

# 2015 Trenton Business Week Program

Monday, October 19, 2015

## Kick Off Networking Breakfast & Keynote Presentation

8:00 AM - 10:00 AM - [Wyndham Garden Trenton](#)

Welcome, Acknowledgement & Introduction of Mayor  
Monique King-Viehlend, Director, Department of Housing & Economic Development

Introduction to the newly formed Greater Trenton, Inc.:  
Honorable Eric E. Jackson, Mayor

### Award Presentation:

Karl Weidel, Inc. - "Business of the Year" - 100th Anniversary

### Remarks:

Brian Hughes, County of Mercer Executive  
Joseph Tredinnick, Regional Vice President, TD Bank

### Keynote Address:

Tom Murphy, Senior Resident Fellow  
ULI Joseph C. Canizaro/Klingbeil Families; Chair for Urban Development  
Former Mayor of Pittsburgh, PA

**Business Week TRENTON**

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- Mercer County
- Princeton Regional Chamber of Commerce
- MIDJersey Chamber of Commerce
- America's SBDC New Jersey
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**Business Week TRENTON**  
*Presents*  
**GROWING TOGETHER:**  
THE CAPITAL CITY,  
THE REGION, THE STATE  
OCTOBER 19<sup>TH</sup> to 22<sup>ND</sup>  
DON'T MISS OUT — PLAN TO ATTEND!  
2015  
[TRENTONBUSINESSWEEK.COM](http://TRENTONBUSINESSWEEK.COM)



### **Kickoff Breakfast Agenda:**

8:00am Registration/Networking

8:30am Welcome, Acknowledgements &  
Introduction of Mayor

**Monique King-Viehlend, Director**  
*Department of Housing & Economic Development*

#### **Announcement:**

**Honorable Eric E. Jackson, Mayor**

#### **Award Presentation:**

*"Small Business of the Year"*  
**Karl Weidel, Inc. – 100th Anniversary**

#### **Remarks:**

**Brian Hughes, County of Mercer Executive**

**Joseph Tredinnick, Regional Vice President, TD Bank**

#### **Keynote Address:**

**Tom Murphy, Senior Resident Fellow**  
*ULLI Joseph C. Canizaro/Klingbeil Families*  
*Chair for Urban Development*  
*Former Mayor of Pittsburgh, PA*

THANK YOU TO THE MANY SPONSORS WHO MAKE THIS WEEK POSSIBLE. VISIT [WWW.TRENTONBUSINESSWEEK.COM](http://WWW.TRENTONBUSINESSWEEK.COM) FOR A COMPLETE LIST OF EVENTS:

For more information regarding economic development opportunities in the City of Trenton, please contact the Department of Housing and Economic Development at 609-989-3609.

### **At a Glance**

Please take full advantage of the many leadership and networking opportunities provided throughout this week. Bring the SBDC A-Team Experts to Your Site – Available All Week. All events are listed on [www.trentonbusinessweek.com](http://www.trentonbusinessweek.com).

#### **Monday – 10/19/15**

Creating Vibrant Cities Briefing  
Business of Entertainment  
Business of Food  
Your Business – Your Growth (CRMCC)

#### **Tuesday – 10/20/15**

Small Business is Big Business  
Social Media – Differences & Best Choices  
Starting a Business A-Z  
MidJersey Chamber of Commerce Membership Luncheon -  
with Honorable Eric E. Jackson, Mayor of Trenton  
Grow your Business with Social Media and Email Marketing  
Financing your Business  
Bank Financing for Small Business  
Women Business Owners impacting the Economic Landscape  
TD Bank Reception

#### **Wednesday – 10/20/15**

Choose Trenton Virtual Real Estate Tour & State Financing  
MIDJersey Chamber of Commerce Central NJ Expo  
US Census Bureau – Business by the Numbers  
SBDC Networking Reception -UGGS Company Founder Brian Smith  
Artworks – How to Preserve your Art

#### **Thursday – 10/21/15**

Princeton Regional Chamber of Commerce - Role of Higher Education in Economic Development in the Capital City Region  
Como Obtener un Prestamo para su Negocio  
Artworks – Protecting your Creative Artwork



## Biography

Tom Murphy, ULI Canizaro/Klingbeil Families Chair for Urban Development, has been a senior resident fellow at the Urban Land Institute since 2006.

A former mayor of Pittsburgh, his extensive experience in urban revitalization—what drives investment, what ensures long-lasting commitment—has been a key addition to the senior resident fellows' areas of expertise. Murphy also serves on the Advisory Board of ULI's Rose Center for Public Leadership in Land Use.

