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For Immediate Release

SDA/NJSBDC ANNOUNCE MAJOR BUSINESS DEVELOPMENT PROJECT

Aim Is To Increase Participation by Small-, Minority- And Women-Owned Contracting Businesses on N.J. School Construction Projects

NEWARK (March 30, 2010) – The New Jersey Schools Development Authority (SDA) and New Jersey Small Business Development Centers (NJSBDC) today announced the 2010 Contractor Business Development Project aimed at providing business management technical assistance that would enable more small, minority- and women-owned contracting businesses to bid on school construction projects in the state.

According to SDA's Lee Quinn, manager of the project, the program is being launched to increase the participation of small, minority- and women-owned business enterprises (SMWBE) in government construction contracts.

“Our goal is to provide the kind of support that small, minority- and women-owned contracting businesses need to successfully bid on school construction projects,” Quinn said. “Companies selected to participate in the project will learn from experts in the areas of finance, estimating, bonding, project management, bidding and marketing. Counselors will then help participants put together business development plans.”

NJSBDC State Director Brenda Hopper said that program participants will be instructed on how to market their companies so they can be included in bids by prime contractors on SDA construction projects, as well as other government and private-sector projects. “SMWBE firms will learn to develop effective sales and marketing strategies as well as techniques to research and source new business opportunities,” she said. “They will also become familiar with navigating the njsda.gov and other websites for new opportunities and current projects requiring their services.”

According to Hopper, course topics will include:

- Construction cost estimating
- Developing and managing a project budget
- SDA reports, forms and billing
- Marketing
- Construction accounting
- Understanding the bid process and bid package preparation
- Project management and scheduling

Workshops and seminars will be held throughout New Jersey and will feature instruction from prominent representatives of the construction and business development industries. Simulcast technology will be used to broadcast sessions live to multiple locations. A class

schedule will be released in April 2010 and classes are slated to start later in the month. A second class session is scheduled for August.

The SDA and NJSBDC will select 35 companies for each of the two sessions held this year. Participants will be selected based upon criteria developed by the two agencies. Those companies must meet the pre-qualification requirements and participate in an assessment process.

Hopper said that 70 SMWBE firms are expected to participate in the project by the end of 2010.

For more information and pre-qualification requirements, contact:
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About the New Jersey Small Business Development Centers:

The NJSBDC provides entrepreneurs with practical information, skills and strategies that make measurable, positive impact on business performance and, by extension, on the communities in which they work.

The NJSBDC network of service providers and partners is in the knowledge business, tapping best practices and business intelligence from the public and private sector to counsel, train and educate established and aspiring small business owners so that they can compete more effectively in the domestic and global economies.

About the New Jersey Schools Development Authority

The mission of the Schools Development Authority is to create a more promising future for the children of New Jersey by providing safe, healthy, and sustainable schools that create a positive learning environment and strengthen the community.

SDA accomplishes this by:

- *Developing environmentally safe and sustainable schools*
- *Effectively managing the fiscal resources provided by New Jersey's taxpayers*
- *Involving children, teachers, parents, school districts and communities in the development of schools*
- *Constructing schools that are multi-functional to address the needs of the entire community*
- *Incorporating design features and technology that enable teachers to teach in the most effective ways*
- *Setting nationwide best practices for the development of schools*