepreneur-In-Residence Program to maximize the collective impact of SUNY research. By fostering collaboration, attracting private partners and uncovering new opportunities, these investments support the work of faculty and students who perform research for public benefit worldwide.

As SUNY’s bridge to the business community, the RF plays a leading role in implementing New York’s Innovation Agenda. The RF offers a full complement of seed funding, technology transfer and business development services aimed at commercializing SUNY research for the public good. To date, 1,270 patents have been issued to the RF, placing SUNY among the nation’s top patent-producing universities.

To learn more about the RF visit www.rfsuny.org.

New Logo: America’s SBDC

The Association of Small Business Development Centers (ASBDC) adopted a new logo and brand in 2013:

America’s SBDC

It has encouraged its member SBDC’s programs to adopt the logo. The new logo and brand will help communicate the network’s strong national presence - raising the visibility and enhancing the credibility of SBDC programs throughout the United States. The New York SBDC adopted the new America’s SBDC logo in 2013, adding the state name to the national logo according to the branding recommendation of the association.

The SBDC Research Network

The SBDC Research Network’s primary function is to provide value-added research for clients of the SBDC, as well as program partners. In 1991, the New York SBDC began employing the services of professional librarians, and in 2013 added a sixth librarian to the unit to provide research for clients affected by recent disasters in New York and develop print and online materials that can be used by the SBDC advisors who are assisting those clients.

Frequent subjects of research revolve around company background checks, the intricacies of international trade, and the complex area of intellectual property protection. The Research Network continues to develop single-page tip sheets on subjects of common interest to clients. Each sheet provides references to websites and online resources that give clients a solid introduction to these areas. Recent additions include information on starting a nonprofit organization in New York, as well as myriad resources relating to disaster planning.

Because requests from a more information-literate clientele have been increasing in complexity, it remains paramount that SBDC advisors stay atop of the latest technological trends relating to information sharing, creation, and distribution. The librarians of the Research Network expose themselves to such information advancements on a daily basis. Because of this, they have made it a priority to provide more targeted education services to their users.

Also because of this, the Research Network has become more dependent on digital resources (as opposed to print). In its current state, the print collection (developed over a period of 20 years) is mostly obsolete. An effort is being undertaken to weed out the old, and streamline the print materials to those subject areas that business advisors might find attractive to borrow.

To improve the means of browsing (and borrowing from) the collection, the Research Network has also embarked on the development of a customized cataloging system. While viewable only to SBDC business advisors, it creates another avenue of information that can be obtained on behalf of clients. SBDC advisors continue to

Smith’s Gravel Pit

“If you take care of your customers and employees, the rest will come!” This is Kaye Stone-Ganzé’s motto and it has worked exceptionally well. In 2011, Kaye assumed the role of President and CEO of Stone Goose Enterprises, Inc. As a 25-year veteran of Xerox Corporation she was well-prepared to meet the many challenges of corporate leadership and entrepreneurial success. Kaye met with SUNY Brockport SBDC Business Advisor David Denz in 2012 for guidance and assistance in securing a loan to purchase Smith’s Gravel Pit and upgrade the facility’s equipment. After securing financing, along with a substantial personal investment of her own, Stone Goose Enterprises purchased Smith’s Gravel Pit, which provides customers with gravel, stone, sand and topsoil products. Kaye talked to Advisor Denz about the steps needed to obtain certification as a NYS woman-owned business enterprise. The SBDC assisted Kaye with another loan from the Wayne County Industrial Development Agency, and the funds were used to update equipment at the plant. At the same time, Kaye also received technical assistance from SBDC to save energy (and reduce the NYSERDA Energy Audit program. Kaye is very involved in the community as an Executive Board member on the Wayne County Business Council & Professional Women of Wayne County, and as a member of the Sudus Rotary. Strong management and savvy marketing skills are two of Kaye’s strongest suits, along with a strong will which have all served her well as she successfully navigates the male-dominated world of the gravel industry.
Our Website

The SBDC’ website, nysbdc.org, shares the story of the New York Small Business Development Center and provides visitors with useful content on starting and operating a business in New York State. With over 166,000 visits in 2013, the website enables visitors to get involved with the program any time of day. Users can make an appointment for counseling, or ask a question online. They also can learn about the specialty services offered by the SBDC, view upcoming training events, read stories of successful SBDC clients, or find the Regional Center nearest them. The faces of SBDC clients appear throughout the site, and client profiles highlight successful relationships with the SBDC.

While its basic functions remained the same, the site received a new look in 2013. To go along with the organization’s new name and logo, wider content, more white space, and a mobile-friendly layout modernized the appearance and functionality of the site. Additionally, a dynamic locations map allows users to zoom in to find their nearest centers and outreach centers, and a pared down list of links highlights the best tools for entrepreneurs.

Social media tools allow for more online interactivity with the SBDC. As of January 2014, the New York SBDC has 1,459 Facebook fans and 2,084 Twitter followers. These tools encourage interaction and conversation with the community, allowing others to discuss their own small business experiences. Regional locations also contribute to the network’s social media presence, adding stories of regional interest and promoting local events. Each center’s web page on nysbdc.org links to its specific social media accounts, and local Twitter feeds update the nysbdc.org homepage. Pinterest joined the New York SBDC social media landscape in 2013. The image-collecting tool shares photos of award winning clients, as well as images related to small business start-up and management topics.

Special Projects

Improving Profitability through Energy Efficiency

Project Start: 2009
Project Staff Location: Buffalo
Project Objective: The goal of the NYS SBDC energy savings program is to assist small business owners in improving their business’s energy efficiency and their business’s bottom line. The program is available to all businesses, though the focus is on small and medium-sized ones with less than $100K demand, which is approximately $75,000 in annual electric expense.

The New York SBDC launched this program in 2009 because efficient use of energy resources has a significant impact on small business profitability. The SBDC’s energy program began with two partners - the New York State Energy Research and Development Authority (NYSERDA) and the New York Business Development Corporation (NYBDC). During the course of the first year of the program, SBDC recruited National Grid, the Long Island Power Authority (LIPA) and Central Hudson and Gas to the program. In 2010, Consolidated Edison became a partner, giving the SBDC energy program full exposure downstate. As utility companies have recognized the benefits of the energy savings program, they have become eager to participate.

The complicated array of energy efficiency programs now available has become very confusing for most small business owners. Therefore the SBDC focuses on NYSERDA’s free energy efficiency assessment. It is the first step, often required to be eligible for other programs, and the most comprehensive analysis that considers both electric and natural gas usage. Then, based on the results, the SBDC advisor assists the client in applying to other NYSERDA programs and/or to the programs of the other service providers, explaining the options available based on the recommended measures. In some cases, clients have unique needs better suited to other programs such as the electric utilities’ lighting retrofit, NYSERDA’s Multifamily Performance Program (MPP) or the New Construction Program (NCP). Therefore SBDC maintains close relationships with all of the other service providers and the NYSERDA contractors for the other programs.

When Governor Cuomo introduced the Consolidated Funding Application (CFA) to streamline and expedite all funding requests from state agencies, NYSERDA and their energy programs were included. Therefore, the SBDC advisor assists the client in applying to other NYSERDA programs and/or to the programs of the other service providers, explaining the options available based on the recommended measures. In some cases, clients have unique needs better suited to other programs such as the electric utilities’ lighting retrofit, NYSERDA’s Multifamily Performance Program (MPP) or the New Construction Program (NCP). Therefore SBDC maintains close relationships with all of the other service providers and the NYSERDA contractors for the other programs.

