

2013 Trenton Small Business Week Program

Monday, October 21, 2013

Kick Off Networking & Awards Breakfast

8:00 AM - 10:00 AM

Lafayette Yard Hotel & Conference Center, 1 West Lafayette Street,
Trenton, NJ 08608

The opening event ([breakfast program pdf](#)) featured the following engaging panel and presentation of the **TSBW Small Business of the Year Awards** for:

- **Fuente Del Buen Gusto Bakery:** Most Improved Appearance
- **Trenton Social:** Most Successful New Business
- **Case Pork Roll:** Small Business of the Year

Real Estate, Restaurants and Rockin' Merchandise - Moderated by Chasing NJ's Sibile Marcellus:

Trenton entrepreneurs are taking risks and making it work by tapping the current zeitgeist that is bringing people back to cities, looking for creative outlets and a sustainable, connected lifestyle.

Michael Fink is building new condos a quick walk from the train station; TC Nelson is mixing food, beverage and tourism; Joe Kuzemka and Cathy Stone Campbell are using grassroots marketing to help artists, punk rockers and Trenton small businesses to sell, sell sell!

You'll want to hear the angles and approaches they've taken to spark Trenton's creative economy.

Park in the Trenton Parking Authority garage adjacent to the Lafayette Yard Hotel at the corner of Front and South Warren Streets. The entrance is on South Warren.

Wordpress – The Nuts and Bolts of “Do It Yourself” E-Marketing

10:00 AM - 11:30 AM

Lafayette Yard Hotel & Conference Center, 1 West Lafayette Street,
Trenton, NJ 08608

Once thought of strictly as a blogging platform, more and more companies are putting this versatile tool in place as a primary website. Whether your goal is to become a blog publisher or to create an attractive website for your business, this seminar will give you the tools needed to get going.

- Themes - Choosing a Design that Works
- Navigating the Wordpress Dashboard
- Creating Content and getting it read
- Adding functions and features through Plug-ins such as:
 - * Subscriptions
 - * SEO
 - * Calendars
 - * Ecommerce
 - * Spam protection
 - * Share features
 - * ...and more



**Deborah Smith, President
Foxtrot Media, LLC**
<http://FoxtrotMediaLLC.com>

Deborah Smith is the owner of Foxtrot Media, LLC a Digital Marketing Company specializing in Content Development and Social Media Management. She is also the owner and publisher of JerseyBites.com, a Wordpress site dedicated to food news in New Jersey founded in 2007 which now has over 35 contributors throughout the state and welcomes over 25,000 visitors per month.

Deborah got her start in online marketing over 13 years ago when she launched an Ecommerce business which operated a network of nanny employment websites. She began employing email groups, chat rooms and online message boards as marketing tools well before the term “Social Media” was ever conceived. When the new tools like Blogs, Twitter, Facebook and LinkedIn emerged, Deborah was an early adopter and soon mastered these tools for her own business. She is an experienced corporate trainer and social media consultant for businesses throughout the Tri-State area.

[Wordpress 101 Presentation](#)

The workshop will be held in Salon C. Park in the Trenton Parking Authority garage adjacent to the Lafayette Yard Hotel at the corner of Front and South Warren Streets. The entrance is on South Warren.

Tuesday, October 22, 2013

Business Resources & Industry Data – Easy to Find...Needed to Grow

8:30 AM - 9:30 AM

Thomas Edison State College, 101 West State Street, Rm 103, Trenton, NJ 08608

Discover how to access business databases available statewide using <http://jerseyclicks.org> or by visiting the New Jersey State Library.

- View sample business plans using the Small Business Resource Center
- Build client lists using Reference USA
- Locate industry and demographic profiles for your market using census data
- Find out what is available at the State Library
- View the New Jersey Business Portal

Presenter:

Kathleen O'Brien, Business Reference Librarian

New Jersey State Library

<http://slic.njstatelib.org>

Metered parking on West State Street. Or park in the Trenton Parking Authority garage adjacent to the Lafayette Yard Hotel at the corner of Front and South Warren Streets. The entrance is on South Warren.

GET IT DONE - Apply for Small Business Loans Today (Meet Your Lenders)

8:30 AM - 3:00 PM

NJBIA- Please note: you **MUST** submit a loan summary

(http://www.smallbizweek.com/files/tsbw/file/2013_Loan_Summary_Form.pdf) by October 21 to reserve your appointment., 10 West Lafayette Street, Trenton, NJ 08608

If you need financing for your established or start-up company, we have increased the variety of lending opportunities for you to take advantage of. First, listen to different resources you may want to consider from 9-10:15am (registration at 8:30). No loan forms required for this portion of the program.

