

SPECIAL GUEST SPEAKERS:

Tom Suozzi
Nassau County Executive

Jaye Wiseman
SBA District Director
New York

Patrick Duggan
Nassau County Deputy Executive

Patrick MacKrell
President/CEO
New York Business Development Corp.

David Mejias
Nassau County Legislator

Francisco Jorge
Owner, Compare Foods Supermarket
Freeport, NY and President of the Freeport
Chamber of Commerce

We express our thanks to the contributors of this Event

Co-Sponsored by:



Workshops, Food & More Workshops!

- **Business Opportunities on Long Island**
- **International Trade**
- **Media Advertising on Cable TV**
- **The Empire Zone**
- **Business Loans**
- **Government Contracting Certifications**
- **Cash Management Basics**

Co-sponsorship Authorization # 08-0235-100. SBA's participation in this cosponsored activity is not an endorsement of the views, opinions, products or services of any cosponsor or other person or entity. All SBA programs and services are extended to the public on a nondiscriminatory basis. Reasonable arrangements for persons with disabilities will be made if requested at least two weeks in advance.

Hispanic Business Development Conference

A Salute to Entrepreneurship

September 29, 2008

CRADLE OF AVIATION
MUSEUM
One Davis Avenue
Garden City, NY 11530 –
8:00am to 3:00pm

All Business Seminars are Free
Seating is Limited.

*To register call Barbara Whiting at
the SBA (631) 454-0750 ext 225
or Joe Farber at (631) 454-0750
ext. 210 OR Cynthia Mitchell at
Nassau County (516) 571-6174*

AGENDA:

The “**Hispanic Business Development Conference,**” is a salute to Hispanic Entrepreneurship. Its a day of **free** informational workshops, cosponsored by the U.S. Small Business Administration, the Nassau County Office of Minority Affairs, New York Business Development Corporation and Verizon to help small business executives take advantage of business resources and to help them remain successful in a shrinking economy.

The conference, which includes complimentary breakfast and lunch, begins with a plenary panel topic on business opportunities in Long Island. The panel will include Maria Morales-Prieto, Executive Director of the Long Island Hispanic Chamber of Commerce and will take place on **September 29, 2008** at the Cradle of Aviation Museum, One Davis Avenue, Garden City, NY, from 8:00 a.m. to 3:00 pm. Workshop topics will include Fundamentals of International Trade; The Empire Zone and Financing Ideas for your Business.

Directions: Take the Meadowbrook Parkway— South toward Jones Beach to exit M4 toward The Coliseum/Hempstead- Keep Right at the Fork-Follow signs for Museum Row/ Charles Lindbergh Blvd- Turn Right at West Road

8:00-8:30 Registration

8:30-10:00 *Red Planet Cafe*— Remarks & Welcome

John H. Moyer, Nassau County- Director, Office of Minority Affairs, Tom Suozzi, Nassau County Executive, Jaye Weisman, SBA District Director, New York

Plenary Panel:

Topic: Business Opportunities on Long Island

Presenters:

Alfred Titone - SBA Branch Manager, Long Island

Patrick Duggan - Nassau County Deputy County Executive

Maria Morales-Prieto - Executive Director, LI Hispanic Chamber of Commerce

8:30-10:00 Continental Breakfast/ Visit Vendors/ *Red Planet Café*

10:00-11:00 Workshop: **Fundamentals of International Trade**

Location: *Space Gallery Exhibit Room*

Presenters:

Shakir Farsakh - Director Long Island US Export Assistance Center, US Department of Commerce

Tom Cummings - Director Northeast & Mid-Atlantic Regional Office Export-Import Bank of the United States

10:00-11:00 Workshop: **Benefits & Strategies of Local Media Advertising on Cable TV For the Small Business**

Location: *Hempstead Plains Exhibit Room*

Presenters:

Scott Mounsey - Regional Manager for Long Island Robert Lion - Director, Via Media

11:00 -11:15 Break -Visit Vendors: SBA, Nassau County, Verizon & New York Business Development Corp

11:15-12:15 Workshop: **The Empire Zone/ Doing Business with Government**

Location: *Space Gallery Exhibit Room*

AGENDA: (continued)

Presenters:

Evette Beckett-Tuggle - Executive Director, Nassau County Business Development Unit/Office of Economic Development

SBA Government Certification Programs/

Clyde Martin, Business Development Specialist US Small Business Administration

Procurement Technical Assistance Program-

PTAP/Long Island Development Corporation
Patty Cook, Assistant Director

Statewide Zone Capital Corporation (NYBDC)

Privately-owned loan fund whose capital is available to promote the expansion and growth of businesses in New York's 51 participating Empire Zones.

11:15-12:15 Workshop: **Hispanic Workers and Entrepreneurs: Renewing the American Dream on Long Island**

Location: *Hempstead Plains Exhibit Room*

Presenters: **Dr. Mariano Torras**, Associate Professor of Economics, Adelphi University

12:15-12:30 Break –Visit Vendors

12:30-2:00 Lunch, *Red Planet Cafe*

Keynote Speakers: **David Mejias**, Esquire, Nassau County Legislator - Mejias Milgrim & Alvarado, P.C. Law Offices in Glen Cove and Hempstead - **Francisco Jorge**, Owner, Compare Foods Supermarket, Freeport NY and President of the Freeport Chamber of Commerce

2:00-3:00 Workshop: **Access to Capital-Financing Ideas for your Business**

Location: *Space Gallery Exhibit Room*

Presenters: US Small Business Administration - Community Development Corporation of LI – Patrick MacKrell- NY Business Development Corp.

2:00-3:00 Workshop: **Cash Management Basics for your Business**

Location: *Hempstead Plains Exhibit Room*

Presenters: Sonia Borrayo - Branch Manager JP Morgan Chase