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SMALL BUSINESS ADMINISTRATION SBA

- SBDCs are funded by the Small Business Administration.
- The U.S Small Business Administration (SBA) administers the Small Business Development Center Program to provide management assistance to current and prospective small business owners.
- SBDC assistance is tailored to the local community and the needs of individual clients. Each center develops services in cooperation with local SBA district offices to ensure statewide coordination with other available resources
- In addition to the SBDC Program, the SBA has a variety of other programs and services available. They include training and educational programs, advisory services, publications, financial programs and contract assistance. The agency also offers specialized programs for women business owners, minorities, veterans, international trade and rural development.

PENNSYLVANIA SMALL BUSINESS DEVELOPMENT CENTERS



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What is an SBDC?

- **The Pennsylvania SBDCs play a unique and vital role in the Commonwealth's economic development initiatives by: working with entrepreneurs in all stages of business from pre-venture to start-up to growth to reinvention offering a comprehensive portfolio of business assistance services working with companies in all industry sectors providing access to the expertise and resources of some of the best universities in the world**
- **Participating as a member of Pennsylvania DCED's Partnerships for Regional Economic Performance (PREP)**
- **Maintaining an accredited membership with the Association of Small Business Development Centers as part of a national network of over 1,000 centers**

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THROUGH OUR **SERVICES** WE CAN HELP YOUR BUSINESS



NO-COST BUSINESS CONSULTING

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SPECIALIZED SERVICES



Environmental Consulting

Legal Assistance

Government Contracting

International Trade

Agriculture and Food Manufacturers

E-Commerce, Website analysis

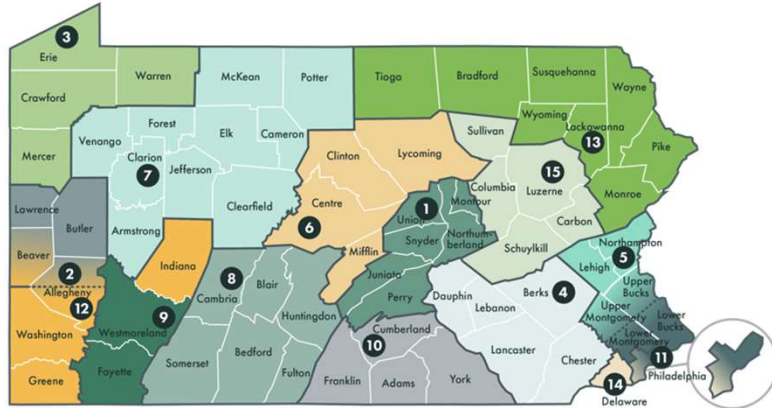
Product Innovation and Engineering

Hispanic Business Assistance

Supply Chain

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Duquesne University
 Gannon University
 Penn West Clarion
 Saint Vincent College
 University of Pittsburgh
 Bucknell University
 Penn State
 Saint Francis University
 Shippensburg University
 Kutztown University
 Lehigh University
 Temple University
 The University of Scranton
 Widener University
 Wilkes University



OUR NETWORK

PENNSYLVANIA SMALL BUSINESS DEVELOPMENT CENTER AT SHIPPENSBURG UNIVERSITY

S B D C
PENNSYLVANIA

Small Business Development Center
Shippensburg University
Shippensburg, PA 17257

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Meet The Team



Robin Burtner
Director



Jen Horning
Business Consultant



Georgina Cranston
Business Consultant



Chuck Haney
EMAP Consultant



Katie Neiderer
Operations/Ed Programs/
Fiscal & Lender Relations
Specialist



Bruce Krell
Business Consultant

PENNSYLVANIA SMALL BUSINESS DEVELOPMENT CENTER AT SHIPPENSBURG UNIVERSITY

S B D C
PENNSYLVANIA

Small Business Development Center
Shippensburg University
Shippensburg, PA 17257

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CLIENT REFERRALS

Federal Legislators

State Legislators

Borough and Township Employees

Bank Lenders

Economic Development Corporations

Ben Franklin Technology Partners

APEX Accelerators

World Trade Center

Small Business Administration

Dept. Environmental Protection

Dept. of Economic Development

Other State Agencies.

Chambers of Commerce

Main Street Programs

Past Clients of the Ship SBDC

Entrepreneur Assistance Programs

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What is EMAP??

The Pennsylvania SBDC's Environmental Management Assistance Program (EMAP) consultants provide free and confidential environmental compliance assistance to a wide range of new and existing small businesses, including dry cleaners, farmers, restaurants, manufacturers, and auto repair shops. Our team will teach you how to comply with requirements and assist with the preparation of plans and permit applications. EMAP services include:

- Understand regulatory requirements
- Conduct on-site assessments
- Assist with preparing and submitting requests for determinations, permit applications, and plans
- Explain permit requirements
- Set up customized record-keeping and reporting systems
- Find ways to reduce carbon emissions, reduce pollution, and eliminate costly waste

