



# SPD Gazette

Week of December 11, 2006

Issue 14

## Values

The **Accreditation Standards** require that our leaders clearly and regularly communicate and reinforce NYS SBDC values. When the Accreditation review team visits the centers around NYS, the team members will be listening and watching to determine if we share common values. The following is a brief review of the values we share. Our overall values are expressed clearly in our Customer Service Principles:

Our goal is to treat customers as we expect to be treated. Working together...

- ***We never stop learning.***
- ***We are committed to making a difference.***
- ***We believe there are not limits to human ability.***
- ***We do what is right and we do what we say.***

The [SBDC Code of Ethics and Standards of Conduct](#) outlined in the Standard Operating Procedures (SOP) manual provide a more detailed list of our professional standards. The Code of Ethics and Conduct acknowledges the acceptance by SBDC staff of the obligation of self-discipline and disclosure above and beyond the requirements of law. It notifies the public that representatives of SBDC maintain a high level of professionalism and ethics, and accept the obligation to conduct themselves in a way that is beneficial to society.

The reliance of New York's entrepreneurs and small business owners on the advice of the SBDC imposes an obligation to maintain high standards of integrity and competence. Therefore, SBDC employees have the basic responsibilities to:

- Hold the affairs of their clients in **strict confidence**.
- Strive continuously to improve their **professional skills**.
- Advance the **professional standards** of the NYS/SBDC.
- Uphold the **honor and dignity** of the NYS/SBDC.
- Maintain high standards of **personal conduct**.

In other words, we respect our clients and each other, we are loyal to the SBDC program and each other, and we strive to improve ourselves and the work we do.

## What's New This Week

### » Program Development: Products and Services

The Director of the **Pace University SBDC** conducted a workshop, "Business Plans for Lawyers", that was attended by well over 100 people. The workshop was part of an all-day symposium that was held by the New York City Bar Association at its headquarters on West 44 th Street in Manhattan.

The Director of the **Mid-Hudson SBDC** and one of the Business Advisors presented a seminar on "How to Write a Business Plan" to participants in the Dutchess County Business Plan Competition. The event is being sponsored by the Dutchess County Economic Development Corporation and involves students from Dutchess County Community College, Marist College, Vassar College and the Culinary Institute of America.

The **Westchester SBDC** renewed a year long programming agreement with HSBC Bank to deliver several seminars at events sponsored by the bank which will be held in area hotels and branch locations. The series includes presentations on business planning and access to capital. An additional event has been added for this year to present at the regional branch managers meeting on the services and small business assistance available from the SBDC. The SBDC participated recently in a breakfast meeting held by the Mayor of Yonkers with approximately 100 developers evaluating real estate projects within the waterfront re-development area of the City. The SBDC had an opportunity to present information about services for the developers and the small businesses they will be seeking both during construction and as tenants in the new projects which total more than \$5.5 billion.

The Director of the **Mid-Hudson SBDC** and one of the Business Advisors participated in the seminar "Financial Incentives" co-sponsored by the Mid-Hudson SBDC and the Orange County Economic Development Corporation.

### » Sponsors, Host Institutions, Partners and Alliances

The **Watertown SBDC** collaborated with the Oswego State University School of Business and its Department of Economics to conduct a study for Oswego County. The study completed in October 2005 looked at the potential for trade with Canada utilizing the Port of Oswego. An SBDC Business Advisor coordinated a Capstone Course project involving upper level undergraduates. The role of the advisor was to confirm participation of four local companies that would permit students to conduct a formal Human Resource Audit. The final reports were distributed to the companies, to the supervising professor, and to the SBDC advisor for further involvement if necessary.

The Director of the **Mid-Hudson SBDC** attended the November meeting of the Poughkeepsie Chamber of Commerce, which was held at the Poughkeepsie Grand Hotel and was honored with a seat on the dais.

### » Technology

The **Jamestown SBDC** offered its first course in a planned ongoing e-commerce series in early 2005. "Your Business Online" was a 10.5 hour program scheduled over 5 sessions. The courses target businesses that have a Web presence as well as businesses interested in developing a Website. The course examines how to begin marketing on the Web, how to optimize current Website operations, and best practices in Web design. The course also includes discussions about capturing market share, the best e-commerce models, finding a vendor, designing a Website, and the costs of establishing and maintaining a Web presence. Each class was attended by about 25 participants – approximately 20 in Jamestown, and 5 via distance learning at JCC's North County Campus.

One of the **Mid-Hudson** Business Advisors met with the Orange County Executive to explore potential assistance for high tech businesses in the county.

## » Professional Development & Staff Retention

During November, all staff at the **Westchester Center** participated in Web-based training and seminars for loan programs and application processing to further their skills in assisting clients to access capital.

The **Mohawk Valley SBDC** organized and hosted a QuickBooks training session for SBDC advisors statewide as well as individuals from SUNY IT. The training program took place at SUNYIT in December 2005. Advisors from the Utica, Albany, Buffalo, Central, and Westchester SBDC Offices, as well as SUNY staff and faculty members, attended. The event and lunch were provided to attendees without charge. Attendees were trained on getting a business started with QuickBooks, and practiced making typical sales and expense transactions.

## » Special Projects

The **Corning SBDC** worked with the Gaffer District (downtown Corning) to conduct a survey of the merchants on critical issues such as sales techniques, merchandising, inventory control, etc. Results were analyzed to provide specific training and resources to meet the needs identified in the survey.

The Director of the **Mid-Hudson SBDC** and one of the Business Advisors met with April Volk, Vice President of Commercial Lending at Key Bank, to coordinate the "Successful Women in Business Forum" to be celebrated in April 2007 in Poughkeepsie. The event will be sponsored by Key Bank and the Mid-Hudson Center's Women & Minority Business Institute.

## » Marketing

The Director and a Business Advisor from the **Pace University SBDC** presented a seminar, "The Business Plan: Your Roadmap to Success," that was attended by well over 60 people. The seminar was part of an all-day "**NY XPO forBusiness**" that was held at the Jacob Javits Convention Center in Manhattan. The first ever NY XPO was billed as a "collaboration of five boroughs" and attended by thousands of people. The New York State Small Business Development Center was given a booth, and was manned by representatives from all of the New York City SBDCs.

The Director of the **Mid-Hudson SBDC** met with Stacey Langenthal, Vice President for commercial banking at Rhinebeck Savings and President of the Poughkeepsie Area Chamber of Commerce.

## Do You Have a Comment About the SPD Gazette?

Is there a topic you would like to see in the Gazette? Send your comments to [mary.hoffman@nyssbdc.org](mailto:mary.hoffman@nyssbdc.org).

## 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

For more information or answers to your questions, call Tom Morley at **914-375-2107** or email him at [SPD@Mercy.edu](mailto:SPD@Mercy.edu)

Send your report forms to [SPD@mercy.edu](mailto:SPD@mercy.edu)

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