

Sauk Valley Community College
June 27, 2022

Action Item 5.8

Topic: Administrator Appointment – Director of the IL Small Business Development Center

Mission: Sauk Valley Community College is dedicated to teaching and scholarship while engaging the community in lifelong learning, public service, and economic development.

Presented by: Dr. David Hellmich and Dr. Lori Cortez

Presentation:

The administration has been reviewing the needs of the College and the IL Small Business Development Center with the promotion of Kim Ewoldsen. The administration recommends promoting Justin Bergman, the Assistant Director of the IL Small Business Development Center, to be the Director.

Academic background: Justin Bergman is a graduate of the University of Wisconsin-Whitewater with a Master of Business Administration. He earned a Bachelor of Science degree in Finance and Business Administration from Upper Iowa University.

Professional background: Justin has been employed with Sauk Valley Community College since July 2018 as a SBDC Assistant Director, SBDC Senior Consultant, SBDC Advisor, and Administrative Assistant.

Recommendation:

The administration recommends the Board approve the appointment of Justin Bergman as the Director of the Illinois Small Business Development Center beginning June 27, 2022, at an annual base salary of \$68,827.20.

Justin Bergman

Cell: 815-914-0116

Justin@BergmanServices.com

Justin Bergman has a decade of experience in managing small businesses in multiple capacities, which also includes 4 years of experience serving as a consultant for small businesses with expertise in the field of accounting, finance, operations, technology, and insurance. Justin is respected by his colleagues for being forward-thinking, detail-oriented, and a servant leader.

EXPERIENCE

Marketing Specialist (Independent Contractor)

May 2019 - Present

American Family Insurance, Rockford, IL

Independent Contractor Project that serves Winnebago County, IL.

Key Achievements & Outcomes:

- Agency was named in the top 10% of all company-wide agencies for digital marketing and branding scores in 2022.
- 2021 American Star Award for Excellence in Customer Experience
- 2020 District Client Retention Leader Award

SBDC Assistant Director

Jul 2018 - Present

Sauk Valley Community College, Dixon, IL

Previous Roles: SBDC Senior Consultant, SBDC Advisor, SBDC Administrative Assistant

- Promoted client service excellence by contributing to the expansion of service offerings and the creation of over 35+ informational guides to both prospective and current small business owners.
- Advised over 265 diverse clients and small businesses during tenure on multiple topics such as: Accounting, Business Plans, Buy/Sell Agreements, Cash Flow Management, Customer Relations, eCommerce, Financing/Capital, HR, Legal, Marketing, Sales, Insurance, Social Media, Business Startup, Form of Ownership, Tax Planning, and Technology.
- Created, Designed, and Delivered Comprehensive Training Workshops focused on Accounting and Business Plan Software, Starting a Business in Illinois, and Grant Preparation Training with multiple modes of delivery. Planned, coordinated, and secured sponsorship for 3 agricultural workshop summits with over 100 attendees each.
- Managed the operations and financial budgets of the center, including the preparation of the annual grant application, quarterly financial and performance reports, time and effort reports, and grant audits.
- Generated economic development of a rural 5 county service area by generating \$2.82 Million in client business capital and debt funding, establishing 53 new businesses, 7 business expansions, creating 82 new jobs, retaining 49 existing jobs, registering 6 trademarks, writing 14 public success stories, and assisted 19 clients in delivering formal pitches to accredited investors through advising at the center.

Accounting Graduate Assistant

Feb 2017 - May 2017

University of Wisconsin-Whitewater, Whitewater, WI

Served as a graduate assistant and grader for the graduate-level accounting research course.

Operations Director & Staff Accountant

Jun 2014 - Jun 2018

Fishwithme.net Corp., Rockford, IL

- Scheduled, planned, and coordinated up to 15 yearly cross-country sport-fishing events as well as implemented effective sales pitch protocols and marketing strategies to bolster and actualize over 5,000 paid members in the first 4 months of company operation.
- Provided excellent customer service and billing support with a 96.1% customer satisfaction rate.

- Utilized cost management principles and used advanced Microsoft Excel formulas and pivot tables to help create and achieve a 66.3% reduction in acquisition costs.
- Developed, managed, and maintained exceptional business relationships with over 70 vendor accounts with varying contractual requirements and responsibilities.
- Professionally completed accounting tasks including bookkeeping, payroll, state and federal payroll tax, accounts receivable/payable, revenue recognition, expenses, inventory, reconciliations, audits, depreciation, and monthly & yearly book closures.
- Analyzed company financial trends and created operational budgets.
- Served as an assistant to the Managing Director and provided supplemental support for business plan development and detailed research projects.

Managing Director

Jan 2012 - Jul 2015

Global Small Business Incubator, Rockford, IL

Student-led non-profit organization focused on international business consulting with 6 partner clients focused on economically disadvantaged countries.

EDUCATION

Master of Business Administration (M.B.A.) - Finance

Jan 2016 - Aug 2017

University of Wisconsin-Whitewater, Whitewater, WI

Bachelor of Science (B.S.) - Finance & Business Administration

Jan 2014 - Jun 2015

Upper Iowa University, Fayette, IA

Associate of Applied Science - Business Administration

Aug 2011 - Dec 2013

Rock Valley College, Rockford, IL

LICENSES & CERTIFICATIONS

Mental Health First Aid Certification

2022

National Council for Mental Wellbeing

Certified Civil Rights Investigator - Level One

2020

ATIXA

Licensed Wisconsin Insurance Producer - All Lines

2019

Wisconsin Department of Insurance

Certified Business Development Advisor

2019

Illinois Entrepreneur & Small Business Growth Association

Licensed Illinois Insurance Producer - All Lines

2018

Illinois Department of Insurance

Certified QuickBooks ProAdvisor

2017

Intuit

HONORS & AWARDS

Enactus USA Diamond Service Leadership Award - 1,000 Volunteer Hours

2014

Enactus