

Trenton Downtown Association
Trenton Small Business Week 2009
23 East State Street
Trenton, New Jersey 08608

Nonprofit Organization
U.S. Postage
PAID
Princeton, New Jersey
Permit No. 223

Highlights:

- Kick Off Networking Breakfast
- Compelling Seminars and Workshops
- Mercer Regional Chamber of Commerce Luncheon, Business Expo and Renaissance Ball
- TD Bank Business Networking Reception
- Princeton Regional Chamber of Commerce Breakfast

The Premier Business Event in the Capital Region!

Register with the enclosed registration form or online at www.smallbizweek.com

**REGISTER
NOW!**

**REGISTER
ONLINE!**

October 19 - 23, 2009

16TH Annual Trenton Small Business Week

Inside:
spotlight on
Trenton Section



Trenton Small Business Week has been very rewarding to the development of my business. This event has provided good business opportunities, education through the workshops that are held and great connections from the sponsored social gatherings.

Don Addison
Community Business Representative
Trenton, NJ



This week offered my business a launch pad to start. I gained valuable contacts and made new and lasting friendships. I highly recommend all small business owners attend and participate in this community gathering. You will learn by sharing with others and prosper by sharing your business.

Neil Campbell Tucker, M. Ed., MLD/CDT
American Disabilities Corporation
Princeton, NJ



I found an opportunity by attending this week. I networked and found out about the Department of Labor's Workforce Development Grant Program. This is a natural fit with the expertise our firm offers. This week works its magic the old fashioned way, one business at a time.

Carl Muehleisen, SPHR, President
True North Dynamics, LLC
Ewing, NJ



This week provides business owners the opportunity to attend free seminars on a wide range of critical topics. As a direct result of my clients attending, they come away with value-added business strategies, increased motivation, thought-provoking concepts and "out of the box" inspirational ideas.

Carla Fallone, MBA
Fallone Business Resources
Bridgewater, NJ

**"Building Business in a
New Economy"**

GREETINGS FROM THE MAYOR & COUNTY EXECUTIVE

16TH



Douglas H. Palmer
Mayor

Trenton Small Business Week 2009, titled “Building Business in a New Economy,” is a forum to face the challenges and changes that business professionals are experiencing in our region and throughout the nation. From federal stimulus money opportunities to re-vamped business plans, governments, businesses and non-profits alike are pulling together to withstand this challenging fiscal climate and return to prosperity. During this 16th anniversary of Trenton Small Business Week, more than 4,000 people will come to Trenton from across New Jersey, Pennsylvania, and New York. Entrepreneurs, small business owners, corporate executives, career- and industry-changers — virtually anyone working in the Greater Mercer County area — will benefit from the vast amount of information and networking offered during Trenton Small Business Week 2009.



Brian Hughes
County Executive

More than 22 workshops and seminars and other special events will be presented for participants to enjoy. We will start things off with the Opening Kick-Off Breakfast, which will feature a presentation by Pascal Seradarian, President of Hutchinson Industries, Inc. and the annual Mayor’s Awards. In addition, the Week will include: the Mercer Regional Chamber of Commerce’s monthly Luncheon and Expo, the Princeton Regional Chamber of Commerce’s breakfast seminar, TD Bank’s Business Networking Reception and the Renaissance Ball of Trenton. Please see inside for details on all of these special events and much more!

The continued success of this week is due to the generous and constant support of our business partners who provide both time and funding. We appreciate and thank all of our sponsors, partners, and the hard-working committee members who put this extraordinary program together.



Trenton Small Business Week

Building Business in a New Economy

16TH

Monday, October 19

Kick Off Networking Breakfast

8:00 - 10:00 a.m.

Trenton Marriott at Lafayette Yard

This opening event will feature Pascal Seradarian, President, Hutchinson Industries, Inc. as the keynote speaker and Mayor Douglas H. Palmer who will present the Small Business of the Year Awards.

