



PACE
UNIVERSITY
Lubin School of Business



2025

YEAR IN REVIEW



Message From Pace SBDC Regional Director Andrew Flamm



The Pace University Small Business Development Center (SBDC) offers in-depth and confidential one-to-one business advisory services (in-person and virtually) and training programs in English and Spanish to help small business owners and aspiring entrepreneurs build and grow their business venture. And through Federal and State funding and the support of Pace University, all our services are offered at no cost to our clients.

Our center was proud to be recognized by the SBA as the 2025 SBDC of Excellence & Innovation. And in the past year we built on our expanded service area by launching three new satellite locations in Brooklyn (now eight in total). In 2026 we look forward to further expanded programming and deepening partnerships with key public and private sector stakeholders, and remain committed to helping our small business clients generate economic investment and create jobs.

The Pace SBDC team is committed to helping our small business clients generate economic investment and create jobs.

// ANDREW FLAMM
REGIONAL DIRECTOR, PACE SBDC

Pace SBDC 2025 Highlights



2025 Neighborhood Hero Award for Brooklyn expansion



Jobs Created/Retained



Economic Investment



Clients Counseled



Event Attendees

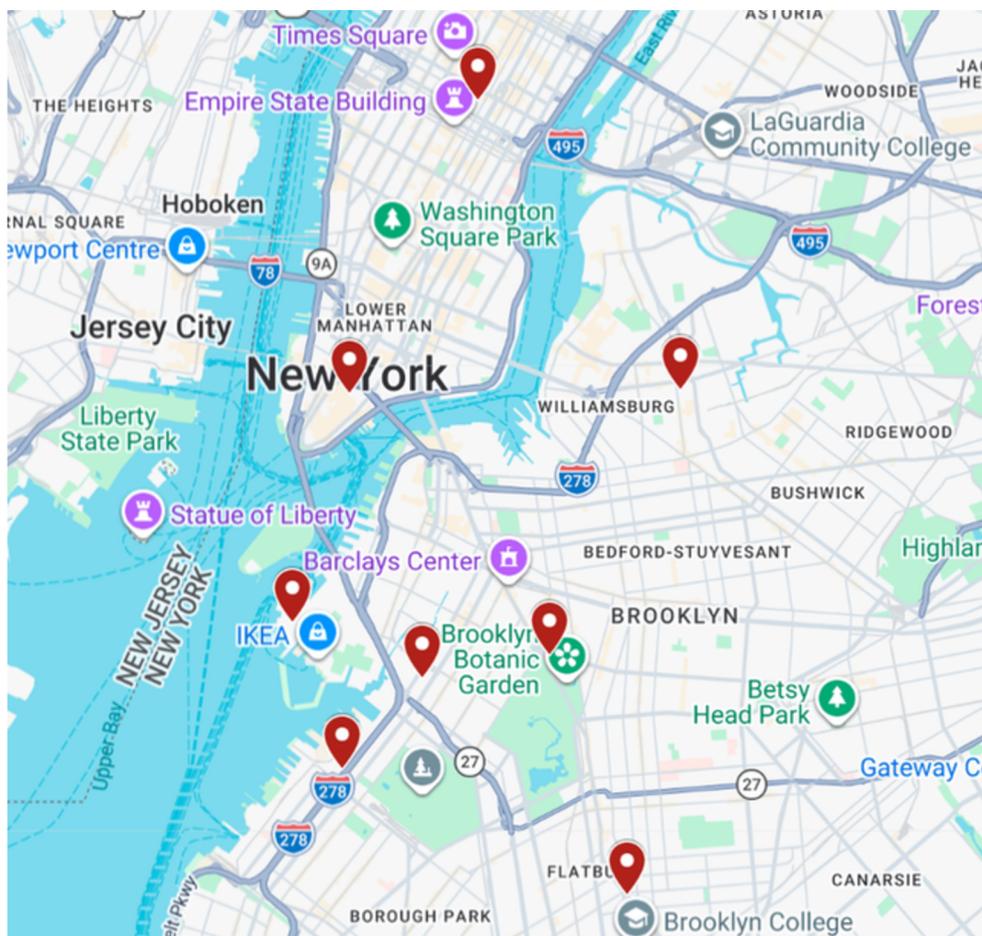


Training Events

Year of Expansion

PACE SBDC EXPANDS SERVICE AREA TO THREE MORE LOCATIONS IN BROOKLYN

In 2025, the [Pace SBDC](#) launched satellite locations in Williamsburg, Park Slope, and Red Hook, now offering free advisory services from eight locations in financing, marketing, procurement, certification, and business planning. Additional satellites are on tap for 2026, helping further expand our reach to help local entrepreneurs thrive



- One Pace Plaza, Manhattan
- Flatbush, Brooklyn
- Industry City (Sunset Park), Brooklyn
- Red Hook, Brooklyn
- Park Slope, Brooklyn
- Williamsburg, Brooklyn
- Brooklyn Public Library
- New York Public Library



Park Slope, Brooklyn

In partnership with Park Slope 5th Avenue BID and Congressman Dan Goldman. Read more [here](#)



Red Hook, Brooklyn

In partnership with Red Hook Business Alliance and Congressman Dan Goldman. Read more [here](#)



Williamsburg, Brooklyn

In partnership with the Grand Street BID and Congressmember Nydia Velazquez. Read more [here](#)

Programming

ACCESS TO CAPITAL - HELPING CLIENTS SECURE FINANCING



Pace SBDC & SBA Partner on In-Person Small Business Financing Panel

In 2025, the Pace SBDC co-sponsored two [**in-person Small Business Financing & Networking sessions**](#) with the U.S. Small Business Administration's (SBA) New York District Office at Pace University's Lower Manhattan campus.

