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**FOR IMMEDIATE RELEASE**

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**Local Business Owner Wins Success Award  
Lisa Corcoran Honored by the NJ Small Business Development Center  
for Her Entrepreneurial Spirit**

*(Bayville, NJ, January 16, 2007)* Lisa Corcoran, founder of Alternative Financial Services, LLC, a financial-organizing firm headquartered in Bayville, was awarded the New Jersey Small Business Development Center (NJSBDC) 2006 Success Award last month at the Forsgate Country Club. Recognized for her entrepreneurial spirit, viable business concept and continued sales growth, Corcoran was one of just 14 business owners from around the state to receive this honor.

"In order to be considered for this award, the business must be promising and dynamic," says Paul Rinaldi, Assistant Director of the NJSBDC. "We also look for entrepreneurs that plan for growth and look to better themselves through continuing education at the SBDC." Awardees must be clients of the SBDC and use the agency's resources to assist their businesses.

Founded four years ago, Alternative Financial Services provides a range of confidential, on-site financial-organizing services for businesses and individuals. Corcoran, who began working with the Monmouth/Ocean SBDC in April 2003, is certified in QuickBooks 2003, 2004, 2005, 2006 and 2007 and POS 4.0 and is the only person in Ocean and Monmouth counties to be certified in POS 5.0. Her clients include small-business owners, busy professionals, trustees and guardians, active or homebound seniors, investment-property owners and frequent travelers. For more information about AFS, call 732-269-7809 or visit [www.AFS-NJ.com](http://www.AFS-NJ.com).

The NJSBDC is a federal-state-educational partnership program that is funded in part through a cooperative agreement with the U.S. Small Business Administration. The center helps small businesses expand operations, manage growth and launch new ventures. With offices in every county in New Jersey, NJSBDC consultants help small-business owners finance, market and manage their ventures.

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