Working ON Rather Than IN Your Business

10:30 a.m. -12:00 Noon

Trenton Marriott at Lafayette Yard

This session will explore the difference between your businesses just providing you with a job versus helping you attain your personal goals.

Mike Pucciarelli, Bartolomei Pucciarelli, LLC

Growing Your Business

1:00 - 2:30 p.m.

Thomas Edison State College

Opportunity is knocking to pick up some tips and tactics on how to survive and thrive in 2009 and beyond.

Ellen Silverman, ESA Marketing

QuickBooks Beginner

3:00 - 4:30 p.m.

Thomas Edison State College

Attendees will learn what QuickBooks can do for their company.

Thomas Perro, Bookkeepers Plus!

Financing Made Simple

3:00 - 4:30 p.m.

Mary Roebing Building

This seminar is on partnering with a financial institution to uncover your commercial financing options. Included will be what lenders look for on a loan application plus financing vehicles available and information on US Small Business Administration and other local programs.

Brian Schoener, TD Bank

Starting Your Own Business

5:30 - 7:00 p.m.

Mercer County McDade Administration Building

DREAM is a creative 4 step process that simplifies starting a business. DREAM focuses on developing an entrepreneur's idea into a successful business.

Donna DiDomenico, Development Specialists & Cheryl Patnick, Cappella Consulting LLC

Tuesday, October 20

Best Kept Government Resources

8:00 - 9:30 a.m.

NJ Economic Development Authority

Discover how and where to access the necessary resources to run and grow



Trenton Small Business Week Building Business in a New Economy

your business from a readiness assessment, to mentoring, to financing, to workforce training and taxation.

Marion N. Zajac, New Jersey Economic Development Authority

Do You Have an Exit Strategy from Your Business?

10:00 - 11:30 a.m.
NJ Economic Development Authority

Learn how to write a plan for knowing when to exit your business at the right time.

Stephen N. Klein, Klatzkin & Company LLP

Business Insurance: 10 of the Most Common Mistakes Business Owners Make

10:00 - 11:30 a.m.
Mary Roebling Building

Learn tips on negotiating the best coverage and pricing; areas that leave you open to uncovered claims; and how simple changes to your coverage can save you thousands and more.

Scott W. Harrah, Harrah & Associates, Inc.

Mercer Regional Chamber of Commerce General Membership Luncheon

“Meet the Gubernatorial Candidates”
11:30 a.m. - 1:30 p.m.
Trenton Marriott at Lafayette Yard
Cost: \$40.00 members (\$45.00 at the door for members);
\$60.00 non-members

Info: Jude Martin Cianfano, Mercer Regional Chamber of Commerce, 609-689-9960 ext. 14 or register/pay online at www.mercerchamber.org. The two gubernatorial candidates will make their case to be the next Governor of New Jersey.

Working a Room: Overcoming the Wallflower Syndrome

1:30 - 3:00 p.m.
Mary Roebling Building

Topics covered will be the art of entering a room, feeling comfortable and confident, first impressions and why they can be deceiving, and ice breaking questions.

Marilyn Kleinberg, eWomenNetwork SJ

QuickBooks Advanced

3:30 - 5:00 p.m.
Mary Roebling Building

An introduction to setting up QuickBooks using examples of accounts payable and accounts receivable.

Carla Fallone, Fallone Business Resources

Investing in Real Estate with Short Sales

5:30 - 7:00 p.m.
Mercer County McDade Administration Building

Problems create opportunities. Consultative investors can help



Trenton Small Business Week Building Business in a New Economy

homeowners and the banks and make money at the same time.

*Paul W. DeBaylo, Debaylo Associates
and Century 21 Abrams, Hutchinson &
Associates*

TD Bank Business Networking Reception

6:00 - 8:00 p.m.

TD Bank

Info: johnwjordan@yesbank.com

The TD Bank Trenton Store is proud to host our 5th annual business networking reception. This complimentary event will feature food, fun, and a great group of dedicated Trenton business leaders. Reserve your spot by emailing John Jordan by October 10th.

