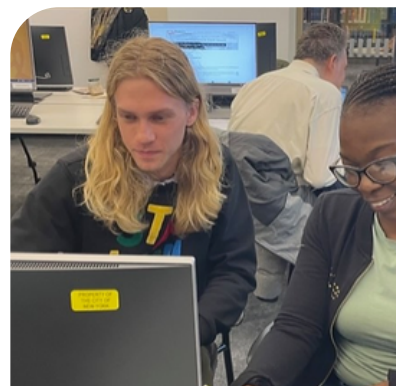


2023

YEAR IN REVIEW



Message From Our Center Director



The Pace University Small Business Development Center (SBDC) offers in-depth and confidential one-to-one business advisory services and training programs to help small business owners and aspiring entrepreneurs build and grow their business venture. And through Federal and State funding and the support of Pace University, all our services are offered at no cost to our clients.

The Pace SBDC had a very active 2023, and is committed to helping our small business clients generate economic investment and create jobs in the NYC communities we serve, and developing/expanding an array of programs and partnerships. We look to build on these successes in 2024, as our center was tapped by the New York State SBDC network to expand the center's service area to include Brooklyn.

The Pace SBDC team is committed to helping our small business clients generate economic investment and create jobs.

// ANDREW FLAMM
REGIONAL DIRECTOR, PACE SBDC

Access to Capital



Panel Recap: Access to capital - small business

In 2023 the Pace SBDC co-sponsored two in-person Small Business Finance & Networking events with the US Small Business Administration's (SBA) New York District Office. The events were held at Pace University's Lower Manhattan campus, and we were so excited to connect with entrepreneurs and small business lenders in person as our first large-scale events coming out of the COVID-19 pandemic. Each of the events attracted well over 100 small business owners, and provided an opportunity to engage with ten or more financial institutions and community lenders from across New York City to assess which lenders might be a good partner for their financing needs.

The events featured presentations by Pace SBDC Regional Director Andrew Flamm regarding key financial terms to consider when engaging with small business lenders, networking to enable entrepreneurs to engage directly with participating lenders, and panel discussions of representatives from banks and alternative lenders. The panels were moderated by Beth Goldberg, SBA's Director of Field Ecosystems. Office of Field Operations and offered attendees a comprehensive understanding of lending criteria and essential considerations at each institution.

Community Partnerships

In-person 1:1 business advisory at the NY Public Library



The Pace University Small Business Development Center (SBDC) has teamed up with the New York Public Library's Thomas Yoseloff Business Center to re-launch regular in-person business counseling sessions at the Stavros Niarchos Foundation Library branch in midtown. These confidential one-to-one sessions with Pace SBDC certified business advisors at NYPL are offered at no cost and are available for the first time since the pandemic. Sessions are held at a regular basis with rotating advisor schedules.

Neighborhood Entrepreneur Law Project Legal Clinics



The Pace University Small Business Development Center (SBDC) was pleased to partner with the City Bar Justice Center's Neighborhood Entrepreneur Law Project (NELP) to host a free in-person legal clinic. The session was held at Pace University's Downtown campus and was the first in-person clinic we have co-hosted with NELP since the pandemic.

As part of the session, a group of pro bono volunteers from the Federal Reserve Bank of New York volunteered in their individual capacities to provide 1:1 assistance to entrepreneurs to answer specific legal issues their businesses face. Examples included legal questions on small business entity selection and formation, the range of licenses and permits that may be required and the types of contracts small businesses should anticipate. Lawrence Singleton, Dean of Pace's Lubin School of Business, also made some opening remarks.

