

Co-Sponsors

Congressman Jerrold Nadler, State Assembly Speaker Sheldon Silver, City Council Speaker Christine C. Quinn, Manhattan Borough President Scott M. Stringer, State Senator Tom Duane, Assemblymember Deborah J. Glick, Councilmember Rosie Mendez, Community Board #2, Manhattan, Bleecker Area Merchants' and Residents' Association, Little Italy Merchants Association, Lower East Side Business Improvement District, Meatpacking District Initiative, The NOHO NY BID, NoHoManhattan.org, Pace University Small Business Development Center, TriBeCa Organization, Union Square Partnership, and The Village Alliance.

Special Thanks to

NYU's Office of Government and Community Affairs

Councilmember Alan Gerson

Dirk McCall, Executive Director, GVCCC

Zella Jones, Market by Market Communications

Amy Blumsack

Small Business Assistance Forum



Offering information on existing resources for small businesses, marketing strategies and tools, accessing loans, and legislation to assist small businesses. In addition, representatives from a number of City agencies and organizations that partner with small businesses will have information and representatives available.

Monday, March 30, 2009

9:30am-12:30pm

Kimmel Center for University Life

9th Floor, Rooms 912 and 914

Presenters

Business Coaching Panel

Dr. Stacey Radin, President Corporate EQ

Dr. Tom Ellet, New York University

Small Business Assistance Programs Panel

Karen-Michelle Mirko, Director NYC Business

Solutions, Lower Manhattan Center

Ashely Buechele, NYC Economic Development Corporation

Marketing Panel

Zella Jones, Market by Market Communications

Charle-John Cafiero, CJC Stratgists

Policy and Legislation Panel

Councilmember Alan Gerson, District 1

John Gamino, New York University Professor

Councilmember David Yassky, District 33

Richard Corman, Tribeca Organization

Mark Jaffe, President and CEO of NY Chamber of Commerce

Roland Gebhardt, Roland Gebhardt Design

Program

9:30-10:00	Registration and Networking Breakfast	
10:00-10:15	Welcome and Remarks	Speaker Christine Quinn Councilmember Gerson NYU Vice President, Alicia D. Hurley GVCCC Executive Director, Dirk McCall
10:15-10:30	Business Coaching	Dr. Stacey Radin Dr. Tom Ellet
10:30-10:50	Small Business Assistance Programs	Karen-Michelle Mirko
10:50-11:10	Accessing Loans	Ashley Buechele
11:10-11:40	Marketing Panel	Zella Jones Charle-John Cafiero
11:40-12:30	Policy and Legislation	Alan Gerson John Gamino David Yassky Richard Corman Mark Jaffe Roland Gebhardt