



FOR IMMEDIATE RELEASE
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William & Mary's Business School collaborates with Hampton Roads Small Business Development Center to offer free consulting to businesses affected by COVID-19

WILLIAMSBURG, VA – The Raymond A. Mason School of Business at William & Mary and the Hampton Roads Small Business Development Center (HRSBDC) have formed a partnership to provide consulting services to small business owners in the Hampton Roads area through a newly-formed, student-led organization offering free consulting. The CrimDell Small Business Network (CrimDell SBN) provides business students at William & Mary the opportunity to serve as SBDC Business Analysts, working in pairs to help small business owners navigate the effects of COVID-19.

Each client will be offered 10 free hours of counseling, which includes screening, research, and the development of a work plan for their business. The Hampton Roads Small Business Development Center will provide general oversight and support, while the CrimDell SBN will directly manage all student business analysts and provide additional resources, as needed.

Student Business Analysts began working with business owners in late of May 2020, focusing specifically on COVID-19 relief. The organizations plan to continue to partner and deliver assistance to businesses across the region until at least August 2021.

Key representatives in this joint venture include James Carroll, the Executive Director at HRSBDC, Brett Alpert, Associate Dean and Executive Director of the Graduate Career Management Center at William & Mary's Business School, and W&M MBA Alumnus, Executive Director of StartWheel, and experienced SBDC counselor, Tim Ryan. The CrimDell Managing Directors, Cara Simpson (MBA Class of 2021) and Vicki Harrington (MBA Class of 2021), and Associate Managing Director, Jack Spencer (BBA Class of 2021), will oversee and manage the program.

Businesses interested in accessing CrimDell's free COVID-19 consulting services can contact Managing Directors Cara Simpson or Vicki Harrington at CrimDellSBN@gmail.com.

About the Raymond A. Mason School of Business: William & Mary's business school is rebuilding the global economy by training the next generation of revolutionary business leaders. It offers undergraduate and graduate instruction, including full- time, part-time evening, executive and online MBA degree programs, as well as one-year masters programs in accounting, business analytics, and marketing. The school develops successful business leaders by providing world-class instruction and unparalleled opportunities for mentorship and experiential learning.

About the CrimDell Small Business Network: CrimDell SBN is a newly-formed, student-led organization created to help bridge the distance between existing small businesses in the Hampton Roads area and Raymond. A. Mason School of Business. The CrimDell organization aims to bolster the connection between small business owners and William & Mary's Raymond A. Mason School of Business, create opportunities for projects between students and business owners, and provide educational resources for business owners and students to facilitate projects.

About the Hampton Roads Small Business Development Center: The Small Business Development Center of Hampton Roads, Inc. is part of a statewide network that is directed by The Mason Enterprise Center at George Mason University. It is hosted locally by the Hampton Roads Chamber of Commerce and supported by Thomas Nelson Community College, Eastern Shore Chamber of Commerce, Franklin-Southampton Area Chamber of Commerce, and the Isle of Wight-Smithfield-Windsor Chamber of Commerce. The SBDC is funded in part through a cooperative agreement with the US Small Business Administration.

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