Wednesday, October 21

Follow Your Dream to Success: A Tale of Ultimate Eco Capitalism

7:30 - 9:15 a.m.

Mountain View Golf Course

Cost: \$25.00

Info: Register online at <http://www.princetonchamber.org/events.jsp> or by calling 609-924-1776.

The Princeton Regional Chamber of Commerce Business Before Business Breakfast meeting features Tom Szaky, Co-founder of TerraCycle.

Best Free Web Resources to Turbo Charge Your Business

8:30 -10:00 a.m.

The DeRosa Group

Visit some super WOW websites and website ideas that will shortcut your time and cost to help you generate your revenues.

*Lorraine Allen, New Jersey Small
Business Development Center at The
College of New Jersey*

Mercer Regional Chamber of Commerce Fall Business Expo

10:00 a.m. - 3:00 p.m.

Sovereign Bank Arena

Over 120 exhibitors will be on hand. Attendance is free with a valid business card.

Info: Visit www.mercerchamber.org or Expo Joe at joe@mercerchamber.org for details and sponsor opportunities.

Best Practices in Email Marketing for Small Business Owners and Entrepreneurs

10:30 a.m. - 12:00 Noon

The DeRosa Group

Build the relationships that are the key to your business success with easy, inexpensive and highly effective email marketing!



Trenton Small Business Week Building Business in a New Economy

Wendi Caplan-Carroll, Constant Contact

You Can Do Business with the County of Mercer and the City of Trenton

1:00 - 3:00 p.m.

The DeRosa Group

Representatives from both the city and county will present information on both the financial and purchasing incentives offered in contracting with local government. The Trenton UEZ program will also be discussed.

Marcella Longo, County of Mercer & Karen Marut and Tom McGough, City of Trenton

The Art of the Introductory Call: How to Get Appointments with Top Prospects

3:30 - 5:00 p.m.

The DeRosa Group

We'll explore how to develop your prospect lists, ask the right questions, position benefits, and tackle objections.

Amanda Puppo, MarketReach, Inc.

Resources for Hispanic Business Owners Offered by the Mercer County Hispanic Association

(Presented in Spanish)

5:30 -7:00 p.m.

Mercer County McDade Administration Building

The goal of this presentation is to help Hispanic small business owners with limited English proficiency by giving them some of the tools they need to succeed.

Luisa Robinson, MECHA

Thursday, October 22

Make Your Website Work for You

8:30 -10:30 a.m.

Mercer County Community College
James Kerney Campus

Learn how to search online as well as how to improve your website performance by improving your search results.

Kelly O'Rourke, Idearc Media

Google Ads

10:30 a.m. - 12:00 Noon

Mercer County Community College
James Kerney Campus

Learn how to run a Google ad campaign creatively and effectively in the complex world of search.

James A. Mahlmann, NetCetra LLC

Jumpstarting Social Networking Into Your Marketing Plan

1:00 - 2:30 p.m.

Mercer County Community College
James Kerney Campus



Trenton Small Business Week Building Business in a New Economy

Learn the key details of starting an account with Facebook, LinkedIn and Twitter, and the key steps for utilizing your accounts and relationships to work as part of your business marketing plan.

Jeanne Gray, NJEntrepreneur.com

Podcasting: What is Podcasting and Why Does My Business Need Podcasting?

3:00 - 4:30 p.m.

Mercer County Community College
James Kerney Campus

Get a handle on how to locate, promote, and /or find podcasts in any or every category. You can make a lot of money by advertising on podcasts!

Rita Bakey Christensen, iColor Studio, LLC and The Poducator

Renewable Energy Option: How 2 Keep the GREEN in Your Business

5:30 - 7:00 p.m.

Mercer County McDade Administration Building

This workshop will provide a simple process and understanding of what it means for your business to go green and will look at state and federal incentives for going green.

Marvin B. Ross & Marcedius T. Jameson, GreenNJenergy and Martin Johnson, Isles

Friday, October 23

MOET Seminar

8:00 – 10:00 a.m.

