Civil Rights Act of 1964, and other applicable statutes and University policies. The University of Delaware also prohibits unlawful harassment including sexual harassment and sexual violence.

The University of Delaware does not discriminate against any person on the basis of race, color, national origin, sex, gender identity or expression, sexual orientation, genetic information, marital status, disability, religion, age, veteran status or any other characteristic protected by applicable law in its employment, educational programs and activities, admissions policies, and scholarship and loan programs as required by Title IX of the Educational Amendments of 1972, the Americans with Disabilities Act of 1990, Section 504 of the Rehabilitation Act of 1973, Title VII of the

The Delaware Small Business Development Center is one of the SBA’s core resource partners, so I am well aware of the work you do here in our state; but it’s always good to hear your perspective about your organization, its rich legacy, and where the organization is headed. So let’s jump right in. Tell me about the SBDC. How long has the organization been around?

For over 35 years, the Delaware Small Business Development Center (DSBDC) has been providing assistance to Delaware’s small business community in the form of education and free one-on-one advising. The SBDC program is a public/private partnership with the U.S. Small Business Administration, the State of Delaware and the University of Delaware, where we are part of the Office of Economic Innovation and Partnerships (OEIP).

SBDCs exist all over the country as part of the SBA’s national resource partner network. There are 62 SBDC networks nationwide. So tell me, what do SBDCs do, particularly, the Delaware SBDC?

The Delaware SBDC mission is simple: to create value and jobs for the State of Delaware by engaging, challenging and guiding businesses to grow, prosper and achieve their goals. We possess unique competencies and resources to help businesses:

• Develop a business plan to start or scale
• Improve strategic & operational performance
• Identify & access capital (including venture capital & bank financing)
• Conduct market research & analysis
• Develop business resiliency & continuity strategies
• Bid & win government contracts
• Prepare financial projections
• Access resources for R&D and commercialization (including intellectual property protection, technology transfer, and R&D grants/tax credits)
• Increase awareness of cyber risks & security protocols
• Explore & implement digital marketing & e-commerce solutions

What areas of the state does the Delaware SBDC serve and what types of businesses does the organization work with?

We are a statewide agency and we have an office in all three counties (in Newark, Dover, and Georgetown). We work with businesses at any stage of development. We help pre-venture entrepreneurs who are just formulating an idea or concept, as well as established, multi-generational small businesses with up to 500 employees.

Our services also reach every sector of the economy and we serve all kinds of businesses: from agricultural and manufacturing businesses, to research and innovation firms, to restaurants and day cares. Some notable clients you may have heard of include Dogfish Head, Delaware Express, Carvertise and Wilmington Pharma Tech just to name a few.

Tell me a little bit about yourself. How long have you been with the organization?

I spent 30 years with DuPont in many positions and became Vice President and General Manager for DuPont Advanced Material Systems, a new business unit, which grew to $1B in annual revenue. While there I helped found the Delaware Technology Park, Inc. (DTP) and was elected Chairman and CEO of DTP. DTP is a collaboration between the State of Delaware, the University of Delaware and private industry formed to launch and support technology companies across a diverse group of industries including life sciences, renewable energy, information technology and advanced materials.

I joined the Small Business Development Center as State Director in 2013. I wanted to bring my background in technology business development to build upon the SBDC’s role as a key resource in this important sector of Delaware’s economy. The location of the SBDC in UD’s OEIP is a good fit with its intellectual property assets and assisting faculty and student startups.

The term “entrepreneurial ecosystem” is quite prevalent these days. What does the Delaware SBDC do to cultivate our local ecosystem?

The SBDC serves as an essential connector, collaborator, and convener of key stakeholders and resource partner agencies across the state. One way we engage stakeholders is through our multi-faceted advisory board. We have representation from our Federal Congressional Delegation, your office, the Delaware SBA District Office, the World Trade Center, Inspiring Women in STEM, the Delaware BioScience Association, and of course representation from local industry, representing financial services, manufacturing, technology, and exporting.

Our Advisory Board keeps us connected to issues and organizations that impact innovation, small businesses, and economic development. So this concept of cultivating a statewide entrepreneurial and innovation ecosystem is at the core of what your organization does. And the State of Delaware at-large seems to benefit greatly. Talk to me about how the SBDC works with State to advance their economic development goals?

We maintain positive working relationships and listen to the needs and interests of elected officials at the federal, state, county, and local levels. Each year, we present before the General Assembly’s Joint Finance Committee the work of the SBDC including detailed numerical and GIS reports quantifying results of the various legislative districts. The work we do intersects with and underscores the State’s economic development efforts at several connection points.

We have a close partnership with the Delaware Division of Small Business. Ken Anderson, the Division’s Director of Entrepreneurial and Small Business Support serves on our Advisory Board. We work closely with the new Delaware Prosperity Partnership on a wide range of economic development opportunities.

The SBDC also advocates for and educates small businesses on such economic policy issues as the R&D Tax Credit and the new Angel Investor Tax Credit. We provide valuable insights for legislators to help them enact the types of measures that protect and benefit the business community.

So in many ways, we are an essential partner facilitating communication with and connections to the small business, innovation, and entrepreneurial ecosystem.

What interesting things are on the horizon for the organization?

We are actively working to expand access to R&D funding using resources like the SBA’s Small Business Innovation Resource (SBIR) grant program.

Lastly, we are looking to increase the number of new business starts and the amount of capital that reaches the business community, by concentrating our advising expertise in those areas.

Well, thanks for sharing. I’m sure readers have a clearer view of what you do for the business community. Any final words?

I’ll close by saying that the Delaware SBDC has been committed to driving innovation, building businesses, and growing the economy for over three decades. That commitment has resulted in more than 1,350 new business starts (since inception), and since 2000, over $200 million in capital and more than 4,000 jobs. We look forward to serving the Delaware business community for decades to come and invite businesses to explore what the SBDC can do to help them achieve new heights.
GREETINGS:

It is both an honor and a pleasure to serve as the Delaware District Director for the U.S. Small Business Administration (SBA). The SBA’s Delaware team works with the Delaware SBDC, lenders, and other resource partners (such as the Women’s Business Center and SCORE) to deliver training, support, and mentorship throughout the State. The SBA offers several business development certification and guaranty programs to help small businesses access opportunities and financial resources. I’ll share some highlights about a few of our flagship initiatives.