These events featured lender panel discussions that offered invaluable insights into lender criteria and financing strategies, helping attendees better understand the financing process; as well as dedicated networking sessions, allowing small businesses to connect directly with financial institutions and community lenders from across New York City to explore financing opportunities tailored to their needs.

Marketing & Sales

Website Development

Hands-on one-to-one assistance to help business owners create and optimize a digital presence and e-commerce platforms.

Crowd Funding

Review crowdfunding options and help develop campaigns to build awareness and secure funding from a business' supporter community.

Sales Strategies

Support with developing and implementing sales strategies to identify new target markets and improve customer acquisition and conversion.



Capability Statement

Expert guidance in creating powerful marketing documents that serve as a company's resume for procurement opportunities.

Market Research

Develop and deliver targeted demographic and statistical data, consumer spending and competitive analysis through NYSBDC Research Central.

Digital Marketing

Help develop an effective digital marketing strategy by identifying online channels to reach target customers, optimizing campaigns and strengthening online presence.

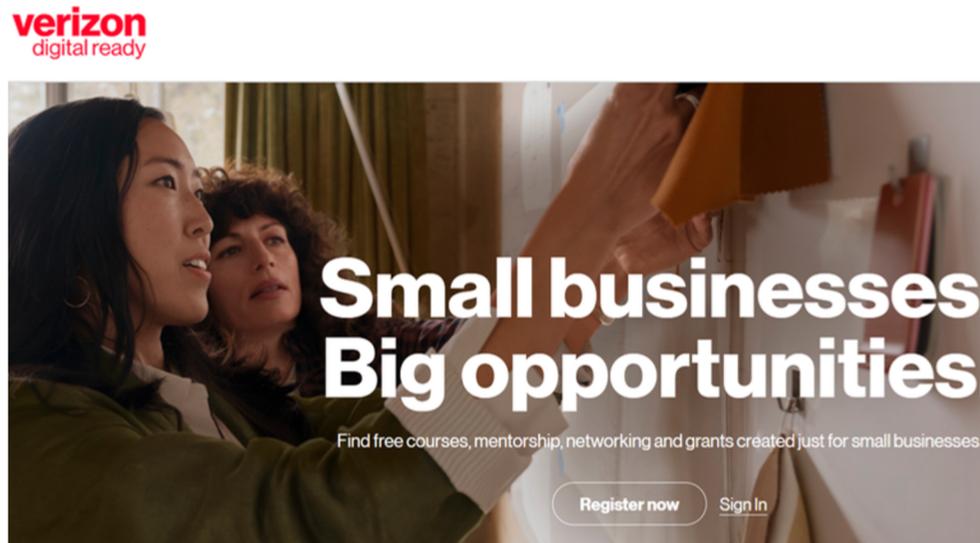
Programming Partnerships

STRATEGIC & DIGITAL ACCESS INITIATIVES



NYS Entrepreneurial Empowerment Program – Small Business Website Development

Pace SBDC was a partner center in the statewide Entrepreneurial Empowerment Program to support entrepreneurs by helping create professionally designed, accessible websites. This program helped small business owners strengthen their digital presence, improve visibility, and compete more effectively in the online marketplace.



Verizon Digital Ready Strategic Partner

Pace SBDC was selected as a Verizon Digital Ready strategic partner, helping small business owners access free online training, expert resources, and grant opportunities. Through this collaboration with Verizon and LISC, entrepreneurs gain critical support in digital marketing, financial management and business growth, helping build more resilient ventures.

Small Business Administration

HONORED AS 2025 CENTER OF EXCELLENCE & INNOVATION



The Pace SBDC was recognized with the prestigious [2025 SBDC of Excellence & Innovation Award](#) from the U.S. Small Business Administration NY District during National Small Business Week. This honor celebrates our commitment to supporting NYC small businesses and advancing innovation in program delivery.



Pace SBDC team with Matt Coleman (SBA Atlantic Regional Administrator) and Brad Zaun (Great Plains Regional Administrator)



Pace SBDC Regional Director with SBA Administrator Kelly Loeffler and SBA Atlantic Regional Administrator Matt Coleman

NYSBDC Partnerships

WE CELEBRATE SMALL BUSINESS WINS

SBDC Day at New York's Capitol



Pace SBDC Regional Director with colleagues from the New York Small Business Development Center network and with NYS Assemblymember Brian Cunningham at SBDC Day 2025 at the New York State Capitol in Albany, highlighting small business success stories and the impact of SBDC advisory services.

