



▶ SERVICES FOR SMALL BUSINESS

Through direct counseling, the SBDC provides a range of management and technical assistance services. A sampling of these services includes:

- ▶ business plan development
- ▶ accounting guidance
- ▶ productivity enhancement advice
- ▶ export assistance
- ▶ marketing assistance
- ▶ small business start-up guidance
- ▶ financial planning
- ▶ cost-analysis assistance
- ▶ training programs
- ▶ organizational structure advice
- ▶ construction management assistance
- ▶ loan information and packaging assistance

“ My SBDC business advisor provided many valuable insights that I could have gotten nowhere else. He was encouraging and frank. I will seek his advice in the future. ”

▶ CONTACT THE SBDC REGIONAL CENTER NEAREST YOU

Any existing small business firm and any individual considering starting a small business in New York may request SBDC assistance.

There is no charge for SBDC direct counseling services. Nominal charges may be assessed to cover costs associated with training courses or special research projects.

If you are interested in learning more, contact your nearest SBDC location listed on the insert to this brochure, or call the Central Administrative Office toll free, at 1-800-732-SBDC.

For additional, up-to-date information about the SBDC and its programs, visit our web site at www.nyssbdc.org

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Partners in New York's Economic Development



Funded in part through a Cooperative Agreement with the U.S. Small Business Administration.



Planning your Future

Confidential Business Counseling



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The New York State Small Business Development Center (NYS SBDC) provides entrepreneurs and small business owners in New York with the highest quality, pro-bono, confidential business counseling, training, and business research. These are not just words to the SBDC. We work with real people and real businesses. Our assistance helps people like you achieve real success, as it has for 27 years.

Since the program was established in 1984, the SBDC has worked with more than 341,000 citizens in this state. We helped them locate more than \$4.5 billion to start or expand their businesses, and create or save nearly 154,000 jobs. We help people like you take the steps to achieve your dream of small business ownership.

SBDC advisement is customized for each individual according to his or her needs. Business assistance services – counseling, training, and business research – are available to all New Yorkers that request them. A network of 24 service centers and several dozen satellite offices throughout New York State makes these services available in your community.

Full time professional SBDC business advisors staff each center. We recruit individuals with excellent education and experience and then provide exceptional professional development to update their business skills, expand their knowledge and polish their counseling skills. SBDC's expert advisors are prepared to help you meet any challenge that might stand in your way to success.

▶ [WWW.NYSSBDC.ORG](http://www.nyssbdc.org) – ONLINE ACCESS TO SBDC

Our website – www.nyssbdc.org – is available 24 hours a day, 7 days a week. At the website you can find a request for counseling (online or face to face), a list of upcoming training events, answers to frequently asked questions, online training videos, the location and directions to our service centers, small business success stories, and more. With the website, you have access to the SBDC at any time from any place with Internet access.

The website is managed by the SBDC Research Network, a unit of information specialists that provides business research for our clients. If you need information about your competitors, industry trends, your customers – or anything else that can affect your business, the Research Network can find you accurate, relevant and current information. As an SBDC client, this invaluable business research service is available to you at no cost.

SBDC advisors understand that some businesses require assistance with more than the usual business management issues. Your challenge may be legal or personnel-related, technology-based or regulatory in nature. We have alliances with agencies and organizations that can provide in-depth industry or technical assistance if you need more than our business advisors can provide. Our advisors make the necessary connections with their contacts at those organizations for you.



“ I simply couldn't have succeeded without the preparation and help of my SBDC business advisor. ”

The SBDC serves all New Yorkers who dream of small business ownership, but we particularly emphasize services for people with special needs. If you are a veteran, member of the Guard and Reserve or other individual serving in the armed forces; a member of an ethnic minority or new immigrant community; a disabled individual; a woman business owner; someone affected by changes in defense industry priorities; a small exporter; owner of a business in an economically distressed area of New York; or owner of a technology-based business, we have specially trained and dedicated advisors available to help knock down any obstacle in your path.

“ Thank you very much for making this invaluable service available. My counselor has been, and continues to be, extremely helpful. She has brought my dream within reach. ”

WE CAN HELP. ASK US.