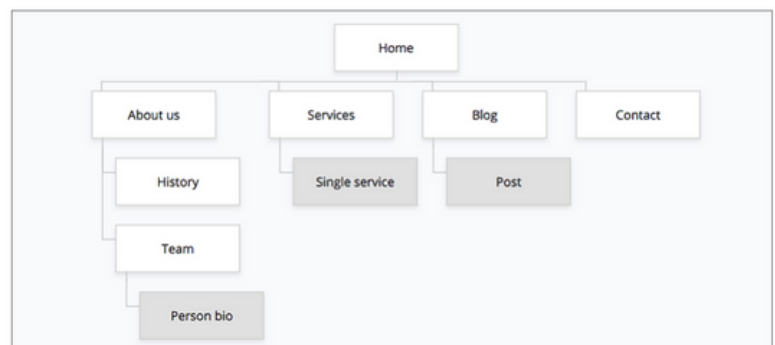
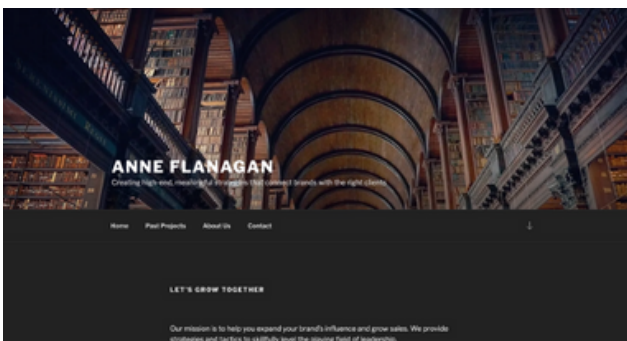
The Pace SBDC has also co-hosted a series of regular online webinars with NELP, including Intellectual Property Rights and Business Entity Formation.

Small Business Website Workday with NYPL



Pace University Small Business Development Center (SBDC) launched a regularly hosted event called "Website Workday" for entrepreneurs and small business owners in partnership with the New York Public Library's Thomas Yoseloff Business Center. Business owners and Pace SBDC Business Advisors and Interns all collaborated to meet and conquer each entrepreneur's individual website goals and challenges. Each entrepreneur left the workshop having completed specific improvements to their website or launching a new online presence, and ready to continue editing and improving their website as their business grows.

Helping Small Businesses With Online Assistance

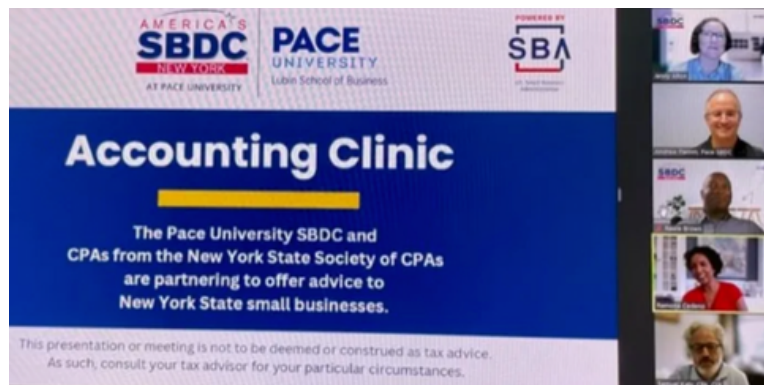


An example of a website outline

In today's business environment, a good website is just as important as business cards and brochures. Websites can serve as a powerful tool to convert interested folks to real customers or clients. At the Pace SBDC, our certified business advisors are here to help entrepreneurs get their digital footprint on track for success. We work with small businesses to build, refine, and strategize how to best use a website, social media presence, and other digital tools to streamline the sales pipeline and drive revenues.

Our center is supporting clients with website needs from other SBDCs statewide. Our in-depth lessons and one-on-one sessions touch on all topics that cater towards our clients website assistance needs.

Pace SBDC Partnership with the NYS Society of CPAs



CPA Accounting Clinic

The Pace University Small Business Development Center (SBDC) team was pleased to launch a CPA Accounting Clinic for New York State small businesses. Through this effort, participating CPA volunteers from the New York State Society of CPAs met one-to-one with NYSBDC small business clients in individual Zoom breakout rooms to review specific accounting questions related to their small business. These free virtual sessions addressed questions in areas such as tax filing responsibilities and tax minimization strategies, and complement the range of no cost financial and operational counseling services SBDC advisors offer.

