

2008 Annual Highlights

In 2008, UCEDC experienced significant creative growth. We launched several new financial and training programs to expand services to the New Jersey small business community. In addition, we strengthened our internal operating capacity to accommodate our growing client base. Lastly, we began a proactive mission to reach out to our existing clients to assess how to improve the quality of our services to them in these challenging economic times. As a result, we feel that in 2009 UCEDC continues to be well-positioned to make a significant contribution to helping healthy companies grow and assist entrepreneurs launch their businesses.

In 2008, we:

- Celebrated a “mega-million milestone,” having lent over \$10 million and leveraging \$160 in community investments
- Launched the first in the state Line of Credit program for entrepreneurs
- Launched a state-wide program to provide technical training and mentoring to small businesses throughout the state
- Participated in a national pilot program to help entrepreneurs establish a positive credit history with the three major credit bureaus thus giving them greater access to future low cost credit

UCEDC, a non-profit economic development corporation, is dedicated to stimulating economic growth for small businesses in New Jersey. Since 1977, we have helped entrepreneurs open their doors, assisted established business owners expand into new markets, and offered technical support to the New Jersey business community. As part of our directive to foster community-based economic growth, this past year UCEDC:

- Approved 33 loans to entrepreneurs valued at \$832,000 with total project costs exceeding \$1.33 million
- Created or retained 254 jobs as a result of these financing packages
- Assisted over 200 Union County businesses secure almost 30,000 government contracts valued at over \$160 million
- Brought resource information to businesses to help them grow by sponsoring or exhibiting at 133 small business workshops and business expos aimed at providing direct assistance to new businesses.
- Counseled over 460 individual clients.

UCEDC’s services are key to growing the economy. Nearly 20%, or one million, of all jobs in New Jersey are the result of microenterprises, businesses that employ fewer than 5 people. These businesses have the least access to capital, training, and new markets. UCEDC’s free technical services and affordable lending tools for small businesses are often the only resource for micenterprises to grow and access new markets, critical tools in a fluctuating economy. Helping small businesses grow fulfills our mission to provide opportunities for small business growth, create jobs and, stabilize local communities.

UCEDC lending tools are a pathway to business ownership for underserved entrepreneurs that generates income, builds assets and supports local economies in creating employment. As financial markets tighten, UCEDC continues to make capital available to small business owners statewide. Moreover, as part of our mandate to create opportunities for business growth, in 2008, we launched a line of credit program—the first of its kind in the state. This new credit product, together with our traditional term loans, has helped numerous businesses remain viable, allowing neighborhoods and commercial centers to flourish. In addition, this year UCEDC launched a pilot program to help entrepreneurs establish good credit! Until now people who repaid loans from economic development organizations, such as UCEDC, had not been on credit bureaus' radar. Now UCEDC is helping our clients establish positive credit history thus giving them greater access to future low cost credit.

In 2008, UCEDC made 33 loans, 16 of which went to former loan clients. While the goal of our lending programs is to make our clients bankable in the traditional sense, many do return to us for additional loans later on in the life of their business. One such client is Patricia Fernot, owner of Samanghen Corp. Ms. Fernot is a surgical nurse and an inventor. In 2001, she patented her Fernot Retractor Stabilizer, a piece of surgical equipment that better stabilizes a patient's head while keeping instruments close at hand. Ms. Fernot came to UCEDC twice, for start up funds to develop her product, and second, this past year, to finance her growth needs.

In 2008, UCEDC:

- Made 33 loans totaling \$832,000, leveraging \$1.3 million in private sector investment
- Created 254 jobs as a result of these financing packages
- Provided loan counseling to approximately 450 prospective loan clients
- Loaned over \$560,000 to women and/or minority-owned businesses

TRAINING

While small businesses most often cite working capital as their most pressing need, many clients also want information, technical support, marketing assistance and legal advice. In short, they need training and technical assistance of a broad and substantive nature. To address these needs, UCEDC offers comprehensive business trainings for both start-up entrepreneurs and experienced business owners. Our free workshops cover a variety of topics. For example, government program-resources for businesses, how to navigate the government's electronic payment system, seminars on analysis of cash flow and break even points, negotiating the government services administration (GSA) schedule, and accounting software for small businesses are designed to keep clients' companies growing and successful. Our seminars are jointly sponsored with a variety of business resource groups and community organizations, and most are offered in both English and Spanish.

In 2008, UCEDC:

- Co-sponsored and presented information at approximately 135 small business workshops and expos offering direct assistance to small businesses
- Managed our sixth ISO 9001 consortium, a year-long intensive training series for businesses that leads to an 'International Standards of Operation' certification
- Expand our technical training and counseling services statewide for small businesses
- Began an aggressive outreach campaign to inform our clients and the public about our government procurement assistance services

PROCUREMENT

UCEDC's Procurement Technical Assistance Program, one of only two statewide, gives Union County companies the know-how to obtain and perform federal, state, and local government contracts. We help businesses market their goods and services to state and federal government purchasing entities and prime contractors through our bid matching services, pre and post award contract counseling and by connecting our clients with government purchasing agents. In 2008, we provided counseling to hundreds of Union County businesses resulting in over \$160 million in government contracts.

