

REGION II NEWSLETTER

August 2008

**-Region II Serves-
New York
New Jersey
Puerto Rico
U.S. Virgin Islands**

The Region II Newsletter is circulated to our resource and lending partners as well as to other members of the small business community.

**Michael Pappas
Regional
Administrator**

**Christine Glassner
Regional Advocate**

**Natale Goriel
Regional
Communication
Director**

**Denise Galgano
Regional Resource
Coordinator**

Helping small businesses
start, grow and **succeed.**



Your Small Business Resource

SBA Welcomes Acting Administrator Sandy K. Baruah



**Acting SBA
Administrator
Sandy K. Baruah**

WASHINGTON, DC – In response to President George W. Bush naming Sandy K. Baruah to be the U.S. Small Business Administration's Acting Administrator, the agency welcomed Baruah.

Baruah, who is pending Senate confirmation as SBA Administrator, is Assistant Secretary for Economic Development at the Department of Commerce, and comes to SBA with deep experience in promoting local business growth, managing organizational change, and responding to federal disasters. He has worked for small businesses, helped small businesses grow, and was raised by a mother who ran her own small business.

Baruah helped lead significant accomplishments for the Economic Development Administration, including the agency's induction into the Balanced Scorecard Hall of Fame, passage of EDA's Congressional reauthorization, the agency's inclusion in President Bush's Executive Order which established the Preserve America Initiative, and achieved the second-highest effectiveness ranking from the White House's Office Management and Budget. Baruah was nominated June 26, 2008.

"I'm honored to be named SBA's Acting

Administrator by the President," Baruah said. "I look forward to working with Deputy Administrator Jovita Carranza, who has ably carried on the agency's work with SBA's great team of professional staff. I intend to help SBA carry on its mission as it navigates the height of hurricane season and deals with the current economic challenges and tightening credit opportunities for small business."

"I'm also committed to continuing former SBA Administrator Steve Preston's reform agenda and seeing its improvements through," Baruah added. "SBA's customers and employees deserve an agency that is efficient, effective and customer friendly in fulfilling its important mission."

"I look forward to working with members of Congress and welcome the opportunity to work in a collaborative and bipartisan manner to bring meaningful help to small business," Baruah concluded.

SBA Deputy Administrator Carranza welcomed Baruah. "We're very pleased to have a leader of Sandy's caliber joining our team and look forward to working with him. There's a great deal we still want to accomplish between now and January."

Baruah began his first day at SBA on August 18.

SBA Syracuse District Office Signed Statement of Support with ESGR



Front row, SBA Region II Administrator Michael J. Pappas, ESGR New York State Committee Chairman Major General Thomas W. Sabo, USA, Ret., Bernard J. Paprocki, SBA Syracuse District Director. Back row: ESGR Central New York Region Chairman Major General Paul A. Schempp, USAF, Ret., 174th Fighter Wing Commander Colonel Kevin W. Bradley, New York ANG

Region II Administrator, Michael J. Pappas, and Syracuse District Director, Bernard J. Paprocki, signed a Statement of Support for the Employer Support of the Guard and Reserve (ESGR) with ESGR New York State Committee Chairman, Major General Thomas W. Sabo, USA, Ret. on July 2, 2008 in honor of the Fourth of July.

The Statement of Support confirms that the SBA Syracuse District Office joins other employers in pledging that:

-We fully recognize, honor and enforce the Uniformed Services Employment and Re-Employment Rights Act (USERRA).

-Our managers and supervisors will have the tools they need to effectively manage those employees who serve in the Guard and Reserve.

-We will continually recognize and support our country's service members and their families in peace, in crises and in war.

The Syracuse District Office is the first SBA district office to sign a statement of support for the ESGR, and leads the way for other SBA district offices across the nation, in addition to their many veterans programs and services, to show their support in a meaningful way for the men and women of the Guard and Reserve. SBA Syracuse District Veterans Business Development representatives and private sector Syracuse employers who partner with ESGR also attended the event.

Employer Support of the Guard and Reserve (ESGR) is a Department of Defense agency established in 1972. The mission of ESGR is to gain and maintain employer support for Guard and Reserve service by recognizing outstanding support, increasing awareness of the law, and resolving conflicts through mediation. ESGR volunteers provide free education, consultation, and if necessary mediation for employers of Guard and Reserve employees.

As the 1.3 million members of the National Guard and Reserve continue to perform an increasing number of unique missions that require extraordinary actions on the part of everyday citizens, ESGR will continue to be the informational agency for the employers of citizen warriors.

More information about ESGR Employer Outreach Programs and volunteer opportunities is available at www.esgr.mil.

