

Small Biz Week

TRENTON

2012

Platinum Sponsors



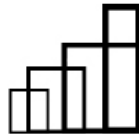
PRINCETON
REGIONAL
CHAMBER OF COMMERCE



Mercer Regional
CHAMBER OF COMMERCE
We ARE Your Business Connection.



Bank



NEW JERSEY
SBDC
SMALL BUSINESS DEVELOPMENT CENTERS
@ The College of New Jersey

Gold Sponsors

WIMG
AM **1300**

The Times
Here for you **nj.com**

U.S.1 NEWSPAPER
PRINCETONINFO.com

eda
NEW JERSEY ECONOMIC DEVELOPMENT AUTHORITY

Small Biz Week

TRENTON

2012



OCTOBER 15TH - 18TH

WWW.SMALLBIZWEEK.COM

*Tools and
Connections*

EVENTS:

- KICK OFF BREAKFAST WITH SMALL BUSINESS AWARDS** 10/15
- MERCER REGIONAL CHAMBER OF COMMERCE FALL EXPO** 10/16
- TD BANK BUSINESS NETWORKING RECEPTION** 10/16
- PRINCETON REGIONAL CHAMBER RUSH HOLT BREAKFAST** 10/17
- CAPITAL CITY REAL ESTATE RECEPTION** 10/17
- BIG EASY BUSINESS SOIREE AND NETWORKING AFFAIR** 10/18





Kickoff Breakfast Agenda

8:00 am Registration/Networking

8:30 Welcome

Roland Pott – Trenton Makes, Inc./
Segal LaBate Commercial Real Estate

Remarks

Joseph Tredinnick, Regional VP, TD Bank
Brian Hughes, Mercer County Executive/
Office of Economic Development
JR Capasso, City of Trenton

Key Note Address

Richard Hunter, Ph.D., Hunter Research, Inc.

Introduction & Remarks

Sam Hutchinson, Business Administrator

Awards Presentation

The Honorable Mayor **Tony Mack**

Most Improved Appearance Award
Most Successful New Business Award
Small Business of the Year Award

THANK YOU

TO THE MANY SPONSORS WHO MAKE THIS WEEK POSSIBLE.
VISIT WWW.SMALLBIZWEEK.COM FOR A COMPLETE LIST!

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.



Small Business Week Committee

Karla Pollack	Association Business Solutions
Anna Mae Gianneetti	NJ Small Business Development Center at TCNJ
Anthony Carabelli	County of Mercer
Don Addison	Photographer
Vanessa Nazario	PNC Bank
Janet Eickhoff	Thomas Edison State College
Jeff Zeiger	Zieger Enterprises
John Duggan	USA Environmental Management
Jacqueline Sheridan	TD Bank
Liz Tindall	Mercer County Regional Chamber of Commerce
Lorraine Allen	TCNJ Small Business Development Center
Marvin Ross	Marvin Ross & Associates
Marsha Stoltman	The Stoltman Group
Roland Pott	Urban Word
Teresa Grigg	Sun Bank
Tom McGough	City of Trenton
Cheri Durst	Princeton Chamber of Commerce
Vikki Hurley Schubert	Princeton Chamber of Commerce
Marion Zajac	Marion N. Zajac Associates LLC

Tools and Connections



At a Glance

Welcome to the Kick Off Breakfast for Trenton Small Business Week 2012. Please take full advantage of the many seminars, events and networking opportunities provided throughout this week. All events are listed on www.smallbizweek.com.

MONDAY, OCTOBER 15

- Kick Off Networking & Awards Breakfast
- The 4 Ways to Grow Your Business
- Social Media 1 - Start Using It to Grow Your Business
- Social Media 2 - Developing Your Social Media Strategy & Taking the Tools to the Next Level

TUESDAY, OCTOBER 16

- Central NJ Expo 2012
- Women in Business – Speed Networking Breakfast
- How to Protect Your Company from the Costliest Employment Mistakes
- Veterans – Your Journey to Employment or Business Ownership
- How to Prepare for College – Student Loan Reductions, Application & FASA Processes
- TD Bank – Business Networking Reception