Then, from 10:30am – 3:00pm pre-schedule your appointments to meet one-to-one **with local banks , state and federal government lenders, microloan, working capital and factoring lenders, Mercer County loan representatives and more.** Where traditionally loan information programs end here, at this event you will have the opportunity to actually ***apply for a loan and get it done.*** First you **MUST CLICK HERE** to register for the event, **schedule your appointment(s), download and complete your documents** you'll need to **submit (fax or scan) prior to the event.** **The lenders will require this in order to get an appointment. Download the document** and follow the simple directions on the link.

NJ Small Business Development Center at the College of New Jersey in partnership with the US Small Business Administration

Park in the Trenton Parking Authority garage adjacent to the Lafayette Yard Hotel at the corner of Front and South Warren Streets. The entrance is on South Warren.

The Business Valuation Mindset - How to Value and Exit your Business for Maximum Profit

9:30 AM - 11:00 AM

[Thomas Edison State College, 101 West State Street, Rm 103, Trenton, NJ 08608](#)

- How to correctly value your company
- How to position yourself correctly for a potential sale
- Transaction pitfalls to avoid
- How to maintain confidentiality throughout the process
- Optimal deal structures and their benefits
- How to maximize after tax dollars from a sale

Gary will remain after the workshop for free one-on-one consultations.



Gary W. Herviou, Managing Director
A Neumann & Associates, LLC
<http://www.neumannassociates.com>
Bio (pdf)

Metered parking on West State Street. Or park in the Trenton Parking Authority garage adjacent to the Lafayette Yard Hotel at the corner of Front and South Warren Streets. The entrance is on South Warren.

The How-To's of Pricing Your Products and Services for Marketing Success

10:00 AM - 11:30 AM

[Lafayette Yard Hotel & Conference Center, 1 West Lafayette Street, Trenton, NJ 08608](#)

Learn how to competitively price your product or service for the market you're trying to reach. Determine the factors that go into pricing decisions.

- Understand how your cost structure affects the price of your product or service
- Link marketing efforts to your price point
- Identify when to use price incentives and loss leaders with your customers
- Learn how to use your pricing model as a tool for growth



Erich will remain after the workshop for free one-on-one consultations.

Erich Peter is the Director of Training & Technical Assistance for UCEDC, a statewide non-profit economic development corporation. In this role, Mr. Peter is responsible for managing the organization's training workshops, small business mentoring program, ISO 9001 consortium, as well as its Entrepreneurial Training Initiative, a six week workshop that takes aspiring business owners from assessing their business readiness to the completion

of a professional business plan. Erich comes to UCEDC with experience as both a corporate finance and management professional as well as an entrepreneur. Mr. Peter began his career in the public accounting industry and worked with a wide variety of businesses. Subsequently, he worked in the energy industry for 7 years in various management and financial roles. Mr Peter then owned and operated a local printing company for six years before selling the business and joining the UCEDC team in his current role. www.ucedc.com

This workshop is in Salon C of the hotel. Metered parking on West State Street. Or park in the Trenton Parking Authority garage adjacent to the Lafayette Yard Hotel at the corner of Front and South Warren Streets. The entrance is on South Warren.

MIDJersey Chamber of Commerce Power Luncheon | Frontier Flight Status: Why Trenton?

11:30 AM - 1:00 PM

[RHO Ristorante & Discoteca, 50 Riverview Executive Park \(Rte 29\), Trenton NJ 08611](#)



Frontier Airlines is everywhere - from Florida to California & back again; but what we want to know is...why Trenton? Join us at our October Power Luncheon as we learn why Frontier Airlines chose the Trenton area as their East Coast hub.

Event Registration (luncheon tickets MUST be purchased through the Chamber):

<http://www.midjerseychamber.org/CWT/External/WCPages/WCEvents/EventDetail.aspx?EventID=1623>

Free parking available by the restaurant.

TD Bank Business Networking Reception

6:00 PM - 8:00 PM

[TD Bank - Reserve your spot by emailing \[Natacha.Deer@td.com\]\(mailto:Natacha.Deer@td.com\), 50 East State Street, Trenton, NJ 08608](#)



Platinum Sponsor TD Bank will once again host the networking reception not to be missed at their 50 East

State Street branch! RSVP to Natacha.Deer@TD.com.