Trenton Marriott

The Mayor's Office of Employment and Training (MOET) will host an awards ceremony to recognize those businesses with outstanding records of hiring and/or training MOET candidates, and will honor MOET individuals who have achieved successful careers through the program.

RENAISSANCE BALL OF TRENTON

6:00 p.m. Cocktails

7:00 p.m. Dinner

(Black tie optional)

Trenton Marriott at Lafayette Yard

Cost: \$175.00 single; \$300 couple

Info: 609-689-9960 ext. 14 or

www.mercerchamber.org for tickets

The highlight at the end of Small Business Week is the Renaissance Ball of Trenton, presented by the Trenton Chapter of the Mercer Regional Chamber of Commerce

**NOTE: ALL WORKSHOPS
START ON TIME.**

REGISTRATION FORM

(REGISTER ONLINE AT WWW.SMALLBIZWEEK.COM)

Please register me for the following Trenton Small Business Week 2009 events. All events are FREE unless otherwise noted.

TCW

Monday, October 19, 2009

- Kick Off Networking Breakfast**
8:00 - 10:00 a.m.
Trenton Marriott at Lafayette Yard
- Working ON Rather Than IN Your Business**
10:30 a.m. - 12:00 Noon
- Trenton Marriott at Lafayette Yard Growing Your Business**
1:00 - 2:30 p.m.
Thomas Edison State College
- QuickBooks Beginner**
3:00 - 4:30 p.m.
Thomas Edison State College
- Financing Made Simple**
3:00 - 4:30 p.m.
Mary Roebing Building
- Starting Your Own Business**
5:30 - 7:00 p.m.
Mercer County McDade Administration Building

Tuesday, October 20, 2009

- Best Kept Government Resources**
8:00 - 9:30 a.m.
NJ Economic Development Authority
- Do You Have an Exit Strategy from Your Business?**
10:00 - 11:30 a.m.
NJ Economic Development Authority
- Business Insurance: 10 of the Most Common Mistakes Business Owners Make**
10:00 - 11:30 a.m.
Mary Roebing Building

- Mercer Regional Chamber of Commerce General Membership Luncheon**
“Meet the Gubernatorial Candidates”
11:30 a.m. - 1:30 p.m.
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1:30 - 3:00 p.m.
Mary Roebing Building
- QuickBooks Advanced**
3:30 - 5:00 p.m.
Mary Roebing Building
- Investing in Real Estate with Short Sales**
5:30 - 7:00 p.m.
Mercer County McDade Administration Building

- TD Bank Business Networking Reception**
6:00 - 8:00 p.m.
TD Bank
Info and to register:
johnwjordan@yesbank.com

Wednesday, October 21, 2009

- Follow Your Dream to Success: A Tale of Ultimate Eco Capitalism**
7:30 - 9:15 a.m.
Mountain View Golf Course
Cost: \$25.00
Info: Register online at <http://www.princetonchamber.org/events.jsp> or by calling 609-924-1776.

Best Free Web Resources to Turbo Charge Your Business

8:30 -10:00 a.m.

The DeRosa Group

Mercer Regional Chamber of Commerce Fall Business Expo

10:00 a.m. - 3:00 p.m.

Sovereign Bank Arena

Info: Visit www.mercerchamber.org or Expo Joe at

joe@mercercchamber.org for details and sponsor opportunities.

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The DeRosa Group

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8:30 -10:30 a.m.

Mercer County Community College
James Kerney Campus

Google Ads

10:30 a.m. - 12:00 Noon

Mercer County Community College
James Kerney Campus

Jumpstarting Social Networking Into Your Marketing Plan

1:00 - 2:30 p.m.

Mercer County Community College
James Kerney Campus

Podcasting: What is Podcasting and Why Does My Business Need Podcasting?

3:00 - 4:30 p.m.

Mercer County Community College
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Mercer County McDade
Administration Building

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MOET Seminar

8:00 - 10:00 a.m.

