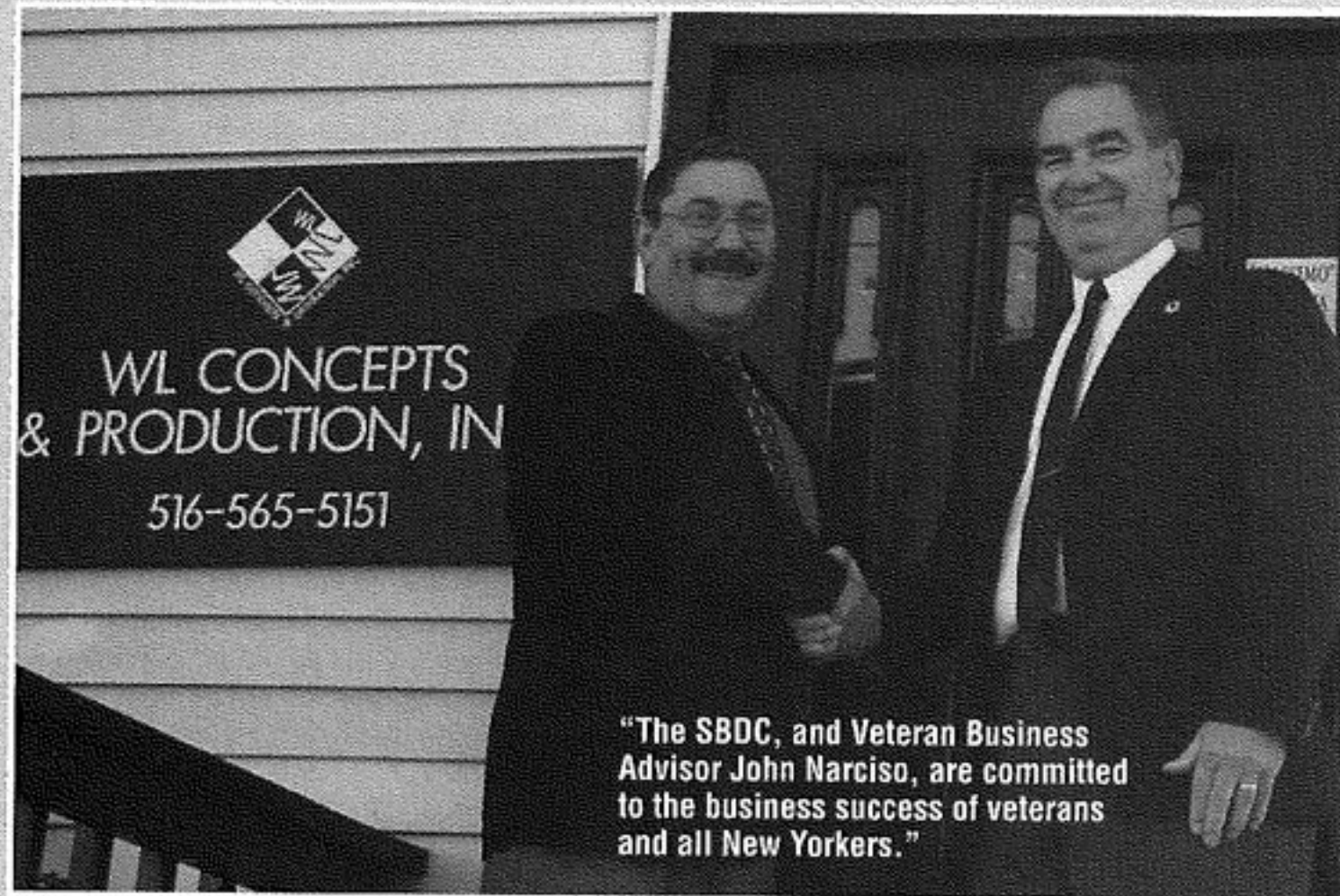




Farmingdale Success Story

W.L. Concepts & Production



"The SBDC, and Veteran Business Advisor John Narciso, are committed to the business success of veterans and all New Yorkers."

Bill Levine (left) with John Narciso

Bill Levine is a U.S. Navy veteran with a 10 percent service-related disability. He is also a successful graduate of the SBDC/NY Department of Labor Self-Employment Assistance Program (SEAP), and a talented and motivated graphic design and product branding professional.

Levine learned entrepreneurial skills from his father, a successful businessman. As a teenager, he sold greeting cards and stationery door to door and worked in retail clothing stores. After the Navy, Levine joined his father in running a butcher shop in Brooklyn. At the end of a long workday, he attended college in the evening to earn a degree in marketing.

In July 2000, Levine was ready to start his own business. Unemployed as a result of a bankruptcy at a graphics and signage business, Levine was accepted into SEAP and started working with business advisers at the Farmingdale SBDC. W.L. Concepts & Production, which began in Levine's home, grew quickly, winning a \$325,000 contract with a major men's clothing line, and an \$860,000 contract remodeling the foyers of a 35-branch national bank. W.L. Concepts grew so quickly in the first 15 months, Levine needed a larger building. Once again, the SBDC helped him refine his business plan, and advised him on numerous financial options. In December, W.L. Concepts moved into 5,000 square feet of new office space. Three jobs were created.

Says Bill Levine, "The SBDC, and Veteran Business Advisor John Narciso, are committed to the business success of veterans and all New Yorkers. In the SBDC, you have access to talented, experienced people like John, who take a personal interest in helping you develop the tools you need to prosper."

