

The vision of the NYS SBDC is to create economic sustainability for all New Yorkers – one business at a time.

The mission of the NYS SBDC is to provide professional business advisement, education, network resources and to advocate for small business and entrepreneurs.

Open for Business

The theme for this year's annual program report and for staff training is "Open for Business." It's a catchy slogan, but what does it mean and why are we using it? The simple answer is that it indicates SBDC's intent to work with the Governor's Office and State agencies to improve the environment for small business in NYS. It fits neatly with the NYS SBDC priorities of improving sustainability for existing businesses and the success for new businesses. Here is the background:

In 2011, Governor Cuomo launched an initiative to rebuild and reenergize the NYS economy and regain the state's economic stronghold in the global economy. He announced that the state would take a new regional approach to economic development using the phrase "New York Open for Business." At a kickoff event, the Governor explained that he wanted to communicate to business leaders across the world that there are tremendous benefits to doing business in New York State. The Governor is working to redesign the way state government works to more effectively drive economic growth and create jobs. He wants everyone to understand that New York is a place where businesses will want to come and stay - a business-friendly location.

A key component of the Open for Business campaign to build a stronger state economy and a better business climate was the establishment of regional councils to plan and drive economic development. Historically, the State has imposed economic development plans that precluded economic developers and others in the regions from participating in decisions impacting their future. The Governor is changing the State's approach to economic development from a top-down development model to a community-based, performance driven approach. He asked each region to develop its own strategic plan, emphasizing its strengths and unique assets, with the end goal of putting people back to work, reinvigorating the economy, and restoring the Empire State. Last year, the regional councils developed plans in a competition for state grants. Ultimately, four regions were awarded grants topping \$100 million: Western New York, Central New York, Northern New York, and Long Island. [Read more [here.](#)]

How does the SBDC fit into this picture? The NYS SBDC is getting more and more involved in collaborative projects with the state agencies, and is speaking up for small business in the regional economic development councils. There is at least one NYS SBDC director or advisor working within each regional council to promote the interests of small business owners and entrepreneurs. The SBDC will continue to work with all its partners in the public and private sectors to improve access to capital, overcome small business regulatory challenges, remove barriers to small business success, and strengthen small business communities throughout the state. In other words, the NYS SBDC will work to ensure that New York is Open for Small Business.

From the e-newsletters:

Higher Education in the New Economy

As state and federal funding for higher education dwindles and the workforce needs of the new economy continue to shift, state and university officials are re-evaluating how higher education is funded, its return on investment for the state, and how universities can better drive economic growth. Recent examples in New York, Ohio and Texas demonstrate how states are implementing new policies to adapt to the changing times. In New York, Gov. Andrew Cuomo signed into law the *NYSUNY 2020* legislation, allowing the state's four university centers to compete for challenge grants of \$35 million each aimed at supporting infrastructure and research programs.

[From *SSTI Weekly Digest* for the Week of October 12, 2011]

President Announces Capital Initiatives for Rural Small Businesses

Speaking during a Rural Economic Forum at Northeast Iowa Community College in Peosta, IA, President Obama announced several new initiatives to promote economic growth in rural areas, including two new capital programs. The Small Business Administration (SBA) will partner with USDA to double its current rate of investment in rural small businesses to \$350 million over the next five years. This will be accomplished through SBA's Impact Investment Fund. SBA and USDA also will launch a series of rural private equity and venture capital conferences nationwide to help connect private equity and venture capital investors with rural startups, according to a White House press release. Read the President's announcement [here](#).

Seven States Selected to Identify, Implement Strategies for Enhancing Manufacturing

A newly established policy academy providing guidance and technical assistance will help seven states improve their environment for innovation and align state R&D investments, workforce development and education systems with current and future needs of advanced manufacturing industries. The policy academy will help each state develop a plan or overcome barriers for putting a plan into action through a highly interactive team-based process that includes input from NGA, MEP, EDA, SSTI, private sector consultants, and research organizations. Participating states include Colorado, Connecticut, Illinois, Kansas, Massachusetts, New York, and Pennsylvania. Ideas and strategies resulting from the academy's work will serve as models for all states. NIST, MEP and EDA are providing funding, leadership and technical assistance to the National Governors Association Center for Best Practices. For a full copy of the report is available [here](#).