WEDNESDAY, OCTOBER 17

- Princeton Regional Chamber Breakfast with Congressman Rush Holt
- The How-To's of Government Contracts
- Financing: The Unusual Suspects – When Traditional Financing is Not Enough
- Entrepreneurship 101: Are You Really Ready to Start Your Business?
- Business & Funding Government Resources
- Promoción & Ventas En Las Redes Sociales (en Español)
- Capital City Real Estate Reception

THURSDAY, OCTOBER 18

- CEO Business Forums
- Big Easy Business Soiree and Networking Affair



Speaker



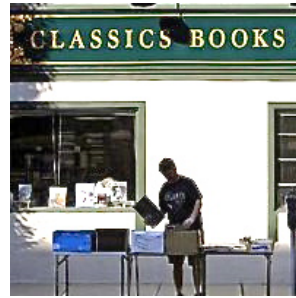
Richard W. Hunter, Ph.D.
President
Hunter Research, Inc.

Hunter Research, Inc., is a historical and archaeological consulting firm that has been based in Trenton for more than 25 years. Richard was born and attended school in England, emigrating to the United States in 1977. He received a B.A. in Archaeology and Geography from Birmingham University (U.K.), an M.A in Archaeological Science from Bradford University (U.K.), and a Ph.D. in Geography from Rutgers University. He is a board member and past Chair of the Trenton Downtown Association, a former board member and President of Preservation New Jersey, a past member and Chair of the Hopewell Township Historic Preservation Commission, and a trustee of the Trenton Museum Society. Among his many publications on New Jersey archaeology and history, he has contributed to the recently published *Encyclopedia of New Jersey* (2004) and *Mapping New Jersey: An Evolving Landscape* (2009), and co-authored *Hopewell: A Historical Geography* (1990) and “The Historical Geography and Archaeology of the Revolutionary War in New Jersey” in *New Jersey in the American Revolution* (2005).

Small Biz Week
TRENTON
2012

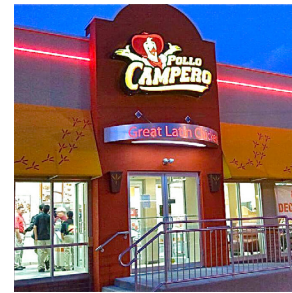
SMALL BUSINESS AWARDS

The Small Business Award presentations are in three categories, Most Improved Appearance Award, Most Successful New Business Award and Small Business of the Year Award



Most Improved Appearance Award
Classics Used and Rare Books

Eric Maywar, husband to Trentonian Donna Maywar and father to Nia and Noah, has owned and operated Classics Used and Rare Books for 12 years, 7 in Trenton with mother-in-law **Laurice Reynolds**. Classics sells used and rare books, supports local writers and community groups, and gives free books to all kids in Trenton's struggling school district. Classics has been recognized as Business of the Year by the TCCC, the Spirit of the Community by Isles and In her Shoes, and Key to Education by the Trenton Public Education Foundation.



Most Successful New Business Award
Pollo Campero

Local franchisee, **TJ Ajmeri**, was extremely excited to bring Pollo Campero to the Trenton community last year. Pollo Campero was founded as a family-owned restaurant in Guatemala in 1971. Inspired by their Latin heritage, TJ and his team bring the same passion for quality, freshness and hospitality to Trenton. The restaurant quickly grew to become the world's largest Latin chicken restaurant chain and is embraced by more than 85 million people worldwide. A Latin restaurant known for its signature flavors, Pollo Campero satisfies Trenton residents' cravings for their famous Latin fried and grilled chicken. Pollo Campero is known for its marinated grilled and fried chicken that is hand prepared the same way it is in Latin America using a signature blend of Latin spices.



Small Business of the Year Award
Griffith Electric Supply Company

Griffith Electric supplies many of our states finest contractors with electrical supplies and provides more than 50 employees a steady work environment, helping to support this State's economy. Today, with fifty-seven employees and five locations in Trenton, Bridgewater, Robbinsville, Lumberton, New Jersey, and its newest location in Langhorne, PA, Griffith Electric has expanded to satisfy the demands of its customers and to offer its services to a larger market. Recently, the company partnered with over 20 of the leading electrical manufacturers to support manufacturing in the United States, with a focus on keeping jobs here. The program is called Griffith Electric: Powered By America and you can learn more about the program at www.PoweredByAmerica.net.

The winners are...