8(a) Certification: Leveling the Playing Field

The federal government’s goal is to award at least five percent of all federal contracting dollars to eligible small disadvantaged businesses each year. To help provide a level playing field, the 8(a) Business Development program offers a broad scope of assistance to firms that are owned and controlled at least 51% by socially and economically disadvantaged entrepreneurs. The government also limits competition for certain contracts to businesses that participate in the 8(a) program. With the support and guidance of the SBA, 8(a) businesses gain access to the economic mainstream and gain a foothold in government contracting.

All Small Mentor-Protégé Program: Connecting Businesses for Growth

Your small business can learn from an experienced government contractor through the mentor-protégé program. The SBA provides guidance on how to form joint ventures with established businesses through the SBA’s mentor-protégé program. Mentors can help provide:

• financial assistance in the form of equity investments, loans, and bonding
• general and administrative assistance, like human resource sharing or security clearance support
• education about international trade, strategic planning, and finding markets
• business development, including strategy and identifying contracting and partnership opportunities

SBA 7(a) Loan Guarantee Program: Providing Access to Capital

Obtaining financing for your business venture can be challenging. From being in the startup phase to growing your business, you may face difficulties with the requirements of traditional bank loans. But the 7(a) Program may be able to help – it’s SBA’s primary and most popular program. The 7(a) Program offers flexibility, longer terms and potentially lower down payments compared to other financing options. If you want to take out a loan so that you can have access to working capital, purchase furniture and fixtures, make leasehold improvements, or acquire an existing business, you should consider applying for an SBA 7(a) loan with one of our participating lenders.

Other resources include SBA’s Online Learning Center, Surety Bond Guaranty Program, 504 Real Estate Loan Program, and HUB Zone Certification for businesses located in Historically Underutilized Business (HUB) Zones. To learn more, download our Resource Guide (https://www.sba.gov/sites/default/files/files/resourcetguide_national.pdf) or visit sba.gov.

TO YOUR CONTINUED SUCCESS.

John F. Fleming

JOHN F. FLEMING, DELAWARE DISTRICT DIRECTOR
U.S. SMALL BUSINESS ADMINISTRATION
The Power of Partnerships

MEET SBDC HOST, OEIP

“Powering Partnerships” is the hallmark of the University of Delaware’s Office of Economic Innovation and Partnerships (OEIP). Formed in 2008, OEIP has spent the last decade cultivating a culture where innovation and entrepreneurship thrive, inventions emerge from research, and ideas transform society. Today, the organization is a leader in:

- **Stimulating Invention** – OEIP works with the University community to turn research discoveries into meaningful inventions.
- **Forging Partnerships** – Part of OEIP’s broader mission is helping to develop partnerships within the state, region, and across the globe that produce economic benefits.
- **Creating Jobs** – OEIP is empowering small business owners and assisting University of Delaware researchers in creating their own start-up companies which helps put people to work.
- **Enabling Innovation** – OEIP has established an “Entrepreneurial Ecosystem,” which serves as a support system for students, faculty, and researchers—encouraging interdisciplinary collaboration to grow new business ideas.

According to David Weir, OEIP Director, “OEIP serves as the engagement center for economic development at the University of Delaware. The organizational components facilitate internal and external initiatives that result in new revenue, sustainable relationships, R&D enhancement, and broad economic benefit to the State, University of Delaware and community.”

MEET THE OEIP TEAM

Not only does OEIP rely on partnerships with the outside community to move the organization forward, but it relies on internal partnerships to power the organization’s inner workings. OEIP is comprised of four distinct, but interconnected, interdisciplinary units: The Delaware Small Business Development Center (SBDC), the Procurement Technical Assistance Center (PTAC), the Technology Transfer Center, and the Innovation & Entrepreneurship Program (including the Spin In Program). Together, these units provide a variety of business, contracting, and technology development capabilities.

According to Weir, “While new business ideas are evolving, entrepreneurs and inventors require help forging collaborations, hiring technology talent, creating licensing agreements, and developing sustainable business and financing strategies; and the four OEIP units collaborate to ensure these business goals are met.” As inventors become entrepreneurs, the Technology Transfer Center works in conjunction with the Delaware SBDC to assist the formation and growth of small technology-based businesses. Weir added, “The Small Business Development Center is a valuable partner in our ecosystem. The unit was folded into the OEIP structure in 2008 to expand our business development capabilities. The SBDC is a great fit as it provides essential consulting and training to the research and technology community in areas related to business strategy and planning, funding, team development, and management skill development.”

The combined work of the Delaware SBDC, PTAC, Technology Transfer Center, and Innovation & Entrepreneurship Program underscores the important support and assistance the University contributes to Delaware’s business community. Through OEIP, these units operate as synergistic, interactive, and cooperative partners producing economic results that benefit Delaware’s small businesses, the University, and the state-at-large.

**TO LEARN MORE ABOUT THE SBDC’S HOST AGENCY, OEIP, VISIT:** [WWW.UDEL.EDU/OEIP](http://WWW.UDEL.EDU/OEIP).
Big Investment for Big Ideas

SBIR GRANTS: AMERICA'S LARGEST SEED FUND

Technology is science or knowledge put into practical use to solve problems or invent useful tools. Are you one of those creative people that sees a new product in a TV commercial or retail store and thinks, “I had that idea several years ago”? And then you wonder, how do people get the resources they need to turn a “good idea” into a product and get it into the marketplace? One way is through the University of Delaware’s Small Business Development Center (SBDC) and its SBIRResource Program.

