



Zeigler Exhibits During America's SBDC Client Showcase & Reception

From left: Christian Conroy, State Director, Pennsylvania SBDC; Chris Stock, Sales Manager - Eastern Hemisphere, Zeigler; Martin Brill, Business Consultant, Kutztown University SBDC.

Zeigler, a longtime client of the Kutztown University Small Business Development Center (SBDC), was one of only ten featured companies to exhibit at the America's SBDC Client Showcase & Reception held this month in Washington DC. The event was part of the America's SBDC Spring Meeting that coincides with its annual legislative outreach efforts on Capitol Hill. Zeigler was chosen to represent the more than 196,000 businesses that are consulted by America's SBDC national network each year.

Other companies represented at the event included Luke's Toy Factory (Connecticut), Green Technologies (Florida), House of Design (Idaho), McClintock Distilling (Maryland), Neuvokas Corporation (Michigan), Helios Remote Sensing (New York), Elevate Systems (Texas), Bear Creek Smokehouse (Texas), KukuRuza Popcorn (Washington), and The Eats Place (District of Columbia).

Zeigler was founded in 1935 as a local producer of poultry and livestock feeds. In 1967, the company changed the strategic direction from commodity feeds to emphasis on research and development of specialty animal and aquatic diets. Today, the company utilizes core competencies in R&D, nutritional formulation, and process engineering to manufacture over 300 products and exports to over 50 countries around the world. Zeigler has two manufacturing facilities located in south-central Pennsylvania and two franchises located in Mexico. Both U.S. facilities utilize ISO-9001:2008 quality guidelines.

America's SBDC represents America's nationwide network of SBDCs – the most comprehensive small business assistance network in the United States and its territories. The Pennsylvania SBDC is a fully accredited network of the Association of Small Business Development Centers. America's SBDC national network results can be viewed [here](#).