Accounting Webinars

The Pace University Small Business Development Center (SBDC) is excited to partner with the New York State Society of CPAs (NYSSCPA) on a series of free accounting and finance training sessions for New York State small businesses and emerging entrepreneurs. The webinars are led by a range of subject matter experts who are NYSSCPA members, and cover topics such as bookkeeping best practices, accounting for tech startups, the employee retention tax credit, and small business tax liability reduction strategies.

Promotion of NY Business Storm/Flooding Recovery Programs

The U.S. Small Business Administration (SBA) announced that the New York counties of: Kings and Nassau; and the contiguous New York counties of: New York, Queens, Richmond, and Suffolk are part an Administrative Declaration of a Disaster for the State of NEW YORK , making businesses and private, nonprofit organizations eligible for financial assistance. Businesses of all sizes and private nonprofit organizations in the impacted counties may be eligible for up to \$2 million as a SBA Business Physical Disaster Loan to repair or replace disaster-damaged or destroyed real estate, machinery and equipment, inventory, and other business assets not fully covered by insurance. Applicants may also be eligible for Economic Injury Disaster Loans(EIDL) through the SBA to help meet working capital needs caused by the disaster



DISASTER ASSISTANCE
Businesses ■ Homeowners ■ Renters ■ Nonprofits

Pace SBDC at White House Initiative



Pace SBDC was proud to be a part of the economic summit event organized by the White House Initiative on Asian Americans, Native Hawaiians, and Pacific Islanders on April 11th 2023 at the CUNY Graduate Center.

Our team had the opportunity to share a table with our colleagues from the Baruch and York College SBDCs and meet with entrepreneurs to discuss the resources available to help them start and grow their businesses.

Professional Development

The team from Pace University's SBDC attended the annual NYSBDC staff training conference, where they engaged in workshops and discussed best practices for assisting small businesses. At the conference Pace SBDC business advisors Susan Gluck and Joe Peterson each earned designations as New York State-certified business advisors.



Sandra Cely, began her master's program at Pace University's Lubin School of Business.



Pace SBDC Regional Director Andrew Flamm attended the America's SBDC conference in Nashville, where he connected with Small Business Development Center colleagues from throughout the country to share small business advisory best practices and strategies to maximize community impact.

Andrew led a training session, and attended insightful training sessions on sources of financing, marketing/sales, procurement, international trade, among others, and met public & private sector partners offering services in support of small businesses.

PACE SBDC en Español

PACE SBDC & Spanish-speaking clients

Pace SBDC created an accessible platform for Spanish-speaking clients with a wide set of tools and attended events to promote SBDC services and celebrate Spanish owned businesses.



Pace SBDC se enorgullece en celebrar el Mes de la Herencia Hispana,



Business Advisor, Sandra Cely hosting a table at “El Poder del Capital”

Success Stories

WE CELEBRATE SMALL BUSINESS WINS

PACE SBDC helped client Brick Lane secure key market data to enhance their understanding of the potential for expansion into delivery-only sales, as well as in-depth analysis from Pace students in an Advanced Marketing Management course.



Trinity Boxing Club refined its social media marketing strategies and reviewed its financing options. The Pace SBDC also helped the client identify a vendor for a commercial cleaning contract for their facility.

Pace SBDC Business Advisors helped Nose Best Candles with business planning resources. Recently, they secured financing from Empire State Development's NY Seed Grant and a small business loan from Ascendus through the NYC Opportunity Fund.



PACE SBDC helped client Intelligent PestControl with the formation of her business, general business advice and WBE certification, and finally with completing a Capability Statement and marketing her services to New York City agencies.

Success Stories

WE CELEBRATE SMALL BUSINESS WINS

Paul Melo transitioned from manager of Fort Street Studio to business owner with assistance from the Pace SBDC. We aided him twice: Advising on the negotiation of seller financing, and then helping him secure a below-market-rate loan for expansion.



Moxie Mandarin, a Chinatown-based language education company, secured a small business loan from Ascendus through the NYC Opportunity Fund and received marketing support for their new business launch through the help of our advisors.

Our advisors helped Leidylicious Cakes prepare financial projections, advertise the business, and launch a website, enabling the owner to open their new bakery in Forest Hills, Queens and create four new jobs.