In 2011 he wrote *Building on Innovation*, a ULI report discussing the economic impact universities and hospitals have on local economies and providing detailed strategies to shape a successful 21st-century city based on a private/public/university partnership.

Since joining ULI, Murphy has served on many Advisory Services panels, including panels in Moscow and Hong Kong, as well as Baltimore, Chicago, and other U.S. cities. Additionally, Murphy served as ULI's Gulf Coast liaison, helping coordinate with the leadership of New Orleans and the public the rebuilding recommendations made by a ULI Advisory Services panel held shortly after Hurricane Katrina. He also worked on rebuilding strategies with leaders in the Gulf Coast areas of Mississippi and Alabama in the wake of Katrina.

Before joining ULI, Murphy served three terms as mayor of Pittsburgh, from January 1994 through December 2005. During that time, he initiated a public/private partnership strategy that leveraged more than \$4.5 billion in economic development in the city. Murphy led efforts to secure and oversee \$1 billion in funding for the development of two professional sports facilities, and a new convention center that is the largest certified green building in the United States.

From 1979 through 1993, Murphy served eight terms in the Pennsylvania House of Representatives. He focused his legislative activities on changing western Pennsylvania's economy from industrial to entrepreneurial, and wrote legislation requiring state pension funds to invest in venture capital firms. In addition, he wrote legislation to create the Ben Franklin Technology Partnership, now over 25 years old, which is dedicated to advancing Pennsylvania's focus on early-stage startup businesses and the commercialization of cutting-edge technologies.

Murphy holds a Master of Science degree in urban studies from Hunter College and a Bachelor of Science degree in biology and chemistry from John Carroll University.



## Small Business of the Year

Karl Weidel Inc  
Celebrating 100 Years

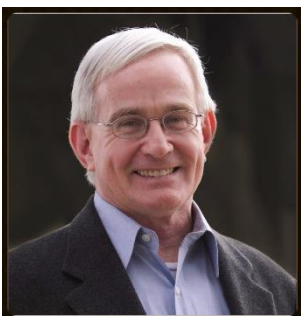


Since 1915, Karl Weidel Inc has operated in downtown Trenton. The business is a full service, independent insurance agency in New Jersey and Pennsylvania. Their extensive network of providers enables the company to provide its customers with excellent coverage options. They offer a variety of personal insurance lines including auto, homeowners, and flood insurance. Karl Weidel also offers comprehensive business plans including business insurance, and workers compensation.

## Creating Vibrant Cities - Policy Briefing

10:00 AM - 11:30 AM - [Wyndham Garden Trenton](#)

What does it take to make a city vibrant, to make it truly flourish? Come hear Tom Murphy speak about his accomplishments as Mayor of Pittsburgh in turning the city around. Hear local and state officials discuss opportunities for revitalizing New Jersey's cities. Topics will range from attracting talent through workforce housing and creative reuse, capitalizing on natural resources, to visioning Trenton's future. You won't want to miss this creative and talented panel! [Learn more about the briefing including the morning's agenda and sponsorship opportunities.](#)



### Keynote: Tom Murphy

Senior Resident Fellow at the Urban Land Institute and former Mayor of Pittsburgh, Tom Murphy, will share the steps he took in turning Pittsburgh around. He continues the conversation from the Kick Off Breakfast.

Hear from state and local experts, with additional speakers including:

Ron Beit, RBH Group

Damon Rich, Hector Design Services

Dudley Ryan, CBRE

Michele Siekerka, NJBIA

Michael Goldstein, HHG

Monique King-Viehland, City of Trenton Department of Housing and Economic Development

Greg Dell'Aquila, Mission 50 Workspace

### *The Business of Entertainment - 3 Sessions*

1:00 PM - 4:00 PM [Wyndham Garden Trenton](#)

Whether you desire to become a performing artist or you decide a career supporting the artist is ideal for you, this series of panel discussions will provide valuable information that will help to guide your career.

#### **“HOW TO FIND THE RIGHT VENUE FOR YOUR PERFORMANCES” 1:00 - 2:00**

Finding the right venue for your performances is as important as finding the right agent. There are many factors to consider when you are searching for the right venue. As an entertainer if you decide to be your own booking agent or hire a booking agent, this session will provide participants with helpful tips and tools to use when selecting a venue. Local venue operators will also be on hand to explain to book their venues.