The essence of the Farmacy has been embraced by media outlets from the NY Times to “The Chew.” The Farmacy has been captured in a soon-to-be released book entitled “The Soda Fountain,” which is now available for advanced sales at Amazon.com. The book chronicles not only the legend of the American soda fountain as a pillar of American culture, but also shares some of the greatest recipes of American nostalgia. Gia and Peter consulted the Brooklyn SBDC for assistance with business planning and financial projections after a referral from NYBDC. Ultimately, their dreams were realized by virtue of two 504 loans from NYBDC totaling $1 million, which enabled the clients to purchase the building and land in which the restaurant is located. The path taken by this business team has taught them invaluable lessons in the day-to-day operation of a food service establishment, and their creative talents have empowered them to develop a unique entertainment hub offering a simple yet well-crafted menu that appeals to children of all ages.

Gia Giasullo and Peter Freeman are an ownership tandem that might just conjure up comparisons to “Ben and Jerry” and the “Bull and Finch” (the Cheers franchise). They have an uncanny ability to blend an excellent business model with creativity, community values, and fun. Their Brooklyn Farmacy and Soda Fountain as a business concept is transformational, and the business planning process that has guided these business owners on their seemingly fairy tale journey could be right out of the SRA playbook. The Brooklyn Farmacy is a Disney-esque experience, and the food quality has been embraced by media outlets from the NY Times to “The Chew.” The essence of the Farmacy has been captured in a soon-to-be released book entitled “The Soda Fountain,” which is now available for advanced sales at Amazon.com. The book chronicles not only the legend of the American soda fountain as a pillar of American culture, but also shares some of the greatest recipes of American nostalgia. Gia and Peter consulted the Brooklyn SBDC for assistance with business planning and financial projections after a referral from NYBDC. Ultimately, their dreams were realized by virtue of two 504 loans from NYBDC totaling $1 million, which enabled the clients to purchase the building and land in which the restaurant is located. The path taken by this business team has taught them invaluable lessons in the day-to-day operation of a food service establishment, and their creative talents have empowered them to develop a unique entertainment hub offering a simple yet well-crafted menu that appeals to children of all ages.
and Fran, an legal secretary, enjoyed the winter sport of snowboarding, and their son Frank was just beginning his career as a professional snowboarder. They decided to explore purchasing the business, which would give them more access to the sport they love. Phatman’s owner suggested that they talk to his banker, who recommended that the Knabs visit the SBDC. Buffalo SBDC Business Advisor Bill Grieshofer shared his experience and knowledge with the Knabs in a series of meetings. Within three months of their initial meeting with Bill, the Knabs invested $175,000 of their own funds from a home equity loan and arranged to have the owner carry a $510,000 note. This enabled them to purchase the inventory, fixtures, and equipment and have enough working capital to get through the first winter season. After the purchase was finalized, Bill continued to assist Bob, advising him to work with three graduate students at Buffalo State, who provided them with useful guidance on operating the business. “I learned to identify problems, prioritize them and tackle them one at a time,” says Bob. In three years, Phatman’s has grown from four to seven employees. Bob left his graphic artist job and manages the shop full-time. The whole family works in the business and Frank competes in national snowboarding events.

Fortunately, the Buffalo area has had plenty of snow this winter, so business is coming up snowboards!

the SBDC took on the role of helping Phatman develop a business plan, assess the financing options available, and identify potential customers and market opportunities. In addition to providing guidance on how to structure the business, the SBDC helped the Knabs identify potential partners and form a partnership agreement. They also assisted with the preparation of a loan application and provided referrals to potential lenders.

### Helping Small Business Owners Evaluate Healthcare Options

**Project Start: 2013**

**Project Staff Location:** Albany, Binghamton, Jamestown

**Project Objective:** The goal is to help ensure a smooth transition and clear up confusion and misinformation about the effect of the Affordable Care Act (ACA) for small business owners and employees. The program educates business owners and individuals about the federal health reform bill and helps them address their current insurance coverage needs.

In 2013, the Albany, Binghamton and Jamestown SBDCs, funded through a subcontract with the Community Service Society of New York (CSS), began helping small businesses, underserved communities, and individuals navigate the complexities of the ACA. Trained Business Advisors are providing critical training, answering questions, and hosting educational forums for small business owners and the community-at-large. The Small Business Assistance Program partnership reaches small businesses within the SBDC footprint through collaboration with community based organizations and Chambers of Commerce. Business Advisors from the three SBDCs participated in an intensive training session sponsored by the CSS to prepare them to be the designated specialists for their regions. The Advisors have conducted numerous presentations. The Albany SBDC-SBAP partnership has counseled and trained nearly 1,200 small businesses within the SBDC’s 11-county footprint through collaboration with community based organizations and Chambers of Commerce.

Through the end of January 2014, the Jamestown SBDC has conducted 27 seminars for 478 attendees, and counseled 207 clients on a one-to-one basis. In addition to conducting workshops, the Binghamton SBDC emails an ACA newsletter to each participant that has signed up via its presentations or through the various Chamber of Commerce organizations.

Other Regional Centers throughout the state have also conducted ACA-focused informational and training events. For example, the Brooklyn SBDC conducted an ACA seminar at the East New York Restoration LDC to help attendees understand compliance, tax, and profitability aspects of the new health care initiative for businesses employing fewer than fifty employees. The Niagara SBDC collaborated with the Buffalo SBA District Office to host an ACA seminar in Niagara County, which featured Jamestown SBDC Business Advisors as guest speakers. The Stony Brook SBDC, in conjunction with the SBA and the Suffolk County Small Business Advisory Council, presented a panel discussion entitled “Healthcare Changes and the Impact on Small Business.”

### MWBE Contractor Bonding Readiness

**Project Start: 2008**

**Project Location:** Albany, Brockport, Buffalo, Onondaga

**Project Objective:** The goal of the program is to increase the number of contractors in NYS with the ability to be bonded or to increase the size of the projects they can handle.

Since 2008, several of the Regional Centers, including those mentioned above, have offered an annual series of contractor bond readiness workshops for women and minority contractors. Bonds are the government or customer’s assurance that the work will be completed once it has started. The training helps MWBE contractors to secure bonding, which expands their opportunities to bid on larger projects, or increase their bonding levels. SBDC’s partners in the initiative are The Surety & Fidelity Association of America and Empire State Development. Topics covered in the workshops include construction accounting and financial management, project management, bidding and estimating, surety bonding requirements, and financing.

Jemila Saleh emigrated to Portom in 2008 from Eritrea in East Africa with her three daughters. After completing her finance degree at SUNY Canton and recognizing that there was an absence of ethnic food in the North County, Jemila decided to launch a business in that niche. She began selling her Ingera (traditional bread) at farmers markets and a local food cooperative and held parties highlighting her food. The unique taste and nutritional value of her products, which are vegan and gluten-free, quickly earned her a following. Jemila consulted the SUNY Canton SBDC in May 2013 about opening a brick and mortar restaurant. SBDC Advisor Brooke Rousse helped her develop a business plan, and determined Jemila would be more successful if she marketed to the area colleges, contracting directly with their dining facilities. Brooke helped set up a meeting with St. Lawrence University’s (SLU) dining service managers. They were interested in featuring her Ingera and sauces once a month on campus, which were a great fit with the high demand for gluten-free cuisine among the student body. Jemila worked with Brooke to understand Department of Health and Agriculture & Markets regulations. They secured a certified commissary kitchen at one of the churches, got insurance, and met the standards of off-site food preparation. SLU required the use of a local food distributor, North Country Grown Cooperative (NCGC). The SBDC, along with NCGC and SLU’s Dining Center Manager worked diligently to help Jemila secure a contract for the spring semester, which means Jemila’s Kitchen will continue to enhance the culinary experience for many in the North Country.
Over the years, the SBDC Regional Centers offering the workshops have refined the bond readiness curriculum and the way in which the workshop structure is structured, utilizing feedback from the participants and presenters to implement improvements. Most of the workshop participants are established businesses, and most have NYS MWBE Certification.