[From *SSTI Weekly Digest* for the Week of October 12, 2011]

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.

Primary Program Operations, Advisement Products and Services

In November, the Canton SBDC & the St. Regis Mohawk Tribe OED held a day-long financial Summit for businesses on the reservation. The summit brought a full slate of business & economic development resources to the entrepreneurs of the community. Attendees had the opportunity to learn about the assistance available to local businesses on the reservation. Representatives from the SBA, USDA Rural Development, SBDC, Akwesasne Employment Resources Center, Empire State Development, AEDC, Ohwistha Capital Corp., NBT Bank, and Mohawk Council of Akwesasne participated in Opportunities, Financing & Being Prepared panels.

In November, Mid-Hudson SBDC Director Arnaldo Sehwert participated in a meeting of the steering committee that works with people with disabilities in Ulster County. The group aims to assist people with disabilities to become self-sufficient through small business ownership. The Mid-Hudson SBDC is providing the appropriate technical assistance.

In November and December, Mid-Hudson SBDC Business Advisors met with KeyBank Commercial Lending VP April Volk to explore future joint programs under the bank's Key4Women initiative. The Key4Women initiative is a dedicated fund established by KeyBank in support of women entrepreneurs.

Marketspace & Position

In March, York SBDC Advisor Brian Yeung was quoted in the March 31, 2011 issue of *Sing Tao Daily East USA* – the largest Chinese newspaper in the world – in an article titled "White House Jobs Act Tour Public Engagement in New York City." The article described a meeting with leaders from SBA and the White House Office of Public Engagement, and provided information on new regulations, and how business owners will benefit from the provisions of the Small Business Jobs Act.

In October, State Director Jim King spoke to the Regional Economic Council about minority business development and the activities of the NYS SBDC in this arena.

In November, the Stony Brook SBDC, in conjunction with the Suffolk County Small Business Advisory Council, hosted a small business "Access to Success" summit. Participants received information on a variety of issues including access to capital, importing and exporting, financial and business management resources, and the county's new uniform permit application.

In November, Mid-Hudson SBDC Business Advisor Myriam Bouchard participated in a Project Hope meeting in Saugerties. Project Hope's goal is to empower women entrepreneurs by providing low cost mini business loans.

In November, State Director Jim King spoke to the NYS Assembly Committees on Economic Development and Small Business about the utilization of New York State's small business assistance programs.

In November, Mid-Hudson SBDC Director Arnaldo Sehwerert addressed a class in the Photo-Voltaic Program at SUNY Ulster and discussed SBDC services and entrepreneurship for those interested in developing a business in the renewable energy arena.

In November, Onondaga SBDC Business Advisor Frank Cetera spoke at the monthly meeting of the Syracuse Inner City Rotary. After being welcomed through song, Frank explained SBDC services to a very interested group of 12 attendees who asked many questions, and discussed how they could utilize the services.

In November, Mid-Hudson SBDC Director Arnaldo Sehwerert participated in the "Take Your Business to the Next Level" event sponsored by HSBC and the Orange County Chamber of Commerce. Dr. Sehwerert, a panelist at the event, presented information on "How to increase sales through procurement and exporting". The event was attended by 55 well qualified business owners.

In November, Mid-Hudson SBDC Director Arnaldo Sehwerert participated in the program Taxes al Dia (Tax Update) at La Mega FM station in New York City. La Mega is the Latino station with the highest ranking in that market. Dr. Sehwerert talked about many of the NYSSBDC initiatives and services including the veterans' program and OLE.

In December, Pace SBDC Business Advisor Greg Callender and several Baruch SBDC Advisors attended the New York Federal Reserve Bank's New Fundamentals of Accessing Capital Forum. The event brought small business finance experts together with small business owners and more than 20 lenders. In addition to a panel discussion, there was an opportunity for one-on-one talks with lenders.

