

## **Primary Program Operations, Advisement Products and Services**

The first core area of the 2010 NYS SBDC strategic plan is Primary Program Operations, Advisement Products and Services. The plan states that

*The SBDC will deliver innovative, practical and realistic advisement services responsive to the continuously evolving needs of small business, and, with such services to be consistently highly valued by recipients for their effectiveness and positive outcomes. The SBDC will be the leading provider of direct management and technical assistance services to small businesses and entrepreneurs, the rapid deployment force for quick, effective response in New York's small business community; the assistance access point of choice to enhance client usability of related supports; and, the delivery network of choice for the small business services of other agencies and institutions.*

The statewide priorities for this area are 1) the rapid deployment of advisement and counseling and 2) to enhance advisement quality and outcomes. The statewide tactics for the rapid deployment of advisement and counseling are to identify requirements and resources and to develop specific action plans.

The NYS SBDC plans to conduct additional studies and review its customer surveys, updating the surveys if needed, with a goal of improving the quality of delivered services. It will identify specific training and skills development needed to enhance the quality of advisement and to improve outcomes. Improved quality can be measured by improvements in customer satisfaction determined by review of the regular surveys conducted by the program.

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### **From the e-newsletters:**

#### **Rural Entrepreneurship Newsletter (February 2010) New Report on Encouraging Entrepreneurship for the Unemployed**

The US Department of Labor, Employment and Training Administration (ETA) has released the DOL Report on encouraging entrepreneurship for the unemployed. The Consortium for Entrepreneurship Education conducted a yearlong study of how the Workforce Investment System addresses careers as an entrepreneur when helping the unemployed. The resulting report entitled "THINK ENTREPRENEURS! A Call to Action" with subtitle "Integrating Entrepreneurship in the Workforce Investment System" is now available on the Consortium website in a special section focused on assisting job-seekers - [http://www.entre-ed.org/\\_how/ccr/onestop.html](http://www.entre-ed.org/_how/ccr/onestop.html).

### **Other New Reports You May be Interested to Read:**

- OECD, *Measuring Entrepreneurship: A Collection of Indicators*, 2009 Edition, <http://www.oecd.org/dataoecd/43/50/44068449.pdf>.

- John H. Pryor and E.J. Reedy, *Trends in Business Interest Among College Students*, The Ewing Marion Kauffman Foundation, November 2009, <http://www.kauffman.org/uploadedFiles/trends-in-business-interest.pdf>.

## WHAT'S NEW THIS WEEK?

Each of the focus areas listed in this section contain descriptions of activities relating to SBDC's key objectives and are the basis of the metrics by which our Strategic Plan implementation is measured and assessed.

### MARKETING & ADVOCACY

Mid-Hudson SBDC Director Arnaldo Sehwerert attended a press conference in Kingston organized by Senator Charles Schumer to announce the development of the Credit for Success RLF program for the entire state. The Credit for Success program was originated in Ulster County by the County Executive and includes the SBDC as an integral part of the lending process. The Mid-Hudson SBDC was instrumental and actively participated in the design of the original concept. Counselor Al Griggs and Director Arnaldo Sehwerert attended a meeting in Kingston with March Gallagher and bank representatives of the Credit for Success RLF program to evaluate the early results of the program. The Mid-Hudson SBDC is an integral part of this access to capital local program.

In February, the SUNY Canton SBDC attended the Clarkson Universities Entrepreneurship Center's "My Small Business 101" course to offer input to attendees on small business matters. This is a 4 week course from which the SBDC has received referrals from many attendees. The SBDC also will assist the Entrepreneurship Center in developing training sessions to be offered by the SBDC in late March and early April. The SBDC-partnership with the Clarkson Center helps not only the SBDC but the business community as a whole.

Niagara SBDC Director Lynn Oswald and Business Advisor Pauline Soeffing were invited guests on Judge Penny Wolfgang's weekly radio program. The 30-minute interview included an overview of SBDC services and a discussion of the new *Mature Entrepreneur Business Planning Guide*. The program was aired several times by 5 local radio stations in the Buffalo area the weekend of March 5-7th. Lynn was also included in an article in *Business First* along with former SBDC client and Advisory Board Chair Loretta Kaminsky. The article focused on the challenges of obtaining financing in today's lending environment. It was part of an insert in the March 12th edition.

In March, Canton SBDC Business Advisor Michelle Collins was a guest speaker at the Canton High School's Economics & Business Classes in the morning and afternoon. Michelle discussed the start-up process, the elements and importance of a business plan and the importance of higher education for young entrepreneurs.