Wednesday, October 23, 2013

The Trenton Chapter "Good Morning, Capital City" Breakfast

8:30 AM - 10:00 AM

Sun National Bank Center, 81 Hamilton Avenue, Trenton, NJ 08611



Organizing a "Buy Local" campaign for Trenton businesses

Jeff Milchen, co-founder and director of the American Independent Business Alliance (www.amiba.net), will provide an introduction to Buy Local initiatives across the country, and explore the potential for a "Buy Local Trenton" campaign.

Registration link (breakfast tickets are \$25-\$35): <http://www.midjerseychamber.org/External/WCPages/WCEvents/EventDetail.aspx?EventID=1651>



About the Trenton Chapter

This MIDJersey Chamber Chapter meets bi-monthly at various host locations throughout the City. These events are informal, bringing together members of the local business community and beyond, to build business relationships, and to foster economic growth in the capital city. Contact Anne LaBate, Segal LaBate Commercial Real Estate, anne@segal-labate.com

Following the breakfast, Jeff will lead a free, interactive workshop open to all to explore how other communities across the country have successfully launched Buy Local campaigns.

10:00 Workshop Details & Registration.

Parking: Free at the Sun National Bank Center

Central NJ Business EXPO & Restaurant Row

10:00 AM - 3:00 PM

Sun National Bank Center, 81 Hamilton Avenue, Trenton, NJ 08611



The 2013 Annual Fall Central NJ Expo is the largest expo and networking event in mid-Jersey for business and consumers. Whether you choose to sponsor, exhibit or attend; this will provide you with the greatest opportunity to meet other exhibitors and consumers from the mid-Jersey

region.

Visit the [MIDJersey Chamber's Expo site](#) for information about exhibiting.

Free parking at the arena.

Buy Local – Opportunity to Capture Revenue

10:00 AM - 12:00 PM

[Sun National Bank Center, 81 Hamilton Avenue, Trenton, NJ 08611](#)



Buy local campaigns have exploded in recent years. A well-run "buy independent / buy local" campaign that engages local businesses and citizens can be a powerful tool to help sustain independent businesses and neighborhood-serving business districts. Jeff Milchen, co-founder and director of the American Independent Business Alliance, will lead an interactive workshop to help explore the potential for a "Buy Local" campaign. **All attendees will take away practical ideas to develop a Buy Local initiative in their municipality or region!**



Jeff Milchen
Co-director and Co-founder

Jeff has spent 15 years helping communities build vital local economies and enhancing economic opportunity through supporting local independent businesses. Milchen co-founded the American Independent Business Alliance (www.AMIBA.net), which helps communities to launch and successfully operate Independent Business Alliances. These Alliances work to strengthen and sustain community-based businesses while promoting citizen empowerment over community development.

Milchen pioneered this organizing model, founding and directing the Boulder IBA in Colorado, starting in 1998. Since 2001, AMIBA has helped more than

80 of these Alliances form in a diverse range of communities. He has provided keynotes, presentations and workshops for nearly one hundred organizations and conferences across North America.

Milchen's prior work includes successfully operating his own start-up businesses in Vermont and serving as the director of Reclaim Democracy. He is the author of "Building Buy Local Campaigns that Shift Culture and Spending" and his commentaries and articles have appeared in dozens of publications including The Chicago Tribune, Business Week, The Ecologist, Adbusters, and Inc. Magazine. Milchen is an avid outdoorsman and spends much of his free time in the mountains surrounding Bozeman, MT.

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Free parking at the Sun National Bank Center

Thursday, October 24, 2014

Regional Mayoral Roundtable Breakfast

8:00 AM - 10:00 AM

Trenton Country Club, 201 Sullivan Way, Ewing, NJ



The Princeton Regional Chamber of Commerce believes that the challenges faced by our municipalities are not unique issues and the collective impact is felt across township and municipal government lines by all of us.

Transportation issues, residential development issues, economic growth opportunities are but a few of the

multiple issues facing all of our municipalities. We believe that solutions are reached earlier, answers more easily resolved and outcomes implemented quicker when we work together.

Mayors from five communities—Ewing, Hamilton, Lawrence, Robbinsville and Trenton—have been invited to attend.

