

STOCKTON COLLEGE

THE RICHARD STOCKTON COLLEGE OF NEW JERSEY



Stockton Hosts “Survival Strategies for Small Businesses” Conference

Event Set to Take Place Wednesday, April 22, 2009

For Immediate Release

Friday, April 03, 2009

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Galloway Township, NJ- What does a small business need to do in order to survive in challenging economic times? A conference sponsored by The Richard Stockton College of New Jersey School of Business Studies and The School of Graduate and Continuing Studies will arm small businesses with the strategies and tools designed to help their businesses maximize productivity and efficiency.

“Survival Strategies for Small Businesses,” will take place on Wednesday, April 22, 2009 from 8 a.m. to 1 p.m. The conference will take place at Stockton’s Carnegie Library Center located at 35 South Martin Luther King Boulevard in Atlantic City, NJ. Participants will take part in networking, panel discussions, and workshops aimed to give them the competitive edge in this challenging economy.

Information presented at the workshops will include techniques that small businesses can employ to monitor, manage and maximize cash flow, guerrilla marketing practices that require little financial investment, low-cost approaches to effective customer service, and a breakdown of resources available to small businesses.

A keynote address will be given by Lew Leitner, Ph.D., a Professor of Management, Richard Stockton College, and Director of Stockton’s Institute for Gaming Management. Dr. Leitner has extensive experience as a human resources trainer and has conducted hundreds of workshops in the areas of leadership, quality improvement, customer service improvement, stress management and creative strategic planning.

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Conference presenters include Jean Abbott, MBA, Assistant Professor of Business Studies, Richard Stockton College; Jennifer Barr, Ph.D., MBA, Associate Professor of Business Studies, Richard Stockton College; Michael Busler, Ph.D., MBA, Associate Professor of Business Studies, Richard Stockton College; Diane Holtzman, Instructor of Business Studies, Richard Stockton College; Robert Kachur, Ph.D., MBA, Assistant Professor of Business Studies, Richard Stockton College; Joe Molineaux, Director, Small Business Development Center; Nora Palugod, Ph.D., MPA, MBA, Assistant Professor of Business Studies, Richard Stockton College; and Marilyn E. Vito, MBA, CPA, CMA, Associate Professor of Business Studies, Richard Stockton College.

For more information, please visit www.stockton.edu/hshs and click on "Conferences," or call the Continuing Studies Office at 609-652-4227.

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