In a related project, the York College SBDC in Queens works with the York College School of Business, York College Department of Continuing Education, and Turner Construction to hold contractor training for MWBE contractors.

In 2011, New York State launched its Surety Bond Assistance Program to facilitate ‘ready’ firms to become bonded, a pre-requisite for most state construction projects, in response to the governor’s mandate to increase the number of state contracts awarded to minority contractors. The program offers technical assistance, training and credit support for MBWBEs and small businesses to help them compete and obtain State construction contracts.

In 2012, Empire State Development launched the NYS Surety Bond Assistance Program to provide critical credit, training and technical assistance support to qualified small businesses or MWBEs to help them secure surety bonds for State contracting. Small businesses or MWBEs bidding on construction or transportation projects that need assurance securing bid or performance bonds for specific projects are eligible. The NYS SBDC provides training and technical assistance to businesses participating in the program.

Helping Small Business Sell to Government Agencies

Project Start: 2009
Project Staff Location: Mohawk Valley
Project Objective: Increase the number of small businesses in NYS with government contracts

The New York SBDC Procurement Assistance Center (PAC) located at the Mohawk Valley SBDC provides specialized assistance for small and medium-sized firms interested in supplying good and services to federal, state, and local government agencies. The PAC supports Business Advisors around the state as they help clients understand the bidding process, including federal and state regulations; marketing to government agencies; preparing documentation; analyzing and responding to bids and RFPs; and winning and fulfilling contracts profitably. The PAC’s toll-free phone number – 877-789-BIDS – makes it easy for Business Advisors and business owners to contact the Center for assistance in understanding the myriad issues inherent in doing business with government agencies.

In the past year the New York SBDC has grown registration in its proprietary government contract bid-matching service called BidLinx™ to more than 840 clients. With this service, which is free to SBDC clients, businesses can access government bid opportunities relevant to their products and services through a sophisticated matching algorithm. The service accesses state, federal, local and even foreign procurement databases and websites. The resource pool includes:

- Federal government agencies including military
- State agencies and authorities
- County/local governments
- 50 U.S. states and territories
- International government websites

In 2012, the Federal government awarded $90 billion in government contracts exclusively to small businesses. Finding appropriate bid opportunities is one of the key hurdles to government contracting. With more than 87,000 agencies at the Federal, State, County, and local levels, it is overwhelming for an individual to monitor them. BidLinx can save a small business owner many hours of research by delivering bid notices based on very specific criteria describing the firm’s capabilities. With over 2,100 sources monitored daily, including more than 190 in New York State, BidLinx streamlines the process for identifying government contracting opportunities for SBDC clients, especially at the county and municipal levels.

An increasing number of businesses are looking to government contracting as a way to get more customers and increase their bottom line. Procurement Assistance Business Advisors in every SBDC Regional Center in the state assist local small business owners in navigating the often-complex process of doing business with Federal, State, and local government agencies. Commercial bid-matching services can cost hundreds, sometimes thousands, of dollars. The SBDC is pleased to offer BidLinx free of charge to SBDC clients statewide.

Global Opportunities for Trade and Business Development

Project Start: 1996
Project Staff Location: Central New York
Project Objective: The New York SBDC’s International Business Development (IBD) program strategically positions small and medium-sized businesses to take advantage of opportunities in the global marketplace.

With a focus on China, the SBDC has nurtured contacts, resources, and an unparalleled network...
Farmingdale

Long Beach Vacuum

Before Superstorm Sandy wreaked its havoc in Long Beach, one of the hardest hit areas on Long Island, Scott Rosen's Long Beach Vacuum stocked 85 different types of vacuums for residential and commercial use. The business specializes in vacuum sales and service, small appliance parts and repairs, as well as carpet cleaning, power washing, and floor waxing services, and serves the residents and commercial businesses in Long Beach and beyond. As a result of its excellent selection, service and prices, Long Beach Vacuum has thrived for more than 20 years, even with the intense competition by big box stores. Long Beach Vacuum employed five people on a full-time basis before the storm. When the storm hit on October 29, 2012, the store was inundated by more than four feet of flood water from the Atlantic in a matter of minutes. Most of the inventory was lost or irreversibly damaged, along with the furniture, fixtures, equipment, HVAC, plumbing, and electrical infrastructure. Immediately after the storm, Scott used his own financial resources to repair the damage to the building and replace the loss that the business incurred. He also performed mitigation construction work to limit the damage from future storms or flooding. Scott worked with Farmingdale SBDC Advisor Walter Reid to apply for an SBA disaster loan, and initially was approved for mitigation construction work to limit the damage.

Agreements signed by the New York SBDC and Chinese economic development agencies, industrial and economic development zones, and local governmental agencies benefit interested firms by maximizing trade and business opportunities in a cost-effective way.

Business in the global marketplace represents major growth opportunities for the New York State economy. In accordance with the U.S. government’s export initiative, and the NYS government’s StartUp NY and Global NY, the SBDC is assisting an increasing number of small and medium-sized firms in their global marketing efforts. Successful trade and international business development is an important step in creating jobs within New York small and medium-sized businesses.

The IBĐ, working in concert with Business Advisors at the Regional Centers, provides business counseling to hundreds of new clients each year for

market identification and penetration, feasibility analysis, product sourcing, financial issues, regulations, customs, taxes, tariffs, trade shows, and the latest information on opportunities for trade, investment, and business development. The IBĐ in conjunction with the Regional Centers organizes training, seminars, and business meetings to share information about the opportunities, challenges, and practices involved in international business. The IBĐ also organizes and hosts business and trade development matchmaking events with visiting business and trade delegations throughout the state.

The New York SBDC office in Beijing, China continues to provide assistance to companies in entering and expanding their business and trade initiatives in the Chinese market, facilitating matchmaking arrangements with local businesses, coordinating travel and business activities, and supporting investment by Chinese businesses in New York. The Beijing office staff works toward building cooperative working relationships between Chinese and U.S. companies to enhance business development.

The IBĐ is working to expand small business exporting into more regions and countries. Several meetings and exchanges with representatives from various regions have been held. In 2013, the IBĐ hosted trade and business delegations from Kenya and Saint Lucia. The IBĐ also coordinated government and business delegation visits from China and South Korea.

In 2013, the IBĐ successfully organized a business and trade mission to China to promote individual NYS businesses, match SBDC clients’ initiatives with Chinese businesses, and further enhance the SBDC’s relationship with Chinese officials and agencies in foreign trade and economic development. In order to expand the marketplace for New York exports, in 2013 the IBĐ developed a new market area in Northwest China and signed an MOU with the China (Xi’an) Council for the Promotion of International Trade and Cooperative Agreements with Xianyang Municipal Government and Wuhan Trade & Investment Promotion Bureau for facilitating and supporting the business, development and export initiatives of both sides. Based on the agreements, the New York SBDC will open an office in the city of Xi’an under the Chinese sponsorship, which is the logical outcome of the past years of SBDC efforts in promoting New York. This office will provide assistance to businesses entering and expanding trade initiatives in the Chinese market place, coordinate matchmaking arrangements with local businesses, and coordinate travel and business activities, as well as supporting investment by Chinese businesses in New York.

