



U.S. Small Business  
Administration

# NEWS RELEASE

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## SYRACUSE-UPSTATE NEW YORK DISTRICT

*Serving 34 counties of Upstate New York throughout the Capital Region, Central New York, Mohawk Valley, North Country & Southern Tier*

**Release Date:** February 21, 2024

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## SBA Upstate New York looking for entrepreneurs to participate in T.H.R.I.V.E, Executive Level Business Training

**SYRACUSE, N.Y.** – Today, the [U.S. Small Business Administration \(SBA\) Upstate New York District Office](#) announced the start of local recruitment for [T.H.R.I.V.E. \(Train, Hope, Rise, Innovate, Venture, Elevate\)](#), a free national training program for small business leaders, formerly known as Emerging Leaders. The SBA is currently recruiting small business applicants who have been in business for at least three years; who have annual revenues of at least \$250,000; who have at least one employee other than the owner; and who can commit to participating in the six-month program from June 18 to December 10.

“T.H.R.I.V.E. is a unique SBA program that can be instrumental for entrepreneurs aiming to grow or expand their small businesses. Throughout the course, participants will receive core business knowledge, work directly with a business coach, meet with peers and develop a three-year Strategic Growth Plan,” said [SBA Syracuse-Upstate New York District Director Daniel T. Rickman](#). “We will select 20 participants for the Upstate New York cohort, and I strongly encourage small business owners who are ready for growth to consider applying for this opportunity by the April 28 deadline.”

The SBA’s T.H.R.I.V.E. *Emerging Leaders Reimagined* provides complimentary entrepreneurship education and training for executives of high-performing small businesses. Over six months, this intensive executive entrepreneurship training series includes in-person coaching and virtual, self-paced instruction. The hybrid program allows participants to work with a network of experienced subject matter experts in core business topics like accounting, business strategy, marketing, and human resources customized for the unique needs of small business owners.

Small business owners can learn more regarding eligibility, how to apply, program format, and locations by visiting [www.sbathrive.com](http://www.sbathrive.com). Applications will be accepted through May 28, 2024.

“T.H.R.I.V.E. *Emerging Leaders Reimagined* initiative will provide up-and-coming small business leaders with tools, knowledge, and access to the best and the brightest minds in

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economic development to help them accelerate their growth and help them become competitive in an increasingly global economy,” said [Administrator Isabella Casillas Guzman](#), head of the [U.S. Small Business Administration \(SBA\)](#). “The Biden-Harris administration continues to do everything possible to empower small business owners to continue powering our nation’s historic economic growth.”

T.H.R.I.V.E.’s reimagined design will focus on engagement, problem-solving, and peer-to-peer interaction within the cohorts. In addition, the new hybrid format promotes an ecosystem of business connections among business peers, government leaders, and the financial community. As a result, T.H.R.I.V.E., *Emerging Leaders Reimagined* will help build sustainable and scalable businesses that promote economic development within their communities and the U.S. overall.

"T.H.R.I.V.E. Emerging Leaders Reimagined is an energized and excellent opportunity for emerged U.S. small business owners to gain the additional knowledge and tools to diversify and grow their revenues and scale," stated [SBA Associate Administrator of the Office for Entrepreneurial Development Mark Madrid](#). "In addition to a curated curriculum, this innovative cohort model creates the magic of small business owners learning from, networking with and nurturing peer-to-peer encouragement with other like-minded small business owners. We look forward to another successful year of this program! Since its inception this initiative has trained nearly 9,000 small business owners, creating over 11,000 jobs, generating nearly \$1 billion in new financing, and securing over \$4 billion in government contracts. Outstanding!"

Business owners interested in applying to participate in the Upstate NY T.H.R.I.V.E. 2024 cohort may contact the district office at **315-471-9393** or [Syracuse.districtoffice@sba.gov](mailto:Syracuse.districtoffice@sba.gov) for additional information.

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### **About the U.S. Small Business Administration**

The U.S. Small Business Administration makes the American dream of business ownership a reality. As the only go-to resource and voice for small businesses backed by the strength of the federal government, the SBA empowers entrepreneurs and small business owners with the resources and support they need to start, grow or expand their businesses, or recover from a declared disaster. It delivers services through an extensive network of SBA field offices and partnerships with public and private organizations. To learn more, visit [www.sba.gov](http://www.sba.gov).

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