

Business Week

TRENTON 2014

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Business Week TRENTON 2014

OCTOBER 20TH - 23RD

“Rediscover the Spirit of the Capital City”

WWW.TRENTONBUSINESSWEEK.COM

SPECIAL EVENTS:

CAPITAL REGION MINORITY CHAMBER OF COMMERCE & HISPANIC COMMUNITY RECEPTION – 10/20

MIDJERSEY CHAMBER OF COMMERCE GENERAL MEMBERSHIP LUNCHEON – 10/21

TD BANK NETWORKING RECEPTION – 10/21

MIDJERSEY CHAMBER OF COMMERCE CENTRAL NJ EXPO – 10/22

PRINCETON REGIONAL CHAMBER OF COMMERCE MAYORAL ROUNDTABLE – 10/23

ADDISON 2014 BUSINESS NETWORKING RECEPTION – 10/23

KICKOFF BREAKFAST

October 20, 2014

8 – 9:30 a.m.

Wyndham Garden Hotel • Trenton



Business Week **TRENTON** 2014

Kickoff Breakfast Agenda

8:00 am
Registration/Networking

8:30 am
Welcome, Acknowledgement, Introduction & Program Agenda

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

Remarks

Joe Tredinnick, *Regional Vice President*, TD Bank

Brian Hughes, Mercer County Executive

Introduction of Mayor

Monique King-Viehland, *Director*
Department of Housing & Economic Development,
City of Trenton

Keynote Address

The Honorable Eric Jackson

The Mayor will share the victories and challenges of his first 100 days in office and provide insight into his economic development strategies going forward.

Presentation of Awards

THANK YOU TO THE MANY SPONSORS WHO MAKE THIS WEEK POSSIBLE. VISIT WWW.TRENTONBUSINESSWEEK.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.

At a Glance

Please take full advantage of the many seminars, events 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.

Monday, October 20

- Do You Know What Your Business Is Worth?
- Capital Region Minority Chamber of Commerce & Hispanic Community Reception

Tuesday, October 21

- Social Media – It Will Build Your Brand & Boost Your Profits
- Own a Franchise – What Do You Need to Know?
- MIDJersey Chamber of Commerce General Membership Luncheon
- Your Artwork – The Importance of Quality Photos
- How To Access Capital When Lenders Say No
- TD Bank Business Networking Reception

Wednesday, October, 22

- MIDJersey Chamber of Commerce Central NJ Expo

Thursday, October 23

- Princeton Regional Chamber of Commerce Mayoral Roundtable
- Addison 2014 Business Networking Reception

Trenton Business Week Committee

Anthony Carabelli	County of Mercer
Don Addison	Photos by Don
John Duggan	USA Environmental Management
Jacqueline Sheridan	TD Bank
Grace Kim	MIDJersey Chamber of Commerce
Lorraine Allen	TCNJ Small Business Development Center
Liz Tindall	Liz Tindall Associates, LLC
Marvin Ross	Marvin Ross Graphic Design
Roland Pott	Trenton Makes, Inc.
Christian Martin	Trenton Downtown Association
Kara Grimes	Princeton Regional Chamber of Commerce
Karla Pollack	Association for Business Solutions
Diana Rogers	City of Trenton
Marsha Stoltman	The Stoltman Group Event Planners
Marion Zajac	Marion N. Zajac Associates LLC
Tom McGough	City of Trenton

CREATIVE MARKETING OF TRENTON Awards

► **The Trenton African American Cultural Festival**

Latarsha Burke, *Executive Director*
Candice Frederick, *Marketing/Media*

The Trenton African American Cultural Festival (formerly the Trenton African American Pride Festival) is an annual celebration of history, culture, heritage and art. The goal is to inspire an appreciation for the diversity, influence and contributions of the African Diaspora. The festival offers an Artist Row Stage, and two stages of music and dance including Caribbean music. The 2015 festival is presently being planned.

► **The Rockhopper Creative**

Joseph Kuzemka, *Owner*

The Rockhopper Creative is an award winning graphic design house located in Trenton which offers creative marketing solutions for small and large businesses. During the past 17 years, the firm has created marketing campaigns, direct mail packages, annual reports posters and website graphics. Clients include Johnson & Johnson, Arm & Hammer, Artworks Trenton, Art All Night, and DeLorenzo's Pizza. Mr. Kuzemka has served as Chair and Creative Director for Art All Night. He recently promoted the Capital City Food Truck Battle with Trenton Social Restaurant.

► **Exit 7A Creative Services & Studios**

Scott Miller, *Owner*

Exit 7A is a media production firm and studio which does live sound for events and offers video production. The owner of the company is Scott Miller. Mr. Miller recently promote the Pork Roll Festival in Trenton, which is slated to become an annual event. Exit 7A recently provided promo videos and photography for the Trenton Half Marathon. The company offers audio and videoing recording, vocal recording, audio video editing and graphic design.