For more information on the International Business Development program, consult the New York SBDC website, at nysbdc.org/international.html.
and were pleased to obtain the loan and save the jobs of two employees.

Client expressed gratitude for the SBDC assistance more than seven months to obtain the funds, but the Recovery Center at the LaGuardia SBDC. It took Director Rosa Figueroa. George expressed concern with the process and within days they submitted their application for the disaster, and it was impacting the business. Maloney. When he spoke to LaGuardia SBDC Restauranthosted by Congresswoman Carolyn Riverin Long Island City, where most of the storm Sandy. Their business is located near the East River and south to the point where the rented space became inadequate to serve growing membership numbers, plans were made to expand the fitness class offerings and other wellness programs. They found an un-used church youth center suitable to renovate into an expanded Cardio Club facility. The project was ultimately approved by the local planning board and was in full compliance with all regulations and the vision for the community. In spring 2012, Mid-Hudson SBDC Advisor Sam Kandel, usually through equity or debt, for new technology products they found angel investors and venture capitalists.

A third initiative, to be run by the Stoney Brook SBDC, is the regional SBIR Matching Program funded through a NYS Empire State Development (ESD) Agency grant. The award was recently won by Stony Brook University in the third round of competition held by the Long Island Regional Economic Development Council. In the SBIR Matching Program the Stoney Brook’s SBDC will establish, publicize and manage a fund available to SBIR, STTR and BAA awardees to purchase equipment necessary to fabricate, test or monitor company product prototypes. Up to $50,000 will be available to awardee companies which purchased equipment from other NYS companies. Those companies which went out of state to purchase equipment would be limited to $25,000. This program is projected to start in the second quarter of 2014 and runs for two years.

*Note: Though the New York SBDC has been assisting technology clients since inception, the program’s first targeted funding for this segment of the small business community was obtained in 2011.

Teaching Entrepreneurship

Project Start: 2002

Project Staff Location: Central

Project Objective: The Office of Entrepreneurial Education (oe2) is committed to promoting entrepreneurship through its educational products: EntreSkills™, EntreSkills for Veterans, and EntreSkills for Entrepreneurs. All three products are interactive web-based programs designed to introduce users to entrepreneurship, and teach them

International Trade - Global Certified Advisors

Under the National Export Initiative, in 2010 President Obama committed the government to marshal its full resources in support of American businesses that sell their goods and services abroad. The export and trade certification program launched by SBA in collaboration with the Trade Promotion Coordinating Committee at the Department of Commerce is intended to greatly expand the number of qualified advisors available to help small businesses to engage in international trade. The New York SBDC has 26 certified global counselors, and seven Business Advisors or directors working toward certification. Expanding the number of advisors knowledgeable in international trade significantly increases the ability of the SBDC to assist small business owners interested in launching or increasing their participation in the global marketplace. The following advisors have been certified to provide counseling in international trade:

Benigno Balestra, Bronx
Bill Brigham, Albany
Amisic Christopher, York
David Bull, Onondaga
Pasquali Castano, Brooklyn
Miriam Colom, Brooklyn
Jack Dezik, Niagara
John Halleron, Watertown
Shiau-lan Huang, Baruch
Sam Kandel, Mid-Hudson
Pierre Lespinasse, Stony Brook

Lourdes Martínez, Bronx
Tom Morley, Rockland
Lynn Oswald, Niagara
Larry Perras, Watertown
Robert Pichota, Brooklyn
Vanessa Primus, Mid-Hudson
Osvaldo Rengifo, York
Dale Rice, Canton
Arnaldo Schwerert, Mid-Hudson
Clarence Stanley, Bronx
Rita Wackett, Stony Brook
Harry Wells, York
Brian Yeung, York
Dinene Zaleski, Niagara
Jinhui Zhang, Central

Technology and Productivity

Project Start: 2011*

Project Staff Locations: Albany, Binghamton, Brockport, Rockland, Stony Brook

Project Objective: Building stronger and more productive small businesses is key to rebuilding the NYS economy, as is developing new companies with innovative products and services. The SBDC has seen an increase in clients whose products are based on technology based innovations. To serve those needs, five regional centers—Albany, Binghamton, Brockport, Rockland, and Stony Brook—have advisors and programs dedicated to helping clients with technology issues.

The New York SBDC is in its third year of funding from the SBA’s Federal and State Technology (FAST) program, offering seminars and workshops about the SBA managed SBIR and STTR grant programs. SBIR grants, in particular, are often the only funding source available for prototype development of new technology products. In previous years the primary activity was composed of introductory workshops on federal SBIR and STTR grant opportunities. In the current year some of the participating SBDCs are moving toward clinics for clients that are, or seriously intend to be, SBIR/STTR applicants.

Four of these regional centers (Albany, Binghamton, Brockport and Stony Brook) have also received awards through the SUNY Chancellor to add Technology Entrepreneurs in Residence (TERs) to their staff. The funding is part of the New York State match to the FAST award and the goals of this program are complimentary to the federal FAST program. The SBDC TERs are serial technology entrepreneurs with experience in business modeling, pursuit of SBIR and STTR awards to support product development, intellectual property protection and funding for new technology products usually through equity investments via private investors, angel investors and venture capitalists.

A third initiative, to be run by the Stony Brook SBDC, is the regional SBIR Matching Program funded through a NYS Empire State Development (ESD)
skills needed to start, operate or expand a business. EntreSkills is designed to be used by students with a teacher’s guidance, while EntreSkills for Veterans and EntreSkills for Entrepreneurs are designed to be used by adults in conjunction with an advisor.

The original EntreSkills was created for use by high school educators, and conforms to the NYS Education Department (NYSED) learning standards, Career Development Occupational Studies (CDOS), and the Common Core Standards. Features include tests and auto-grading, and resources such as vocabulary workbooks, case studies, and links to additional relevant information.

All three entrepreneurial products offer users a flexible platform from which they can gain knowledge at their own pace. The programs may be used in their entirety, or just selected components, depending on the users’ needs. They provide interactivity through the use of case studies, links, video clips, and the business plan builder.

The embedded Business Plan Builder enables users to create their own business plan by responding to questions. As they work their way through the curriculum, this data is captured and compiled into a draft business plan which can then be revised and polished. Once edited, the users have a completed business plan ready for implementation.

The EntreSkills products are currently undergoing revisions to ensure that users have the most up to date information available via user-friendly technology. The oe2 tabs into the resources offered by the New York SBDC to make this happen. Training to use the EntreSkills programs is available for individuals and groups upon request.

The EntreSkills products also have been used outside the traditional teacher-student and client-advisor realms. The Greater Binghamton Scholastic Challenge, now in its fourth year, uses EntreSkills as a business plan builder. The U.S. Department of Labor has used EntreSkills in its “Start Young Initiative” to promote entrepreneurial skills among disadvantaged youth. The Retired Military Officers Association (RMOA) uses EntreSkills for Veterans as a part of its RMOA Business Institute. The oe2 staff welcomes the chance to attend, speak and exhibit at conferences, professional development days, and other entrepreneurial related events, and continues to pursue more partnerships with organizations promoting entrepreneurship.

Serving those who have served us: Veterans!

Project Start Date: 1999
Project Locations: Albany, Buffalo, Farmingdale
Project Objective: The SBDC is committed to assisting veterans who aspire to become entrepreneurs, or who already own a business and wish to grow.