The SBDC’s SBIRResource Program helps researchers, innovators, and small technology firms access America’s largest seed fund, the federal Small Business Innovation Research (SBIR) Grant Program. The SBIR and Small Business Technology Transfer (STTR) programs provide well over $2 billion of non-dilutive capital every year to small businesses developing high risk, high return technology-based products. The money is targeted specifically to fund R&D activities to reduce the technical risk, thereby facilitating access to private funding. In other words, SBIR/STTRs help move technology from “concept to commercialization”.

Sponsored by the U.S. Small Business Administration (SBA), the SBIR/STTR program awards grants in phases, ranging from $100,000 to over $1 million, depending on the stage of development.

According to Lou DiNetta, the SBDC’s Technology Business Development Manager, and resident SBIR expert, “We want to see more SBIR wins in Delaware, so we’ve developed the SBIRsource program to provide one-on-one technical assistance and financial support to developers of innovative technology products and services.” The program provides entrepreneurs and early-stage research and development companies with:

- One-on-One advising to identify innovative applications, funding opportunities, and appropriate agencies and contacts
- Professional proposal writing and review
- Grant management training and assistance
- Financial resources for professional consulting, conferences, and business start-up
- Commercialization planning and business development assistance

The SBDC’s SBIRResource program has many wins and success stories. Take the case of Amy Cowperthwait, a clinical nurse specialist in University of Delaware’s Nursing Resource Simulation Center. Cowperthwait is the founder and CEO of Avkin (formerly known as SimUCare), a company that produces wearable technology that helps nursing students or medical caretakers build skills in clinical procedures, such as drawing blood, tracheostomy care or catheter insertion. The Avkin devices are designed to be worn by a live actor to provide a realistic experience for nursing students in a simulated clinical setting to practice before they begin treating real patients.

Avkin is one of a growing number of success stories to emerge from the SBDC, which shepherds viable new products developed by faculty and students to the marketplace. Cowperthwait can attest to the valuable help and guidance provided by the SBDC and the University’s Office of Economic Innovation & Partnerships (OEIP).

“The SBDC and UD have been an integral part of our success at Avkin. Initially, the SBDC provided education on how to start working on the financial aspects of the company and different options for forming the company (S, C corps, or LLC),” said Cowperthwait. “Later advice centered on finding and working with an investor, marketing help and insights, as well as facilitating connections to the Delaware Manufacturing Extension Partnership and the people at the state level for exporting.”

Today, Avkin has several devices either on the market, in final testing or in development. All have emerged from cross-campus collaborations with UD engineering students, and many have been perfected through testing with UD’s Healthcare Theatre, which Cowperthwait co-founded with a colleague in the theater department. In 2016, Avkin was named one of the best startups in the nation by the National Council for Entrepreneurial Tech Transfer, and was selected as part of the ASBDC’s national small business showcase.

The SBDC was recently selected to host a stop on the SBA’s National SBIR Road Tour. The Road Tour brings SBIR program managers from over a dozen agencies to Delaware to meet one-on-one with researchers and innovators. SBDC Associate State Director, Denita Henderson remarked, “We were glad to be selected to host a regional event showcasing the value of the federal SBIR program. The University and the SBDC have a long-standing commitment to innovation. The SBIR program helps us connect big ideas to big investment, and move those ideas from concept to commercialization.”

TO LEARN MORE ABOUT THE SBDC’S SBIRSOURCE, VISIT DELAWARESBDC.ORG.

IN 2009, THE SBDC BECAME ONLY THE EIGHTH SBDC ACCREDITED AS A “TECHNOLOGY” DESIGNATED PROGRAM AFTER DEMONSTRATING:

1) ITS SIGNIFICANT EFFORTS TO TARGET AND SUPPORT DELAWARE’S TECHNOLOGY-BASED BUSINESSES, AND
2) ITS PIVOTAL ROLE AS AN ESSENTIAL CONNECTOR AND RESOURCE WITHIN DELAWARE’S ENTREPRENEURIAL AND TECHNOLOGY ECOSYSTEMS.

NOTE: ARTICLE INCLUDES EXCERPTS FROM AN ARTICLE WRITTEN BY: KAREN B. ROBERTS FOR THE UDAILY
Not many three-member teams can say they had a hand in generating nearly $100M in government contracts annually for three straight years. The team at the Delaware Procurement Technical Assistance Center (PTAC) can say just that, and this is why this SBDC affiliate is so well regarded throughout the State and nation. With 1 director and 2 committed team members, Delaware PTAC has accomplished what many would call the impossible.

Under the leadership of Juanita Beauford, Director, Delaware’s small business community has won more than $100 million per year in government contracts since 2015, more than twice the amount secured by businesses in Massachusetts. These remarkable results have earned her the title “the Guru of Government Contracting.”

Juanita’s roots in government contracting run deep. In 1984, Juanita became co-owner of a medical supply company that received numerous awards from the state of Pennsylvania to provide medical equipment in Philadelphia neighborhood clinics. Two years later, she launched a second business on her own to deliver personal care products to the Delaware criminal justice system, a government contract she serviced for seven years while concurrently earning two master’s degrees. Beauford subsequently spent nearly two decades helping Delaware’s small businesses compete for and win - similar government contracts as director of Delaware’s PTAC. She continued learning, too, earning her master’s certification in federal contracting at George Washington University in Washington, D.C., and completing numerous contracting courses through the Defense Acquisition University.

With retirement on the horizon for Director Beauford, we checked in with the Guru herself for a deeper look at what it takes to successfully compete for and win government contracts. According to Director Beauford, “A government agency can be a very lucrative addition to your customer base. Federal, state, and local agencies purchase goods and services from every industry. The opportunities can be tremendous, but getting there can seem daunting to many business owners.”

Dave Baldini, PTAC Procurement Specialist added, “Becoming a qualified vendor for government consideration can be a challenge and bidding for contracts can be complicated. But if you are willing to succeed, these tasks can be made easier by using the services provided by our small, but capable, PTAC team.”

