



A Publication of The Small Business Development Center at Bergen Community College

## WORKING TOGETHER FOR THE BUSINESS COMMUNITY OF BERGEN COUNTY

By  
TAMMY MOLINELLI  
EXECUTIVE DIRECTOR  
BERGEN COUNTY WORKFORCE INVESTMENT BOARD

The Bergen County Workforce Investment Board, better known as the WIB, is an organization that brings together local partnerships of public and private sector members to provide coordinated workforce development, planning, policy guidance, and oversight. Our mission is to support and guide Bergen County's employment, training and education community.

### The WIB focuses on four major areas:

- Business
- Employment
- Literacy and Education
- Youth

The WIB works with Bergen County residents who are unemployed, underemployed, seeking additional workplace skills, disabled, and/or looking for workplace information and services. It also provides information and services to employers, educators, and students.

The Bergen Workforce Investment Board plays a major role in the economic future of the area by preparing residents for future occupations and providing

businesses with support services for a strong workforce.

The Bergen WIB has collaborated with the Bergen Small Business Development Center (SBDC) and the New Jersey Department of Labor (NJDOLE) to host Human Resource Workshops for employers. Because of the changing employment and regulatory environment, these human resource issues have become critical information portals for employers who wish to avoid a number of employment problems.

Among the current workshops are:

- Documentation
- Employee Turnover & Absenteeism
- Assisting Troubled & Difficult Employees
- Introduction to Team Building
- Supervisory Skills Enrichment

For specific details and times of our workshops, or for other information, visit us on the Web at either [www.Bergenwib.org](http://www.Bergenwib.org) or [www.bergen.edu/sbdc](http://www.bergen.edu/sbdc). You can also phone us at 201-343-8830.

## Resource File

### SBDC RELOCATES

In 2003, the Bergen SBDC moved to new offices in the Ciarco Learning Center, 355 Main Street, Hackensack. In this new location we have ample parking and are convenient to all areas of Bergen County.

Last year the Bergen SBDC conducted its first "Global Business Expo" at the BCC Meeting and Training Center. This unique event, which attracted 150 attendees, featured a virtual trade mission to the Czech Republic in real time over the Internet. It also included 10 workshops and 30 exhibitors.

Over the course of this productive and rewarding year, the Center provided assistance to 551 clients, conducted 43 focus workshops for more than 1,173 participants, and structured over \$4.3 million in loan packages.

I am sincerely grateful to our staff and Bergen Community College for their continued support. Their tireless efforts are reflected in our clients' success.

We will continue to strive to be your *Total Business Resource—With Measurable Impact.*

Vincent A. D'Elia  
Regional Director

# THE DIRECTOR'S DESK

BY

VINCENT A. D'ELIA

REGIONAL DIRECTOR, BERGEN SBDC

The "Global Entrepreneurship Monitor" (GEM), a joint research initiative sponsored by four highly regarded institutions—Babson College, The Kauffman Center for Entrepreneurial Leadership, and the London Business School—estimated last year that one in ten adult Americans was attempting to start a small business. Most of these aspiring entrepreneurs have no formal training in business management.

The need for business management assistance and education is at record levels. This is due in part to dramatic changes that have occurred in our economy, spurred mainly by technology and globalization

As unemployment levels rise, so does self-employment. Men and women who are laid off during difficult times and young people who have trouble finding work frequently turn to self-employment as a means of providing for themselves and their families. Moreover, as the economy slows, credit contracts, revenues from sales decline, and small businesses fall on hard times. Improved management practices often help a small business owner survive a period of slow growth or an economic turndown.

Studies confirm that SBDC clients have a greater survivability rate than other entrepreneurs. Those who have lost jobs frequently spend their pensions and/or life savings in an attempt to provide income for their families by starting their own companies. Many of these entrepreneurs will fail.

Many failures could be averted, however, if the SBDC program, with its proven track record, had greater resources.

The SBDC runs the Federal Government's largest and most

successful small business management and technical assistance program. It has an infrastructure without peer and a documented history of responding to the needs of all the business communities and business owners it serves. SBDCs currently assist 600,000+ small business clients annually.

Our clients are representative of the fabric of America—crossing all cultures, and including rural and urban populations, minorities and women. The nationwide network of SBDCs are staffed with experienced professionals, dedicated to assisting both start-ups and growing businesses in overcoming problems and avoiding pitfalls.

SBDCs are in the knowledge business. Our counselors—full-time management consultants who stay current with the newest business techniques and trends—employ the best and most modern strategies to solve the problems of troubled business owners. These dedicated staffers undergo continual formal and informal training. Many hold Masters Degrees, have run their own businesses, and have spent years in the private sector as management consultants.

When business problems become catastrophic and overwhelming, some entrepreneurs have a tendency to listen to anyone and everyone. The misinformation they receive can waste both their time and their money.

