



Alabama Small Business Development Center Network

Strengthening Alabama's Economy, One Small Business at a Time.

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Small Business Development Center at Auburn University Receives Excellence and Innovation Award

Auburn, AL -- The Small Business Development Center (SBDC) in the College of Business at Auburn University has been honored with the Small Business Development Center Excellence and Innovation Award (Region IV) from the U. S. Small Business Administration. Led by Jackie A. DiPofi, Ph.D., the SBDC is acknowledged as a champion of small business owners by the small business and economic development community within the eight Alabama counties it serves.

Cassius Butts, Regional Administrator for Region IV of the SBA, congratulated DiPofi, saying she is an "outstanding individual... truly deserving of this recognition," and thanked her and her staff for contributing to the economy and assisting with job creation throughout the Southeast. Region IV serves Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina and Tennessee.

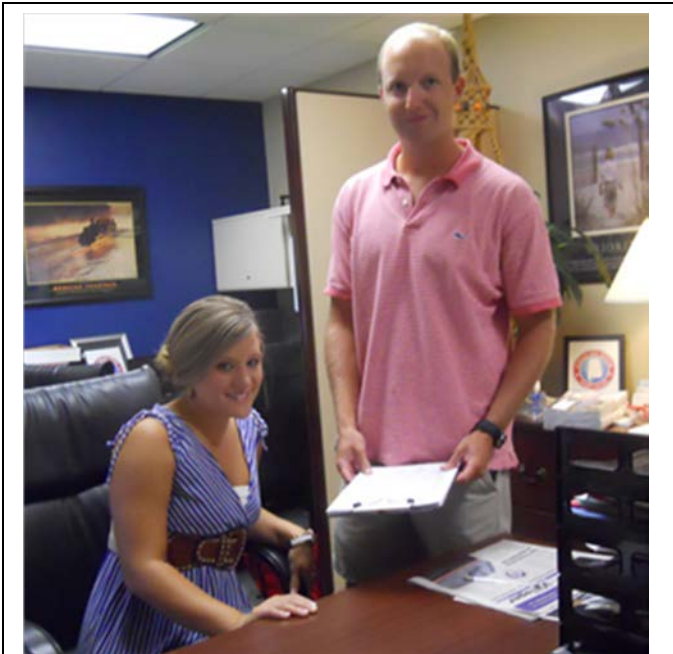


(Left to right) Jess Knox, Associate Administrator, Field Operations, SBA Washington, congratulates Jackie DiPofi, Director, SBDC at Auburn University and local resource partners, Patty Allen and David Warren, Auburn Bank Loan Officers, joined by Thomas Todt, District Director, Alabama District Office, Birmingham.

Bill Hardgrave, Dean of the College of Business and Wells Fargo Professor, says that "while the SBDC staff is small and ever changing, they manage to surpass their goals set for the year, and client feedback is extremely positive. They deserve this recognition for their extraordinary work accomplished throughout the year." This

semester, in addition to Dr. DiPofi, SBDC employees include Cheryl Woodard, Marcia Cole, Denton Cole, and students Reid Boggus and Rachael Shierling.

One key factor given in support of the award is the SBDC at Auburn University is a leader in responding to the changing needs of business owners, especially in the current economic environment. As early as 2008, the



Auburn University students Rachael Shierling (Sylacauga H.S., 2007) and Reid Boggus (Guntersville H.S., 2000) learn business from the inside view of the College of Business' award winning Small Business Development Center.

SBDC began offering a program on "How to Survive Tough Economic Times." Since then, this innovative program has been made available for the benefit of thousands of Alabama citizens, and continues to evolve with today's economic climate.

The receipt of the award coincides with the 10 year anniversary of DiPofi's tenure as the Director of the Auburn University SBDC. DiPofi, a native of Montgomery, says, "The SBDC fills a tremendous need in the business community. I am fortunate to be in a position to help other Alabama small business people survive and thrive." DiPofi graduated from Auburn University (Ph.D. 2003) and The University of Alabama (MBA 1988, BS 1979) and has worked extensively throughout the State of Alabama. She teaches in the Business Engineering Technology minor program at Auburn University and is the creator of the RAMPS Plan to Marketing Success.



The Alabama Small Business Development Center Network is a statewide program designed to enhance economic growth in Alabama by providing management and technical assistance to small businesses. The Alabama SBDC Network is an accredited member of the most comprehensive small business assistance network in the United States. Certified business counselors are available in 12 SBDC locations across the state. ASBDC Counselors provide no-cost assistance to companies and individuals in Alabama that are interested in starting or growing a business, franchising, accessing capital, selling to the federal government, or exploring international trade.

Take action today: Call us at 877-825-7232, 205-348-1582, visit www.ASBDC.org, or email ASBDC@ua.edu.