2001 – the latest center located at LaGuardia Community College in Queens.

Key to this growth has been strategic partnerships – with the US Small Business Administration, the State of New York, State University of New York, host campuses, Empire State Development, the US and New York State Departments of Labor, and many other agencies – partnerships that help the SBDC deliver the highest quality counseling, training, and business research.

The 24 SBDC Regional Centers – along with 29 networked full-time outreach offices – are strategically located around the state. One of them is near you (see map on the inside back cover, or on our website at www.nyssbdc.org). Wherever you live in New York, you are never more than an hour away from an SBDC office.

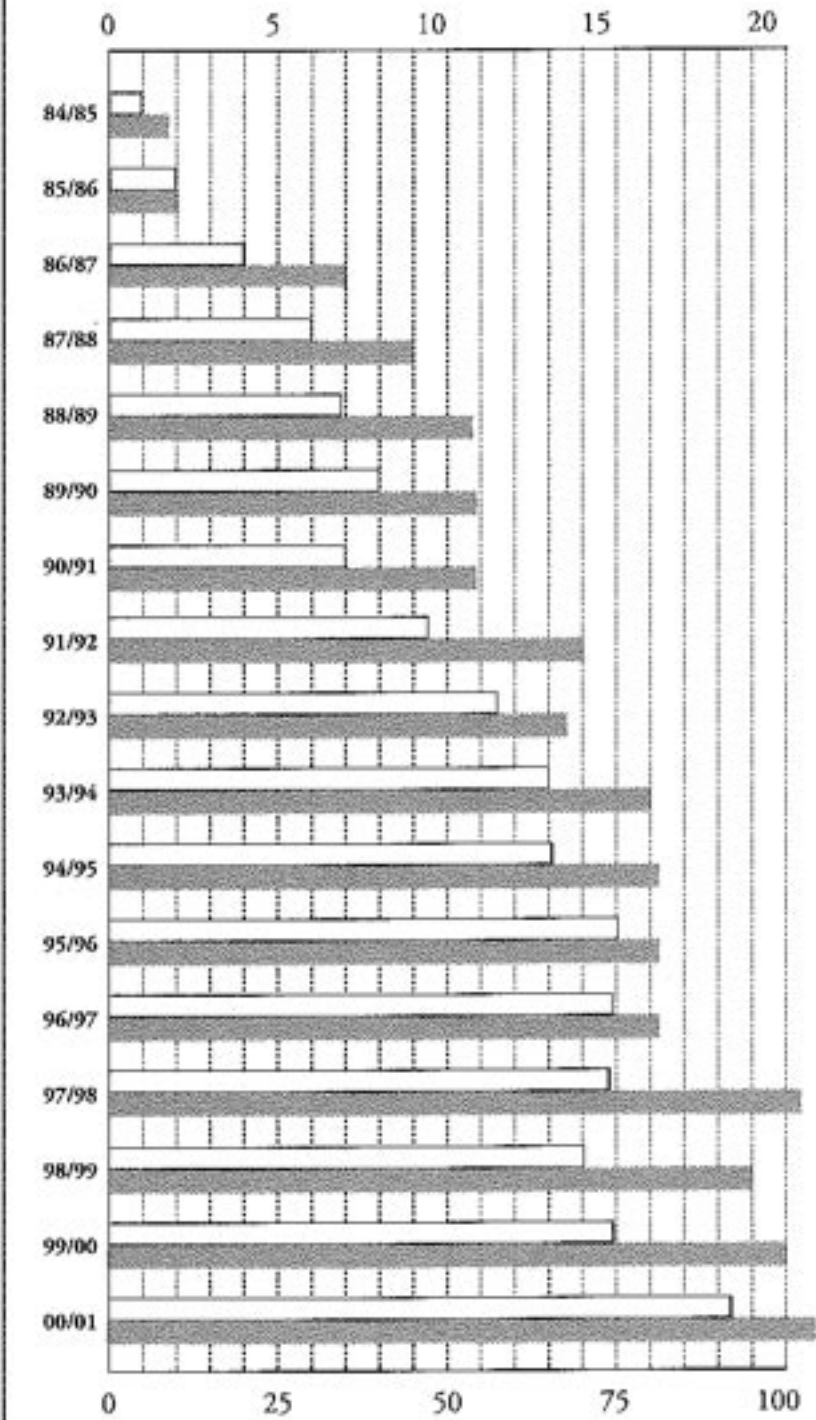
At these centers, you will find talented, dedicated Business Advisers who have one goal in mind: assisting you and your business. SBDC Business Advisers undergo a rigorous professional certification process to continually improve their expertise and sharpen their interactive skills.

SBDC Business Advisers can also tap into one of the most advanced and responsive business information resources in the country. The New York State SBDC Research Network is a state-wide clearinghouse of business information and research. The Research Network's information specialists provide SBDC Business Advisers with the latest enterprise-specific information that can help you turn a great idea into a thriving business.

The SBDC focuses on entrepreneurship and small business, while emphasizing manufacturing businesses, technology-oriented firms, and companies in economically distressed areas. Incubator tenants, exporters, and individuals with projects that advance the state's job development and investment priorities are always welcomed. The SBDC prioritizes the needs of minorities, women, veterans, and the disabled.

Counseling Statistics

Thousands of Clients



Thousands of Hours