



signage foundation, inc.

For More Information, Contact
Patty S. Herbin
Telephone: 336 260-3197
patty@thesignagefoundation.org

Jim King to Present on “Small Business Signage: a Catalyst for Community Success” at 2010 National Signage Research and Education Conference

James L. King authored and developed the New York State Small Business Development Center program under sponsorship of the U.S. Small Business Administration, the State University of New York and New York State. Mr. King is responsible for program operations and interface with private, governmental, public and economic development communities. Under Jim’s direction and support from its public and private partners, the SBDC has grown five regional offices to a 2010 level of twenty-four (24) regional offices and forty-eight (48) local outreach and satellite offices. During this period, services increased to over 40,000 small business owners and entrepreneurs receiving services each year (training, research and advisement). The staff of the SBDC has located over \$4.1 billion in public and private funding for many of the over 318,000 small business owners and entrepreneurs that have been assisted by Advisors of the program. SBDC small business owners have created and saved over 144,000 jobs in New York State. The SBDC has been recognized at the local, State and federal levels for excellence. The SBDC received the SBA National Phoenix Award for response to the World Trade Center (9-11) disaster as well as the New York State Governor’s Award. The University Economic Development Association (UEDA) recognized the SBDC Veteran’s Assistance Program and Specialized Services for Minority Assistance with two National Project-of-the-Year awards in one year. During the program’s 25 year history, the SBDC has received over 50 state, national and international awards. Prior to the SBDC, Jim served as a Marketing Product Manager in corporate banking, a Manager in the insurance industry and a consultant on the after-use of the 1980 Lake Placid Olympic facilities in Lake Placid, NY. He started with the State University of New York at SUNY Plattsburgh, where he served as Advisor, Assistant Director and Director of the campus’ Economic Development and Technical Assistance Center.

Mr. King noted the importance of signage for small businesses is one of the most written about but possibly least understood components of a successful business sector and a vibrant community. A strong public/private partnership is critical in enabling businesses to compete in the marketplace and communities to advocate for good and effective signage. What frequently has become an adversarial relationship between communities and the business sector can

instead be a win/win situation for the business, the signage firm and the community.

Especially in the recession (and hopefully the beginning of the recovery), small business is proving to be the catalyst for economic growth. The myth has been that economic growth and job creation comes from larger and established firms. Recent research has proven this not to be factual. One hundred percent (100%) of current job growth is coming from small business and start-ups. If the economic recovery is sustained, small businesses will need to be competitive with larger firms and improved signage is the best return on the investment a small business can make.

Signage firms and communities need to work together to effectively develop and deliver needed signage improvements to small businesses for sustainability, success and competitiveness; guaranteeing reinvigorated commercial areas that speak to quality of life characteristics while attracting and sustaining a dynamic business and resident community.