

Focus on The Small Business Development Center at Bergen Community College

The Small Business Development Center at Bergen Community College
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MARK YOUR CALENDAR:
Upcoming Workshops and Seminars

The Business Plan
April 18, April 25 and May 2
Three Wednesday night sessions,
6:00-9:00 p.m.
Cost: \$120
To register call (201) 447-7488

IRS Workshop
Thursday, June 21
9:00 a.m. - 4:00 p.m.
FREE
To register call (201) 447-7841

A Total Business Resource with Measurable Impact

"Small businesses have been the major generator of jobs in the USA for the last decade. As we face an economic downturn, we want to do everything possible to try to help create jobs. That means providing help for small companies because small companies create jobs." Rhonda Abrams, *USA Today*

In May 2000, George Werner went to the Bergen Community College Small Business Development Center to discuss what it would take to make a long-time dream become a reality. Five short months later, George A. Werner was the successful CEO of Werner and Sons, Inc., a Hawthorne-based building maintenance and supply company like no other. At Werner and Sons, Inc., 40 percent of the employees are deaf or hard of hearing.

"The Small Business Development Center at Bergen was instrumental in acquiring business contacts, recruitment, loan information, and marketing strategies for our company," explains Mr. Werner. "Working closely with government



Vincent D'Elia (center), Director of the Bergen Small Business Development Center, discusses growth strategy with George Werner (left), CEO, and Barbara Macaluso (right), President, of Werner and Sons, Inc.

and community outreach programs, we were able to secure security of life equipment for our unique employees, such as TTYs, visual smoke alarms, and life insurance. In just five months of operation, we secured five lucrative sites. We could not have grown so quickly without the efforts, concern, and information provided by the Small Business Development Center at Bergen Community College."

One of the Best Services Funded by the US Government

One of the best services funded by the US government, Small Business Development Centers provide business plan guidance, free and confidential consultations, low-cost workshops and training, market research resources, and computer training to small business developers and owners. The result is a remarkable track record.

The Small Business Development Center at Bergen Community College, funded by the US Small Business Administration and the NJ Commerce and Economic Growth Commission, is a public-private partnership that provides free counseling services and affordable training to nearly 2,000 clients a year. In the year 2000, the Bergen Small Business Development Center assisted nearly 700 new clients, conducted 55 focus workshops for approximately 1,000 clients, and assisted small business owners structure over

3 million dollars in loans. To further expand its reach, the Bergen Small Business Development Center opened a satellite office at the Bergen Community College Ciarco Learning Center, 355 Main St., Hackensack, which provides counseling by appointment.

"The Bergen Community College Small Business Development Center is a total resource center," explains Vincent D'Elia, Director of the Center. The former CEO of DEWPRO Textiles, and independent management consultant, Mr. D'Elia specializes in analysis, trouble-shooting, and problem-solving. Mr. D'Elia maintains that the three primary priorities of the Center are consulting, designing training workshops based on client needs, and outreach to community-based organizations to form bridges between client needs and the community. As part of the

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ongoing effort to reach out to community-based organizations to improve economic development, the Bergen Small Business Development Center has close relationships with all area chambers of commerce.



Steve Weinstein, President, Teaneck Chamber of Commerce, discusses community development at a recent Bergen Community College "Building and Financing Your Business" seminar, hosted by Holy Name Hospital, Teaneck.

Small Business Development Center at Bergen Community College "Talks Up Success"

With public speaking one of the highest rated fears, home-based consultant Victoria Chorbajian is well positioned for success. Chorbajian Speaking Enterprises, a thriving home-based business, received assistance from the Bergen Community College Small Business Development Center and won the Small Business Development Center Success 2000 Award from the NJ Small Business Development Center conference at the Rutgers Graduate School of Management.

Featured on News12 NJ's "Business Show" and Fox's morning news program, "Good Day New York," Ms. Chorbajian helps her clients become more effective as presenters by helping them overcome fears associated with public speaking. She has also been featured in numerous publications such as *Sales*



Victoria Chorbajian

and Marketing Management and Home Office Computing.

Center Director Vincent D'Elia served as a mentor to Ms. Chorbajian since she first began her business. "The Small Business Development Center at Bergen Community College has been instrumental in giving me support, feedback, and great business advice," said Chorbajian.

Human Resources Management Seminars

Since 1995, the NJ Department of Labor Employer Human Resource Support Services Program has partnered with the Bergen Small Business Development Center to expand its series of Human Resources management seminars. This partnership, which benefits local businesses of all sizes, helps provide low-cost, high-quality seminars on human resources issues, business management, employee relations, and employment law issues. "In today's complex and ever-changing business

and legal climate, entrepreneurs need to know how to operate in a sound, effective manner and remain competitive by reducing liability and hiring and retaining productive, reliable employees," explains Center Director Vincent D'Elia. Due to Bergen's ideal location and close proximity to businesses and industries, seminar attendance is at an all-time high. The staff at the Bergen Community College Small Business Development Center is looking forward to another banner season.

New Regional Advisory Board Installed

The Bergen Small Business Development Center recently installed a slate of local entrepreneurs and economic development leaders to serve on a new Regional Advisory Board. The Board will provide advice and counsel to the Small Business Development Center staff on the needs of small owners in Bergen County, participate in the development of local business plans, deliver management assistance services to clients, and address the objectives of the NJ Small Business Development Center Network's Statewide Strategic Plan. The Small Business Development Center Advisory Board members are:

- Peter Daniele, Owner, LM Air Technology Inc., Rahway, Chairperson
- R. Darryl Davis, Director, Economic Empowerment, Urban League Bergen County, Hackensack
- Andrew Dean, WEBCOM Systems, Wanaque
- Gloria Delfico, Professional Assistant, Bergen Community College, Paramus
- Terry dunn Egan, President, Bergen County Economic Development Corporation, Hackensack
- Dr. David L. Levinson, Academic Vice President, Bergen Community College, Paramus
- Jessica McKenna White, Assistant Dean, Continuing Education and Community Outreach Programs, Bergen Community College, Paramus
- Richard Murray, Independent Consultant, Certified Public Accountant, Wyckoff
- Imran Rana, Certified Public Accountant, Instructor, Hackensack
- Richard Rosenberg, Principal, Advantage Enterprises, Wayne
- Joseph Rutch, Director, Bergen County Community Development Division, Hackensack
- Barbara Speid, Small Business Administration Loan Officer, Columbia Savings Bank, Fair Lawn
- Steven Weinstein, Principal, Weinstein & Weinstein, Teaneck