► **Guatemala Merchants Association**

EstuardoArriola, *President*

The Guatemalan Merchants Association is a 501c3 nonprofit of business persons and citizens that seek to foster economic growth, and to encourage social and spiritual improvement of the Guatemalan community. The Association forms strategic alliances with other organizations to develop programs for the community. In conjunction with other groups, the Association sponsors the Independence Parade in September. They also offer student scholarships.

“Rediscover the Spirit of our Capital City”

Awards Presentation

MOST IMPROVED APPEARANCE AWARD

The Most Improved Appearance award is presented to a business located in the City of Trenton that is at least 2 years old and that has significantly renovated or improved its outdoor façade adding beauty and aesthetic value to the city as a whole.

MOST SUCCESSFUL NEW BUSINESS AWARD

The Most Successful New Business award is presented to a business located in the City of Trenton that is between 1 and 3 years old and has established itself as a fixture and a “go to” place in the city through its community outreach, outstanding marketing and superior customer relations.

SMALL BUSINESS OF THE YEAR AWARD

The Small Business of the Year award is given to a business located in the City of Trenton that is at least 3 years old and has made significant contributions to the overall economic health of the city. This award honors the integrity, quality, and professionalism of the company's product or service as well as the representatives of the company.

TRENTON BUSINESS AMBASSADOR AWARD

This award, new this year, is presented to an individual who has contributed enormously to the Trenton area business and social community. The individual has assisted in community relations, economic development, historical data and general marketing of the great City of Trenton both through his efforts as a professional and a community activist.

CREATIVE MARKETING OF TRENTON AWARDS

The Creative Marketing of Trenton awards, which are new this year, are given to businesses that exhibit creative approaches to marketing Trenton's community life, history, tourism, business assets and livability. Through their efforts many hundreds of people enjoy events in the City of Trenton.

Business Week **TRENTON** 2014

The winners are...



Most Improved Appearance

New Jersey Business & Industry Association

Michele Siekerka, President
10 West Lafayette Street

New Jersey Business & Industry Association provides information, services and advocacy to its member companies in order to build a more prosperous New Jersey. Its 20,000 plus members, as a group, employ more than one million people. NJBIA was founded in 1910 as a group of manufacturers who wanted to share ideas and to have a say in governmental policies. Today it is largest statewide employer association whose members represent every industry in New Jersey including manufacturers, retail and wholesale businesses, and service providers. NJBIA recently relocated to a new, spacious, multi story building on West Lafayette Street in downtown Trenton.



Most Successful New Business

Jireh Restaurant
Juan Peralda, Owner
687 South Clinton Ave.

Jireh Restaurant is a popular Guatemalan restaurant located near the Roebing Market at the corner of Dye Street and South Clinton Avenue. Jireh specializes in Hispanic cuisine including Pupusas which are stuffed, grilled tortillas. The restaurant prides itself on its home cooked food and very reasonable prices. They provide a wide range of Guatemalan food.



Small Business of the Year

Crest Paper Products
Francis DiManno, President
457 Mulberry Street

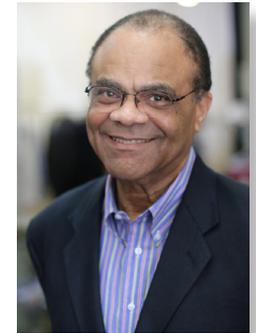
Crest Paper Products provides quality goods including paper products, janitorial supplies, food service supplies, and health care products to large and small businesses and institutions in a multistate area. The company specializes in innovative ideas in packaging, food service, and janitorial maintenance with thousands of products from leading manufacturers.

SPECIAL AWARD *“Trenton Business Ambassador”*

Photos by Don

Don Addison, President

Don Addison is the President of Photos by Don. As a freelance photographer, he prides himself on great service and professionalism in documenting important moments. Don's past positions include Director of Community Relations, Greater Trenton Area YMCA; Division Chief, Mercer County Office of Economic Opportunity and Affirmative Action; and Customer Service Manager, Xerox Corporation.



While Don has obtained outstanding professional success, he has also been a remarkable contributor to his community for many, many years. Don is a member of the MIDJersey Chamber of Commerce and co-chairs its Ewing Chapter, a Deacon of the Union Baptist Church of Trenton, on the Red Cross Disaster Team Mercer, a member of the Lawrence Township Growth & Redevelopment Committee, a member of the Ewing Patriots Committee and a volunteer with Capital Health Hopewell for Pastoral & Clergical Care.

Don is never just a “member.” He approaches any commitment with energy and enthusiasm and a huge capacity for giving. His contribution to the City of Trenton and Mercer County business communities over the years has been invaluable.