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Business Week
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Presents

**GROWING
TOGETHER:**

**THE CAPITAL CITY,
THE REGION, THE STATE**

OCTOBER 19TH to 22ND

DON'T MISS OUT — PLAN TO ATTEND!

2015

TRENTONBUSINESSWEEK.COM

Business Week TRENTON

Kickoff Breakfast Agenda:

8:00am Registration/Networking

8:30am Welcome, Acknowledgements &
Introduction of Mayor

Monique King-Viehland, *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*
ULI 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 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.

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.

Business Week TRENTON

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.