#### **“BEHIND THE CURTAIN: SERVICE PROVIDERS THAT SUPPORT CREATORS AND ARTIST” - Legal Structure 2:00 - 3:00**

Every entertainer needs a great supporting cast. This session will highlight the many and entrepreneurs that support the entertainer. The attorney, accountant, insurance agents, promoters, lighting, makeup, video/studio facilities manager are just a few. Hear from industry experts what is necessary to navigate a successful business that supports the entertainer.

#### **“THE BUSINESS OF CREATION: THE ARTIST PERSPECTIVE” - Branding 3:00 - 4:00**

Breaking into the entertainment business can be daunting. If you are interested in becoming a professional entertainer learn what takes from industry experts like Sarah Dash. This is a must attend session if you are “THE BRAND”

### *The Business of Food - 3 Sessions*

1:00 PM - 4:00 PM - [Wyndham Garden Trenton](#)

#### **FOOD BUSINESS BASICS 1:00 - 2:00**

Session 1 attendees will learn the basics of developing a viable concept to navigating the licensing and certification process. They will be given practical steps for planning,

licensing, certification and other requirements needed to launch or grow a food business.

**PREPARING FOOD IS MY PASSION - Becoming a Food Entrepreneur 2:00 - 3:00**  
Session 2 attendees will learn the differences between operating a food truck, a restaurant and a catering business beyond the obvious and which business is the best situation for the entrepreneur.

**FROM THE STOVE TO THE STORE - Food Production, Packaging, & Distribution 3:00 - 4:00**  
Session 3 will provide attendees with information on food production, packing and distribution.

### *Capital Region Minority Chamber of Commerce Event*

5:30 PM - 7:30 PM - [Wyndham Garden Trenton](#)

## Capital Region Minority Chamber of Commerce

In support of Trenton Business Week

Presents a  
**Panel Discussion**  
Brought to you by



**Your Business – Your Growth**  
Expanding opportunities for minority and women-owned businesses

**When:**  
October 19, 2015 – 5:30-7:30pm  
**Where:**  
Wyndham Garden Trenton  
1 West Lafayette Street  
Trenton, NJ 08608

**Participants will get answers to questions such as...**

- What are the different types of funding?
- What type of funding is available?
- What type of funding is right for your company?
- What are the implications of the different types of funding?



**Featured Speaker:**  
Michelle N. Siekerka, President and CEO  
*New Jersey Business & Industry Association*

### Sponsorship Levels

**Gold - \$1000** - Recognition, (6) Tickets to Event, Sponsor Sign, Exhibit Table, Name in Marketing Materials, Panelist Spot for the Event, Provide Welcome Address  
**Silver - \$750** - Recognition, (4) Tickets to Event, Sponsor Sign, Exhibit Table, Name in Marketing Materials  
**Bronze - \$500** - Recognition, (2) Tickets to Event, Sponsor Sign, Exhibit Table  
**Individual Ticket - \$20.00**

To register visit our website at [www.CapitalRegionMinorityChamber.org](http://www.CapitalRegionMinorityChamber.org) or  
For more information call (609) 498-0698 or Email - [capitalregionmcc@gmail.com](mailto:capitalregionmcc@gmail.com)

**Tuesday, October 20, 2015**

*TCNJ SBDC - Private Business Coaching with UGG Founder Brian Smith*

8:00 AM - 12:00 PM

[The College of New Jersey, Loser Hall, 2000 Pennington Road, Ewing, NJ 08628](#)

Entrepreneur, Author, Speaker, Mentor and Coach



At 29, Brian decided that a life in Public Accounting was not for him! He quit his job and went to California to look for a new business idea **and..... to surf all the legendary breaks such as Rincon, Malibu, Dana Point and Windansea.** He soon noticed that there were no sheepskin boots in California, so he and a friend brought six pairs

from Australia to test. And so, **“UGG” was born** and over the next seventeen years Brian built it into a national brand and solidified himself as a business expert.. The business grew too big for Brian to finance, so he sold it to Deckers Outdoor Corporation. The new **team built upon the “casual comfort” theme** and through style development, merchandising and great marketing, established UGG as an International fashion brand, with sales exceeding one billion dollars in 2011, 2012 and 2013.

**PRIVATE COACHING**

Whether your industry encompasses Real Estate, Insurance Products, Medical Devices, MLM Down-lines etc., every one on your team is attempting to build and increase their territory and their own business. You invest heavily in training and product knowledge and they all start out with great enthusiasm. And now you want to get your company or product up to the next level with the big retailers or suppliers

Sign up for your unprecedented opportunity to spend 45 minutes undivided attention with Brian to laser focus on your questions and concerns and he can provide guidance and recommendations just for your company. Write down your questions in advance and can be on any topic can include bringing products to the big markets, overcoming obstacles, negotiating, partnerships, pitfalls and more.