The New York Veteran Business Outreach Center (VBOC) is one of fifteen programs in the country established by the U.S. Small Business Administration (SBA), to serve as an entrepreneurial assistance program directed at veterans, service-disabled veterans and their immediate families. VBOC provides outreach in the form of public workshops, targeted business training, counseling, and ongoing mentoring for veterans, including service-disabled veterans. The mission of the VBOC program is particularly timely at this moment as our nation is facing a mass transition of soldiers, sailors and airmen who are seeking new careers or returning to their own small businesses after deployments overseas. VBOC is working with the New York State National Guard and Military Reserve Units to educate deploying small business owners and help them prepare.

The SBA’s Veterans’ Assistance and Services Program (VAS) provides a dedicated Veterans Business Advisor in the Brooklyn SBDC to do outreach and service delivery to the veterans’ population in New York City. This entrepreneurial assistance program supports targeted outreach (in an area with a dense population of veterans), online counseling and distance learning, and coordinated resources to improve access to services. The website (nyvetbiz.com) provides information about the VBOC and VAS programs and as well as an electronic request for counseling.

The range of veteran-targeted activities conducted by the program in 2013 demonstrates the SBDC’s absolute commitment to assisting this special client group. The SBDC held several Veterans’ Small Business Resources Days in various regions throughout the state, and unprecedented numbers of veterans have participated in programs offered by the SBDC. Strategic partners vary depending upon the region of the state, but examples of the types of such vital partners are local Chambers of Commerce, SBA district offices, Veterans Administration Vocational Rehabilitation counselors, the NYC Mayor’s Office of Veteran’s Affairs, and SBDC’s host institutions.

Albany Veteran Advisor Amy Amoroso has been working with state legislators on OORAH (Opening Opportunities, Resources and Access for Heroes), a comprehensive, data-driven bill with bipartisan support. It is designed to provide

Niagara Wine Country visitors and winery staff have wanted a brewery in the area for years and with the opening of Woodcock Brothers Brewing Company, they finally have one. One crazy idea, two brothers and their wives, an old building in a historic town and a lot of good beer sums up the beginning of the brewery in November 2012. The business, which took two years to complete, opened in a reclaimed, century-old cold storage facility in the heart of Wilson’s lakeside community. Small touches like door frames, walls, and other items from the original building reflect the building’s history as an apple storage facility and demonstrate Mark and Tim Woodcock’s flair for stylistic construction. Niagara SBDC Business Advisor Dinene Zaleski assisted the Woodcocks in revising a business plan and projections scaled back from the owners’ original project after their loan request was declined by several banks. The final version included significant investment by the owners, bank financing, and a loan from a local public funding source. As a result, 20 jobs were created. Woodcock Brothers Brewing offers a great lineup of original craft beers along with Niagara County wines in a beautiful full-service restaurant. In addition to selling beer on-site the company supplies local bars and restaurants. “This is very, very exciting,” says Wilson’s acting mayor, Bernard J. Leiker Jr. “The village is so excited about this. This will have a real economic impact on not only the village and town, but an Niagara County, as well, because it’s the first brewery in the country.”
Nancy L. Zimpher
Chancellor

To the business community in New York and beyond, I say that we are open for business, and we are building SUNY is delivering the 21st-century workforce businesses need to grow and thrive. Our system, creating breathtaking new ideas and technologies, and pushing outward in every direction, every day, to adapt to the needs of a changing world. I think New Yorkers will be pleased to see how engaged, responsible, creative, and impactful our campuses will be as this process moves forward.

To the business community in New York and beyond, I say that we are open for business, and we are building something unique in New York—a business pipeline for success. Through our world class faculty and facilities, SUNY is delivering the 21st-century workforce businesses need to grow and thrive.

SUNY’s power to revitalize New York’s economy is now ready to reach its full potential. We are strengthening our system, creating breathtaking new ideas and technologies, and pushing outward in every direction, every day, to adapt to the needs of a changing world. I think New Yorkers will be pleased to see how engaged, responsible, creative, and impactful our campuses will be as this process moves forward.

The university is pleased to extend its role in accelerating the state’s economic development through its participation in New York State’s StartUp NY program. The initiative authorizes the creation of tax free zones on university campuses statewide for new and existing businesses. Five CUNY campuses, each located in an economically distressed community, will host one of these tax free zones. Two of the selected campuses will have the additional benefit of having Small Business Development Centers on site, to provide technical assistance to the businesses selected to participate in the program.

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CUNY continues to rely on its partnership with SBDC to establish stronger links with business and industry and to ensure that our students are prepared not just for today’s economic opportunities, but for tomorrow’s. In the knowledge economy, education is the key to advancement and we are proud to work with government and industry to ensure that New York will have a competitive workforce. Together, CUNY and the SBDC can help the best minds develop new ideas, nurture entrepreneurship and increase opportunity for all New Yorkers.

William P. Kelly
Chancellor
Ashlee Kleinhammer is part of a new generation of young farmers choosing to do business in the North Country. Her start-up dairy farm, North Country Creamery at Cloverbud Farm, is located in Keeseville and specializes in the production of grass-fed, all-natural Jersey milk, cheese and yogurt. All of the farm’s products are made exclusively with fresh milk, and other ingredients are limited to cultures, local herbs, sweeteners & fruits—no added colors or stabilizers. After college, Ashlee worked on farms in Vermont and New York before deciding to settle in upstate New York to start her dairy operation. Ashlee consulted the North Country SBDC in Plattsburgh for assistance in reviewing her business plan and developing financial projections prior to requesting funding from the Open Space Institute. Advisor Angela Smith also helped Ashlee research market opportunities. With help from the Research Network, they examined debit card systems for CSA share sales as well as WIC and SNAP program initiatives. They also looked into agri-tourism as a value-added activity to generate additional income for the farm. North Country Creamery opened in June of 2013, and to date demand for their products is outsizing supply. Ashlee purchased the farm through a loan program with Open Space Institute for $284,000, invested $40,000 of her own funds, and created three jobs. “I am honored by the support I’ve received from SBDC,” says Ashlee. “I’ve greatly appreciated Angela’s follow-through with my research questions and genuine enthusiasm for our small-scale creamery.”

North Country Creamery

Entrepreneurs (Olé) program was launched in November 2008 to provide targeted outreach to the Latino entrepreneurial community. Olé is dedicated to developing resources to support Latino business owners or aspiring entrepreneurs through one-on-one management assistance and educational programs. Olé can generate economic growth in the Hispanic community, raise the profile of Hispanic business owners, and provide a forum to raise awareness of Hispanic business issues.

During 2013, the Olé program provided counseling to 1,959 Hispanic clients. 137 Hispanic entrepreneurs went into business in 2013, generating economic impact of $11,273,901, creating 277 jobs and saving 173 jobs. The Olé program hosted more than 10 educational events in 2013 including, Starting Your Own Business (by the Columbia-Harlem SBDC for the Hispanic Federation NYSC as part of the Office of New Americans Program); a Cosmology Symposium with the NY Hispanic Cosmology and Beauty Chamber of Commerce (by the New York City College of Technology SBDC); a Metro EBPA Export Initiative to double exports from the area in five years. Recognizing that China would be a target for exports, Ping and Todd made three trips to China during the next 18 months to solidify their connection with Chinese organizations and explore business opportunities. They worked closely with CenterState CEO to coordinate visits by Chinese delegations and a reciprocal visit to China by a small delegation from Central NY in 2013. Their efforts were rewarded when CenterState CEO and the Chinese organization opened an International Executive Wellness Center in Syracuse. The Center will provide medical testing for Chinese science and technology company executives, as well as opportunities to visit tourist attractions and to do business with local companies. Ping and Todd have relied on Onondaga SBDC Advisor Tania Hanouille for guidance with their business, and Director of International Business Development Shuai Zhang for his wisdom in doing business with China. Along the way, Ping and Todd reorganized the business as an S-corporation, Tech Bridge International, Inc. They continue to plan trips to China, and to explore new business and collaboration opportunities.
Superstorm Sandy Disaster Relief Continues

