

Professional Development and Intellectual Capital

The third core area of the *2010 NYS SBDC Strategic Plan* is Professional Development and Intellectual Capital. The plan states that:

The SBDC fully embraces the ongoing commitment to the education and specific skills development of all personnel in the program in support of all employees' ability to deliver timely, accurate advisement information; to continuously develop the knowledge, creative and critical thinking skills of all staff; to collect, catalog and disseminate best practices in all program areas; and, to enable access and availability to the training tools important to job performance.

The statewide priorities for this area are 1) annual staff training; 2) advisor certification program and recognition; 3) advisement tools; and 4) resources for ongoing training and development.

The statewide tactics for annual staff training include coordinating with the designated regional center (the host) and the Professional Development Committee to plan and deliver the training program. The measurable outcomes include the number of sessions provided and the number of advisors attending the event.

The statewide tactics for advisor certification are coordinating with the Professional Development Committee to continually improve the program and to review - and implement as desired - best practices from other organizations. Successful implementation of the tactics will be measured by the development and incorporation of additional certification levels in the certification program, and enhancement of the advisor recognition program.

The statewide tactic for advisement tools is to secure access to centralized resources, software, and tools to enable advisors to provide more effective and comprehensive advice to clients. The program will identify, review and obtain, when appropriate, software such as ProfitCents, QuickBooks products, and similar items.

The statewide tactic for resources for ongoing training and development is to identify and allocate funds for training and development.

The *2010 NYS SBDC Strategic Plan* is available for review in the *Shared Resources* section of WebMQS under the heading "Strategic Planning."

From the e-newsletters:

Entrepreneurship Recession Proof, Hits 14-year High

According to the *Kauffman Index of Entrepreneurial Activity*, a study that measures the percentage of the adult, non-business-owner population that starts a business each month, 2009 had the highest level of entrepreneurial activity in 14 years, even exceeding the number of startups during the technology boom of 1999-2000. Carl Schramm, president and CEO of the Kauffman Foundation, suggests that challenging economic times can motivate those who have been laid off to become their own employers. And in this

trend of increasing entrepreneurship can lay the key to economic recovery. Read the full report [here](#).

New Credit Initiative to Boost Lending to Small Businesses?

The U.S. Treasury Department unveiled a new credit initiative aimed at increasing lending to small businesses. According to a May 18, 2010 [Wall Street Journal](#) article, *New Credit Initiative to Boost Lending to Small Businesses*, the initiative is expected to spur \$20 billion in lending while being particularly beneficial to small minority-owned firms. The new policy is modeled after 20 state-level initiatives known as capital access programs. While the rules of the state level programs vary, these programs generally involve having borrowers, lenders and local economic development entities contributing a certain percentage to an investment fund, which is used as collateral to support loans issued to borrowers. Small Business Committee Chairwoman Nydia Velazquez (D., N.Y.) has expressed concerns that the program will be most beneficial to states that already have capital access programs. If the initiative does deliver results, it may promote healthy relationships between local banks and small businesses while also helping minority and women-owned organizations that have struggled to obtain credit. The potential results of the initiative are especially relevant in light of the recession, when job-creation is a key issue. [The two preceding items came from PDE-news: *Resilient Entrepreneurship*, May 24, 2010]

State senate approves bill to create incubator network

Under a bill introduced by Sen. William Stachowski (D-58th District) and passed by the state Senate, business incubators across the state would compete for operational funds allowing them to provide best-in-class support services to their tenant/clients. [Sen. Stachowski's news release on S.7048](#) summarizes how the program would operate through the New York State Foundation for Science, Technology and Innovation (NYSTAR). The board of our association has endorsed this bill as an important step forward, because it would complement the state's past investments in incubator facilities with resources to help them achieve and sustain programmatic excellence. In order for this bill to become law, a counterpart version in the Assembly would be necessary, and any bill passed by both houses would of course have to be signed by the Governor. [From the July 2010 *NYS Incubator Report*, by the [Business Incubator Association of NYS](#)]

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

In May, Canton SBDC Director Dale Rice & Business Advisor Michelle Collins attended the Gouverneur Chamber of Commerce's annual dinner, at which the Chamber spoke very highly of the SBDC and the assistance provided to the business community. At the event, the Chamber promoted four informational breakfast sessions titled **'Helping Businesses Grow in Hard Times'** to be presented by the Chamber and Gouverneur Area Development Corporation, in conjunction with the Canton SBDC (*sessions were planned by the SBDC*) and the St. Lawrence County Chamber.