Pace SBDC assisted entrepreneur attorney Andrew Hirsch and tech startup Ilibrium with market research to improve its pitch, and later helped find computer science student interns, one of which transitioned to full-time.

In the Community

CONNECTING WITH SMALL BUSINESSES & ASPIRING ENTREPRENEURS



Pace SBDC Director Andrew Flamm with Lubin Dean Lawrence Singleton & NYSBDC State Director Sonya Smith.



The Pace University SBDC teamed up with Brooklyn, York College & LaGuardia SBDCs at an ESD MWBE procurement forum



Pace SBDC Regional Director Andrew Flamm and Business Advisor Susan Gluck celebrate National Small Business Week with the US Small Business Administration (SBA) and colleagues.



Our Regional Director Andrew Flamm had a blast tabling and networking with existing and prospective franchisees while exploring the exceptional expo featuring a myriad of franchisors' exhibits.

In the Community

CONNECTING WITH SMALL BUSINESSES & ASPIRING ENTREPRENEURS



Pace SBDC Business Advisor Rawle Brown joined the Pitkin Avenue Small Business Resource Fair to connect with local small business owners and aspiring entrepreneurs.



Pace SBDC Regional Director Andrew Flamm served as a panelist with SBA New York District Director Beth Goldberg and Baruch SBDC Regional Director Benjamin Cox to provide feedback on growth plans presented by SBA's THRIVE Emerging Leader program participants.



Pace SBDC business advisor Sandra Cely joined NY SBDC's State Director Sonya Smith and Director of International Trade Mercedes Sanchez-Moore at the Global Export & Resource Seminar hosted by the US Commercial Service.



Pace SBDC Business Advisor Rawle Brown joined US Small Business Administration (SBA) NY District Office staff to celebrate the opening of Brooklyn Coop Federal Credit Union's newest branch in East New York

PACE Faculty Leading Webinars

Pace SBDC partners with a range of Pace University faculty to lead training programs for our small business clients. Covering topics in marketing, finance, law, and sustainability, among others, faculty members' industry expertise provides invaluable insights for small businesses and emerging entrepreneurs.

Contracts and Risk Management for Entrepreneurs and Small Business Owners

September 26, 2023

AMERICA'S SBDC NEW YORK POWERED BY SBA U.S. Small Business Administration

Dr. Jessica A. Magaldi, Ivan Fox Professor and Scholar of Business Law

PACE UNIVERSITY Lubin School of Business SMALL BUSINESS DEVELOPMENT CENTER

Webinar participants: Dr. Jessica A. Magaldi, Dr. Andrew Flom, and Dr. Harvey Markovitz.

AMERICA'S SBDC NEW YORK AT PACE UNIVERSITY PACE UNIVERSITY Lubin School of Business

Managing Human Resources: An Overview of Some Key Issues

Dr. Julia Eisenberg - Pace University
January 18, 2023

Webinar participants: Dr. Andrew Flom, Dr. Harvey Markovitz, and Dr. Julia Eisenberg.

AMERICA'S SBDC NEW YORK PACE UNIVERSITY Lubin School of Business

Sales Strategies for Small Businesses

Professor Harvey Markovitz
Lubin School of Business Pace University

Webinar participants: Professor Harvey Markovitz and Dr. Andrew Flom.

Student Intern Spotlight

The Pace University Small Business Development Center's (SBDC) talented student interns have worked alongside our business advisors, and post graduation landed impressive roles at J.P Morgan Chase, Condé Nast and American Express among others!