One such client is Alberic Baptiste, owner of 24/7 Courier and Logistics, LLC, a Mountainside-based courier service. After immigrating from Haiti in the late 1990's, Mr. Baptiste started his first business. The after effects of 9/11 caused him to shutter those operations, so he returned to college for a degree in Business Administration. Upon graduating, Mr. Baptiste relaunched his business and soon determined that securing government contracts would help his business grow. With the help of UCEDC's procurement specialists he enrolled in UCEDC's daily bid match system and secured his first subcontract with the Veteran's Administration. This contract has allowed Mr. Baptiste to hire 12 additional drivers and delivery personnel and freed him to spend his time strategically pursuing other contracts and revenue sources.

In 2008, UCEDC:

- Counseled over 200 UCEDC clients with government procurement needs, resulting in almost 30,000 contracts valued at over \$160 million
- Distributed more than 40,000 government contract bid matches to our clients
- Retaining approximately 3,160 full-time-equivalent jobs; the federal government's estimated impact of these contracts
- Held technical workshops on 'Selling to State Government Agencies' and 'Selling to the Port Authority of New York/New Jersey'

INFORMATION

UCEDC remains committed to serving as both a liaison to and an advocate for the business community. As such, we recognize that the core elements of success for any business — knowledge, networks, support and capital is in scarce supply and beyond the reach of most small businesses. UCEDC meets these needs through our loan products and by serving as a clearinghouse of information for small businesses and, as a sounding board for other economic development professionals for new ideas and new programs. Our service delivery philosophy is that we guarantee that every individual who contacts UCEDC receives information or is referred to the appropriate resource....on the first call.

In 2008, UCEDC:

- Researched and published five reports: The Business Property Guide, Major Commercial and Development Projects Report, Economic and Demographic Profile, Major Employers Report (all for Union County) and a Business Resource Guide (in English and Spanish) for the eleven central and northern NJ counties
- Published four issues of the UCEDC newsletter, NewsFlash, which was distributed to over 3,500 businesses per edition.
- Responded to approximately 100 requests for general information and site selection

ABOUT UCEDC

UCEDC is a private, nonprofit Community Development Financial Institution (CDFI) that fosters economic growth. We accomplish this by providing financial and technical assistance to new and existing businesses with emphasis on benefiting under-served people and communities.

UCEDC is dedicated to stimulating economic growth for small businesses throughout New Jersey by providing them with resources and solutions for business expansion. Since 1977, UCEDC has helped entrepreneurs open their doors and assisted established businesses expand into new markets, primarily through innovative lending and government contracting programs. Since its inception, UCEDC has lent more than \$10 million, leveraged over \$160 million in community investments, and created or retained over 3,800 jobs. In addition, we have assisted hundreds of businesses obtain over \$500 million in government contracts. UCEDC grows local economies and strengthens communities by creating new jobs

BOARD OF TRUSTEES

Mark Bocchieri, *Director, External Affairs*
Verizon Communications

Neil R. Boyle, *Business Representative*
IBEW Local No. 102

Dr. Thomas H. Brown, *President*
Union County College

Michael D'Agostino, *Business Manager*
Carpenters Local No. 715

George Devanney, *County Manager*
County of Union

Gail Driscoll, *Manager, Public Affairs-Rahway*
Merck & Co., Inc.

Arthur S. Guida, *Director External Affairs*
PSE&G

James Horne, *Chief Executive Officer*
United Way of Greater Union County

Robert L. Katz, *Executive Vice President*
Universal Vending Management Inc.

Paul T. LaCorte, *President*
Hamilton Holding Company

Mimi McDonough, *VP Commercial Lender*
TD Bank

Martin P. Melilli, *President*
The Bank Of Princeton

Jay Munoz, *Vice President, Business Banking*
PNC Bank

Sharon Patel, *Vice President*
Patel Printing Plus Corp.

Lisa Rasp-Chalkan, *Executive VP, Loan Administration*
Capital One Bank

Ann Z. Revaitis, *VP, Business Partners & General Counsel*
RSI Bank

Jane E. Rey, *COO*
Spencer Savings Bank

Roderick Spearman, *Program Director*
Elizabethport Presbyterian Center, Inc.

Joseph P. Starkey, *Executive Director-Public Affairs*
Schering-Plough Corporation

Marvin H. Strauss, *CPA*
SCORE

John Strydesky, *CPA*
Strydesky & Company

Dan P. Sullivan, *Freeholder*
Union County Board of Chosen Freeholders

Robert L.G. White, *President & CEO*
Breeze-Eastern Corp.

Timothy Williams, *Manager, Community Outreach*
Elizabethtown Gas Co.

Raymond Worrall, *Executive Editor*
Worrall Community Newspapers

STAFF

Maureen Tinen, *President*

Adam Farrah, *Vice President*

John King, *Controllor*

Ellen McHenry, *Director of Financial Programs*

Paige Sato, *Director of Business Development*

Maryann Williams, *Director of Procurement Programs*

Erich Peter, *Director of Training & Technical Assistance*

Mark Leichtling, *Loan Officer*

Alex Marin, *Training & Technical Assistance Officer*

Alicia Falletti, *Procurement Specialist*

Nagina Grandison, *Accounts Manager*

Zofia Lesniak, *Office Manager*

Michelle Lora, *Coordinator, Special Programs*