

## **Small Business Program Department**

In an effort to better serve the needs of the small business community, the Cumberland County Business Council has created a program within the Business Development Department devoted solely to the needs of small business owners.

Through the Small Business Program, members will gain exposure, driving customers to their business and aiding in the reduction of expenses. Numerous opportunities will be available for members to interact with elected officials at all levels of government and purchasing agents from private and public sector buying groups, within the city and county. Members will have the opportunity to ask business questions electronically and have a group of local member experts to respond to those questions. Fields will include legal, accounting, marketing, IT, Internet, HR, and insurance.

Within our Small Business Program area, the Business Council is now able to assist aspiring small business owners by providing useful demographic and business resource information. The Business Development Department of the Business Council has formed partnerships with the small business center of Fayetteville Technical Community College, the North Carolina Military Business Center, the Women's Center of Fayetteville, the Small Business Technology Development Center at Fayetteville State University, and the Center For Entrepreneurship of Methodist College. Through the collaborative efforts of the Business Council and our partners, business owners will be provided with a wealth of information to open a new business, expand an existing business, create jobs, and aid continued growth to the economy of Cumberland County.

For more information, please contact Mary Beth Rose, Small Business Program Manager, at (910) 484-4242 ext. 225.