PTACs provide a range of expert services at little or no charge offering contracting resources to advance federal, state and local contracting opportunities. Delaware PTAC typically serves 300 to 500 clients each year across New Castle, Kent and Sussex counties. Over the last three years, PTAC helped Delaware businesses successfully win 2,094 contracts, totaling over $291 million and led to the creation of 56 new jobs.

Director Beauford said, “Continued success can be attributed to expansion and industry diversification. Delaware businesses have won contracts across many industries: environmental services, IT solutions, professional services (like HR, staffing), construction, contracting, even manufacturing of items such as currency readers or spare parts like screws and valves. One Kent County company that employs veterans provides sports referee services at Dover Air Force Base and other military bases around the country. Another client in Wilmington supplies musical instruments to military bands and families. The opportunities run the gamut.”

Juanita is passing the torch to Walter “Walt” Blaney, a guru of sorts in his own right. Walt brings 40 years’ experience in Federal government contracting as a contract specialist and contracting officer. He has worked closely with the SBA, Contracting/Purchasing Management, and was a professor at Rowan University. Walt also served as an officer in the US Navy earning several prestigious awards.

David Weir, Director of the University of Delaware’s Office of Economic Innovation and Partnerships (OEIP), where PTAC is hosted, commented, “Juanita Beauford leads a three-person organization that is one of the most efficient, effective and high-morale units I have ever worked with. I wish her well in all of her future pursuits and look forward to working with Walt to continue building on the PTAC legacy.”

FOR MORE INFORMATION, VISIT: DELAWAREPTAC.ORG OR CALL 302.831.0781.

Excerpts from an article written by: Karen B. Roberts for the UDaily and photos by Evan Krape
DatAssured™: Small Business Cybersecurity Solutions

News of cyberattacks aimed at the nation’s most notable corporations and institutions, like credit bureau giant, Equifax, is on the rise. But we rarely hear of attacks on the small guy. So it leaves us to wonder, just how big is the risk for small businesses?

An article published in USA TODAY (Oct. 20, 2017) answered the question like this: “Big, very big. According to the Verizon Data Breach Investigation Report, 61% of breaches hit smaller businesses last year (2016), up from the previous year’s 53%. And, according to UPS Capital:

- Cyberattacks cost small businesses between $84,000 and $148,000.
- 60% of small businesses go out of business within six months of an attack.
- 90% of small business don’t use any data protection at all for company and customer information.
- Almost two-thirds of all cyberattacks are now directed at small business.”

That’s why the Delaware SBDC created the DatAssured™ program.

EDUCATION & TRAINING

The SBDC counsels small businesses in the assessment and mitigation of cyber risk, and facilitates trainings statewide. The SBDC’s DatAssured print and electronic resources, have been adopted by over a dozen other SBDC networks nationwide, including Washington, New Jersey, and Connecticut. The DataAssured Small Business Cybersecurity workbook was also named a “best practice” by the U.S. Department of Homeland Security cyber bulletin.

SBDC Technology Advisor, Jacob Blacksten, remarked, “DatAssured is here to help with no or low cost tools and solutions to protect your important customer, employee, and business information. As a former digital forensic investigator for a leading cyber investigation firm, I witnessed first-hand the impact of cyberattacks, and how they can cripple a business regardless of the size of the company. DatAssured assists businesses by raising awareness within the business community, and providing actionable recommendations, checklists, and tools to help small businesses manage the threat and impact of a cyber-attack.”

Blacksten also noted, “The SBDC’s partnership with UD’s College of Engineering and
Top Ten Cybersecurity Tips for Your Small Business

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<tr>
<th>Protect against viruses, spyware and other malicious code</th>
<th>Employ best practices on payment cards</th>
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<tr>
<td>• Equip computers with antivirus software and antispyware and update regularly. Configure them to update automatically.</td>
<td>• Isolate payment systems from other less secure systems and do not use the same computer to process payments and surf the Internet.</td>
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<tr>
<th>Secure your networks</th>
<th>Make backup copies of important business data &amp; information</th>
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<td>• Safeguard your Internet connection by using a firewall and by encrypting information. Hide and secure your Wi-Fi network and password protect access to your router.</td>
<td>• Regularly backup the data on all computers, and try to do it automatically, if possible, and store the copies either offline or on the cloud.</td>
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<tr>
<th>Establish security practices and policies to protect sensitive information</th>
<th>Control physical access to computers and network components</th>
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<tbody>
<tr>
<td>• Establish policies for how employees should handle and protect sensitive data, and clearly outline consequences for violating your business's cyber policies.</td>
<td>• Prevent access or use of business computers by unauthorized individuals.</td>
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<th>Educate employees about cyber threats and hold them accountable</th>
<th>Create a mobile device action plan</th>
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<tr>
<td>• Teach employees how to protect your business's data, including safe use of social networking sites and email.</td>
<td>• Require users to password protect all devices, encrypt their data, and install security apps to prevent criminals from stealing information. Set reporting procedures for lost or stolen equipment.</td>
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<th>Require employees to use strong passwords and to change them often</th>
<th>Protect all pages on your public-facing websites, not just the checkout and sign-up pages.</th>
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<tr>
<td>• Consider implementing multifactor authentication that requires additional information beyond a password to gain entry.</td>
<td>• Make security a priority for your entire digital footprint.</td>
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Cybersecurity Institute increases the expertise and resources available to small businesses. Often times, conducting cyber assessments and enacting cyber protocols is costly. The University’s support helps make cyber resources more accessible. We make sure small businesses are aware of threats and are able to access and utilize available tools to minimize a myriad of cyber threats. The SBDC is also proud to be the partner of choice for the State of Delaware’s Department of Technology and Information (DTI) in delivering small business training at the annual Secure Delaware conference, held each year in October during National Cyber Security Awareness Month.

**LEGISLATION**

When Delaware passed House Bill 180, strengthening consumer protections and breach notification requirements, the SBDC immediately jumped into action. The SBDC put out an advisory to make sure the small business community understood its legal obligation to protect personally identifiable information and what is legally required in the event of a data breach.

