



NEW YORK STATE SENATOR

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## Nyc Department of Small Business Services Now Accepting Applications for Strategic Steps for Growth, Training Program for Minority and Women-Owned Businesses

ANDREW J LANZA January 24, 2011

Open House and Information Session Will Be Held on January 25<sup>th</sup>; Applications due February 28<sup>th</sup>

New York – The Department of Small Business Services (SBS) today announced the second year of *Strategic Steps for Growth*, a premiere management training program for minority and women-owned businesses poised for growth. The program is being delivered in conjunction with New York University Stern School of Business' Berkley Center for Entrepreneurship & Innovation.

The program will provide 36 businesses certified with the City as minority or woman-owned with a new professional network, including business experts, university professors, and other business owners, offering support for every aspect of business operations. Participants

will also take 13 classes, held every other Tuesday evening beginning May 24<sup>th</sup>, to learn the strategic skills needed to run a growing company. Coming out of the program, each participant will have created a custom, three-year growth plan.

“We know that many of our certified Minority and Women-owned Business Enterprises have the potential to become larger, stronger companies,” said SBS Commissioner Robert W. Walsh. “This new training program has a proven track record in other cities of increasing sales, jobs and access to capital. We’re very excited to be able to bring this innovative training model to New York City’s M/WBEs.”

The program incorporates curriculum developed by Interise, a Boston-based nonprofit with extensive experience in educating small business owners. The curriculum covers company assessment, understanding financial data, marketing and sales, building staff and other resources, accessing government contracts and obtaining new capital. NYU Stern’s Berkley Center for Entrepreneurship and Innovation will conduct the courses on campus..

To be considered for the program, applicants must:

Be located within the five boroughs of New York City

Have at least one full-time employee on the payroll

Have been in operation for at least three years

Have annual gross revenues of at least \$500,000

Be certified as a Minority-owned Business Enterprise or Woman-owned Business Enterprise with the City by the first class (May 24<sup>th</sup> )

Business owners that are interested in applying for *Strategic Steps for Growth* are strongly encouraged to attend the information session on January 25<sup>th</sup> at 6:00 p.m. at NYU Stern, located at 44 West 4<sup>th</sup> Street. During this session, program staff will provide a comprehensive overview of the *Strategic Steps for Growth* program, benefits of participating and the application process. Please RSVP by emailing [strategicsteps@sbs.nyc.gov](mailto:strategicsteps@sbs.nyc.gov).

For more information or to apply, visit [www.nyc.gov/strategicsteps](http://www.nyc.gov/strategicsteps). The deadline for submission of the program application is February 28<sup>th</sup>. If an applicant is not yet certified as an M/WBE, he or she must also submit a complete certification application by the same date. To see if your firm may be eligible for M/WBE certification, and to begin an application, visit

[www.nyc.gov/BusinessExpress](http://www.nyc.gov/BusinessExpress)

#### About The Department of Small Business Services

The Department of Small Business Services (SBS) makes it easier for businesses in New York City to form, do business, and grow by providing direct assistance to business owners, fostering neighborhood development in commercial districts, and linking employers to a skilled and qualified workforce. SBS' Minority and Women-owned Business Enterprise program helps certified businesses access contracting opportunities and build capacity. For more information on all of SBS' services, go to [www.nyc.gov/sbs](http://www.nyc.gov/sbs)

#### About the NYU Stern Berkley Center for Entrepreneurship & Innovation

**The Berkley Center for Entrepreneurship & Innovation was founded in 1984 at New York University's Leonard N. Stern School of Business to create new knowledge in the field of entrepreneurship and innovation, to prepare the next generation of entrepreneurial leaders in the business and social sectors, and to provide intellectual leadership for the business and academic communities. For more information about Berkley Center programs and activities, visit [stern.nyu.edu/berkley](http://stern.nyu.edu/berkley)**

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### **About Interise**

**Interise stimulates economic revitalization in lower income urban communities by providing a diverse group of small business owners with entrepreneurial education, new networks, and access to markets. The Interise community creates jobs, grows businesses, and develops community leaders. Interise is based in Boston, Massachusetts. For more information about Interise, please visit**

**<http://www.interise.org/>**

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