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Meet The Team



Jeremy Hancher
Widener University SBDC



Lee Ann Briggs
University of Pittsburgh SBDC



Carrie Wintersteen
Widener University SBDC



Charles Haney
Shippensburg University SBDC

PENNSYLVANIA SMALL BUSINESS DEVELOPMENT CENTER AT SHIPPENSBURG UNIVERSITY



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FINANCIAL PLANNING

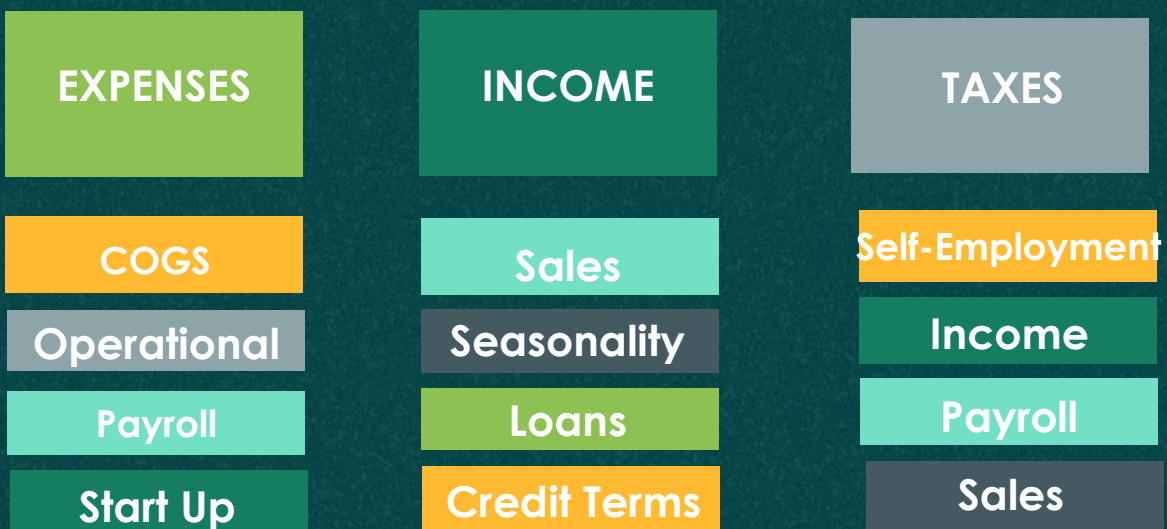


PENNSYLVANIA SMALL BUSINESS DEVELOPMENT CENTERS



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FINANCIAL CATEGORIES



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ESTIMATING COSTS

Variable Costs

- Direct labor
- Raw material
- Inventory
- Travel/Shipping
- Credit Card fees

Fixed Costs

- Rent
- Property taxes
- Insurance
- Non direct labor
- Utilities

Can you think of any others?

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DETERMINING PRICE

You must do Market Research!!!!

- Types of Pricing Methods
 - COGS- Cost-Based Pricing- Add Markup
 - Competitor Pricing – Follow the leader method.
 - Value Pricing- Based on the customer's perception of value.

Is this an ongoing activity?

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WHERE TO FIND MARKET RESEARCH

Google
 Library
 Social Media
 Industry Reports
 Product Testing
 Surveys
 Associations
 Experience in Industry
 Open Source Information
 Census

Don't Pay for
 Market Research
 Reports That You
 Can Get for FREE
 At SBDC or Library

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REMEMBER

Conducting research is all well and good, but if we do not take the findings and manipulate them into information we can use to help with business planning and strategy - it can be useless.

Conducting research reduces risk.

It is ongoing.....

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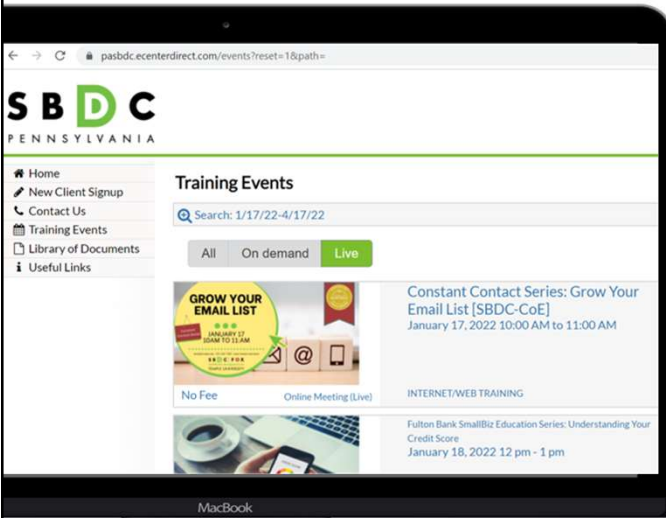
WHAT'S COMING UP?



**KEYSTONE
BUSINESS
SUMMIT**
at Shippensburg University

Save the date!
May 9, 2025

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SBDC
PENNSYLVANIA

Home
New Client Signup
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Training Events
Library of Documents
Useful Links

Training Events

Search: 1/17/22-4/17/22

All On demand **Live**

GROW YOUR EMAIL LIST
JANUARY 17, 2022 10:00 AM TO 11:00 AM
No Fee Online Meeting (Live)

Constant Contact Series: Grow Your Email List [SBDC-CoE]
January 17, 2022 10:00 AM to 11:00 AM
INTERNET/WEB TRAINING

Fulton Bank SmallBiz Education Series: Understanding Your Credit Score
January 18, 2022 12 pm - 1 pm

MacBook

**CHECK OUT OUR
WEBINARS**



The SBDC hosts free, **LIVE** webinars on small business tips and strategies - all presented by industry experts. See our list of webinars and register today!

SBDC
PENNSYLVANIA
Small Business Development Center
Shippensburg University
Helping businesses start, grow and prosper

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CONNECT WITH US

VIST US AT PASBDC.ORG | FOLLOW OUR SOCIAL MEDIA

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@PASmallBusiness

FACEBOOK
Pennsylvania Small Business Development Centers



LINKEDIN
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Pennsylvania Small Business Development Centers (SBDC)

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CONNECT WITH SHIP SBDC

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FACEBOOK
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<https://www.linkedin.com/in/robin-burner/>

Shippensburg University Small Business Development Center

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