(5 appointments available)

## ***Small Business is Big Business: Benefiting from the SBA***

9:00 AM - 10:00 AM

Wyndham Garden Trenton, 1 West Lafayette Street, Trenton, NJ 08608



The discussion will be led by **Kellie I. LeDet**  
Region II Regional Administrator  
U.S. Small Business Administration

**Kellie I. LeDet (bio)**

in Salon C



## ***Social Media – Differences & Best Choices***

10:30 AM - 11:30 AM

[Wyndham Garden Trenton, 1 West Lafayette Street, Trenton, NJ 08608](#)

Mercer Room



**Presenter: Dr. Jennifer Gardella**

Jennifer has built her career around helping small business owners with social media and digital marketing. She works within client budgets to develop strategic campaigns that are effective. Jennifer continually reads and researches in the area of social and digital marketing and shares her information with clients and organizations so small business owners can achieve success.

With **years of experience successfully helping small business owners** drive traffic to their websites and storefronts, Jennifer knows best practices to help you position your own endeavor. Jennifer supports her clients in a variety of ways including daily email support, individual consultations and personalized writing.

In addition to providing guidance on social media set-up and strategy Jennifer is often sought for help with blogging. Many clients use her advice and experience to set-up a blog and then develop an editorial calendar to establish a greater internet presence. Using her extensive blogging experience Jennifer is able to help clients understand how to easily and effectively maintain a blog. Jennifer is the founder and owner of NJ Divorce Mom blog where she shares her musings as a single mom and is honored to have a blog on the Huffington Post. Her blog on [Your Social Media](#) is dedicated to helping small business owners stay up-to-date on social media happenings.

**Jennifer's academic background** prepared her well for social media marketing with extensive training in Psychology and Analytics. Jennifer holds a Ph.D. in Educational Psychology and a Ed.M. in Educational Statistics and Measurement from Rutgers University. Near and dear to her heart are her four years she spent on the Rose Hill campus of Fordham University earning a Bachelor of Arts in Economics with a personal concentration in the fun of New York City.

Jennifer has spent years teaching statistics and psychology classes at Rutgers and Rider Universities at both the graduate and undergraduate level. This work helped her hone her skills of explaining complicated concepts breaking down difficult information into digestible pieces for understanding.

### *Starting a Business A - Z*

11:00 AM - 12:00 PM

[Wyndham Garden Trenton, 1 West Lafayette Street, Trenton, NJ 08608](#)



#### **Do you have what it takes to run a successful small business?**

At one time or another, almost everyone has had the idea of starting their own business. What separates the successful businesses from the ones that crash and burn is the work done to realistically determine if the business will succeed. The excitement that comes with entrepreneurship needs to be tempered by due diligence before you move forward in your venture. This two hour program is a precursor to our six week Entrepreneurship 101 course and will help introduce participants to the entrepreneurial mindset and how to assess the feasibility of their business idea.

#### **What you will cover**

Determine if your idea is feasible based on our five-step assessment process:

- o Your readiness as a business owner
- o The origins of your business idea
- o Gaining a realistic view of your potential market
- o What skills you bring to the table, and those you lack, to operate the business successfully
- o Projecting your start-up costs and what capital is needed

#### **Who should attend**

Individuals contemplating starting a business, those looking for more information on assessing their ideas, early stage business owners looking to add more structure and understanding.

Presenter: Erich Peter, Director of Training & Technical Assistance  
UCEDC

[www.ucedc.com](http://www.ucedc.com)

### *MIDJersey Chamber Lunch: Trenton's Economic Address*

11:30 AM - 1:30 PM

[Wyndham Garden Trenton, 1 West Lafayette Street, Trenton, NJ 08608](#)





Please join the MIDJersey Chamber of Commerce in hosting Mayor Eric Jackson of our **Capital City in Trenton's Economic Address**. Mayor Jackson will provide an update on the happenings in our Capital City and plans on the year ahead.

Luncheon registration is \$40 and you need to register through the MIDJersey Chamber of Commerce

### *Grow Your Business with Social Media and Email Marketing*

11:30 AM - 12:30 PM

[Wyndham Garden Trenton, 1 West Lafayette Street, Trenton, NJ 08608](#)



**Presenter:** Susan Wilcox  
**e-Dynamic Marketing**, President  
Constant Contact, Authorized Local Expert

Many small businesses and organizations find themselves seeking the right strategies, tools and tactics to make their marketing efforts as effective as possible. But between Facebook and Twitter, email and mobile, deals, and whatever new social network is rolling out that month—**there's a lot to keep up with**. And there are only so many hours in each day. The number of possibilities can feel overwhelming. This session will help make sense of the noise.