Delaware’s amended data breach notification law includes these key points:

- **Maintain Reasonable Procedures and Practices to Protect Personal Information** – Any “person” subject to the amended law, is now required to implement and maintain reasonable security procedures and practices. The definition of “person” has now been expanded to include any business form, governmental entity, “or any other legal entity”.

- **Expanding the Definition of “Personal Information”** – The definition of “Personal Information” was expanded to include: passport number, a username or email address, in combination with a password or security question and answer that would permit access to an online account; medical history, mental or physical condition, medical treatment or diagnosis by a health care professional, or deoxyribonucleic acid profile; health insurance policy number, subscriber identification number, or any other unique identifier used by a health insurer to identify the person, unique biometric data generated from measurements or analysis of human body characteristics for authentication purposes; and an individual taxpayer identification number.

- **Data Breach Notification/ Risk of Harm Trigger** – Businesses affected by a data breach are now required to give notice to affected state residents “as soon as possible” following the conclusion of an investigation that “misuse of information about a Delaware resident has occurred or is likely to occur”. In addition, the new amendment requires notification within 60 days unless the investigation “reasonably determines that breach of security is unlikely to result in harm to the individuals whose personal information has been breached” or law enforcement has requested a delay in notification.

- **Attorney General Notice** – If the affected number of Delaware residents to be notified exceeds 500 residents notice must also be provided to the Attorney General.

- **Credit Monitoring** – If the breach of security includes a social security number, the business is now required to offer to each resident, whose personal information was breached or is reasonably believed to have been breached, reasonable identity theft prevention services and identity theft mitigation services at no cost to such resident for a period of 1 year. Both California and Connecticut have similar provisions.

**CHECK OUT THE SBDC’S HB180 ADVISORY FOR MORE INFORMATION AND THE BASIC STEPS TO ENACTING THE PROPER SECURITY CONTROLS.**
SBDC Making a Mark on Local Business Communities

The Delaware Small Business Development Center (SBDC) has been making its mark on “Main Street” for decades. Whether serving on official Main Street advisory boards up and down the state, or working on special main-street-oriented initiatives to revive commercial corridors in Dover and Wilmington, or helping the Delaware Small Business Chamber deliver a market study highlighting Main Streets in Middletown, Smyrna, and Georgetown, it is evident that “Main Street” matters to the Delaware SBDC.

SBDC Associate State Director, Denita Henderson, noted, “I came to the SBDC after a long career working in community and economic development. When I joined the SBDC team, it was quite clear that serving “Main Street” business communities was an organization-wide priority; and our team is committed to seeing Main Street thrive.”

Bob Rausch, long-time SBDC Business Advisor, served as a finance and operations executive for a major pharma company before joining the SBDC team. He enjoys contributing his vast expertise in finance and operations to help with community-based, economic development projects, such as the Eastside Rising and the Northeast Wilmington EPA/Brownfield initiatives. Bob says, “Over the years, I have been called upon to work with various community organizations and businesses to help revitalize neighborhoods and find ways to spur the local economy. I am always impressed by the efforts and energy that local neighborhood organizations put into building community. Their energy keeps me energized and serves as a magnet to attract opportunity and investment.”

SBDC Business Advisor, Cindy Small was the Executive Director of Kent County Tourism and the Director of Sussex County Tourism. She has served on numerous boards and business-related committees including the Downtown Dover Partnership. Cindy says, “It is very rewarding to continuous work with the Downtown Dover business community and I am committed to supporting innovative new ideas, such as Dover’s “Unlock the Block” Initiative. This collaborative project is designed to reduce vacancies and promote a vibrant commercial district in the Downtown Dover Business Improvement District. The program seeks to identify and provide special assistance to qualified businesses looking to occupy vacant retail and commercial spaces.”

David Root is the SBDC’s Sussex County Center Director. A former member of the State’s economic development team, David brings extensive knowledge of the Sussex and Kent County business communities. David recently signed on to work with Rehoboth Main Street and serve on the Economic Vitality Committee. David commented: “I believe this collaboration is a solid fit for the SBDC and puts us in a great position to help bring business resources and assistance to the Rehoboth Main Street community.”

Much of the support for Main Streets across the state emanates from Delaware’s official Main Street/Downtown Delaware Program. Managed by the Division of Small Business, the official Main Street Program centers around a national four-point framework aimed at transforming communities. According to Main Street America, “Community-led revitalization is challenging work, but we are here to make it easier. Main Street Delaware offers a comprehensive set of resources, technical services, and educational offerings to help communities effectively navigate the field of downtown and commercial district management.”

Whether supporting official Main Street initiatives, or working with local main-street-oriented projects, the SBDC knows full well that Main Street matters. When Main Streets thrive, communities thrive. And when communities thrive, the state of Delaware thrives. Remember to shop small and support your local Main Street Business Community.
The Delaware Small Business Development Center (SBDC) has a proven record of providing education, outreach, and support to Delaware’s women, minority, and rural businesses. Since 2000, DSBDC has counseled more than 4,700 women and minority business clients, and more than 5,500 clients from Delaware’s rural communities. Additionally, DSBDC has delivered more than 11,000 units of training to attendees that identified as women, and 6,100 units of training to clients that identified as minorities.

SBDC Associate State Director, Denita L. Henderson, noted, “The SBDC serves a diverse clientele, and we have lent our support to countless women’s groups like the SBA/SCORE’s WeThink program, the Women’s Business Center at First State Community Loan Fund, The Delaware Small Business Chamber’s RISE Women’s Initiatives, the National Association of Women Business Owners (NAWBO), and Inspiring Women in Stem.”

Additionally, the SBDC is represented on the State’s Minority Business Advisory Council, and works with the State’s Stand By Me program to provide support to the Hispanic Business community. The SBDC supports the SBA’s Boots to Business initiative for Veterans, and works with disabled entrepreneurs through Independent Resources, Inc.