It has been over a year since Superstorm Sandy left homes and businesses in New York City, Long Island and the Lower Hudson Region battered, waterlogged, and powerless. SBDC staff in the impacted areas acted to coordinate with federal, state and local government agencies and establish disaster recovery centers in strategic locations such as Long Beach, Red Hook, and the Rockaways. They engaged community partners, and began counseling business owners within days. SBDC Business Advisors provided practical, business and recovery support to the individuals that needed assistance. The Advisors soon realized that thousands more people were suffering a form of shock as a result of the devastation, and not ready to start the recovery process. In fact it would be months before some of those individuals found the SBDC or got a referral from another organization to the SBDC. Many individuals missed the deadlines for applying for disaster loans from the U.S. Small Business Administration while they dealt with the aftermath of the storm. Thousands have applied for grants or loans from NYC or NYS from the special allocation Congress approved to assist in recovery (the Hurricane Sandy Relief Act), which included New York and seven other impacted areas.

Requests from businesses continue and the SBDC Regional Centers have implemented proactive procedures, targeting businesses likely impacted by the storm and reaching out to them to offer additional assistance. In some of the hardest hit business neighborhoods, Business Advisors have gone door-to-door, talking to business owners about the impact of the storm, status of their business, and potential need for assistance. Many business owners didn’t want to incur additional debt by taking a disaster loan, but are taking advantage of other assistance available from the SBDC. Many businesses are opting for assistance in refining their marketing strategies to help them adapt to the new post-Sandy business landscape.

Business Advisors helped people understand the grant and loan options available from various sources, and decide which would be most appropriate for their needs. The customized assistance provided by the SBDC included helping business owners complete loan applications and assemble supporting documentation. The challenge for most storm-impacted individuals involved locating documents from structures destroyed by wind and water to establish the pre-storm status of income from sales, business profitability, and information required by disaster underwriters. Often, the assistance included advocating for them with reviewers and helping revise financial documents and applications for reconsideration of denied requests.

When New York State launched its NY Rising disaster relief program, SBDC Business Advisors learned the options available to business owners, as well as the process and documents required for requests for assistance. The Advisors learned how to capture required information for effective tracking of special documentation required. The Advisors became familiar with the various options available to business owners and explained to them about eligibility and the application process.

The New York SBDC received targeted funding from the U.S. SBA and New York State to provide both immediate assistance to those impacted by the storm and longer term assistance to help businesses and communities rebuild with resilience. Disaster relief efforts continue in most of the counties impacted by Superstorm Sandy, especially in the communities hardest hit by the storm surge. As the SBDC provides business owners with training about preparedness for future disasters, it continues to assist with disaster loan and grant applications or reconsideration of preliminary determinations. The SBDC will continue to advise, support, and advocate for business owners impacted by Superstorm Sandy, one business at a time.

Mohawk Valley Business Advisor David Lerman on his way to connect disaster-impacted business owners outside the Far Rockaway Disaster Recovery Center in February 2013.

Although Basil Lee was a licensed professional architect, he had a passion for drinking craft beer. After a few years of home brewing with fellow beer aficionados Kevin Stafford, the pair decided to pursue their dream of making beer on a commercial scale in New York City. Basil saw the Pace University SBDC website and learned about the services offered. He met with Director Ira Davidson and announced that he wanted to open up a brew pub in Park Slope, Brooklyn, or another trendy Brooklyn neighborhood. Ira offered a quick “No you don’t” and asked succinctly: “Do you want to run a restaurant, or do you want to brew beer?” Basil’s answer without any hesitation was: “I want to brew great beer!” With Ira’s assistance, Basil put together a first-class draft business plan. After finding a wonderful location in the up and coming ultra-hip neighborhood of Bushwick, Ira introduced Basil to several bankers. When the landlord changed his mind about selling his warehouse, the deal fell through. After several agonizing months, Basil and Kevin found a new location on the Glendale-Ridgewood area of Queens, and Business Advisor Greg Callender found a new bank to provide the financing. Key Bank met with and loved both Basil and his business plan. Basil and Kevin raised more than $300,000 of family money and received an SBA guaranteed loan for $650,000 from Key Bank. Basil and Kevin expect to open Finback Brewery in December 2013, and offer an India Pale Ale and a Smoked Porter as their first brews. The pair plan to brew a wide variety of beers, which will be served in the brewery’s tasting room.
National and Regional Awards

US Small Business Administration Awards

2013 Veterans Business Outreach Center of the Year
(for hard work, innovative ideas and dedication to the veterans community and a role in driving the nation’s economic growth)

2013 SBDC Service Center Excellence and Innovation Award
Albany SBDC – National Finalist (also a National Finalist in 2009)

2012 Veteran Small Business Champion
Robert Piotrowski, Director, Brooklyn SBDC

2010 SBDC Service Center Excellence and Innovation Award
(for the innovative way it champions small businesses while providing programs and services for entrepreneurs)
Watawataru SBDC

2008 Veteran Small Business Champion
Patrick MacKrell, President and CEO
NYBDC, Albany
SBDC Advisory Board

2003 National Phoenix Award
Outstanding Contributions to Disaster Recovery by a Public Official
Jim King, State Director
NY SBD C

Vision 2000 - Model of Excellence 1999
KiBu, Buffalo SBDC

Native American Initiative, Jametown SBDC

New York State Awards

2006 Small Business Advocate of the Year
Ray Nowicki, SBDC Advisory Board

2005 Library Journal Notable Document Award
NY SBD C Research Network - What’s Your Signage?

2004 (8c 1996) Small Business Advocate of the Year
Lee Borland, SBDC Advisory Board

2003 Governor’s Award - Small Business Organization of the Year
(non-profit)
NY SBD C - World Trade Center Small Business Recovery Loan Fund

2002 Small Business Advocate of the Year
Loretta Kaminsky, SBDC Advisory Board

1997 Governor’s Award - Small Business Organization of the Year
(non-profit)
NY SBD C

Other Awards

2013 NYS Assembly Citation - 154th District.
(In appreciation and recognition of your work with thousands of businesses, helping them to invest in the area’s local economy and to create and save jobs)
Mid-Hudson SBDC

2013 President’s Award for Exemplary Community Engagement from the
University at Albany
(for enhancing economic and social development in distressed communities)
Albany SBDC

2013 Paul Harris Award from the Five Rotary Clubs of Staten Island
(for outstanding community service with the SuperStorm Sandy relief effort)
Staten Island SBDC

2013 Community Service of the Year award from the National Black MBA
Association-Metro NY Chapter
(In appreciation for hosting the CASH/Leaders of Tomorrow program at the Business School)
Columbia-Harlem SBDC

2012 Entrepreneurs’ Hero Award from Clarkson University’s Roh Center
for Entrepreneurship
(for providing resources that increase the viability of multiple entrepreneurs)
Dale Rice, Director, SUNY Canton SBDC

2012 Tribeca Disruptive Innovation Award from The Tribeca Film Festival, in association with Harvard Business School and the Disruptor Foundation
(for an innovative way of looking at, and often changing, the world)
Small Enterprise Economic Development (SEED) Program - Albany SBDC and the University at Albany

2011 Friend of Sunset Park Award from the Sunset Park (Brooklyn) Business Improvement District
(for helping small businesses in the community)
Brooklyn SBDC

2010 Partnership Award from Ulster County Chamber of Commerce
(for 25 years of service to the small business community)
Mid-Hudson SBDC

2010 Economic Development Award from Bronx Overall Economic Development Corporation (BOEDC)
(for helping to drive economic success in the borough)
Bronx SBDC

2010 Award of Excellence in Community Development from the University Eco-
nomic Development Association
(for work in developing stronger communities)
Organization of Latino Entrepreneurs (OLE) Program - National Finalist

2009 Trade Partner of the Year from Tech Valley Global Business Network
(for active participation in the international trade arena)
NY SBD C International Business Development Program

2008 NYBDC Community Partner of the Year
(Foreign-trade working partnership in delivering assistance to small businesses)
NY SBD C
Every SBDC Business Advisor is dedicated to assisting existing or aspiring business owners. The Business Advisors are professionals well-versed in the latest financial and management tools available to small businesses. Most have small business experience and many have advanced business degrees/MBAs.

