

HR Consulting Initiative collaborates with the SBTDC to provide pro bono consulting to Asheville small businesses



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This spring, the HR Consulting Initiative, which provides pro bono human resources consulting to nonprofits and small businesses nationwide, is collaborating with the [Small Business & Technology Development Center \(SBTDC\) at WCU](#). The SBTDC is the business and technology development extension service of the University of North Carolina System, funded in part through a cooperative agreement with the U.S. Small Business Administration.

Through no fee, confidential business coaching services, the SBTDC is committed to sharing knowledge, education and targeted resources that enable small and mid-sized businesses, emerging entrepreneurs and local/state leaders to innovate and succeed.

“I’m very excited to see our collaboration turn into opportunities for WCU students to assist our region’s small businesses in areas where they need it most,” shared Ashley McFarland, business counselor at SBTDC. “These types of projects can help our clients get further faster, a critical competitive advantage in the current business climate.”

For more information or to register for coaching with the SBTDC, visit sbtdc.org/offices/wcu.

Through the HR Consulting Initiative, master's in HR students are helping seven organizations referred by the SBTDC, including [Moog Music](#), [Asheville Rooftop Bar Tours](#), and [Rockgeist Bikepack USA](#), all based in Asheville. The HR consulting is provided entirely online.

Started in 2011 by Marie-Line Germain, professor of human resources and leadership in the human services department, the HR Consulting Initiative has served more than 260 organizations in 18 states entirely online, representing more than 17,000 of pro bono hours to the community. For more information, contact Marie-Line Germain at mgermain@wcu.edu.