



## Small Business Development Centers

Helping businesses start, grow, and prosper.

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February 6, 2014  
**FOR IMMEDIATE RELEASE**

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# In Wake of Winter Storms, Pennsylvania SBDC Stresses Business Continuity Preparations for Small Businesses

PHILADELPHIA, PA – As close to 500,000 homes and businesses are still without power from winter storm Nika, the [Pennsylvania Small Business Development Centers](#) (SBDC) are encouraging businesses across Pennsylvania to prepare for the next round of severe winter weather. In a message to its network of small business owners, the SBDC urged businesses to consult with their local SBDC for strategies to be better prepared for adverse weather.

“The SBDCs are ready and able to assist small business owners who have been impacted by power outages and other effects of the winter weather,” said Pennsylvania SBDC State Director Christian Conroy. “Sometimes it takes a power outage for businesses to realize that they should be planning for these types of business interruptions in advance,” he concluded.

As recipients of U.S. Economic Development Administration and Hurricane Sandy Disaster Relief grants to help small business owners on business continuity strategies, the Pennsylvania SBDC maintains trained business consultants ready to assist in responding and preparing for situations such as power outages. The project was launched as a result of the damage to businesses in Central and Northeastern Pennsylvania from Hurricane Irene and Tropical Storm Lee in August and September of 2011.

Education on cloud-based software, mobile-ready strategies and ways to optimize a company’s online presence are a key part of the business continuity and survival consulting being offered by the SBDC. Businesses receive personalized consulting on search engine optimization (SEO), eCommerce and other ways to bolster their online sales to help supplement their local in-person sales. Small business owners are also encouraged to develop mobile-ready strategies to be able to work remotely and communicate with staff during emergency situations. Pennsylvania business owners interested in learning more about these services can contact their local SBDC or visit <http://pasbdc.org/business-disruption>.

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### About Pennsylvania Small Business Development Centers (SBDC)

*The Pennsylvania SBDC network is the only statewide, nationally accredited program that provides high quality one-on-one consulting, training and information resources to empower new and existing businesses. SBDC consultants work with entrepreneurs in confidential, individualized sessions to help them with a range of business issues including testing a new business proposition, shaping a business plan, investigating funding opportunities, and much more. The SBDC program is a public/private partnership with the U.S. Small Business Administration, the Pennsylvania Department of Community and Economic Development and 18 universities and colleges across the Commonwealth. For more information on the Pennsylvania SBDC services and impact, please visit [www.pasbdc.org](http://www.pasbdc.org).*

#### SBDC Locations

- Bucknell University
- Clarion University
- Duquesne University
- Gannon University
- Indiana University of Pennsylvania
- Kutztown University of Pennsylvania
- Lehigh University
- Lock Haven University
- Penn State University
- Saint Francis University
- Saint Vincent College
- Shippensburg University
- Temple University
- University of Pittsburgh
- University of Scranton
- The Wharton School, University of Pennsylvania
- Widener University
- Wilkes University