SBDC Business Advisors provide a range of services, from advisement on developing a business plan to assistance with more complex issues such as compliance with regulations or protecting an entrepreneur's creative work. They can help identify options that best suit the client's needs and help analyze factors in decision-making to ensure that the client arrives at the best decisions. They do not endorse the purchase of goods and services from any one individual or firm, but will provide multiple choices. If the Business Advisor recommends that the client retain legal, accounting or business insurance assistance—and almost every business requires these resources—a list of professionals is provided along with criteria to support an informed selection. It's always the client that makes the decisions for his or her business, not the SBDC Advisor.

SBDC Business Advisors undergo a rigorous professional development and certification process to continually improve their expertise and sharpen their skills. An ambitious Advisor Certification program was enhanced in 2004 by the implementation of a path to advanced certification. The advanced program requires at least five years of additional training and experience, active participation in statewide program initiatives, and leadership in the local community organizations. Since 2004, 26 Business Advisors have attained Advanced Certification with in-depth expertise in specialties such as procurement, international trade, technology, veterans' business assistance, women's business assistance, and youth entrepreneurship.

Professional Business Advisors

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Advisor of the Year

At the Annual Staff Training event in May, the SBDC recognized five outstanding Business Advisors from across the State with Advisor of the Year awards, signifying their consistent excellence in providing professional services, generating positive outcomes, and creating client satisfaction. Outcomes in economic investment and job creation are key determinants in selecting these advisors. Myriam Bouchard (Mid-Hudson) received the top honor in 2013: Advisor of the Year. Also among the top advisors in NYS this year: William Grieshober (Buffalo), Kate Baker (Albany), John Narciso (Farmingdale), Sam Kandel (Mid-Hudson), and James Daley (Baruch). The consistently outstanding performance of these advisors has earned them recognition as top advisors several times in recent years.

In addition, two other individuals received special awards at the annual awards dinner. Advisor Barbara Voog (Mid-Hudson) received the Lead by Example award, which is given to individuals who provide outstanding service in special projects, publications development, mentoring, and other activities beyond routine counseling and training. Secretary Leslie Rurup (Stony Brook) received the Above and Beyond award, which is presented to clerical staff for outstanding performance in support of their center. Leslie was cited for proactively supporting Stony Brook staff and clients in myriad ways.

Advisor Bernard Ryba (Stony Brook) was honored with the 2013 Star Performer award by the Association of Small Business Development Centers at their annual conference in Orlando, Florida. In his nine years with the SBDC, Bernie has counseled more than 1,300 small business owners and entrepreneurs. These individuals have invested more than $39.4 million in their businesses and created/saved more than 450 jobs. The Advisor of the Year and Star Performer award winners are examples of the dedication and expertise of the SBDC’s extraordinary cadre of Business Advisors.

Top SBDC Advisor for 2013 — Mid-Hudson Business Advisor Myriam Bouchard (center) was recognized as the 2013 Business Advisor of the Year at the Annual Staff Conference. She’s pictured here with colleagues from the Mid-Hudson Regional Center: (From left) Advisor Vanessa Primuz, Advisor Barbara Voog (Lead by Example awardee), Advisor Sam Kandel, Center Director Arnaldo Schweitzer, Advisor Noa Simona, Advisor Cathy Tertiani.

2013 Above and Beyond Award — Stony Brook Secretary Leslie Rurup was awarded the 2013 Above and Beyond award at the Annual Staff Conference for her outstanding support of the Regional Center staff. (From left) Stony Brook Business Advisor Bernie Ryba, Ms. Rurup, Stony Brook Director Jeff Saelens.
2013 Entrepreneurs of the Year

The Niagara SBDC hosted the 2013 New York SBDC Staff Training and Professional Development Conference, which was held at the Niagara Falls Conference & Event Center. At the awards banquet, the best and brightest entrepreneurs of the year were honored. The 2013 “Entrepreneurs of the Year” are pictured here. For more information about these entrepreneurs and their businesses, visit www.nysbdc.org.

When Christine Hoffman left her job at the City of Watertown Planning Office in 2009, she decided to plant a garden. Her family suggested that she plant peppers, and after harvesting them, her husband suggested she should make pepper jelly. That was the birth of The Spicy Wench line of pepper jellies, sauces and spices. Christine’s business has grown from selling individual jars at farmers markets and craft fairs, selling more than $10,000 of product in two months. With an initial modest investment of $25,000, she now employs five people, mostly during the summer months to cover events and in the fall after harvest which is her busiest production time.

Watertown SBDC Business Advisor Sarah O’Connell helped Christine investigate the regulatory and testing processes needed to produce food products and they discussed marketing opportunities. They also worked together to locate a commercial kitchen where Christine could make her products. After renting space in various venues, in September she became the very first tenant at a new shared kitchen venture in Sackets Harbor. The Spicy Wench products are now sold through several local stores and at private parties, wine and food events, craft fairs, farmers markets, renaissance fairs, and online through the spicwench.com website. Christine has connections with local farmers to grow her ingredients, and says that has been one of the most satisfying parts of her venture. “I never saw myself being in the food industry,” she says. “What a learning curve, but I have had a wonderful network of people like the advisors at the SBDC to help me.”
NYS SBDC Hall of Fame Members

Adirondack Champlain Guide Service (Plattsburgh) - 2004
All Bright Electric (West Nyack) - 2004
Alteri Bakery, Inc. (Watertown) - 2004
American Rock Salt (Retsol) - 2004
Audubon Machinery Corporation (North Tonawanda) - 2004
Candlelight Cabinetry, Inc. (Lockport) - 2004
Cedar Knoll Log Homes, Inc. (Plattsburgh) - 2008
Chausasca Woods (Dunkirk) - 2004
Designer Glass, Inc. (Queens) - 2004
Duane Connection (Jamestown) - 2004
Flight 5 Group, Inc. (New City) - 2004
Foro Marble Company (Brooklyn) - 2004
Gooding Company, Inc. (Lockport) 2007
Hargen Archaeological Associates, Inc. (Rensselaer) - 2004
La Palapa (Manhattan) - 2004
Lauren Ave Café Corp. (Binghamton) - 2004
Les Enfants Montessori School (Auboria, Queens) - 2004
License Mentors (New City) - 2006
Life Style Street Gear (Buffalo) - 2004
Lourena’s Custom Chocolates (Buffalo) - 2004
Matrix Imaging Solutions (Sanborn) 2005
Mid-Hudson Communications Inc. (Pine Bush) - 2004
Multi-Media Services (Corning) - 2004
Neill’s Archery (Endicott) 2008
Never Alone, Inc. (Hurley) - 2004
Otsi Products, Inc. (Lyons Falls) - 2004
Pordam Agway (Pordam) - 2004
Pro-Mold, Inc. (Rochester) - 2004
Relax on Cloud Nine (Staten Island) - 2005
Rose’s Funeral Home, Inc. (North Bayshore) - 2004
Route 11 Truck and Equipment Sales (Canton) - 2004
Salem Organic Soil (Staatsburg) - 2004
Shining Star Daycare (Manlius) - 2007
Sullivan County First Recycling & Refuse, Inc. (Woodbourne) - 2004
Swigoninski Management Group (Sherrill) - 2004
Tarlac (Waterloo) - 2004
Total Electric Distributors (Staten Island) - 2004
Tutor Time (Medford) - 2004
United Bioclear (Sanborn) - 2008
Urnova of Switzerland (Waterford) - 2004
W.L. Concepts and Production (Uniondale) - 2004

