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FOR IMMEDIATE RELEASE

Pennsylvania SBDC Staff Featured as Presenters during America's SBDC National Conference in Orlando

PHILADELPHIA, Pa. – Staff from across the [Pennsylvania Small Business Development Centers](#) (SBDC) network have been selected to present during the [36th Annual America's SBDC Conference](#) being held September 20-22, 2016 in Orlando.

The Pennsylvania SBDC network will lead six presentations during the conference alongside nationally recognized speakers and colleagues from the America's SBDC network. America's SBDC represents more than 1,000 SBDCs serving all U.S. states and territories; its annual conference attracts more than 1,500 small business development professionals.

Presentations to be delivered by the Pennsylvania SBDC staff will cover topics such as engineering development services, building a student internship initiative, growing business in Latin America, social media trends, and more. Details of each presentation are included below in chronological order.

Wednesday, September 21 at 2:00 p.m.

Launching your Small Business Internship Initiative

Presenter: Gretchen Kukuchka, Business Consultant, The University of Scranton SBDC

An internship initiative born from the defined needs of small business clients is a win-win for everyone – businesses, students, your college/university, and their communities. Participants in this session will explore how the Small Business Internship Initiative fits into the SBDC mission, and learn how it can bring big value to their customers/clients, their school, their community, and their own deliverables!

This session will address how The University of Scranton SBDC began the proactive quest to addressing their client interest and shaping a program that works to meet the needs of any type of student or business. Learn about how this program helps the SBDC meet its Center goals. Attendees will also be able to hear about the criteria the SBDC put in place, what they ask of participating businesses, and how they assess the quality of the experience for all. The presentation will share their developed resources and guide brainstorming discussions of participants to make this Initiative work for their regions!

(MORE)

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

Wednesday, September 21 at 2:00 p.m.

My Business: Next Level, a workshop in Spanish about Best Practices to Take Your Business to the Next Level

Presenter: Brent Rondon, Manager, Global Business Program, Duquesne University SBDC

If you are a business consultant or advisor for Latinos in the United States or Latin America, or you want to know how to get to the Latino business market, then this session is for you. Every small business owner wants to take their business to the next level, for this reason, the panel has put together roundtable discussions to discuss topics such as the role of a business owner, financing, marketing, and exporting.

Thursday, September 22 at 9:45 a.m.

How Your SBDC Should Be Using Social Media

Presenters: Keith Yurgosky, Business Consultant, The University of Scranton SBDC; Kelly Cofrancisco, Outreach and Partnership Manager, Pennsylvania SBDC Lead Office

Join three SBDC social media practitioners for the 2016 edition of “How your SBDC Should be Using Social Media!” The presenters will cover multiple social media platforms showcasing how SBDCs are using Facebook Groups and Ads, Instagram Stories, Twitter, YouTube and live streaming. Examples from SBDCs nationwide will be shared, so get ready to take notes and get new ideas for how your SBDC can use social media to increase its online presence and help boost your marketing strategy.

Thursday, September 22 at 9:45 a.m.

Engaging College Entrepreneurs & Millennial Clients

Presenters: Steven Stumbris, Director, Bucknell University SBDC; Dennis Hummer, Business Consultant, Bucknell University SBDC; Reed Byrum, Business Consultant, Bucknell University SBDC

This workshop will go into detail about how SBDCs can engage collegiate entrepreneurs through SBDC-led start-up competitions.

Thursday, September 22 at 2:00 p.m.

Product Development & Engineering Assistance

Presenters: Dilip Shah, Engineering Consultant Project Manager, Bucknell University SBDC; Steven Stumbris, Director, Bucknell University SBDC

Attend this session to learn from the experience of the Bucknell University SBDC in delivering engineering development services and new product development assistance to small businesses across Pennsylvania.

Thursday, September 22 at 3:45 p.m.

Peer2Peer: Center Management Best Practices

Co-Facilitator: Steven Stumbris, Director, Bucknell University SBDC

During this session, Center Directors and Associate State Directors will lead a panel that will provide an interactive sharing session of best practices that are provided by Centers across the America’s SBDC network

(MORE)

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. The Pennsylvania SBDC Lead Office is headquartered at the Wharton School at the University of Pennsylvania. For more information on the Pennsylvania SBDC services and impact, please visit www.pasbdc.org.

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