At this session we're going to show you how to make the most of the combination of email and social media for your business. When the session is done you'll have a **greater understanding of marketing basics like goals and objectives**. You'll learn what a "campaign" is and what to write about and offer in that campaign. You'll be given some simple but powerful tips for how to get your messages opened and read, shared and **socially visible**. And you'll see that **there are some great tools you can use to help engage with your existing customers and supporters as well as expand your reach to new prospects**.

Throughout the session you'll be given opportunities to capture your own ideas and

build out the framework of your own “next great campaign.” So join us and start to build a plan that will help you grow your business by eliciting the responses you want from your customers or supporters.

**About Susan:**

Susan Wilcox helps business owners who are motivated to grow their business to start turning clicks into customers by taking full advantage of social media, email marketing and online promotions to generate sales. Together with the business owner Susan helps to put together an online marketing plan that works strategically for the client. Susan has over 20 years of marketing experience working with companies like Proctor and Gamble, Johnson & Johnson, Mattel Toys and Arm and Hammer. Now she puts that strategic marketing experience to work as the President of e-Dynamic Marketing, LLC and as a Local Area Expert for Constant Contact. She is a motivating speaker who doesn't just speak to her audience she engages with them to create a dynamic, interactive presentation. Audiences appreciate her hands-on and genuine approach.

**Connect with Susan:**

If you have questions feel free to reach Susan directly as follows:

Linkedin: [www.linkedin.com/in/wilcoxsusan](http://www.linkedin.com/in/wilcoxsusan)

Facebook: [www.facebook.com/edynamicmkt](http://www.facebook.com/edynamicmkt)

Contact: <http://e-dynamicmarketing.com/connect/>

This session takes place in the Mercer Room.

*Financing your Business Panel (in English)*

1:00 PM - 2:00 PM

[Wyndham Garden Trenton, 1 West Lafayette Street, Trenton, NJ 08608](#)

This panel will highlight micro lending and non-traditional bank financing. The four presenters are from UCEDC, RBAC, Intersect Fund, & SBDC.

*Bank Financing*

1:00 PM - 2:00 PM

[Wyndham Garden Trenton, 1 West Lafayette Street, Trenton, NJ 08608](#)

PNC Bank will outline financing products for established small businesses.

*Women Business Owners Impacting the Economic Landscape*

2:00 PM - 4:00 PM

[Wyndham Garden Trenton, 1 West Lafayette Street, Trenton, NJ 08608](#)

When you support a woman owned business you support the growth of a nation. According to the Center **for Women’s Business Research, today, women**-owned firms have an economic impact of \$3 trillion that translates into the creation and/or maintenance of 23 million jobs, 16 percent of all U.S. jobs. These jobs not only sustain

the individual worker, but contribute to the economic security of their families, the economic vitality of their communities and the nation.

In these two interactive panels industry experts will discuss how women owned businesses can increase their revenues by taking advantage of government contracting and exploring new markets. Also panel of experts will talk about their experiences with starting and growing their businesses. Learn how they turned their passion into profitable businesses, navigated the application process, found mentors, developed **successful marketing campaigns on a shoestring and much more.....**



[Panel Moderator Taneshia Nash-Laird Bio](#)

3:00 - 4:00 - **The Women Business Owners panel includes:**  
Taneshia Nash-Laird, Owner, Legacy Business Advisors  
Kerri Seals, Owner, Baturi Essentials by Kerri Seals  
Patreese Murphy, Owner, Bubbles n Blush Company  
Melissa Tenzer, President, Careers USA  
Karla Pollack, Principal, Association Business Solutions  
Paula Taylor, Arlee's Raw Blends

*TD Bank Reception*

6:00 PM - 8:00 PM

[TD Bank, 50 East State Street, Trenton, NJ 08608](#)



A perennial favorite TBW event - networking & refreshments. RSVP to [kathi.kennedy@td.com](mailto:kathi.kennedy@td.com).