AMERICA'S SBDC **PACE UNIVERSITY**
NEW YORK Lubin School of Business

“ The resource gap is enormous, and as an intern I became passionate about closing it. It's a passion my colleagues and I share, and together we are working hard to grow the local economy from the ground up. ”

JOE PETERSON
Associate Business Advisor
at the Pace University SBDC

Pace SBDC Intern
2020-2021

INTERN ALUMNI SPOTLIGHT



AMERICA'S SBDC **PACE UNIVERSITY**
NEW YORK Lubin School of Business

“ During my time at Pace SBDC, I was fortunate to be immersed in a truly remarkable experience, forging invaluable connections and cultivating lifelong mentors. ”

SEYI FAKOYA
Co-founder & Chief Technology Officer (CTO) at Gamr

Pace SBDC Intern
2022-2023

INTERN ALUMNI SPOTLIGHT



AMERICA'S SBDC **PACE UNIVERSITY**
NEW YORK Lubin School of Business

“ It's located at Pace University so couldn't have asked for a better work opportunity. I was able to get hands on experience with client relations, creating social media contents, constructing an email campaign, newsletters and more. ”

MINHO LEE
Client Relations and Marketing Specialist at ISO Student Insurance

Pace SBDC Intern
2022-2023

INTERN ALUMNI SPOTLIGHT



AMERICA'S SBDC **PACE UNIVERSITY**
NEW YORK Lubin School of Business

INTERN ALUMNI SPOTLIGHT

“ Be **IMPACT**-minded from the time you schedule an appointment for a small business owner, to reviewing business plan or working to get a small business loan. ”

Taiwo Adegoké
Treasury Associate at JPMORGAN CHASE & CO.

Pace SBDC Intern 2016 - 2018



AMERICA'S SBDC **PACE UNIVERSITY**
NEW YORK Lubin School of Business

INTERN ALUMNI SPOTLIGHT

“ Pace SBDC helped me advance in my career goals because I was able to develop leadership traits that helped me collaborate with my coworkers efficiently. ”

Tiffany Boodram
Licensing Associate at CONDÉ NAST

Pace SBDC Intern 2017 - 2018



AMERICA'S SBDC **PACE UNIVERSITY**
NEW YORK Lubin School of Business

INTERN ALUMNI SPOTLIGHT

“ I learned the ability to personalize my communication with clients so they always have a very pleasant experience. ”

Vanessa Canarte
Case Manager at Policygenius

Pace SBDC Intern 2018 - 2019



Save CAT'S SBDC **PACE UNIVERSITY**
NEW YORK Lubin School of Business

INTERN ALUMNI SPOTLIGHT

“ Being an international student pursuing an MBA in Entrepreneurial Studies, I got first-hand experience of working with 100's of small businesses. ”

Vansh Shah
Account Associate at WIX

Pace SBDC Intern 2019 - 2021



AMERICA'S SBDC **PACE UNIVERSITY**
NEW YORK Lubin School of Business

PAST INTERN SPOTLIGHT

“ Being a student intern at Pace SBDC gives you an opportunity to be self sufficient and experiment in the white space available. ”

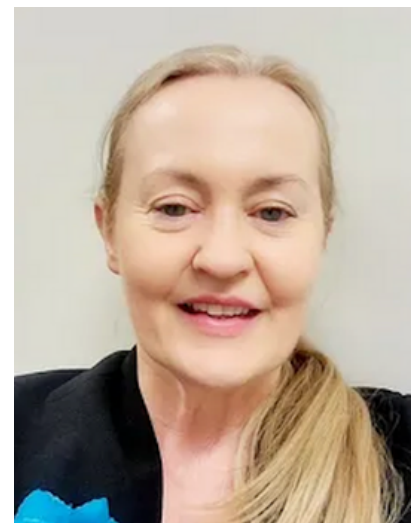
Jaslin Singh
Business Analyst at AMERICAN EXPRESS

Pace SBDC Intern 2018 - 2019

#SBDCDay 2023

CELEBRATING SMALL BUSINESS OWNERS AND ENTREPRENEURS

The Pace SBDC celebrated national #SBDC Day in March along with 1,000 SBDC centers, showcasing the support for small businesses and sharing stories of some clients.



I ♥ the New York SBDC

Because...

They have provided me with the resources and support to start and grow my business. They have been amazing!

- Vanessa Reyes



#SBDCDAY



PACE
UNIVERSITY
Lubin School of Business



Funded in part through a Cooperative Agreement with the U.S. Small Business Administration.

LEARN MORE ABOUT US AT:

<https://www.pacesbdc.org>

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