

Technology

The fourth core area of the 2010 NYS SBDC Strategic Plan is Technology. The plan states that:

The SBDC is committed to development of technology literacy at all levels of the program; to the integration of technologies in the innovative delivery of program services; to the furtherance of client technology utilization capabilities; and, to enhanced use of programmatic technology resources (MQS, internal blogs) to drive operating technology in Regional Centers through improvements in information utility, efficiency and shared resources.

The statewide priorities for this area are:

1. Driving SBDC and small business operating efficiency through technology
2. Advancing client interaction and advisement efficiency through technology, and
3. Evaluating new technologies and potential applications within the program.

The statewide tactics include developing resources and capabilities with webinars and other information distribution, enhancing client access to and utility of information through technology, and environmental scanning. The NYS SBDC will establish regular internal use of webinars, develop video streaming and alternative publication formats for distribution to clients and stakeholders, and promote the effective use of new media mechanisms such as social networking.

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

The Strategic Planning Committee welcomes your comments about the process and the plan. You can share your thoughts with Tom Morley, the Committee Chair, at tmorley@sunyrockland.edu.

From the e-newsletters:

SSTI's 14th Annual Conference, *Accelerating Innovation: The Road Ahead for Tech-based Economic Development* will be held September 14-16 at the Omni William Tell Hotel in Pittsburgh. Ginger Lew, Senior Counselor to the White House National Economic Council and the Small Business Administration, will discuss the administration's plans to support innovation. In her roles at NEC and SBA, Ginger Lew serves as the administration's economic policy advisor on a broad range of matters that impact small businesses. She co-chairs the White House Interagency Group on Innovation and Entrepreneurship and leads the White House Interagency Taskforce on Regional Innovation Clusters. For a copy of the full conference brochure, which includes the full agenda, go to: <http://www.ssticonference.org/brochure.pdf>.

To register, go to: <https://ssti.org/Conf2010/register.shtml>. Information about the conference including the program is available at:

<http://www.ssticonference.org/index.shtml>. SSTI is the State Science & Technology Institute, a national nonprofit organization that leads, supports and strengthens efforts to improve state and regional economies through science, technology and innovation. One of their primary thrusts is technology-based economic development, often expressed as TBED.

"Determinants of Growth in Entrepreneurship Across U.S. Labor Markets: 1970-2006" finds that higher education levels are associated with faster growth of entrepreneurs across U.S. labor market areas (LMAs) during the 1970-2006 period. Higher education levels are found to contribute to the overall desirability of an LMA, resulting in parallel growth in entrepreneurs and wage- and-salary workers. Significant shifts in the share of entrepreneurs in LMAs across regions took place during the study period, bringing the average share of entrepreneurs for metropolitan regions in 2006 (18.4 percent) much closer to that of nonmetropolitan regions (21.8 percent) than in 1970, when they were 10.6 percent versus 16.0 percent, respectively. A copy of the report is located at: <http://www.sba.gov/advo/research/rs363tot.pdf> and the research summary can be found at: <http://www.sba.gov/advo/research/rs363.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

In May, the Niagara SBDC co-hosted with Senator Maziarz the Annual Small Business Seminar, a popular event that brings together entrepreneurs and aspiring entrepreneurs and connects them with the great services available in Western New York. NCCC and Maziarz have hosted the seminar for more than 15 years. The seminar's theme was teamwork - small businesses need a team to succeed, and the intent was to help them find teammates that can help the businesses be successful. A panel of speakers, including representatives from the Small Business Administration, the county Industrial Development Agency, Niagara USA Chamber and a few local banks presented the formal program. The panel provided descriptions of their organizations and services. Exhibitors included banks and local economic development partners, and the event was a great opportunity for networking.

In June, Mid-Hudson SBDC Business Advisor Myriam Bouchard and Director Arnaldo Sehwert met with Suzanne Holt, Assistant Deputy Executive for Ulster County to discuss strategies to jointly promote business services to county business owners and entrepreneurs.

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; Louis Scamardella, SBDC Advisor (Westchester) 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 Director Tom Morley.

PROFESSIONAL DEVELOPMENT AND STAFF RETENTION

In June, the Mid-Hudson SBDC welcomed SBA NYC District Director Pravina Raghavan and members of her staff to the Kingston office for an SBA update seminar focusing on new products and trends to better serve small businesses.

In June, Mid-Hudson SBDC Business Advisor John Moriarty attended a meeting in Poughkeepsie with the Edward Burton, President of the US-Saudi Arabian Business Council with the objective of promoting exports by Mid-Hudson companies to Saudi Arabia. Mr. Burton presented information on areas of interest by the Saudis and encouraged the audience to seek business opportunities in Saudi Arabia.

PROGRAM DEVELOPMENT: PRODUCTS & SERVICES

In June, Mid-Hudson SBDC Business Advisor Al Randzin and Director Arnaldo Sehwert met in Kingston with March Gallagher, Deputy Director for Economic Development for Ulster County to discuss strategies for small business support in the county.