[Event invitation pdf](#)



# You're Invited!

## Trenton Small Business Week Reception

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**Tuesday, October 20, 2015**  
**6:00pm – 8:00pm**

TD Bank  
50 East State Street  
Trenton, NJ 08608

**Please respond by**  
October 13, 2015 to Kathi Kennedy at  
kathi.kennedy@td.com or 1-609-394-4891

**Hosted by**  
Jacquelyn Sheridan-Trenton Store Manager, TD Bank in conjunction  
with the City of Trenton Economic Development Department



America's Most Convenient Bank®

**Wednesday, October 21, 2015**

### *Choose Trenton Virtual Real Estate Tour*

9:00 AM - 11:00 AM

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

East Club Room/Suite Level

Join local realtors and the City's Real Estate Division as they take you on a virtual tour of properties and sites that are available in the Capital City for redevelopment and business location. Representatives from ChooseNJ, the New Jersey Economic Development Authority and the Business Action Center will also present information on financing products and incentives specific to the City of Trenton as a Garden State Growth Zone. Finally, hear from local businesses as they explain why they have chosen Trenton to do business.

### *MIDJersey Chamber of Commerce Central Jersey Expo*

10:00 AM - 3:00 PM

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



Held at the Sun National Bank Center in Trenton NJ, the Central NJ fall Expo is a must-attend for businesses and consumers. Showcasing over one-hundred of the region's top organizations, the Expo is a great opportunity for businesses to connect with nearby affiliates, giving consumers the chance to engage first-hand with local organizations.

#### **Exhibitor Registration Information**

##### **6 reasons to Attend**

1. Free Admission
2. Visit over 100 vendors displaying their products and services
3. Have lunch on us! Check out our 2 Restaurant Rows – Over 10 restaurants giving free food samples of their amazing cuisine. Receive restaurant coupons as a thank you for attending

4. Enter to win our Grand Prize Drawing of Gift Cards from all of our food vendors including Piccolo Trattoria, Texas Roadhouse, Wit or Witout?, and many more!
5. Learn about what mid-Jersey businesses have to offer
6. Great Door prizes and give-aways

### *US Census Bureau – Business by the Numbers*

11:00 AM - 12:00 PM

[Sun National Bank Center, 81 Hamilton Avenue, Trenton, NJ 08611](#)  
East Club Room /Suite Level

The New York Regional Office of the US Census Bureau will present a power point description of various sources of business data including Demographic Data Tools, the Economic Census, Building a Business Plan, American Fact Finder, and Business USA. Please attend to learn how to pinpoint your customers and competitors with data that is readily available. In particular, the Economic Census provides a detailed portrait of the **Nation's economy and businesses every five years from the national to the local level.** The Economic Census also presents data on franchising.

### *Doing Business with the City of Trenton*

1:00 PM - 2:00 PM

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

The Purchasing Office of the City of Trenton will familiarize interested persons and businesses on the purchasing procedures and bidding requirements used by the city. In addition, **the City Clerk's Office will review permit and licensing requirements for new and existing businesses.** If you are starting a business or if you have an established company, please stop by to learn "how to ..." in Trenton.

### *UGGS Founder Brian Smith Networking & Keynote Presentation*

6:30 PM - 8:00 PM

[The College of New Jersey, Loser Hall, 2000 Pennington Road, Ewing, NJ 08628](#)

**Brian Smith - Entrepreneur, Author, Speaker, Mentor and Coach**

At 29, Brian decided that a life in Public Accounting was not for him! He quit his job and **went to California to look for a new business idea and..... to surf all the legendary breaks such as Rincon, Malibu, Dana Point and Windansea.** He soon noticed that there were no sheepskin boots in California, so he and a friend brought six pairs from **Australia to test. And so, "UGG" was born and over the next seventeen years Brian built it into a national brand and solidified himself as a business expert..** The business grew too big for Brian to finance, so he sold it to Deckers Outdoor Corporation. The new **team built upon the "casual comfort" theme and through style development,** merchandising and great marketing, established UGG as an International fashion brand, with sales exceeding one billion dollars in 2011, 2012 and 2013.

**KEYNOTE**

**MANAGING CHAOS – "YOU CAN'T GIVE BIRTH TO ADULTS"**

By far, the most powerful talk every business owner can identify with, I reveal that every movement follows the exact same pattern. **First, the idea must be "CONCEIVED."** The first action gives "BIRTH" to the product or service, and then the long period of

“INFANCY sets in. (This revelation can be life-changing, since this period is when most people give up.) I describe how to get through this period until the business becomes a “TODDLER” and then progresses to “YOUTH”, a fairly easy stage of the business. BUT, IF the business / service is a good one, the “TEENAGE” period can be one of disruption and chaos until the administrators implement the controls that steer the ship to the safe harbor of “MATURITY”.



NETWORKING 5:30-6:30pm  
KEYNOTE PRESENTATION 7:00-8:00pm  
Q&A 8:00-8:30pm  
BOOK SIGNING 8:30pm

There is no cost to attend but registration is required [through the SBDC](#).

