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N.H. Business Counselor Receives National Award

By [Janet Lathrop](#)
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603-862-1462

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DURHAM, N.H. -- Elizabeth Ward of the New Hampshire Small Business Development Center (SBDC) at UNH was to have received the State Star award today at a ceremony in Dallas, Texas, during a national small business association meeting. Although the conference was canceled because of Tuesday's terrorist attacks, Ward has been recognized for her creativity, knowledge and expertise in developing new initiatives to help New Hampshire entrepreneurs and small businesses succeed in today's economy.

Ward is a business counselor and regional manager for the SBDC's North Country office in Littleton, and serves as statewide research director for the SBDC, which is hosted by the Whittemore School of Business and Economics at UNH.

SBDC State Director Mary Collins praises Ward for her creative, positive counseling skills and high quality business research, which "has served as a model throughout the state, meeting the needs of New Hampshire's small business community."

For her part, Ward has loved working at the grassroots level for the past seven years, gathering information on national or regional trends, for example, and "getting it out to the people who can use it." In her relatively new and evolving role as SBDC's research director, Ward provides short-term, tailored research help for small business clients across New Hampshire. She has helped a business faced with choosing an advertising strategy, for example, by providing market research results.

Ward is editor and chief writer for "New Hampshire Entrepreneur," co-published with the New Hampshire Business Review. Also, she recently began producing

"Research Briefs," a monthly fact sheet offering statistics, business trends and other information for small business owners. Recent issues reported results of a state customer service survey, projections on employment and the labor situation into 2002, plus an update on remote office workers and the need for employers to keep current on communication networks.

While emphasizing that the N.H. SBDC continues to offer assistance with such basics as accounting, finance and business planning, Ward is happy to see the organization's seven centers developing in directions that should prove useful in helping the state's business community enjoy a competitive edge in environmental planning and staying "ahead of the curve" in computers and technical needs.

Ward is excited, too, about SBDC's future cooperation with UNH's new Hamel Center for Studies in the Management of Technology and Innovation. New Hampshire entrepreneurs will benefit from SBDC's collaboration with the Hamel Center at UNH. "There are a lot of 'bigger picture' issues that do affect us here, such as the Internet and globalization," says Ward. "I look forward to communicating the latest practical, helpful research results to our small business owners."

N.H. SBDC, funded by the U.S. Small Business Administration and the state Department of Resource and Economic Development, has provided business counseling and training to the state's small businesses since 1984.

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