Each year, the University of Delaware reaffirms its commitment to the diverse business community by sponsoring a Vendor Diversity Breakfast. The SBDC and the Procurement Technical Assistance Center work with University procurement officials to host over 200 diverse business leaders and introduce them to University departments. The event is growing and demonstrates the University’s strength in cultivating an environment of inclusive excellence.

“Diversity and inclusion, which are the real grounds for creativity, must remain at the center of what we do.”
— Marco Bizzarri

Delaware is committed to making the state the best place in the nation to start and grow a small business.

The Division of Small Business is focusing on small businesses like never before, as part of a reinvented and reinvigorated approach to the state’s economic development.
No one recognizes the importance of Family, Finance, and Fast Recovery more than the Serpe & Sons Family Bakery, located in Wilmington.

In 1952, Domenico and Lucille Serpe established Serpe & Sons Bakery in Wilmington Delaware on N. Madison St. The small bakery started producing bread and rolls and later added cakes, cinnamon buns, and tomato pie. The Serpes' older sons made up most of the staff at the time and they serviced many local restaurants and clubs with a single delivery truck.

By 1964, the bakery had outgrown its location on Madison Street and moved to their current location at 1411 Kirkwood Highway. The move made it possible to use more advanced equipment and offer an increased variety of products.

After Domenico and Lucille passed away, the business was passed down to four of their sons; Tony, Richie, Tommy and Dominic. “Being a family business is a hands on business every day” says Dominic. “This is different from chain-link business. When an owner’s name is on the business, there is likely more quality control because I am putting my name on my product.”

Today, Serpe & Sons Bakery has 3 ovens that run non-stop to keep up production and 5 trucks that deliver all over New Castle County and on into some parts of Pennsylvania and Maryland. Local customers include Casapulla’s, Capriotti’s, Attilillo’s and Mrs. Robino’s just to name a few. The holidays are very busy, especially Christmas Eve when they average close to 1,000 orders each year.

On Dec 24, 2015, right after the bakery closed for the holiday, a devastating fire erupted, closing the entire business and putting 46 people out of work. Thank God no one was injured, and the bakery was able to rebuild following ten months of construction.

According to owner Dominic Serpe, “The SBDC was very helpful. They gave us the direction to get us back on track with marketing, innovations and financing. Customers are very appreciative we are back in business. They missed our products.”

SBDC & Delaware Business Times Support Family Businesses

SERPE’S BAKERY PERSONIFIES THE IMPORTANCE OF FAMILY, FINANCE, AND FAST-RECOVERY, AND TODAY, THEY ARE STRONGER THAN EVER!
SBDC Family Business Series

According to Margo Reign, a Business Advisor with the Delaware Small Business Development Center (SBDC), “Statistics show that 30% of family businesses make it to the second generation, 10-15% make it to the third, and only 3-5% make it to the fourth generation.” It was with these odds in mind that the SBDC launched its Family Business Development Program.

Family-owned and privately-help businesses are unique and are often confronted with a variety of issues not experienced by other business enterprises. According to SBA resource partner, SCORE, “of the 28.8 million small businesses in the U.S., 19% are family-owned businesses (any business in which two or more family members operate the company and the majority control lies within the family). These businesses employ 60% of the U.S. workforce and generate 64% of America’s gross domestic product (GDP). Yet these businesses face unique challenges.”

To address the specific needs of family-owned businesses, the SBDC partnered with the Delaware Business Times to deliver the Family Business Development Series. The series features engaging seminars, usually over breakfast or lunch, and covers topics, such as:

• Succession Planning
• Leadership and Management
• Communication
• Business Valuation
• Financing Options for Family Businesses

IF YOU ARE PART OF A FAMILY BUSINESS, START WORKING WITH AN SBDC ADVISOR NOW TO ADDRESS KEY BUSINESS ISSUES. JOIN SBDC AND DBT FOR INFORMATIVE FAMILY-OWNED BUSINESS SEMINARS.

Finance

The Delaware Small Business Development Center (SBDC) does not lend money or provide financing. Our expert business advisors help small business owners create the best strategy to secure the right kind of capital for their business. However, not every business has financing needs that fit into traditional banking guidelines. Sometimes businesses have to be more creative and the SBDC can help explore options. SBDC’s business advisors have worked with companies that require alternative or non-traditional financing options, including the Small Business Administration’s (SBA) 504 and 7(a) loans and SBICs, to name a few.

SBDC advisors also use various tools, such as business planning checklists, cash flow projection templates, business self-assessments, and loan packaging checklists, to enable small business owners in identifying and securing the appropriate financing vehicle to drive their business forward.

One of the more robust tools is the Industrious CFO platform. Industrious CFO acts as a virtual Chief Financial Officer. By entering 2-3 years of financial information, the system can measure your businesses financial health and performance, and benchmark your company against others of the same size in the same industry.

CONTACT THE DELAWARE SBDC TODAY TO SCHEDULE A 30-MINUTE ANNUAL FINANCIAL HEALTH CHECK-UP.
Philosopher Lao Tzu said, "A journey of 1000 steps starts with one step." The Delaware SBDC and U.S. Small Business Administration are here to help businesses take the necessary steps to start, grow, and succeed. If you are thinking about starting a business, consider these 10 key steps (courtesy of the SBA).

**Step 1. Conduct market research**
Market research will tell you if there's an opportunity to turn your idea into a successful business. It's a way to gather information about potential customers and businesses already operating in your area.

**Step 2. Write your business plan**
Your business plan is the foundation of your business. It's a roadmap for how to structure, run, and grow your new business. You'll use it to convince people that working with you — or investing in your company — is a smart choice.

**Step 3. Fund your business**
Your business plan will help you figure out how much money you’ll need to start your business. If you don’t have that amount on hand, you’ll need to either raise or borrow the capital. Fortunately, there are more ways than ever to find the capital you need.

**Step 4. Pick your business location**
Your business location is one of the most important decisions you’ll make. Whether you’re setting up a brick-and-mortar business or launching an online store, the choices you make could affect your taxes, legal requirements, and revenue.