In March, Watertown SBDC Business Advisor Ann Durant participated in a Career Day at Lowville Academy Central School on March 19. She taught two classes: Business Planning & Marketing and Accounting as it relates to Business and was a participant in the Senior Mock Interview process.

Baruch SBDC Business Advisor Shiau-Larn Hoang is a member of the Women's Roundtable, a group of women from various industries who meet every month to discuss various matters or listen to a speaker on a business related topic. The topic of the March 10th meeting which Shiau-Larn attended was "Gain Revenue, and More Clients with Effective Public Relations"

### PROFESSIONAL DEVELOPMENT AND STAFF RETENTION

In February, Farmingdale SBDC Business Advisor Dorothy Harris attended the SBA NYC Matchmaker Event. The full day event consisted of morning workshops, such as "Doing Business with the Federal Government" and "Getting on Schedule with the GSA". The afternoon portion gave participants time to meet one-on-one with contracting officers from various Federal agencies. Dorothy had an opportunity to talk to Debra Libow from SBA's Office of Government Contracting and to network with clients and other agency representatives.

### PROGRAM DEVELOPMENT: PRODUCTS & SERVICES

In February, Canton SBDC Business Advisor Michelle Collins was invited by SUNY Canton's professor of Graphic Management Design to speak to his class about business planning. The class is part of SUNY Canton's School of Business & Liberal Studies.

Mid-Hudson SBDC Director Arnaldo Sehwerert met with Denise Povolny, Senior Vice President and John Werner, Vice President of Ulster County, and Susan Boyko, Vice President Orange County of the Commercial Lending section of KeyBank to explore joint outreach actions to the small business community.

On March 10th, the Stony Brook SBDC hosted an all day conference entitled: "The Direction of Renewable Energy – Focus on Solar and Wind". Speakers included representatives from LIPA, NY Institute of Technology, Brookhaven National Laboratory, GE Energy, Eastern Energy Systems, and Abelow and Cassandro, LLP. Over 100 people attended the event that consisted of an all morning session concentrating on solar power, and afternoon sessions focused on wind power.

Mid-Hudson SBDC Director Arnaldo Sehwerert met with the Managing Director of the Orange County Business

Accelerator in New Windsor. The Accelerator, a technological business incubator, will work with the Mid-Hudson Center to service its clients.

In March, the Canton SBDC held its "4th Annual Women's Business Bootcamp and Resource Expo". The event was one of the center's best attended events to date. Business Advisor Michelle Collins changed the format this year to focus on three sessions instead of a variety of multiple sessions. The group was welcomed by SUNY Canton's President Dr. Joseph Kennedy and Dean of School of Business & Public Relations Dr. Linda Heilman. During lunch, NYS Senator Aubertine's Aide Kathy Finucane shared remarks from the Senator. The Keynote speaker was Patricia Ritchie, St. Lawrence County Clerk, who discussed leadership and its importance to business success and building relations within the business community. The sessions covered Social Networking (*SLIC Network Solutions*), Preparing for a Commercial Loan (*Key Bank*), and Best Practices of Successful Women Owned Businesses (*the panel consisted of various WOB from our area*). The Center had 20 exhibits in an adjoining conference room open throughout the day. The evaluations from the event were excellent. Attendees commented favorably about the new format, networking opportunities, and discussions during the sessions.

Mid-Hudson SBDC Advisor Sam Kandel met in Margaretville with March Gallagher of the Ulster County Executive office and Alan Rosa and Mike Triolo, Director of the Catskill Watershed Corporation to explore joint programs for the area's small businesses. The CWC is an important supporter of the Mid-Hudson Center.

In March and April, the Canton SBDC is assisting the St. Regis Mohawk Tribe with instruction on developing a business plan for Akwesasne small business owners. Once the owners have their business plan in a working format the SBDC will provide one-on-one assistance to critique and help them finish their plan and develop projection if necessary for submission to the SRMT Micro Loan Funding Program.

## SPONSORS, HOST INSTITUTIONS, PARTNERS & ALLIANCES

Mid-Hudson SBDC Director Arnaldo Sehwerert participated in the 2010 Restaurant and Beverage Industry Forum organized by the Culinary Institute of America. Ms Pravina Raghavan, NYC District Director and Richard Torres of the IRS participated as well as representatives from other state and federal agencies. More than 100 participants attended the event.