Trenton Marriott

RENAISSANCE BALL OF TRENTON

6:00 p.m. Cocktails

7:00 p.m. Dinner

(Black tie optional)

Trenton Marriott at Lafayette Yard,
1 West Lafayette St.

Cost: \$175.00 single; \$300 couple

Info: 609-689-9960 ext. 14 or

www.mercerchamber.org for tickets.

Name _____

Business Name _____

Address _____

Phone _____

Fax _____

Email _____



The committee members include:

- Anthony P. Carabelli, Jr. and Tom McGough**, City of Trenton
Ray Sziber, Capitol Copy
- Lorraine Allen and Dolly Weldon-Gordon**, The College of New Jersey Small Business Development Center
- Bernie Schiefer**, Credit Union of New Jersey
Andi Sjamsu, Helping Business Grow
Matthew Dawson, Image Cog
- Marvin Ross**, Marvin Ross & Associates
Carmen Melendez, Melendez Realty
- Elizabeth Muoio and Wayne Staub**, Mercer County Office of Economic Development and Sustainability
- Liz Tindall**, Mercer Regional Chamber of Commerce,
Herb Ames, Metropolitan Trenton African American Chamber of Commerce
- Marion Zajac**, New Jersey Economic Development Authority
Fiah Gussin, PNC Bank
- Anne LaBate**, Segal Commercial Real Estate
Teresa Grigg, Sun National Bank
Annette Njie, Social Elegance
- Marsha Stoltman**, The Stoltman Group Event Planners
John Jordan, TD Bank
- Janet Eickhoff**, Thomas Edison State College
- Taneshia Nash-Laird and Eric Maywar**, Trenton Downtown Association
Roland Pott, Urban Word, LLC
- John Duggan Jr.**, USA Environmental Management, and
Jeff Zeiger, Trenton Marriott.

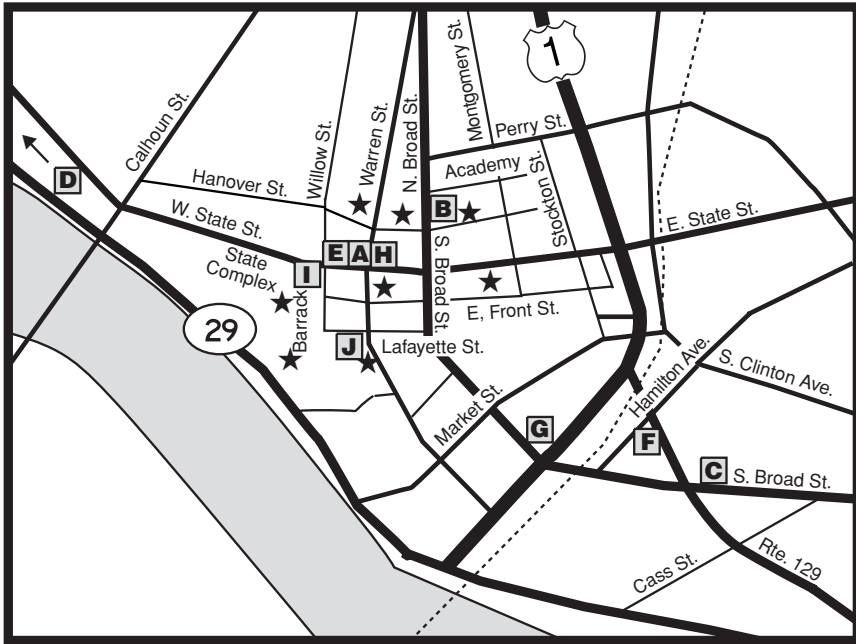
How did you hear about Trenton Small Business Week?

- Word of Mouth
- Brochure
- Radio Ad
- Newspaper Ad
- Article
- Flyer
- Web Site

Register online at www.smallbizweek.com or mail or fax completed registration form to Trenton Small Business Week, Small Business Development Center, TCNJ, PO Box 7718, FH 447, Ewing, NJ 08628 or fax to: 609-637-5217. Questions? Call 609-771-2947.