**Step 5. Choose a business structure**
The legal structure you choose for your business will impact your business registration requirements, how much you pay in taxes, and your personal liability.

**Step 6. Choose your business name**
It's not easy to pick the perfect name. You’ll want one that reflects your brand and captures your spirit. You’ll also want to make sure your business name isn’t already being used by someone else.

**Step 7. Register your business**
Once you’ve picked the perfect business name, it’s time to make it legal and protect your brand. If you’re doing business under a name different than your own, you’ll need to register with the federal government, and maybe your state government, too.

**Step 8. Get federal and state tax IDs**
You’ll use your employer identification number (EIN) for important steps to start and grow your business, like opening a bank account and paying taxes. It’s like a social security number for your business. Some — but not all — states require you to get a tax ID as well.

**Step 9. Apply for licenses and permits**
Keep your business running smoothly by staying legally compliant. The licenses and permits you need for your business will vary by industry, state, location, and other factors.

**Step 10. Open a business bank account.**
A small business checking account can help you handle legal, tax, and day-to-day issues. The good news is it’s easy to set one up if you have the right registrations and paperwork ready.

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**Helping Small Businesses Start, Grow, and Succeed**

*By Tom Thunstrom, SBDC Advisor*
Students Take Center Stage

The Delaware Small Business Development Center (SBDC) helps connect students to experiential learning opportunities through several educational programs.

SBDC Spin In™. Spin In is a novel entrepreneurial program created by OEIP and co-managed by the SBDC, which partners entrepreneurs developing early stage innovations with teams of university students who have the skills (technical, business, marketing, design, policy, etc.) to further develop the innovations and move them down the commercialization pathway. The entrepreneur and SBDC staff guide the interdisciplinary student team through the process. This program is supported by a National Science Foundation Experimental Program to Stimulate Competitive Research (NSF EPSCoR) grant and an Economic Development Administration (EDA) grant, and is an asset for businesses seeking proof of concept demonstration. To date, 24 projects have been completed and 140 students have participated in the program. Recently, the SBDC presented Spin In™ at the national EPSCoR conference as a best practice and received high praise for the collaborative way DSBDC/OEIP work together with the small business community and university students to bring products to market.

The SBDC also connects small businesses to student teams through the Small Business Management course and the Management Information Systems (MIS) capstone course. The Small Business Management course, taught by SBDC business advisors, provides small businesses with useful industry and SWOT analyses, market research, and other helpful support. The MIS course focuses on delivering a specific IT solution for the business, usually in the form of website design.

The SBDC also reaches outside the University to middle school youth. The SBDC team conducted a How to Start a Business course for a local Girl Scout troupe, helping the young entrepreneurs earn their Small Business badges. The SBDC also supports the Junior Entrepreneurs in Training (JET) Summer Camp program, sponsored by Delaware State University’s Center for Enterprise Development. The JET program features a Youth Marketplace and Business Plan Competition, where the SBDC Associate State Director serves on the Judges’ Panel.

TO HAVE YOUR SMALL BUSINESS CONSIDERED FOR A STUDENT PROJECT, CONTACT THE DELAWARE SBDC AT DELAWARE-SBDC@UDEL.EDU AND LET US KNOW HOW WE CAN HELP.
INCREASE YOUR DIGITAL BUSINESS FOOTPRINT

Learn how to reach new customers and increase sales using the latest Marketing Technology Solutions
Digital & Social Media Marketing • Websites & E-Commerce
Contact SBDC at Delaware-SBDC@udel.edu to ask about classes and one-on-one advising.

MEMBERSHIP
Has its advantages...

ACCELERATE YOUR GROWTH
We offer personalized attention and resources that will enable members to solve problems and create new possibilities for business growth.

CONNECT AND LEARN
We deliver programs and events that build skills, expand networks and connect you to top-tier life sciences organizations in Delaware and the region.

HELP YOUR BOTTOM LINE
We’ll provide access to our national BioBusiness Solutions buying network that leverages the cumulative purchasing power of over 3,400 companies nationally.

RESOURCES
Our new BioDome provides a place for meetings, events, group presentations and flexible, individual workspaces.

DelawareBio.org
info@delawarebio.org
Delaware Business Development & Technology Resources

**BUSINESS DEVELOPMENT**

Delaware Small Business Development Center (SBDC) delawaresbdc.org

Delaware Center for Enterprise Development business.desu.edu/centers/delaware-center-enterprise-development

Delaware Technical Community College One Million Cups dtcc.edu/about/news-events/events/one-million-cups

Department of Natural Resources and Environmental Control (DNREC) dnrec.alpha.delaware.gov

Delaware Department of Transportation (DEDOT) deldot.gov

Delaware Manufacturing Extension Partnership (DEMEP) demep.org

Delaware | Maryland United States Department of Agriculture rd.usda.gov/ed pd.usda.gov/mdl

Export Delaware export.delaware.gov

Horn Entrepreneurship udel.edu/research-innovation/horn/

Small Business Administration (SBA) sba.gov/offices/district/de/wilmington

SCORE Delaware delaware.score.org

State of Delaware Business First Steps firststeps.delaware.gov

**FINANCIAL**

Angel Investment Network Mid-Atlantic angelinvestmentnetwork.us/angel-investors-delaware

Delaware Crossing Investor Group delawarecrossing.org

First State Angels firststateangels.com

First State Community Loan Fund firststateloan.org

Grow Delaware Fund GrowDelawareFund.org

Wilmington Economic Development Corporation/Delaware Community Development Corporation wedco.org

**ECO-NOMIC DEVELOPMENT**

Delaware Department of State Division of Small Business business.delaware.gov

Delaware Business Roundtable dbrt.org

Delaware Prosperity Partnership deprosperitypartnership.com

Downtown Development District Rebate Program destatehousing.com/Developers/dy_ddd.php

**CO-WORKING SPACES & INCUBATORS**

1313 Innovation 1313innovation.com

Artist Village Station artistestation.com

Barrel of Makers facebook.com/barrelofmakers

Delaware Innovation Space deinnovates.org

New Castle County Economic Development ncde.org/750/Economic-Development ncde.org or ncde.ecdev.org