SBDC Advisory Board

The New York SBDC Advisory Board serves the program by providing insight, guidance, and support to the State Director and the network of Regional Centers. The Board members, a diverse group of small business owners and others with small business interests, meet a few times a year to discuss SBDC and small business issues. In 2013, Advisory Board members attended the annual Staff Training event and met with SBDC Business Advisors. The Business Advisors provided valuable feedback for the program’s leadership. The SBDC appreciates the board’s tremendous contributions to the program.

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The Governors Office of Storm Recovery recognizes the Long Island SBDC's work in supporting and assisting small businesses in the aftermath of Hurricane Sandy.

Congressman Michael Grimm, NY-11 (center), flanked by Staten Island Center Director Dean Balsamini (left) and Business Advisor Joseph Bottega (right), pose in front of the new Disaster Assistance Center established in May at the Empire State Bank in New Dorp on Staten Island.

Congressman Chris Collins, NY-27, and Geneseo Business Advisor Paul Morrell confer during the Congressman’s visit to the Geneseo campus in September to announce legislation to help scientists commercialize their research.

SBA Project Manager Erika Fischer (left) and New York SBDC Advisory Board Chair Loretta Kaminsky (right) at the SBDC Annual Staff Conference in Niagara Falls in April.

SBDC State Director James King signs a cooperative agreement with Xiaohua Long, President of China Council for International Trade Promotion (Xi’an), for supporting trade and business development between the U.S. and China.

NY SBDC State Director James King (center) and Business Advisor Joseph Bottega (right) pose in front of the new Disaster Assistance Center established in May at the Empire State Bank in New Dorp on Staten Island.

New York SBDC Veterans Advisors accept the 2013 Veterans Business Outreach Center of the Year award at a ceremony in Washington DC in June. (From left) Michael Gragg, Statewide VBOC Coordinator 2013 (Farmingdale), John Narciso (Farmingdale), Amy Amoroso (Albany), John McKeone (Buffalo).

2013 Veterans Advisors accept the 2013 Veterans Business Outreach Center of the Year award at a ceremony in Washington DC in June. (From left) Michael Gragg, Statewide VBOC Coordinator 2013 (Farmingdale), John Narciso (Farmingdale), Amy Amoroso (Albany), John McKeone (Buffalo).

International Business Development Director Jinshui Zhang meets a commerce & trade delegation from Kenya and gives a presentation on promoting bilateral business and trade development and opportunities.

Congressman Chris Collins, NY-27, and Geneseo Business Advisor Paul Morrell confer during the Congressman’s visit to the Geneseo campus in September to announce legislation to help scientists commercialize their research.

The Governors Office of Storm Recovery recognizes the Long Island SBDC’s work in supporting and assisting small businesses in the aftermath of Hurricane Sandy.

Celebrating the grand opening of Elevation Burger in Port Chester. (From left) Anthony Davidson, Manhattanville College; Louis Seamarella, Rockland SBDC Advisor; Congresswoman Nita Lowey, NY-17, Daniel Magnus, SBDC client and store owner; Tom Morley, Rockland SBDC Director.

A team from the SBDC visited with members of the New York congressional delegation in Washington, DC in April. (From left) NY SBDC State Director Jim King; Congresswoman Nydia Velazquez, NY-7, NY SBDC Director of Operations Brian Goldstein; Mid-Hudson SBDC Director Arnaldo Schwerert.

SBA Project Manager Erika Fischer (left) and New York SBDC Advisory Board Chair Loretta Kaminsky (right) at the SBDC Annual Staff Conference in Niagara Falls in April.

Stony Brook Business Advisor Bernie Ryba, 2013 ASBDC Star Performer, was honored at the America’s SBDC annual conference in Orlando in September.
In just the past 12 months, SBDC clients invested more than $280 million to impact more than 7,000 jobs.

* The number of clients and counseling hours increased significantly in ‘01-’03 after the terrorist attacks.
The statewide network of 24 SBDC regional centers – and numerous full-time outreach locations – is a fully integrated and interactive small business consulting and training delivery system. The New York State SBDC Central Library in Albany supports the system with up-to-date business information and electronic search mechanisms. When you seek business counseling at one of the SBDC’s regional centers, the resources of the entire system are at your disposal. The centers and founding dates:

- 7.1.84 Albany
- 7.1.84 Binghamton
- 7.1.84 Buffalo
- 7.1.84 Niagara
- 10.1.85 Farmingdale
- 10.1.85 Mid-Hudson (Ulster County Community College)
- 4.1.86 Watertown
- 7.1.86 Jamestown
- 7.1.86 Utica / Rome
- 9.20.86 Onondaga / Syracuse
- 10.1.86 Pace University / Manhattan
- 4.1.87 Corning
- 4.1.87 Brockport / Rochester
- 8.15.88 York College (CUNY) / Queens

SBDC REGIONAL CENTERS

Over the last three years, we have worked together to build a new New York, ending the gridlock and dysfunction, restoring fiscal stability, and reversing decades of decline. New York now ranks second nationally for the number of jobs created post-recession, and currently is home to more private sector jobs in New York than in the history of the state. These accomplishments stem from our efforts to make New York more business-friendly and from the bottom-up strategic economic growth strategies developed by our Regional Economic Development Councils. New York’s regional approach has energized our economy with a new strength, a new pride and a new confidence.

The New York Small Business Development Center (SBDC), a partnership between the U.S. Small Business Administration, the State University of New York (SUNY), the City University of New York (CUNY), independent colleges and universities, and the private sector, helps small business owners establish themselves in the marketplace, create jobs, and to stabilize and grow within local communities across the state. The SBDC’s regional centers are strategically located on college and university campuses across New York. SBDCs are the nexus between colleges and businesses and have the potential to play an even greater role in the context of our groundbreaking START-UP NY initiative, which is transforming communities across the state into tax-free sites for new and expanding businesses.

The SBDC has successfully assisted more than 379,100 New Yorkers, and has expanded local economies by enabling businesses to invest over $5.2 billion, and created and preserved over 168,000 jobs. Its customized approach helps existing businesses and entrepreneurs prosper while facilitating access to university-based resources and converting ideas into homegrown services and products for the marketplace. In conjunction with other statewide initiatives to create opportunity and innovation through academic research, SBDC provides critical supports necessary to see fledgling companies become established and grow.

New York is committed to helping businesses be more competitive by cutting taxes, eliminating regulatory barriers to growth, and leveraging the diversity of its citizens and enterprises. I congratulate SUNY, CUNY and their partners for helping business owners and entrepreneurs steer our economy toward prosperity. Utilizing an effective long-term economic development strategy alongside our accessible high-quality education system, we will forge a bright future for New York and its citizens, one business at a time!

Andrew M. Cuomo
Governor of New York State