Advance registration deadline is Tuesday, October 13. In order to provide enough materials for all participants, advance registration is strongly encouraged.

WORKSHOP LOCATIONS



- A.** Mary G. Roebling Building, 20 West State St.
- B.** Mercer County Community College, James Kerney Campus, North Broad and Academy Streets
- C.** Mercer County McDade Administration Building, 640 So. Broad St.
- D.** Mountain View Golf Course, 850 Bear Tavern Rd., West Trenton (Take Route 29 North to 95 North (Mercer County Airport), to Bear Tavern Rd. Exit. Make left onto Bear Tavern Rd., Mountain View Golf Course one mile on right).
- E.** New Jersey Economic Development Authority, 36 West State Street
- F.** Sovereign Bank Arena, 81 Hamilton Ave. at Rt. 129
- G.** The DeRosa Group, 354 So. Broad St.
- H.** TD Bank, 50 East State Street
- I.** Thomas Edison State College, 101 West State Street
- J.** Trenton Marriott at Lafayette Yard, 1 West Lafayette St.

The NJSBDC network (www.njsbdc.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 non-discriminatory basis. Reasonable accommodations for persons with disabilities will be made, if requested at least two weeks in advance by contacting 609.771.2947.

Spotlight On Trenton 16TH "Building Business in a New Economy"

Tara Developers

Since 1994, Tara Developers has been actively involved in affordable housing developments. They have completed over \$350 million in projects that include historic and residential rehabilitation and new construction. They pride themselves in the effectiveness these projects have had to help the community. Tara Developers integrates its construction experience with reputable financial consultants, architects, engineers and local contractors to build or rehabilitate environmentally friendly, high quality housing. Their housing projects in Trenton, NJ include Catherine S. Graham Square, Canal Plaza, Southwest Village I, Southwest Village II, Titus Street Housing, and Bellevue Court.

Located in the Canal Banks Homeownership Zone, Canal Plaza Project is a market-rate spin-off project. Its 22 newly constructed units are designed to complement ongoing improvements in the Zone, related to the complete redevelopment of the Battle Monument neighborhood. The Canal Plaza homes are low, moderate and market income with construction financing from Roma Bank, Third Federal Bank, Delanco Federal Savings Bank and TICIC, Thrift Institutions Community Investment Corporation of NJ.



www.taradevelopers.com

Hutchinson Industries

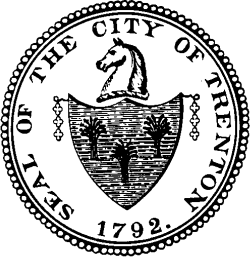


Hutchinson Industries celebrated the grand opening of its 7th facility in September of 2008. Like the six before it, Hutchinson completely revitalized the abandoned facility which one time was the Trenton Bus Terminal. Hutchinson total corporate footprint expanded by approximately 100,000 square feet of production and warehousing space, and 40 new jobs were created. The new facility also has provided Hutchinson Industries the ability to increase its production capacity and reduce lead times resulting in excellent customer satisfaction.

Hutchinson Industries, Inc. is an industry leader of specialized and highly engineered products that enhance a vehicles mobility, which protects the lives of the occupants as well as the vehicle. Its products are used in the defense, security and commercial markets and they include Tactical™ aluminum wheels, runflats (VFI and Composite) beadlocks, thermal hub covers, Safetank™ explosion resistant fuel tanks, complete turnkey assemblies and industrial polymer solutions.

www.hutchinsoninc.com

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 NEW JERSEY STATE CHAMBER OF COMMERCE
 ROMA FEDERAL SAVINGS
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 THE FOURTH ESTATE
 THE MEGA GROUP
 THE MERCADIEN GROUP
 THE VAUGHN COLLABORATIVE
 TRENTON IRON AND METAL
 TRIGEN TRENTON DISTRICT ENERGY COMPANY, LP
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PATRONS

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FEDERAL BANK

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SEGAL COMMERCIAL REAL ESTATE
STARK & STARK