NYSBDC 2025 Neighborhood Business of the Year Award



Pace SBDC with founder of Liz's Book Bar, Maura Cheeks, who received the NYSBDC 2025 Neighborhood Business of the Year Award. Liz's was recognized for its meaningful impact as a community-centered cultural hub and for the vital role small businesses play in strengthening New York City neighborhoods.

Success Stories

WE CELEBRATE SMALL BUSINESS WINS



Mockingbird

Pace SBDC Business Advisor, Greg Callender, helped Evan Clark and Coulton Vento secure a SBA-backed loan to launch Mockingbird NYC, an alcohol-free cocktail bar in Park Slope. He guided them through the loan process and helped prepare the needed materials for lender review.



Rayal Lounge

Pace SBDC Business Advisor Rawle Brown guided Aubrey Lawson and Ray Charles through business plan development, financial projections, and landlord negotiations for their Guyanese restaurant in Bedford Stuyvesant.



With Love

Pace SBDC business advisor Susan Gluck assisted Denise Sinclair, founder of WITH LOVE, in launching her artisanal food platform. With this guidance, she identified angel investors and collaborated with a Pace University class on a consumer behavior project.



Auria's Malaysian Kitchen

Pace SBDC business advisor Rawle Brown helped Auria Abraham, founder of Auria's Malaysian Kitchen, secure financing through Renaissance Economic Development, enabling the business to expand operations and create three part-time jobs.

Success Stories

WE CELEBRATE SMALL BUSINESS WINS



CJB Safety Corp

Pace SBDC helped CJB Safety Corp to correct their business' corporate certificate and reissue the EIN with the updated corporate name through federal and state agency support, enabling the business to continue on a path to success.



BushBox NYC

Pace SBDC helped Roderick Soto, owner of BushBox NYC, secure a six-figure loan and line of credit with guidance from business advisor Greg Callender, enabling the business to expand into a larger retail space in Bushwick, Brooklyn.



Better than the Gift

Pace SBDC Business Advisor Greg Callender helped Better than the Gift with business plan revisions, financial projections, and pitch preparation. They captured 3rd place in the New York Public Library's StartUp! business plan competition, securing \$7,500 in prize money to support their growth.



Brooklyn Public Library PowerUP!

Noir Yoga, May King Innovations, Outside with Recess Village, and Stepping Stone Studios all won cash prizes from Brooklyn Public Library PowerUP! Competition. Clients received support from their Pace SBDC business advisors and will use award funds to build and grow their business.

Pace SBDC in the community

PARTNERSHIPS WITH KEY STAKEHOLDERS



[Bushwick Small Business Walking Tour](#)

Pace SBDC team joined the SBA, elected offices, and community organizations for a Bushwick Small Business Walking Tour.



[Flatbush Commons Small Business Expo](#)

Pace SBDC engaged with local entrepreneurs and shared insights on access to small business financing at the Flatbush Commons Small Business Expo.



[SBA Small Business Week Celebration](#)

Pace SBDC with the five other NYC-based SBDC centers at the U.S. Small Business Administration's flagship event in Lower Manhattan.



[Secrets to Rocking It as a Creative Entrepreneur](#)

Pace SBDC served on a panel at an in-person Pace-sponsored event highlighting available business and creative resources for art-related ventures

Pace SBDC in the community

PARTNERSHIPS WITH KEY STAKEHOLDERS



[Business Expo at Javits Center](#)

Pace SBDC joined fellow New York City SBDCs to connect with small business owners and ecosystem partners at the Javits Center Business Expo.



[Bedford Stuyvesant Small Business Event](#)

Pace SBDC engaged directly with local entrepreneurs at a Bedford Stuyvesant small business event hosted by the Brooklyn Chamber of Commerce.



[Money Matters Event with Bed-Stuy Restoration Corp](#)

Pace SBDC Regional Director Andrew Flamm joined community finance leaders as a panelist at the Money Matters event.



[Moore Street Market Community Event](#)

Pace SBDC joined Evelyn Cruz of Congresswoman Nydia Velázquez's office, the Graham Avenue BID and NYCEDC at Moore Street Market community fair in East Williamsburg,.

Professional Development

PACE SBDC STAFF COMPLETE 2025 TRAINING & EARN CERTIFICATION



The Pace SBDC team at the annual NYSBDC staff training in Saratoga Springs, New York.



Roxanna Astorga, Counseling Coordinator at the Pace SBDC, represented the center at the America's SBDC Training Event in Orlando.



Counseling Coordinator Roxanna Astorga received NYSBDC Administrative Staff Primary Certification



Business Advisors Rawle Brown and Gregory Callender earned NYSBDC Advanced Business Advisor Certification



Funded in part through a Cooperative Agreement
with the U.S. Small Business Administration.

LEARN MORE ABOUT US AT:
<https://www.pacesbdc.org>
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