

Manhattan Borough President's Office
1 Centre Street, 19th Floor
New York, NY 10007

Harlem State Office Building
163 West 125th Street, 5th Floor
New York, NY 10027

PRE-SORT
STANDARD
U.S. POSTAGE PAID
NEW YORK, N.Y.
Permit No.
4099



EXPO PARTICIPANTS

- ACCION USA
- Association de Bodegeros
- Audubon Partnership
- Chamber of Commerce of Washington Heights and Inwood
- Columbia-Harlem Small Business Development Center
- Con Edison
- East Harlem Business Capital Corporation
- Envirolution
- Greater Harlem Chamber of Commerce
- Greater New York Chamber of Commerce
- Green Depot
- Harlem Business Alliance
- Hispanic Federation
- Internal Revenue Service
- JPMorgan Chase
- Latino Restaurant Association
- Legal Aid Society-Community Development Project
- Manhattan Chamber of Commerce
- New York Women's Chamber of Commerce
- NYC Business Solutions
- NYC Department of Small Business Services
- NYC Economic Development Corporation
- NYSERDA
- NYS Department of Finance & Taxation
- Project Enterprise
- Seedco
- Upper Manhattan Empowerment Zone
- Washington Heights & Inwood Development Corporation

CONFERENCE PLANNING STEERING COMMITTEE

- Mwisa Chisunka**
NYS Department of Taxation and Finance
- Darwin Davis**
Greater Harlem Chamber of Commerce
- Shira Gans**
Manhattan Borough President's Office
- Gita Hecht**
Internal Revenue Service
- Kim Jasmin**
JP Morgan Chase Foundation
- Gayle Jennings-O'Byrne**
JP Morgan Chase Foundation
- Hope Knight**
Upper Manhattan Empowerment Zone
- Rosemonde Pierre-Louis**
Manhattan Borough President's Office
- Patricia Ricketts**
Greater Harlem Chamber of Commerce
- Laine Rolong**
ACCION USA
- Shanifah Rieara**
Manhattan Borough President's Office
- Regina Smith**
Harlem Business Alliance
- Brenda Stuart-Luke**
Internal Revenue Service



MANHATTAN BOROUGH PRESIDENT
SCOTT M. STRINGER
and

ACCION USA • Greater Harlem Chamber of Commerce • Harlem Business Alliance
Internal Revenue Service • JPMorgan Chase Foundation
NYS Department of Finance and Taxation • Upper Manhattan Empowerment Zone

Present:

Straight Talk: Rescue and Recovery for Small Businesses

This conference is designed to provide practical and immediate survival strategies for small businesses in today's economy through workshops, information and resource sharing and dialogue.

A Small Business Resource Expo will be held throughout the morning.



Monday, July 13, 2009
8:30am - 12:30pm
New York Academy of Medicine
1216 Fifth Avenue
between 102nd and 103rd Streets
For more information,
please contact **212.669.2094**

To RSVP, please call **212.669.4465**
or email conference@manhattanbp.org





Dear Friends:

Small businesses are the soul of Manhattan and New York City. With each day we see more of them close and feel the borough lose more of its character. Before the collapse of Wall Street, a report released by my office found that 50% of small businesses did not believe that they would be in business in five years. Currently, vacancy rates in many neighborhoods in Manhattan are as high as 12%. Mom and Pop stores not only provide valuable services to the community, they are the community. Therefore, it is imperative that we provide our small businesses with the tools to survive in this changing economy.

This forum will bring together business owners, experts, as well as government, agency and community leaders to provide practical advice and useful resources to small businesses on how to survive in these difficult times.

In this new economy we need to learn from one another and to help each other. It is my hope that you will leave this conference better equipped to face the many challenges you may have encountered in the past as a result of the information, strategies and tools shared at this forum. It is by joining together as a community that we will find solutions to the problems facing small businesses today.

Sincerely,

Scott M. Stringer

AGENDA

REGISTRATION
8:30AM – 9:00AM

PLENARY SESSION
9:00AM – 10:00AM

WELCOME
Kim I. Jasmin
*Vice President-North East Region
Community Relations Manager
JPMorgan Chase Foundation*

REMARKS
Honorable Scott M. Stringer
Manhattan Borough President

Robert W. Walsh
Commissioner
NYC Small Business Services

MAKING THE MOST OF STRAIGHT TALK
Kenneth J. Knuckles
President & CEO
Upper Manhattan Empowerment Zone

BREAK
10:00 AM-10:15 AM

RESCUE BREAKOUT SESSIONS
10:15AM - 11:15AM

BREAK
11:15AM-11:30AM

RECOVERY BREAKOUT SESSIONS
11:30AM – 12:30PM

ADJOURN

The Small Business Resource Expo will open at 9AM



BREAKOUT SESSIONS

Rescue Breakout Sessions (1 Hour)
10:15AM - 11:15AM

- Session 1:** Tackling Your Taxes (*FICA, Withholding, FUTA & Sales*)
- Session 2:** Marketing and Publicity: From Brick to Click
- Session 3:** How Going Green Can Save You Green\$\$\$: Energy Efficiency & Your Business

Recovery Breakout Sessions (1 Hour)
11:30AM – 12:30PM

- Session 1:** Show Me the Money! Getting the Numbers Right To Access Capital
- Session 2:** Business Cred: Getting Certified and Winning Government & Corporate Clients
- Session 3:** Reality Check: Business Survival Strategies in Today's Economy

Special Thanks to the **New York Academy of Medicine** for hosting the conference and to **JPMorgan Chase** for generously underwriting this brochure and refreshments for this conference.

If you would like to request special assistance in order to participate or have any other questions, please call **212.669.4465** or email conference@manhattanbp.org. We will try to accommodate requests.

Conference Registration Form

Please Print
(You can also register by emailing conference@manhattanbp.org)

Name: _____

Title: _____

Organization: _____

Address: _____

Phone: _____ Fax: _____ Email: _____

BREAKOUT SESSION SELECTION
(Please select one rescue and one recovery session only)

- RESCUE BREAKOUT SESSIONS**
- Session #1 **Tackling Your Taxes**
 - Session #2 **Marketing: From Brick to Click**
 - Session #3 **How Going Green Can Save You Green\$\$\$**

- RECOVERY BREAKOUT SESSIONS**
- Session #1 **Show Me the Money!**
 - Session #2 **Business Cred**
 - Session #3 **Reality Check**

Please Return your Completed Form:

Via Mail: Straight Talk Small Business Conference
Office of the Manhattan Borough President
1 Centre Street – 19th Floor
New York, NY 10007

Via Phone: 212.669.4465

Via Email: conference@manhattanbp.org