Kent County Economic Development kentcounty.com/economic-development

Kent Economic Partnership kentpartnership.org

Sussex County Economic Development excitesussex.com

Sussex Economic Development Action Committee (SEDAC) sedac.de.gov

**CHAMBERS OF COMMERCE**

Bethany-Fenwick Area Chamber of Commerce thequietresorts.com

Central Delaware Chamber of Commerce cdcc.net

Chamber of Commerce for Greater Milford milford chamber.com

Delaware Small Business Chamber of Commerce dsbchamber.com

Delaware State Chamber of Commerce dsc.com

Greater Delmar Chamber of Commerce delmarchamberofcommerce.com

Greater Georgetown Chamber of Commerce georgetowncoc.com

Greater Laurel Chamber of Commerce laurelchamber.com

Lewes Chamber of Commerce leweschamber.com

Middletown Area Chamber of Commerce macdce.com

Milton Chamber of Commerce historicmilton.com

New Castle County Chamber of Commerce nccc.com

Rehoboth-Dewey Beach Chamber of Commerce beach-fun.com

Western Sussex Chamber of Commerce westernsussexcoc.com

**EMERGING ENTERPRISE CENTER**

The HUB @ 1201 statinternational/officesolutions/the-hub-at-1201

Kent County Emerging Enterprise Center kentpartnership.org

Middleton Business Incubator mbide.com

The Mill themillspace.com

NEXTFAB nextfab.com

Start It Up Delaware startitupde.org

**TECHNOLOGY**

Delaware BioScience Association delawarebio.org

Delaware Open Data data.delaware.gov

Delaware Technology Park deltechpark.org

Delaware Sustainable Chemistry Alliance desustainablechem.org

First State Innovation firststateinnovation.org

Inspiring Women In STEM inspiringwomeninstem.com

SBDC Small Business Innovative Research delawaresbdc.org/sbirstr-first-steps

Technology Forum of Delaware techforumde.org

Technically Delaware technicallydelaware

University of Delaware Office of Economic Innovation & Partnerships (OEIP) oeip.udel.edu

Emerging Enterprise Center ecincubator.com

**PROCURMENT**

Procurement Technical Assistance Center Delaware (PTAC) delawareptac.org

Delaware Office of Supplier Diversity gss.omh.delaware.gov/osd

Delaware’s Procurement Portal mymarketplace.delaware.gov

**CO-OPERATION**

Procurement Technical Assistance Center Delaware (PTAC) delawareptac.org

Delaware Office of Supplier Diversity gss.omh.delaware.gov/osd

Delaware Sustainable Chemistry Alliance desustainablechem.org

First State Innovation firststateinnovation.org

Inspiring Women In STEM inspiringwomeninSTEM.com

SBDC Small Business Innovative Research delawaresbdc.org/sbirstr-first-steps

Technology Forum of Delaware techforumde.org

Technically Delaware technicallydelaware

University of Delaware Office of Economic Innovation & Partnerships (OEIP) oeip.udel.edu

Emerging Enterprise Center ecincubator.com
Outstanding service is important.

Our business banking customers helped us win seven Greenwich Excellence Awards.

Recognition for serving businesses is always rewarding. But when it comes from the customers we work hard for, it’s even more meaningful. And this year we’re proud to have earned four national and three regional excellence awards from Greenwich Associates – the sixth year in a row we’ve ranked in the top 5% of more than 600 banks evaluated – based on performance surveys from our own business banking customers. We’ve taken the time to understand what’s important to them, and we’d love to learn what’s important to you. Find out everything M&T Bank can do for your business by calling Barney Hughes at 302-651-8087, or stop by any M&T branch today.

Hear what our customers have to say about working with M&T at mtb.com/understandingbusiness.
outstanding service is important. hear what our customers have to say about working with M&T at mtb.com/understandingbusiness. Our business banking customers helped us win seven Greenwich Excellence Awards. Recognition for serving businesses is always rewarding. But when it comes from the customers we work hard for, it’s even more meaningful. And this year we’re proud to have earned four national and three regional excellence awards from Greenwich Associates – the sixth year in a row we’ve ranked in the top 5% of more than 600 banks evaluated – based on performance surveys from our own business banking customers. * We’ve taken the time to understand what’s important to them, and we’d love to learn what’s important to you. Find out everything M&T Bank can do for your business by calling Barney Hughes at 302-651-8087, or stop by any M&T branch today.

according to statistics released by the U.S. Small Business Administration (SBA) for total approved loans through the SBA’s 7(a) lending program during the federal fiscal year ending 9/30/2017.

*Based on the 2017 Greenwich Excellence Awards in Small Business Banking.

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Equal Housing Lender.

Talent...
We have a talented and diverse workforce hailing from across the nation and the world. We rank 4th in the nation for number of Ph.D.’s employed in engineering, science or health. Over 30% of Delawareans have at least a bachelor’s degree and 12.4% have a Ph.D. or other terminal degree. More than 100 of the nation’s most respected universities and research institutions are within easy access.

Favorable Tax Structure...
We have a new angel investor incentive. We’re a tax-free shopping state.

Location...
We’re an easy drive to just about anywhere – close to major and international airports as well as ready access to Amtrak.

Expertise and Experience...
More than 60% of the Fortune 500 companies come to Delaware for their most significant business matters.

Delaware Prosperity Partnership is here to help your innovations grow.

For more on why Delaware is the place where innovation meets prosperity email us at innovate@deprosperitypartnership.com
We raise roofs, funds and financial literacy.

We’ve raised roofs. Raised money. Fed families. Raised financial literacy in schools. And helped our neighbors buy and rent homes. Discover Bank supports Sussex County and our hometown bank is proud to have served the community for over 100 years.

Discover Bank

Deposits | Checking | Loans
MyDiscoverBank.com or visit 502 E. Market St., Greenwood, DE 19950