



sbt⁺dc
Your business. Better.

Media Kit

Small Business and Technology Development Center

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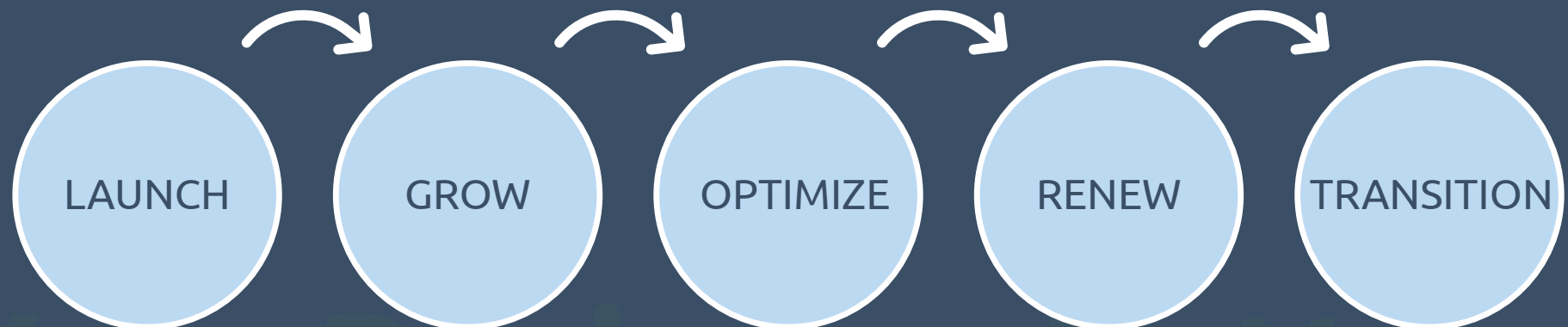
What We Do

The Small Business and Technology Development Center (SBTDC) is a leader in North Carolina's small business ecosystem.

The SBTDC provides management counseling and educational services to small and mid-sized businesses and promising startups. We also offer **specialized programs** in exporting, technology commercialization, government contracting, and starting a business. Most of our services are free of charge and all are confidential.

By providing entrepreneurs with the tools they need to build and grow successful businesses, the SBTDC positively impacts the local and statewide North Carolina economy. Since 1984, we have served over 155,000 NC business owners and entrepreneurs.

Wherever you are in the business life cycle, we can help.



Specialized Programs



Government Contracting Assistance Program (GCAP)

This team of counselors will guide you through the challenging process of winning government contracts.



Technology Commercialization

The tech team works closely with emerging technology companies, entrepreneurs, and university faculty and students to take their products to market.



International Business

The international business team works with companies looking to expand to overseas markets.



Business Launch Program

The business launch team works with high potential startups to take their business from idea to launch.



Jacquie Spearman

Director, GCAP



John Ujvari

Director, Technology
Commercialization



Alex Viva

Director, International
Business



Neal McTighe

Director, Business
Launch

Statewide Locations

The Small Business and Technology Development Center (SBTDC) is a business advisory service of the UNC System, administered statewide by NC State University and operated in partnership with the U.S. Small Business Administration. With 16 offices across North Carolina, the SBTDC serves all 100 counties.



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Disaster Recovery

The SBTD C is a designated “first responder” for business recovery in the state’s disaster recovery plan.

Since Hurricane Floyd in 1999, we have provided post-disaster counseling and assisted businesses in securing federal and state disaster loans to support their recovery. In addition to our self-service resources, such as the *Disaster Recovery Guide*, our disaster-experienced counselors offer one-on-one assistance to businesses in declared disaster areas.



Assess Financial Impact



Reconstruct Financial Statements



Develop Plans for Rebuilding



Evaluate Options with Stakeholders



Prepare Disaster Loan Applications



Provide Information on Loans and Grants

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We Make an Impact

All our outcome statistics are client-verified (not estimates or extrapolations). Counselors must receive attribution from their clients in writing before submitting this information.

3,316

Jobs created & retained

7,414

Clients

49,912

Counseling Hours

\$155m

Sales Increased

\$225m

Capital Formation

\$167m

Contracts Awarded

Statistics from 2024

Businesses that team up with the SBTDC get results.

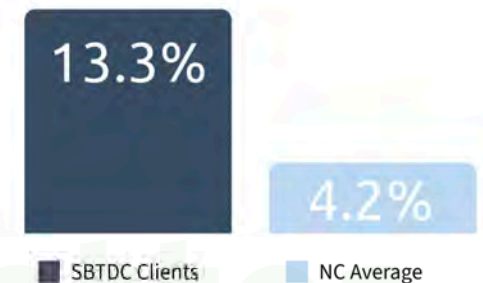
The SBTDC helps clients increase sales and create jobs at significantly greater rates than the average North Carolina business.

Impact Assessment Study conducted in 2023.

Employment Growth



Sales Growth



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Client Success Stories

Since 1984, we have served over 150,000 businesses.

Our clients include a wide range of businesses, from prospective entrepreneurs to established mid-sized companies to university spin-offs.



Client Success Stories



Carolina Therapy Connection Greenville, NC

Cindy Taylor, owner of Carolina Therapy Connection, felt like her business was a train she'd been running behind: "I didn't know how we compared to other businesses," she said. The SBTDC helped her develop HR policies and strategies for scaling. With their guidance, she shifted her focus from opening new locations to expanding services in her existing offices, leading to a more engaged staff and higher client satisfaction.



