

New York City Black, Latino & Asian Caucus Presents: The Employment Opportunities and Small Business Expo

Thursday May 19, 2012

Hosted by New York City Council Black Latino and Asian Caucus

The New York City Council Black Latino and Asian Caucus and the New Balance Track and Field Center will host a one day career and small business expo designed to connect New York City residents to a broad range of job training, hiring and small business development resources. This event-- the first of its kind-- will provide job seekers and, aspiring and fledgling business owners the opportunity to interface with employers, training providers, small business development experts and lenders, and ultimately walk away with advice, loan applications, training and connections to a multitude of opportunities!

The New York City Small Business and Career Development Expo will take place **on Saturday, May 19, 2012 from 11am to 2pm at the Fort Washington Avenue Armory in Washington Heights**. The renovated Armory and New Balance Track and Field Center is home to the National Track and Field Hall of Fame and boasts over 30,000 square feet of venue space. Three thousand New York City residents of 27 City Council districts will be invited to attend this special event, which will offer four program tracks, or *zones*.

Zone A: Skills Building and Training

At the Skills Building and Training Zone, guests will have access to New York City's finest training providers that will focus on resume building, interview preparation and educational services. Individuals will have the opportunity to learn about upcoming training cycles and even submit enrollment applications on-site. Throughout the day, guests will also be able to attend a "Power Hour" session with the NYC Department of Small Business Services Training Unit. The session will provide attendees with information about the City's Training Grant program and offer specific tips for researching and applying for free training vouchers in a number of high-growth fields. Training providers are approved by the State of New York and have proven track records in connecting their students to long-term employment.

Zone B: Employment Opportunities

The Employment Opportunities Zone will serve as a hub site for event attendees to meet with representatives from New York City's nine Workforce 1 Career Centers and 10 Industrial Business Zones. Every year, these centers connect more than 35,000 residents to jobs in New York City's highest growth industries, including retail, healthcare, food service and distribution; and manufacturing/transportation. Recruiters from each of the centers will be on site to screen candidates and schedule interview appointments for those candidates meeting selection criteria for open jobs. Available job opportunities will range from entry-level to middle skill and will be located all over the five boroughs. ***NOTE: Candidates possessing resumes will be admitted to the Employment Opportunities Zone.***

Zone C: Small Business Development and Start Up Assistance

Registered guests will have the opportunity to attend 3 small business start-up assistance seminars over the course of the day:

- *Small Business Start-up Fundamentals* will provide participants with a 45 minute overview of the business start up process. The seminar will be led by staff at the New York City Department of Small Business Services (or by SBA/SCORE if not SBS) who will then be available for 10 minute one-on-one consultations with aspiring business owners.
- *Developing a Business Plan* will be led by staff at New York City's Small Business Development Centers and will focus on the importance and mechanics of the business planning

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process, which will also be followed with opportunities for aspiring entrepreneurs to meet one-on-one with SBDC staff to discuss and refine their business concepts.

- *Financing Facts and Fictions* will be led by a panel of start-up lending institutions, including Accion New York, Grameen America and Credit Where Credit Is Due. This seminar will provide participants with overview information and tips for accessing start-up capital. Throughout the day, aspiring entrepreneurs and established business owners will have the opportunity to meet with both traditional and community development small business lenders to prequalify for financing.

Zone D: Doing Business with Government

The fourth program zone will target established minority and women business owners who are interested in growing their business via government procurement opportunities. In the morning, established businesses who have not been certified as M/WBE will have the opportunity to attend an information session led by representatives responsible for the State and City's certification processes. Following the information session, both the City and State will provide 10 minute one-on-one consultations with interested and established business owners. In the afternoon, Certified MWBE business owners will be invited to attend a "Tips for Successful Bidding" session led by representatives of agencies that procure services via the State and City's MWBE programs. The afternoon session will be a 60 minute panel discussion followed by a 30 minute Q&A session. Attendees will also have the opportunity to review open RFP's that will be on display (as appropriate) at agency resource tables.

This event is free and open to the public, but interested parties must register by no later than May 14, 2012 to be granted admission. Transportation to and from the event will be provided on a reservation basis by members of the NYC City Council Black, Latino and Asian Caucus.