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Photo attached



## Optima Bank Funds Business Advisor for Greater Portsmouth

Every other Tuesday, small business owners now will be able to take advantage of one-on-one management consulting being offered at Optima Bank & Trust through New Hampshire's Small Business Development Center (SBDC).

"With the recent downturn in the economy we have experienced an ever-increasing demand for SBDC counseling services in the region resulting in a backlog of clients needing management assistance," said Mary Collins, state director of the SBDC, an outreach program of UNH's Whittemore School of Business & Economics. "Area businesses are requesting immediate assistance to deal with credit issues, access to capital, rising energy and insurance costs, cash flow and forecasting."

Thanks to \$10,000 in funding, as well as office space being provided by Optima on the Portsmouth waterfront, small business owners now will be able to make appointments to meet with certified business advisors during the Tuesday sessions.



(From left to right) Daniel R. Morrison, Optima Bank & Trust's president and chief executive officer, recently joined William D. Young, Optima's senior vice president and chief lending officer; Mary Collins, state director of the NH Small Business Development Center; Warren Daniel, SBDC's Seacoast Director and Chris Duffy, an SBDC business advisor, at Optima's headquarters in Portsmouth.

Photo 2: Scott Logan, (foreground) co-owner of The Blue Mermaid Island Grill in downtown Portsmouth, took advantage of some one-on-one management consulting recently at Optima Bank & Trust with Warren Daniel (left), Seacoast Director of the NH Small Business Development Center, and SBDC business advisor Chris Duffy.

Photos by Sean Collins

“We agreed with the SBDC that this counseling would be a vital tool to help business owners in our area,” said Daniel R. Morrison, Optima’s president and chief executive officer. “In this economy it is critical that small business owners have somewhere to turn to get the answers they need.”

Collins said clients range from entrepreneurs in the early stages of business development to well-established businesses.

Optima’s donation is expected to allow the SBDC to provide more than 250 hours of management advising and assistance to business owners and individuals with problem solving and business planning; financial analysis; loan package development; marketing and sales; start-up and acquisition planning and accessing resources.

To make an appointment with an advisor contact the Seacoast office of the SBDC at 603-330-1929 or [krysteen.hopkins@unh.edu](mailto:krysteen.hopkins@unh.edu). The NH SBDC is a partnership program with the U.S. Small Business Administration, UNH, the New Hampshire Department of Resources and Economic Development and the private sector.