Local Roots & Provisions Lincolnton, NC

Local Roots and Provisions encountered the SBTDC early in their development phase. "The biggest thing that they helped us with was the financial plan," Ethan Herman explained. Their counselor also advised them on staffing and connected them with a banker and a marketing group. Her experience working with restaurants helped fill in the group's knowledge gaps.



Core Tech Molding Greensboro, NC

With support from the SBTDC, Geoff Foster, founder of Core Tech Molding, received a funding match for his internship program, enabling the company to attract top talent. SBTDC also helped him expand into government contracting and international business through connections to resources and industry partners. As a result, his company saw triple-digit growth on the top line and four-digit growth on the bottom line.

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Client Success Stories



Tri-Tech Leland, NC

Tri-Tech CEO Jim Seidel knew that even the highest performing companies benefit from expert advice. Whenever they encounter a problem, said Jeff Hidek, Marketing Director, “We can just reach out to the SBTDC.” After a decade of working with the SBTDC, Tri-Tech has a team of counselors, from government contracting to international business, driving Tri-Tech’s growth into a multi-million-dollar company.



SDV Office Systems Fletcher, NC

Dan Whisnant and son Tyler reached out to the SBTDC early in their journey to secure government certifications. With expert support, they won significant contracts and grew SDV Office Systems into a \$100 million business by 2024. Through the SBTDC’s guidance, they streamlined the procurement process and formed valuable partnerships, accelerating their success in the government contracting space.



LinorTek Winston-Salem, NC

Liyu Nalven and her husband, Gary, started LinorTek in 2012, focusing on niche products like a wireless school bell system. With the SBTDC’s guidance, they expanded into Canada and other international markets. Over the years, LinorTek has grown by 30% annually, securing Fortune 500 clients and winning the SBA’s NC Small Business Exporter of the Year award in 2024. Exports now make up 20% of their sales.

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Who We Are

Most of our staff have prior business ownership or executive experience and over 70 percent have graduate degrees. This depth of talent positions the SBTDC to help businesses address a broad spectrum of issues, including planning, financial management, human resources, marketing, and operations.

The SBTDC prioritizes professional development, providing high-quality, relevant training to equip staff to best support North Carolina businesses.



16 offices statewide at UNC System Schools



Serving all 100 counties



Nationally accredited since 1988



Funded in part through the Small Business Administration (SBA)



Leadership



Byron Hicks

Executive State Director

As Executive State Director, Hicks handles overall program management for the SBTDC. He supports and monitors the operations of the SBTDC's 16 regional offices across North Carolina. He brings over 30 years of experience in business, including commercial lending with major regional banks, management of a family business, as well as purchasing and managing a multi-million-dollar grading and utility contractor in Winston-Salem.



Lisa Ruckdeschel
Associate State Director



Ariana Billingsley
Deputy State Director



Julie Lanning
Director, Finance and
Administration

Primary Partners

Our connections with hundreds of statewide, regional, and local economic development organizations allow us to reach thousands of businesses and entrepreneurs each year. These partnerships also provide valuable resources to the SBTDC and our business clients.

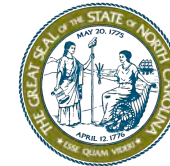
By working together, we improve North Carolina's business climate, help companies grow and create jobs, and provide increased tax revenues for the state.



U.S. Small Business Administration



THE UNIVERSITY OF NORTH CAROLINA SYSTEM



NORTH CAROLINA DEPARTMENT of COMMERCE



NC RURAL CENTER



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Advisory Board

The Statewide Advisory Board has played an important role in supporting SBTDC leadership since 1986 and is comprised of both at-large and regional center representatives.

In addition to advocating on behalf of the small to mid-sized business community, board members help develop the SBTDC's strategic plan, identify new resources, and provide feedback and recommendations on SBTDC programs and services.



Lisa Bamford

Director, Global Marketing &
Business Development
Sciencix



Peter Gwaltney

President & CEO
NC Bankers Association



Gary Salamido

President & CEO
NC Chamber



Thomas Walker

Senior Advisor, University
Workforce Policy, UNC System



Patrick Woodie

President & CEO
NC Rural Center

Publications

These SBTDC-developed publications are available to help business owners build effective business plans, seek capital opportunities, and learn more about the SBTDC and the business climate in North Carolina.

- **Business Start-Up Guide**
- **Capital Opportunities Guide**
- **Digital Marketing Guide**
- **Guide to Selling a Small Business**
- **Intellectual Property Guide**
- **SBIR/STTR 12 Week Proposal Guide**
- **SBTDC Annual Report**
- **Disaster Recovery Guide**
- . . . and more!



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Digital Presence

Newsletters



9K+ Subscribers | 48% Open Rate



3K+ Subscribers | 47% Open Rate



9K+ Subscribers | 46% Open Rate

Social Media



6,070
FOLLOWERS



462 FOLLOWERS
327 LIKES

921 FOLLOWERS



193
SUBSCRIBERS
45 VIDEOS

Website

258,000+

2024 Total Views

95,000+

2024 Total Users

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Let's Connect

Let's Work Together to Support North Carolina's Small Businesses



For Media: We offer in-depth expertise on small business trends, economic development, and entrepreneurship in North Carolina. Contact us for interviews, data, and success stories.



For Partners: Join us in strengthening North Carolina's business ecosystem. Let's explore ways to collaborate, share resources, and create meaningful impact.

Get in Touch

Media Inquiries: news@sbt dc.org

General Inquiries: (919) 715-7272 | (800) 258-0862 (NC Only)

Learn More: sbt dc.org/contact



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The SBTDC is a business advisory service of the UNC System and is funded in part through a cooperative agreement with the U.S. Small Business Administration.