If you become ill, you want the most competent physician. Your business deserves the same top-quality treatment. For business advice, turn to the professionals at the Bergen SBDC.

.....Live free and prosper!

## THE IMPORTANCE OF CHOOSING THE RIGHT ENTITY FOR YOUR BUSINESS

BY

LESLIE ANN PETTENATI, ESQ

Don't wait until legal action has been taken against you and/or your small business to protect yourself from liability. By planning ahead, you can protect your personal assets in the event of a lawsuit.

When you organize your business, seek the advice of an attorney before you pick an "entity" (e.g., sole proprietorship, partnership, limited liability company, corporation) to identify it. Some entities limit your personal liability; some do not.

Attorneys can also familiarize you with the legal requirements of entity selection and can help you anticipate the consequences of any legal action that may be taken against your business.

Remember: Advance planning can enable you to maintain the success you work so hard to earn. Always seek advice from professionals.

*Leslie Ann Pettenati, Esq., can be contacted at: [leslie2001@earthlink.net](mailto:leslie2001@earthlink.net)*

# TO STAFF OR NOT TO STAFF

## SUCCESSFULLY NAVIGATING THE CROSSROAD FROM ENTREPRENEUR TO EMPLOYER

BY  
EDITH EMMICH  
GENERAL MANAGER, HR HALFTIME, LLC

**T**he daily workload is overwhelming. Your small business profits have grown this year, so it may be time to make one of the most impacting decisions: adding staff members to your organization or considering alternative approaches to satisfying the workload.

Type the term “outsourcing” into any Internet search engine, and you will receive hundreds of pages of providers offering services ranging from simple administrative or human resources to high tech computer information systems support. In order to best position your organization for success, perform an analysis of the costs and benefits of tending to your business payroll and employees yourself versus managing vendor relations with service level agreements. Keep in mind that the true cost of hiring a single employee may include salary, benefits, payroll taxes, workers compensation costs, etc.

Large businesses have the luxury of an administrative budget that usually covers the fee a consulting firm charges for performing an initial cost-benefit analysis of outsourcing certain departments or services.

As a small business owner with limited funds, you may need to roll up your sleeves at some point to analyze the pros and cons of leaping from entrepreneur to employer before deciding to hire extra help. Although performing such a cost-benefit analysis may be painful, in the long run, having all the information in hand before acting will allow you to remain focused on the real target: the continued success of your business!

Even if you have already begun employing staff for your company, take a moment to ask yourself a couple of questions about your current business practices: If your payroll is seamless,

and all of your employees are star performers with no issues such as absenteeism or low productivity, you are a very lucky employer. But what will you do if this situation changes? What systems do you have in place for performance measurement and recognition to ensure your business continues to run smoothly, profitably, and effectively?

If there’s no human resources expert right down the hall, forge a relationship with a reputable HR consulting firm. Arrangements can usually be made per project, per diem, or on a retainer.

Check out the HR Halftime, LLC Website, [www.hrhalftime.com](http://www.hrhalftime.com), which was created for small businesses considering these arrangements. In addition to offering a sensible way to save on headcount/ overhead, it gives strategies for saving huge sums of money on potential employment litigation. This third-party perspective may also bring an unbiased point of view to difficult employee relations issues.

Regardless of your source of expertise and information, professional planning is a key element for owners of small businesses. Like you, they simply do not have resources to waste on re-working errors. And as entrepreneurs, they must keep a keen focus on their core goal: maintaining business success and profitability.

By knowing the right course to choose—outsourcing or in-house employment—and employing basic human resources management techniques, you can better head your business down the path toward growth and success.

*Edith Emmich, General Manager of HR Halftime, LLC, can be reached at: 973-417-1112.*

**If you did not incorporate any human resources processes into your business plan, don't panic. It is never too late to consider changes to enhance both your business operations and your employees' experience. Many successful small business owners already know the value of adopting some of the following basic, yet valuable, human resources practices:**

- Hiring right by using detailed job descriptions
- Documenting all employment actions
- Training and educating all employees
- Communicating with all levels of employees
- Demonstrating fair and consistent treatment of all employees
- Managing performance
- Creating strategic staffing plans
- Consulting human resources advice early

# WORKSHOPS AND SEMINARS

FOR DATES, TIMES, AND FEES, CALL THE SBDC AT (201) 489-8670 OR VISIT OUR WEB SITE: WWW.BERGEN.EDU/SBDC

**Electronic Commerce Workshop**

**Understanding Financial Statements**

**Financing a Small Business**

**Contracting with the Government**

**The Business Plan**

**Small Business Record Keeping**

**Small Business Taxes**

**Build a Consulting Business**

**Legal I**

**Legal II**

**Marketing**

**Legal Issues E-Commerce**

**International Trade**

**N J Dept of Labor: Human Resources**

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