In February, Canton SBDC Business Advisor Michelle Collins attended the SUNY Canton School of Business & Liberal Arts business meeting. The college holds these meetings a couple of times a month and the SBDC attends to keep current with campus business education courses and offers input as to what the SBDC is seeing/hearing from the business communities on what their needs are for their business and/or potential hires.

In February, Canton SBDC Director Dale Rice attended a local Economic Developers Meeting held at the St. Lawrence County Industrial Development Association's office. This allows the SBDC an opportunity to hear about business development in the county and also to offer assistance and obtain referrals for projects that are in need of our services to finalize any potential projects for economic growth.

## TECHNOLOGY

NYS SBDC advisors are implementing more technology into their daily routines on an ongoing basis. One example is their increasing use of Constant Contact tools for a variety of functions. In March, Wendi Caplan-Carroll conducted a conference call about Constant Contact's Expert Program for more than 30 SBDC advisors. She is working with Rick Gorko, the Statewide Education and Training Coordinator to encourage NYS SBDC advisors to participate in training and achieve certification as email marketing trainers. Wendi was very pleased with the level of participation and the strong support the NYS SBDC has shown through their use of Constant Contact for newsletters, emails and event management.

## SPECIAL PROJECTS

**Entrepreneurial Education** – EntreskillsTM, the online educational program for high school students was marketed by Rick Gorko and Andy Jones at several events in March, including the 2010 New York State Distributive Education Clubs of America (DECA) Careers Conference in Rochester; the Southern Tier Business Teachers Conference Day in Binghamton; and the Work Experience Coordinators Association (WECA) 2010 Conference in Albany. At the Southern Tier Business Teachers conference, Binghamton SBDC Director Doug Boyce made a presentation on the services provided by the Binghamton SBDC and Rick Gorko presented on the new EntreskillsTM curriculum currently in development. Afterward, Doug, Binghamton SBDC Business Advisor Lauren Knochen-Davis and Rick participated in breakout sessions with teachers that were designed to develop and incorporate more information about business skills and entrepreneurship into the curriculum currently being taught in the district's high schools. Approximately 30 people were in attendance.

**Energy Efficiency** – Mid-Hudson SBDC Director Arnaldo Sehwerert participated in the first of four seminars sponsored by Central Hudson Gas & Electric to promote energy efficiency for small business. The seminar, a joint organizational effort between the Mid-Hudson Center and Central Hudson, was attended by more than 60 small business owners. Representatives from the SBA NYC District office, the IRS, Ulster County Development Corporation, The Ulster County Chamber of Commerce and Honeywell Corp. were present as well. Tony Presti, coordinator of the NYS SBDC's Energy Savings Program also attended the event.

**Veterans** – In January, Watertown SBDC Business Advisors Ann Durant and Robin Stephenson participated in Career Fairs for Veterans held at the Fort Drum Commons. The last event was held on a very snowy day, but with excellent attendance by exhibitors and attendees alike. An earlier arrival time was set aside for Disabled Veterans to take part. The next event is scheduled for April 29, 2010 and the SBDC will be an exhibitor. Community awareness, networking and client leads are the result of participation in these events.

Mid-Hudson SBDC Business Advisor Don Dods and Director Arnaldo Sehwerert met in West Point with the Coordinator of the Wounded Warrior Unit at the US Military Academy. The Wounded Warrior Unit assists wounded veterans in their transition back to civilian life. Providing service to veterans is one of the strategic priorities established by the SBDC. The Mid-Hudson Center is proud to be a part of that initiative and privileged to serve our country's veterans. Several joint future programs were discussed at the meeting.

In March, Watertown SBDC Director Eric Constance and Business Advisor Robin Stephenson participated in the SBA's "Operation: Start-Up & Grow 2010 Veterans Business Conference" sponsored by the Onondaga SBDC. The Watertown Center continues to provide services to disabled and transitioning veterans, and their families. Robin maintains a presence at Fort Drum at least 3-4 times a month for individual appointments and presentations to the FMWR (Family Morale Welfare Recreation) Group Employee Readiness Program and through ACAP (Army Career Alumni Program) workshops and TAP (Transition Assistance Program) classes.

## ABOUT THE GAZETTE

The SPD Gazette is a brief newsletter distributed via email and posted on the Internal Web Site. It will feature a column to be titled, What's New This Week, in which the network will share best practices in strategic objectives. A series of articles in the Gazette will explain the program's statewide approach to strategic objectives in six key areas:

- Marketing
- Professional Development and Certification
- Program Development: Products and Services
- Special Projects
- Strategic Partners and Alliances
- Technology, Information and Communication

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