In May, Farmingdale SBDC Business Advisor John Steinhoff was a panelist at Senator Kemp Hannons' Small Business Seminar. Representatives from the Small Business Administration, Empire State Development, NY Business Development Corp, Frank Mitchell Corso, Jr. and Associates and the Farmingdale SBDC spoke about the crucial resources available for small businesses to help keep their business thriving during dismal economic times. The speakers addressed the availability of business financing for small businesses in today's environment (government guaranteed loans, lines of credit, receivable financing and hard money), preparing a grant proposal, preparing a loan request, marketing strategies, and marketing campaigns. Approximately 50 people were in attendance, with existing business owners outnumbered the start-ups.

In May, Mid-Hudson SBDC Director Arnaldo Sehwerert talked about the importance of the procurement process to small business survival within the context of a Lenders' Roundtable, an SBA sponsored event highlighting that agency's

products and services. The event held in Poughkeepsie, was co-sponsored by the Dutchess County Regional Chamber of Commerce and was attended by 30 small business owners.

In May, Stony Brook SBDC Senior Business Advisor Willa Smith was the featured guest speaker on the "blogtalkradio.com" Internet radio show entitled, "Onward and Upward with host, Erin Ley". The topic of the one hour live program was "Be a great entrepreneur", and featured questions from the host, as well as call-in listeners, on a variety of factors to consider when starting and growing a new business.

In May, Canton SBDC Director Dale Rice participated at the North Country Technology Symposium (NCTS) held at Clarkson University. SBDC also had an exhibit at the event to promote SBDC program/services. This NCTS event offered a variety of workshops: risk assessment, disaster recovery, planning and social networking that focused on technology in specific industries. This event provided a lot of opportunities for professional networking.

In May, Mid-Hudson SBDC Business Advisors Al Griggs and Myriam Bouchard and Director Arnaldo Sehwerert were panelists on the Credit for Success Loan Program sponsored by the Ulster County Chamber of Commerce in Kingston. Panel members included County Executive Mike Hein, NYBDC Vice-president Tom McHale, and Hudson Catskill Bank President Glenn Sutherland. The event attracted more than 30 mostly small business owners.

PROFESSIONAL DEVELOPMENT AND STAFF RETENTION

In June, Associate State Director Mary Hoffman, Buffalo SBDC Director Susan McCartney and Advisor Andrea Lizak, Brockport SBDC Advisor Florence Worden, Onondaga SBDC Advisor Tania Hanouille, and Staten Island SBDC Advisor Ed Pizsko participated in the New England Professional Development Conference (NEPD) planned & hosted by the six New England SBDC programs. Workshops provided presentations and discussions on turnaround management strategies, advanced e-marketing using social media, preparing businesses for the economic recovery and the risks and liabilities of e-tools.

PROGRAM DEVELOPMENT: PRODUCTS & SERVICES

In April, York College SBDC Business Advisor Brian Yeung participated in the Chinese Business Networking Forum in Queens. The event was sponsored by NYS Assemblywoman Grace Meng's Office and the US Small Business Administration. The topics discussed at the event were business structures, writing a business plan, and business financing.

In June, Buffalo SBDC, in collaboration with the US SBA, Everywoman Opportunity Center, Inc., and Women Veterans Health Care held a workshop for women veterans. The workshop covered job searches, updating resumes, interviewing skills, health care through the VA, and starting a business.

In June, Canton SBDC Director Dale Rice presented a workshop on Business Start-up at Clarkson at the Clarkson Entrepreneurship Center (CEC) as part of the Small Business 101 course. The SBDC receives referrals from the session (s) for one-on-one counseling. The partnership that the SBDC has formed with the CEC has been very beneficial to the SBDC and the small businesses that attend these sessions.