The “Regional Mayoral Roundtable Breakfast” program was designed with these goals in mind. The public is invited to attend and guests will have the opportunity to network with local officials and Chamber members. We believe that this will be an excellent opportunity for business people, your constituents and others to come together to hear about common concerns that impact all of us.

The breakfast begins at 8 a.m. with networking; the panel will start at 8:30 a.m. and will conclude at 10 a.m.

Registration link (breakfast tickets are \$25): <https://princetonnjcoc.wliinc27.com/external/wcpages/wcevents/eventregistration.aspx?eventID=2U8080>

Free parking available at the Trenton Country Club

Irene, then Sandy - Are You Ready for What's Next?

10:00 AM - 11:30 AM

Trenton Country Club, 201 Sullivan Way, Ewing, NJ

Did you know that you can protect yourself, your business and your employees at work and at their homes for little or no money? It's true. FEMA is here in NJ assisting in the Superstorm Sandy response and recovery efforts. Most important, you can learn how to be prepared for the future. FEMA staff will present relevant and necessary information and provide FREE resources to prepare you and your business. This one-on-one contact with FEMA is only available for a short time, so take advantage of this opportunity. Remember what Ben Franklin said, "If you fail to plan, you are planning to fail."

FEMA established a Private Sector Division within the Office of External Affairs in October 2007. The division's overarching goals include improving information sharing and coordination between FEMA and the private sector during disaster planning, response and recovery efforts. The FEMA Private Sector Division cultivates public-private collaboration and networking in support of the various roles the private sector plays in emergency management, including: impacted organization, response resource, partner in preparedness, and component of the economy. The division also fosters internal collaboration and communication among FEMA programs that have an interest in private sector engagement.

Art Goetz has been in media advertising sales and marketing for over 35 years. His career experience includes;

- Retail Advertising Sales Manager for The Star-Ledger newspaper.
- Sales Manager for Advertising Sales and New Business Development, Monmouth Cablevision.
- Director of Advertising and Marketing with Media News Group
- East Coast Sales Manager with the Newspaper National Network
- Joined FEMA as a Private Sector Specialist in January of this year.



Art, was born in Yonkers NY, and now lives with his wife of 37 years in Matawan, NJ. They have two children and 3 grand-children.

Free parking is available. Please remember, no blue denim clothing may be worn at Trenton Country Club.

FEMA Private Sector Backgrounder



FEMA

ESF - 15 | External Affairs

Private Sector Division

DR4086-NJ

Backgrounder

OVERVIEW

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PRIVATE SECTOR DIVISION PURPOSE STATEMENT

Communicate, cultivate and advocate for collaboration between the U.S. private sector and FEMA, to support FEMA's capabilities and to enhance national preparedness, protection, response, recovery, and mitigation of all hazards.

PRIVATE SECTOR DIVISION VISION STATEMENT

Establish and maintain a national reputation for effective support to our private sector stakeholders through credible, reliable and meaningful two-way communication.

OUR SERVICES:

- Help integrate the private sector into the response by
 - Providing an entry point for private sector inquiries and offers of assistance,
 - Coordinating the response with other emergency support functions and appropriate government representatives.
- Collaborate with federal partners, such as the Small Business Administration, the Internal Revenue Service, Government Services Administration, and others—as well as with state, tribal, territorial, or local organizations—to bring timely, relevant disaster information on services, resources and opportunities to private sector entities in the impacted area.
- Work with state and local organizations on roundtables, meetings and other informational events to help speed private sector recovery.
- Publish E-news Updates and Business Advisories to communicate disaster recovery information and relevant federal assistance programs to private sector organizations.
- Elevate major or emerging private sector recovery issues to appropriate FEMA and other government officials for resolution.

Private Sector Desk: 732.345.3683

Email: femaprivatesector-dr4086nj@fema.dhs.gov

www.fema.gov/privatesector-1

Starting a Business: How to Start & Finance your Business in a Tough Economy (in Spanish)

6:30 PM - 8:00 PM

Chase Bank, Roebling Market, 635 South Clinton Avenue, Trenton, NJ 08611

Do you want to start a business and do not know how to do it? Do you know how to obtain money to start? Do you have an existing business and need money to expand, buy merchandise, etc?

Join us at this event where you will learn how to start and register your business in three easy steps and in less than an hour!!! You will also learn about the various existing financial resources for your business as well as the advantages of getting a loan.

