

For Immediate Release

SV SBDC Contact: Allison Dugan, (540)568-3227, duganaj@jmu.edu



Shenandoah Valley SBDC Names New Director



Harrisonburg, VA (May 16, 2023). Allison Dugan was recently named Director of the Shenandoah Valley Small Business Development Center (SV SBDC). Dugan moved from her position as Assistant Director with the regional organization to take the reins following the retirement of Joyce Krech who held the post for more than twenty years.

Dugan has been a business advisor with the SV SBDC since 2015 and became Assistant Director in 2019. Her insightful and practical advising paired with a strong business education background and 20+ years of tourism, sales, and marketing experience have made Dugan an active and recognizable force in the regional business community as well as a popular advisor among small businesses throughout the area.

Dugan says she plans to leverage the many resources available through the SBDC network, SV SBDC host institution James Madison University, the SV SBDC Advisory Council, and other regional business programs and initiatives to identify and develop targeted services needed to build and grow small business vitality and agility.

“The Shenandoah Valley SBDC is very adept at one-on-one advising that can be customized for each individual business. We want to continue to enhance those services by listening to what businesses and localities truly need, finding gaps in services, and then using the expertise and resources available throughout our extensive network to drive business opportunities and skills to the next level,” Dugan said.

For more information, contact Allison Dugan, (540)568-3227, duganaj@jmu.edu.

###

About the SV SBDC. The SV SBDC is one of 27 Small Business Development Centers across Virginia providing no-fee, confidential advising, business training, and connections to resources for new and existing businesses. Formed in 1989, the organization is hosted by James Madison University in partnership with George Mason University and is funded in part through a cooperative agreement with the U.S. Small Business Administration and local governments. The [Virginia SBDC Network](#) is the most extensive business development program in the Commonwealth and is part of [America's SBDC](#) – the nation's proven, cost-effective, and accredited infrastructure focused on small businesses – America's job creators. Appointments with the SV SBDC are available in Harrisonburg, Lexington, Verona, and Page County, as well as by phone or video call.