SPONSORS, HOST INSTITUTIONS, PARTNERS & ALLIANCES

In May, Canton SBDC Director Dale Rice attended the St. Lawrence County Economic Development meeting, which provides economic developers an opportunity to meet and discuss issues and projects in process. Previous meetings have provided referral opportunities for the SBDC.

In May, Mid-Hudson SBDC Director Arnaldo Sehwerert met in Kingston with Barbara Laughran from the NYS Department of Labor to explore possible joint efforts including instruction in entrepreneurship and small business management for DOL clients.

In June, Canton SBDC Director Dale Rice attended the St. Lawrence County Workforce Investment Board meeting. Dale is the Chair of the Marketing committee. These meetings keep the SBDC involved in the economic and growth efforts of the St. Lawrence County representatives and local area businesses.

In June, the Rockland SBDC worked with Congresswoman Nita Lowey (D-Westchester) to host a press conference with SBA/SBDC clients to highlight new legislation to raise SBA loan limits. Flooring Liquidators of Elmsford, the recipient of a \$1,000,000 SBA 504 loan, hosted the press conference in the building created by the 504 loan. Also attending the press conference were Al Titone, Deputy District Director, SBA NY; Rockland SBA Business Advisor Louis Scamardella, with his client Doretta Brown, recipient of a \$180,000 SBA 7A loan to move her health and beauty products business to a new, larger location, and, Rockland SBDC Director Tom Morley.

In June, the Canton SBDC hosted an SBA Round Table for bankers and economic developers. The roundtable helps to further develop relations with lending sources and keeps the SBDC and the SBA in the forefront, and generates referrals to the SBDC for business counseling services and the SBA lending programs.

In June, the Canton SBDC participated in the Clarkson Entrepreneurship Center School of Business's "My Small Business 101" course, providing insight and promoting the SBDC program. The CEC offers the course periodically throughout the year and is a source of numerous referrals to the SBDC. A great partnership has formed between the CEC & SBDC to educate and assist the business community.

SPECIAL PROJECTS

Energy - In May, Tony Magliotti joined the Buffalo SBDC as a new Business Advisor to work on the Energy Savings project led by Tony Presti. Tony M will work small business owners, coordinating energy audits and surveys with National Grid and other upstate utilities, and then assisting those that decide to proceed with energy efficiency improvements.

International - In June, State Director Jim King led a delegation to several cities in the eastern part of China between Shanghai and Beijing. Members of the delegation included International Business Development Program Director Jinshui Zhang, Albany SBDC Director Bill Brigham, and several clients.

Veterans - Mid-Hudson SBDC Director Arnaldo Sehwerert met in Stone Ridge with Ann Marrott and Jennifer Murray of SUNY Ulster to talk about ways to do joint outreach programs and develop co-branding opportunities to veterans.

The NYS SBDC attained US SBA funding to continue its participation in the Veterans Business Outreach Center program for an additional five years. Business Advisor John Narciso is the statewide coordinator for the VBOC program in NY. Business Advisors Howard Wildove in Albany and John McKeone in Buffalo also provide veterans business assistance as part of the VBOC program. The VBOC program provides the centerpiece of the NYS SBDC outreach to veterans, but comprises just part of the program's efforts. Brooklyn Business Advisor Alzie Glickstein serves veterans in NYC, Watertown Business Advisor Robin Stephenson serves veterans, reservists and active military service members and their spouses at Fort Drum, and Mid-Hudson Business Advisor Don Dods serves veterans in the Hudson Valley. In addition, several regional centers hold "Veterans Business Resource Days" on an annual basis to connect veterans with resources at myriad agencies and organizations.

Young Entrepreneurs - In May, Canton SBDC Business Advisor Julie Williams represented the SBDC as a guest speaker for the Business Economics Class at the Edwards-Knox High School. She provided general information regarding starting a business start-up along with other information that young entrepreneurs need to know.

In May, Mid-Hudson SBDC Director Arnaldo Sehwerert was a judge in the 2010 Business Plan Competition of the School of Business at SUNY New Paltz. The yearly event attracted presentations from six teams involving graduate and undergraduate participants.

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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Older issues (pdf):

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