SBA and NJ Association of County Purchasing Officials Plan Series of Seminars for Small Business Owners Interested in Doing Business with Local Governments

SOMERSET, NJ—The U.S. Small Business Administration (SBA) and the New Jersey Association of County Purchasing Officials are teaming up to provide a series of seminars on *Doing Business with Local Governments*.

According to SBA Regional Administrator, Michael Pappas, the seminars will be conducted by the Certified County Purchasing Official of the respective county and representatives from the SBA.

Attendees will learn about doing business with a particular county, as well as the programs offered by the SBA and how to do business with the federal government.

Small business owners interested in exploring how to do business with local governments are invited to attend one of four free seminars to be held around the state.

The first seminar will be hosted by the Somerset County Freeholders and held on Tuesday, August 5th from 9:00 A.M. to noon at the Somerset County Fire Academy located at 402 Roycefield Road in Hillsborough. Directions for this event can be found at www.co.somerset.nj.us. Instruction for this seminar will be provided by County Purchasing Agent, Mary Louise Stanton. Those interested in attending this seminar should call 908-231-7045.

The remaining seminars will also be held from **9:00 a.m. - Noon** and are planned for:

August 29th at the Monmouth County Police Academy located at 2000 Kozloski Road, Freehold, New Jersey. For additional information, contact Monmouth County Purchasing Agent, Gerri Popkin at (732) 431-7370

September 10th at the Passaic County Police Academy, 214 Oldham Road, Wayne, New Jersey, for additional information Contact the Passaic County Purchasing Agent, Jerry Volpe at (973) 247-3301 or via e-mail at jvolpe@passaiccountynj.org.

REGION II CONFERENCE CALLS

SBA's Region II Office has held a series of conference calls on the Colombia Free Trade Agreement with groups such as the National Federation of Independent Business. We also participated in a conference call with Former Ambassador to Greece Tom Niles.

Region II believes that the small business community can gain valuable information from these conference call.

Our next Region II Conference Call will focus on the economic climate and small business. Our special guest includes Economist Jason Bram from the Federal Reserve Bank of New York .

To RSVP for this conference call on September 29th from 11 AM- Noon, please e-mail Natale.Goriel@sba.gov.

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SCORE COUNSELOR OF THE MONTH (NEW YORK)



Herb Winkler joined SCORE as a volunteer counselor in 2000. After counseling clients both face-to-face and via e-mail for five years, he was elected to Vice Chairman. Now as chairman of chapter 1000 he administers a chapter that sees about

8,000 clients a year. The chapter has an average of 68 counselors and manages eight branch locations in addition to the main location at 26 Federal Plaza in New York City. Prior to becoming a member of SCORE he spent 40 years in the apparel industry covering all phases, from buyer to merchandise manager for department stores to national chain stores to discount stores. He then moved on to the wholesale area of apparel and importing merchandise from Asia including owning a factory in Hong Kong. He then bought three factories in Virginia & North Carolina before retiring in 1999. As his tenure of SCORE Chairman comes to an end he is moving on to become SCORE's assistant district director for all of New York City.

REGIONAL ADVOCATE'S CORNER



Christine Glassner
Region II Advocate

In a report released by the Office of Advocacy earlier this year, *Characterization and Analysis of Small Business Energy Costs*, Small firms are hardest hit by rising energy costs, according to the study. The small manufacturing and commercial industries, like construction or shipping companies, top the list of burdened industries. Although the study does not take into consideration the

more recent increases in crude oil and its byproducts, it does take into account rising energy costs over the last few decades and a comparison between large businesses versus the small business economic impact. In simple terms, and something you may have seen with your own business over the last few months, rising energy prices reduce profit margins.

As history has often shown, once prices go up, they don't often go back down to where they started, and they don't go back down quickly. If you have not taken into account how the increase will affect your business this winter season,

now is the time to start planning.

If you are looking for information on how to cut energy costs in your small business, you can find some helpful tips at: www.business.gov/guides/environment/energy-efficiency/energy-saving/. They even provide energy saving information for different business types, like restaurants or auto dealers, plus many more.

For more information on how energy costs impact small businesses please visit our website: www.sba.gov/advo and view our research reports.

Did you know the U.S. government is the largest purchaser of goods and services?

If you are a small business owner and want a piece of the procurement pie, you must first register your firm in the Central Contractor Registration (CCR) database.

CCR is an online business portal that helps small businesses market their goods and services to the federal government and prime contractors.

Registration is FREE and any small business interested in doing business with the federal government MUST register in the CCR database.

www.ccr.gov