### *Artworks - How to Preserve your Art*

7:00 PM - 8:30 PM

[Artworks, 19 Everett Alley, Trenton, NJ 08611](#)

*Helping artwork to survive. What every artist should know before they pick up their paintbrush.*

The discussion will focus on good artist working techniques, i.e., how to avoid “inherent vice” that causes artwork to self-destruct over time by using incompatible or unstable materials. It doesn't matter how brilliant an artist you are if your artwork doesn't last into the future!

Presenter: Fred Koszewnik, Painting Conservator

<http://fredkoszewnik.wix.com/paintingconservator>

My conservation studio was established in 1980 after completing a Master of Arts degree and Certificate of Advanced Study in Art Conservation from the Cooperstown Graduate Programs, State University of New York at Oneonta. I am also a Professional Associate of the American Institute for Conservation in Historic & Artistic Works (AIC).

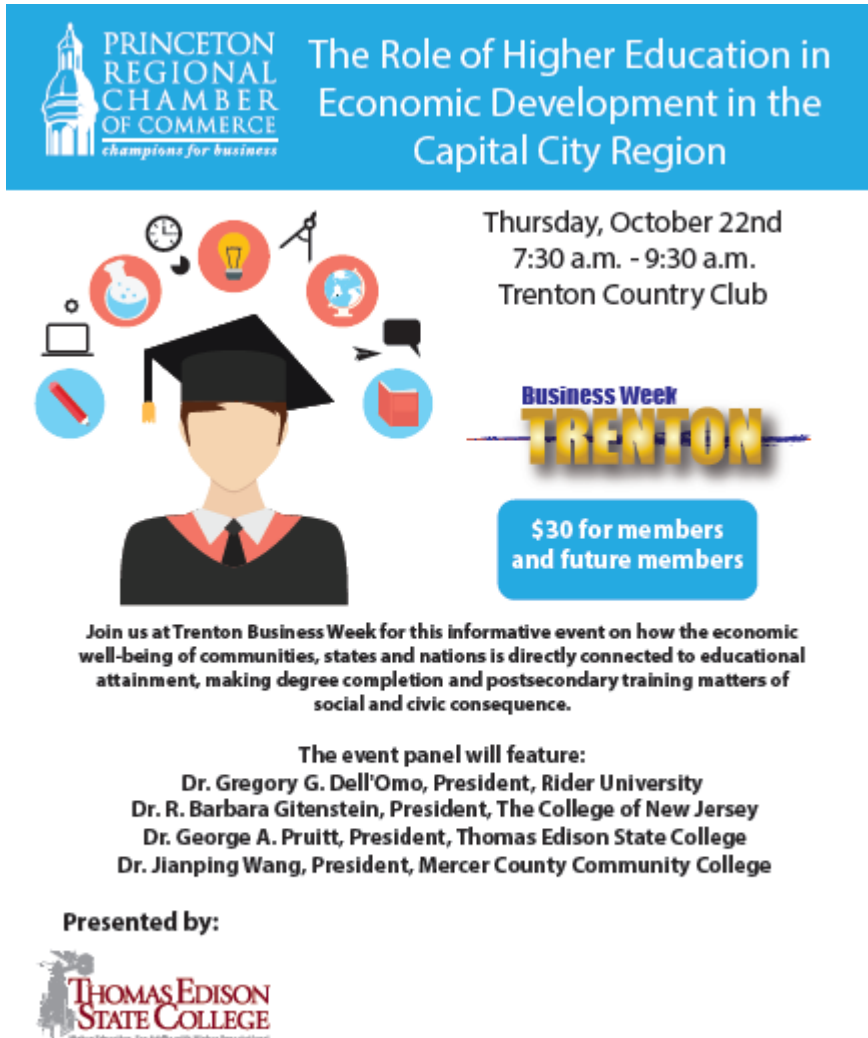


Thursday, October 22, 2015

## *The Role of Higher Education in Economic Development in the Capital City Region*

7:30 AM - 9:30 AM

[Trenton Country Club, 201 Sullivan Way, Ewing, NJ](#)



**PRINCETON REGIONAL CHAMBER OF COMMERCE**  
*champions for business*

### The Role of Higher Education in Economic Development in the Capital City Region

Thursday, October 22nd  
7:30 a.m. - 9:30 a.m.  
Trenton Country Club

**Business Week**  
**TRENTON**

**\$30 for members and future members**

Join us at Trenton Business Week for this informative event on how the economic well-being of communities, states and nations is directly connected to educational attainment, making degree completion and postsecondary training matters of social and civic consequence.

