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**New Jersey Small Business Development Centers
Honors NJ's Most Successful Entrepreneurs Dec. 1
Featured speaker *Inc.*'s Donna Fenn highlights competitive tactics**

For Immediate Release

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Newark, N.J. – Dec. 4 - How many start-up companies generate \$30 million in revenues in the first five years of operation? That's the goal of MicroDysis, Inc., a technology company based in Trenton that produces medical devices and biotechnology products to improve the delivery of medications and medical analysis. MicroDysis is one of 14 companies honored on Dec. 1 by the New Jersey Small Business Development Centers (NJSBDC) network for their outstanding entrepreneurship.

Each year the NJSBDC, which provides management consulting services to small businesses like MicroDysis, recognizes the achievements of the state's most promising and dynamic entrepreneurs. This year's lineup ranges from an organic food and beverage manufacturing company, Hazou Gourmet, Inc, in Paterson, to AutoCheckMate in Newton, which produces a wireless scanning device used in the auto retail industry, to Feed Your Soul, a cookie manufacturer in Jersey City, whose naturally made sweet delights are never too decadent for the health conscious to join the company's cookie of the month club.

"While these businesses are unique in their products and services, their founders all attribute a part of their success to the expert assistance and guidance they received from the New Jersey Small Business Development Centers," said Brenda Hopper, state director of the NJSBDC.

Keynote speaker Donna Fenn, *Inc.* magazine contributing editor and author of *Alpha Dogs: How Your Small Business Can Become A Leader Of The Pack*, told stories from the entrepreneurial trenches to illustrate deficiencies in traditional competitive tactics and the needs for business owners to differentiate their enterprises in order to succeed today.

[MORE]

<http://www.njsbdc.com>

A partnership of the U.S. Small Business Administration, the NJ Commerce, Economic Growth and Tourism Commission and Rutgers Business School.



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While NJSBDC works with individual entrepreneurs, the organization serves an advocacy role for the state's small business community and is honoring legislators who support the small business sector. "We are working with State and Federal officials to enact legislation that small business owners told us they need," said NJSBDC Associate State Director Deborah Smarth, author of *A Strategic Blueprint for Small Business Growth* on the NJSBDC web site at www.njsbdc.com.

Rutgers Business Schools is the host of the NJSBDC network and Rutgers-Newark Provost Steven J. Diner expressed pride in the economic impact of the small businesses that NJSBDC assists. "Evidence of that impact is alive and well in the small businesses recognized by the NJSBDC," said Diner.

In 2005, the NJSBDC provided assistance to more than 23,000 small business owners with more than 7,000 receiving one-to-one personalized management consulting; facilitated \$105.5 million in financing through loans, procurement contracts and grants; and helped create or retain 10,000 jobs. The network is a federal-state-educational partnership funded by the US Small Business Administration, the NJ Commerce, Economic Growth and Tourism Commission, the Rutgers Business School and other educational institutions.

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The New Jersey Small Business Development Centers (NJSBDC) network is the premier provider of comprehensive services and programs for small business in New Jersey, helping businesses expand their operations, manage their growth or start new ventures. The NJSBDC network consists of 11 service centers with a presence in every county. Expert staff and practicing business consultants help established small business owners and aspiring entrepreneurs to develop business plans, find financing, identify new markets and expand their operations.

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