Professional Development and Intellectual Capital

In November, Canton SBDC Business Advisor Michelle Collins participated in an internet marketing workshop hosted by the Potsdam Library. The event provided professional training for the advisor and also resources for potential instructors for SBDC events. Michelle Collins also participated in a Facebook workshop held by the Potsdam Library.

In November, Canton SBDC Director Dale Rice participated in a St. Lawrence County Rural Business Roundtable sponsored by the USDA. The roundtable focused on business program opportunities available through the USDA's Rural Development program for individuals that reside in rural communities. Topics covered were USDA programs on intermediary relending, repowering assistance, rural energy for America, rural business enterprise grants, rural economic development loans & grants, business & industry guaranteed loans, bio-energy & bio-refinery program/loan information.

In November, Mid-Hudson SBDC Procurement Advisor Vanessa Primus, Brooklyn SBDC Director Catalina Castano and Veterans Business Advisor Kelly Saeli, LaGuardia SBDC Director Rosa Figueroa and Business Advisor Robin Wilson, and Associate State Director Mary Hoffman participated in the seminar "Women Entrepreneurs: create jobs, grow businesses, power the economy" sponsored by the SBA in NYC. The event was poised to set priorities and explore business challenges facing New York women entrepreneurs and promote a dialogue among women in the business community.

Sponsors, Host Institutions, and, Partners, Alliances

In October, State Director Jim King and Associate State Director Mary Hoffman talked to the NYS Secretary of State and his deputy about potential outreach and entrepreneurial services for immigrant communities.

Special Projects

Energy

In December, the Niagara SBDC held a hands-on Energy Workshop in the computer lab at its Lockport office. Buffalo SBDC Energy Advisor Fred Bristol facilitated the presentation. Niagara SBDC Business Advisors were on hand to help attendees complete their NYSEDA applications. The event was very informative and well received. Attendees included the director of a local IDA, who will help spread the word about utilizing the SBDC for assistance with filling out the NYSEDA application.

Green

In November, the Onondaga SBDC sponsored a "Syracuse First Buy Local" event in Armory Square, the heart of the Syracuse restaurant and downtown business scene. Onondaga SBDC Business Advisor Frank Cetera greeted attendees, and spoke to businesses and individuals about the Green Core Company program and SBDC services. It was a great night of local food and beverage tasting, business networking, and a chance to further the understanding of how supporting locally owned and operated businesses is a boon to any city or town's small business community.

International

In December, the Niagara SBDC participated in the International Trade Forum hosted by Congresswoman Kathy Hochul. The two-hour program was designed to help small businesses connect with the various opportunities that are available for exporting their products, including: obtaining loans, connecting small businesses with trading partners, and providing market research on foreign markets and international business trends. Niagara Business Advisor Jack Dezik was on hand to provide SBDC materials to attendees. Panelists included Rick Gorko of Buffalo State SBDC, Empire State Development, Buffalo World Trade Association, and the Erie County IDA.

Procurement

In December, the Canton SBDC held a procurement BidLinx training session. Mohawk Valley SBDC Government Contracting Coordinator Roxanne Mutchler conducted the session, which was held in the evening. The event was well attended and generated excellent evaluations.

Veterans

In October, State Director Jim King and Associate State Director Mary Hoffman talked to one of the Governor's Special Assistants about coordinating services for veterans with the various government agencies that provide services.

In November, the Pace SBDC hosted a summit for veterans living and working in New York City, in collaboration with the City Tech-Brooklyn and York College SBDCs. VBOC Statewide Coordinator John Narciso and Veterans Assistance & Services Business Advisor Rob Piechota were featured speakers at the event, along with Business advisors from the sponsoring centers.

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

Previous SPD Gazette Issues:

- [Issue 85](#)
- [Issue 84](#)
- [Issue 83](#)
- [Issue 82](#)
- [Issue 81](#)

Older issues (pdf):

- [71-80](#)
- [61-70](#)
- [51-60](#)
- [41-50](#)
- [31-40](#)
- [21-30](#)
- [11-20](#)
- [1-10](#)

[Print This Page](#) (pdf)