In June, Mid-Hudson SBDC Business Advisor Sam Kandel conducted a seminar, "Business Planning and Strategy," at the invitation of the Green County Development Corporation. The event was attended by over 20 small business owners and entrepreneurs.

SPONSORS, HOST INSTITUTIONS, PARTNERS & ALLIANCES

In June, three clients from the Stony Brook SBDC were awarded all three top prizes in the *Plan! Write! Succeed!* business plan competition sponsored by the Middle Country Library's Miller Business Center. The *Plan! Write! Succeed!* Competition is open to start-up businesses in Suffolk and Nassau Counties. Over the course of several months SBDC advisors offer 16 business plan development workshops; contestants are required to attend three out of four individual sessions in each of 4 groupings. Stony Brook Business Advisors counselors Ronni Rosen, Rob Mealey and Susan Nastro provided instruction. The winning business plan was chosen from a total of 39 submissions by a panel of experts including Deans from the Farmingdale and Stony Brook Colleges of Business and the CEO of a company that does business training. The top prize of \$5000 went to Tehmina and Syed Tirmizi whose company, Desi Maternity Wear, designs and manufactures stylish maternity wear for pregnant woman in countries such as Pakistan, India and Bangladesh. The Tirmizis identified a niche in the maternity-wear market when Tehmina was unable to find stylish ethnic maternity clothing during her pregnancies. She plans to use her winnings to grow the company. The second prize of \$2500 went to Colleen Simon, who will be opening a vitamin and wellness counseling retail store, Health Nut, next month in Centereach. Honorable mention went to Maria LaMalfa, a jewelry designer.

In June, Mid-Hudson SBDC Business Advisor Sam Kandel and Director Arnaldo Sehwerert attended the opening ceremony of Farm to Table, a co-packer facility and food science incubator counseled by Mr. Kandel. Several business and political personalities were in attendance including US Rep. Maurice Hinchey, who delivered the keynote address. Farm to Table is scheduled to become an important source of job creation and economic development for the Mid-Hudson region.

TECHNOLOGY

In June, Mid-Hudson SBDC Director Arnaldo Sehwerert participated in an organizational meeting for an event on high technology entrepreneurial issues to be held at SUNY Ulster in the spring of 2011. The event is the initiative of SUNY Ulster's Director of Continuing Education and the Dean of the School of Engineering at SUNY New Paltz.

In June, Mid-Hudson SBDC Director Arnaldo Sehwerert conducted the seminar "Access to Capital in a Tough Economy" at the invitation of the Orange County Business Accelerator in New Windsor. The OC Accelerator is a technology oriented business incubator supported by County Executive Ed Diana. The event attracted more than 20 business owners and entrepreneurs.

SPECIAL PROJECTS

Energy - In May, the NYS SBDC was a co-applicant with Syracuse University, the City University of New York and NYSTAR in a collaborative New York State proposal to win a \$122 million energy regional innovative cluster (E-RIC) award to conduct research, development, demonstration, and deployment pertaining to energy sustainability systems in buildings. The funding opportunity was presented by several agencies including the Department of Energy, Economic Development Agency, National Institute of Science and Technology, the US Small Business Administration, the US Department of Labor and US Department of Education. Numerous higher education institutions, government agencies and private sector entities provided letters of support for the consortium and will participate in the project. State Director Jim King and Associate State Director Mary Hoffman participated in several meetings and conference calls in June and July with consortium members to prepare for the consortium's competition as a finalist to win the award and ultimate implementation of the project. The SBDC will provide management and technical assistance to startups and existing businesses, by delivering advice and information to help businesses improve their energy efficiency. The SBDC will work with small businesses to implement equipment changes, obtain financing for construction and efficiency projects, and provide advice regarding commercialization, international trade, licensing, and the myriad challenges confronting small business.

Young Entrepreneurs - In June, the Stony Brook SBDC, which coordinates the annual D.A.R.E. student business plan competition on campus, was pleased to announce that two clients won the competition. The \$30,000 first prize went to Freedom Teleworkers, a remote telemarketing staffing solution developed by three students that worked with Senior Business Advisor, Ronni Rosen. The second prize of \$20,000 was awarded to another Stony Brook SBDC client and Stony Brook student that worked with Advisor Susan Nastro. Travel Portabout is an online retailer that sells travel-size toiletries that are Transportation Security Administration approved. The D.A.R.E. competition begins in September when the students are given the option of working with an advisor from the SBDC. The participants can opt out and meet the benchmarks on their own but the students who chose to work closely with the SBDC advisors have the best results. Since its inception in 2006, all the winners have been students that worked with SBDC advisors. The students create power point and oral presentations and a business plan, which is evaluated by a panel of judges including venture capital and angel investors, intellectual property specialists and CEOs.

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

Previous SPD Gazette Issues:

- [Issue 72](#)
- [Issue 71](#)

Older issues (pdf):

- [61-70](#)
- [51-60](#)
- [41-50](#)
- [31-40](#)

- Special Projects
- Strategic Partners and Alliances
- Technology, Information and Communication

- [21-30](#)
- [11-20](#)
- [1-10](#)

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