

# MARY MCKINNEY

Mary T. McKinney, Ph.D., has been a consultant and seminar leader for large and small companies. Dr. McKinney is currently the Director of the Duquesne University Chrysler Corp. Small Business Development Center (since 1986). She is also an adjunct professor in the A.J. Palumbo School of Business Administration, assisting businesses in improving communications, marketing, sales, management and business planning, as well as overseeing two U.S. Department of Commerce Market Cooperator Development Cooperator Program grant. From 1976 to 1986, Dr. McKinney served in marketing and development management capacities for H.B. Maynard & Co., Inc., a major productivity management consulting company.

As Director of the Chrysler Corp. Small Business Development Center, Dr. McKinney is responsible for administering and managing the Small Business Development Center (SBDC). Those responsibilities include: overall management, fundraising, new program development, supervising management consulting and development of training and building a strong relationship with the Pittsburgh community and the surrounding areas as well as within the University. The SBDC is a member of a federally and state funded, statewide consortium of college and university-based centers designed to provide comprehensive management and technical assistance to the small business community in a 8 county area. Since assuming directorship, the SBDC has diversified the funding base and tripled the number of clients served annually. The SBDC employs 6 full time and 19 part time employees, consults with 800 clients and trains 1,500 small business based owners annually.

Special projects of the SBDC supervised by Dr. McKinney are the Business and International Education grants, Market Development Cooperator Program grant, Environmental Management Assistance Program (EMAP), Export Trade Development Program (EX-TRADE), Self Employment Assistance Program (SEAP), Entrepreneurial Assistance Network (EAN), Youth Entrepreneurship Training Program (YETP), Entrepreneurs Growth Conference, Homebased Business Conference, four Export guides funded by the Appalachian Regional Commission, the Survey of Pittsburgh Area Women-Owned Businesses: A Summary and the Final Report, PA Minority-Owned Business Focus Groups—The Final Report and Final Report on Pennsylvania Women-Owned Business Focus Groups.

Special marketing activities of the SBDC include organizing and implementing focus groups. Some successful examples include focus groups for the EAN, women business owners, minority business owners, hiring preferences and needs of small business owners as well as frequent international niche areas.

Dr. McKinney earned a doctorate from the University of Pittsburgh in Public Administration in 1984 specializing in administration, management and productivity, and a Masters Degree of Public and International Affairs in 1975 specializing in intercultural analysis and communications. Dr. McKinney's Bachelor of Arts degree in Economics from Goucher College.

In June 1993, she graduated from Leadership Pittsburgh, Year IX. This program brings together approximately 50 of Pittsburgh's leaders and exposes them to current issues and policy makers covering a wide spectrum of community life.

Dr. McKinney is active in the Pittsburgh area community, serving on several boards of nonprofit organizations, professional associations and organizations promoting entrepreneurship. Dr. McKinney is a past winner of the Small Business Administration's Woman in Business Advocate of the Year award on both the local and regional levels. This award recognized Dr. McKinney for her efforts in advancing the position of women in business. She has also received the Volunteer Service Award from the Graduate School of Public and International Affairs, University of Pittsburgh.

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