Speakers: Reina Valenzuela, Starfish Global CEO & SBDC counselor as well as special guests from Intersect Fund, Chase Bank & RBAC

Sponsored by the Mercer County Office of Economic Development and Sustainability, US Small Business Administration, Chase Bank and The Small Business Development Center at the College of New Jersey



Presentadoras:

Reina Valenzuela, Founder and CEO, Starfish*Global LLC, a management consulting firm for small minority-owned businesses experiencing growing pains.

Coaches professionals and entrepreneurs on how to start, manage, and expand their presence on main street, global markets, and the worldwide web. Organizes and presents workshops and seminars in Spanish/English to help Latinos use technology for professional growth and business development.

Consultora del Centro de Desarrollo para la Pequeña Empresa. NJ. SBDC Business Consultant catering to Hispanic businesses in Mercer and Middlesex counties. Awarded MBA in Global Management from Kean University.

Featured entrepreneur in article by Soledad Obrien on CNN.COM In America Blog and Latina Magazine 2011/2012. Board Member of LATISM – Latinos in Social Media the largest organization of Latino professionals engaged in social media. Social and business entrepreneur passionate about community building online and on the ground!Starfish* Global



Lilian Maura, SBDC Spanish Coordinator
<http://www.tcnj.edu/~sbdc/>

English and Spanish versions of event flyer:



@ The College of New Jersey
Sirviendo el Condado de Mercer



Nuts & Bolts of Starting a Business: How to Start & Finance your Business in a Tough Economy
(Free Seminar, in Spanish)

Do you want to start a business and do not know how to do it? Do you know how to obtain money to start? Do you have an existing business and need money to expand, buy merchandise, etc?

Join us at this event where you will learn how to start and register your business in three easy steps and in less than an hour!!! You will also learn about the various existing financial resources for your business as well as the advantages of getting a loan.

Speaker: Reina Valenzuela, Starfish Global CEO & SBDC counselor as well as special guests from Intersect Fund, Chase Bank & RBAC

Day : Thursday, October 24 2013
Time : 6.30 – 8.00 pm
Place : Chase Bank
Trenton Branch
635 S Clinton Ave.
Trenton, NJ 08611

Registration is Required. Please, register at (609) 392-3800 or visit www.smallbizweek.com

Sponsored by the Mercer County Office of Economic Development and Sustainability, US Small Business Administration, Chase Bank and The Small Business Development Center at the College of New Jersey



La red del NISBDC es un miembro acreditado de la Asociación de Pequeños Centros de Desarrollo Empresarial

The NISBDC network (www.nisbdc.com) is the premier provider of comprehensive services and programs for small business in New Jersey. The organization, which consists of 11 centers statewide, helps businesses expand their operations, manage their growth or start ventures. The New Jersey Small Business Development Centers (SBDC) network is partially funded by the U.S. Small Business Administration, the State of New Jersey, and The College of New Jersey. SBA's funding is not an endorsement of any products, opinions, or services. All SBA-funded programs are extended to the public on a nondiscriminatory basis. Reasonable accommodations for persons with disabilities will be made, if requested at least two weeks in advance by contacting 609-771-2947



@ The College of New Jersey

Sirviendo el Condado de Mercer

Hasta 500 empleados



Cómo Empezar un Negocio y Cómo Financiarlo en una Economía Difícil
(Seminario gratuito y en Español)

¿Desea empezar un negocio y no sabe como hacerlo? ¿Sabe Ud. dónde obtener dinero para empezar una empresa? ¿Tiene Ud. un negocio existente y necesita dinero para expandir, comprar materiales, mercadería, etc.?

Únase a este evento donde Ud. aprenderá a empezar y registrar su negocio en tres pasos fáciles y en menos de una hora!!!. Además obtendrá información de los diversos recursos financieros existentes para su negocio, así como las ventajas de obtener un préstamo. Evento dictado por Reina Valenzuela, CEO Starfish Global y Asesora el SBDC, Así como invitados de Interset Fund, Chase Bank y RBAC.

Día : Jueves, 24 de Octubre 2013

Hora : 6.30 – 8.00 pm

Lugar : Chase Bank

Trenton Branch

635 S Clinton Ave.

Trenton NJ 08611

Regstración es Requerida. Espacios Limitados.

Contáctenos al (609) 392-3800

ó visite www.smallbizweek.com

Auspiciado por la Oficina de Desarrollo Económico del Condado de Mercer, La Administración de Pequeños Negocios de los Estados Unidos , Chase Bank y el Centro de Desarrollo de Pequeños Negocios de la Universidad de New Jersey.



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