The event panel will feature:

- Dr. Gregory G. Dell'Omo, President, Rider University
- Dr. R. Barbara Gitenstein, President, The College of New Jersey
- Dr. George A. Pruitt, President, Thomas Edison State College
- Dr. Jianping Wang, President, Mercer County Community College

Presented by:

**THOMAS EDISON STATE COLLEGE**  
*Higher Education. For Adults with Higher Expectations!*

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President, The College of New Jersey

Dr. George A. Pruitt, President,  
Thomas Edison State College

Dr. Jianping Wang, President,  
Mercer County Community College

\$30 for Members & Future Members. Register through the PRCC

Visit [www.princetonchamber.org](http://www.princetonchamber.org) to register and for more information!

## *Como Obtener un Préstamo para su Negocio*

6:00 PM - 7:30 PM

[Living Hope Empowerment Center, 401 Farragut Ave, Trenton, NJ 08629](#)

¿Necesita más financiamiento para ampliar , comprar mercancía o de marketing y no sabe como conseguirlo ? Unase a Estamos trayendo Wells Fargo Bank , Regional Corporación de Asistencia Comercio y Fondo Intersect juntos para compartir la forma de aplicar y el paso a paso los requisitos que necesita para obtener un préstamo . Usted aprenderá qué tipos de programas de préstamos existentes están disponibles , cómo aplicar y cuáles son las herramientas necesarias que necesita para ayudarle.



Contáctenos al (609) 771-2096 ó mediante correo electrónico a [lilian@sbdcnj.com](mailto:lilian@sbdcnj.com)

Register through the SBDC at: <http://goo.gl/dtaIJX>



## Como Obtener un Préstamo para su Negocio

¿Necesita más financiamiento para ampliar , comprar mercancía o mercadeo y no sabe dónde conseguirlo ? Tendremos a Wells Fargo Bank, Regional Business Assistance Corporation (RBAC) e Intersect Fund juntos quienes nos brindarán valiosa información de cómo aplicar, pasos a seguir así como cuáles son los requisitos que se necesita para obtener un préstamo . Usted aprenderá sobre los tipos de programas de préstamos existentes y que están disponibles para el sector empresarial, cómo aplicar y cuáles son las herramientas necesarias que existen para beneficio de su negocio

Este programa gratuito y en Español

**Día** : Jueves, 22 de Octubre 2015  
**Hora** : 6.00 – 7.30 pm  
**Lugar** : Living Hope Empowerment Center  
401 Farragut Ave  
Trenton 08629

Contáctenos al (609) 771-2096 ó mediante correo electrónico a [lilian@sbdcnj.com](mailto:lilian@sbdcnj.com)

Auspician la Oficina de Desarrollo Económico del Condado de Mercer, La Municipalidad de Trenton, La Administración de Pequeños Negocios de los Estados Unidos , Living Hope Empowerment Center y el Centro de Desarrollo de Pequeños Negocios de la Universidad de New Jersey



La red de SBDCs es un servicio gratuito de la Asociación de Bancos de Desarrollo Económico

La red de la SBDC ([www.sbdco.com](http://www.sbdco.com)) es el principal proveedor de servicios y programas integrales para la pequeña empresa en Nueva Jersey. La organización, que consta de 11 centros en todo el estado, ayuda a las empresas a expandir sus operaciones, gestionar su crecimiento o iniciar un nuevo emprendimiento. La red de los New Jersey Small Business Development Centers (SBDC) está parcialmente financiada por la Administración de Pequeños Negocios de EE.UU., el Estado de Nueva Jersey, y The College of New Jersey. Financiación de la SBA no es el fondo de cualquier producto, opción o servicio. Todos los programas financiados por la SBA se extienden al público sobre una base no discriminatoria. Se proporcionarán acomodaciones razonables para las personas con discapacidad, si así lo solicita al menos dos semanas de antelación por teléfono en contacto 800-771-2096

*Artworks - Protecting your Creative Artwork*

7:00 PM - 8:30 PM

[Artworks, 19 Everett Alley, Trenton, NJ 08611](#)



Art and law often intersect. When can you incorporate an image by someone else into your work? What can (and should) you do if someone copies your work? What's a derivative work? What rights do you have in an image once you've sold the actual piece of art? Should you think about copyright, trademark or patents? What's the difference? We will address these and other issues, with the objectives of helping artists avoid legal conflicts and maximize economic potential.

Stephen Slusher is a patent attorney and chief legal officer for a biotechnology company in central New Jersey. He lives in Trenton, and is Chair of the Ethics Board for the City of Trenton and a member of the board of Artworks Trenton Inc.