



### Conference Overview

On October 3<sup>rd</sup> HPNG Entrepreneurs, in partnership with the **New York City Hispanic Chamber of Commerce**, is hosting **The HPNG Entrepreneurs Conference** in New York. The New York City Latin Media and Entertainment Commission has selected this conference to kick off its week-long series of events for the Latin Media and Entertainment Week during Hispanic Heritage Month.

The **HPNG Entrepreneurs Conference** will focus on solutions to challenges faced by entrepreneurs. This full-day event will host sessions that improve the skill sets and operational procedures applied by entrepreneurs and will provide access to information on how you can grow your business.

### Audience – 200 attendees

- Small and Medium Business Owners
- Entrepreneurs
- Consultants

### Host Location

**JPMorgan Chase**  
 1 Chase Manhattan Plaza  
 Financial District  
 New York, NY

### Online information and registration

<http://www.hpng.net/ent/conference.php>

## Conference Program

8:15 – 9:00	<b>Registration</b>
9:00 – 9:15	<b>Welcome Remarks</b> <i>Ali Curi, President, HPNG</i> <i>Nick Lugo, President, New York City Hispanic Chamber of Commerce</i> <i>Carlos Manzano, Executive Director, NYC Latin Media and Entertainment Commission</i>
9:15 – 10:00	<b>State of the Small Business Industry Overview</b> According to the National Bureau of Economic Research, the recession ended in June 2009. However, small businesses have continued to face credit difficulties in this challenging economic climate. But aside from lending concerns, small businesses are

uncertain about the overall macro economy, reflected in business owners' hesitation to hire new workers, expand businesses, or invest in new capital and equipment. This panel will explore the overall health of the small business industry as it relates to the Tri-State area and what upswings and downturns you can expect in the coming year.

**Dean E. Bennett**, *Executive Director*, Division of Minority and Women's Business Development, Empire State Development (ESD)

**Jorge P. Silva-Puras**, *Regional Administrator*, NY, NJ, PR & USVI, Small Business Administration

**Das Velez**, *Executive Director*, Minority and Women Business Development, Empire State Development Corporation

10:00 – 10:45

### **New York City Small Business Services and Business Solutions**

NYC Business Solutions is at the forefront of the Agency's effort to provide direct assistance to business owners throughout the five boroughs. Mayor Bloomberg launched NYC Business Solutions in 2004, to ensure that the City's more than 200,000 small businesses have easy access to free, quick, and reliable information on a range of critical business issues.

Deputy Commissioner Anne Rascon leads a discussion on how New York City's initiatives can help entrepreneurs and the small business community. Along with other topics, our panel will discuss the Minority and Women-owned Business Enterprise (M/WBE) certification program along with its benefits and its certification process. Companies that become certified with the City of New York obtain greater access to and information about contracting opportunities, receive technical assistance to better compete for those opportunities, and benefit from inclusion in the City's Online Directory of Certified Firms.

**Zahra Amanpour**, *Director*, NYC Business Solutions Centers

**Biguita Hernandez**, *Director*, NYC Business Solutions Center, Staten Island

**Anne Rascon**, *Deputy Commissioner*, Division of Economic and Financial Opportunity, Minority and Women-owned Business Enterprise (M/WBE) Program, New York City Department of Small Business Services

10:45 – 11:00

### **Break**

11:00 – 12:15

### **Accessing Capital and Securing Your Company's Future**

Over 50% of all investment dollars for start-ups and growing businesses are from informal sources, this includes money from family, friends and other private entities. What other sources of funding can you explore in a difficult economy that will facilitate your company's growth?

**Madeline V. Marquez**, *Executive Director*, Business Initiative Corporation of New York

**Darrin Redus**, *Chief Economic Inclusion Officer*, JumpStart Inc.

**Nicole Schmidt, Esq.**, *Co-founder*, Oberon Securities

*Moderator: Mike Periu, Board Member, Council for Economic Education*

12:15 – 12:35

### **Rewarding Your Business: Delta Air Line's SkyBonus Program**

The SkyBonus® program is all about rewarding your company for the business travel you give to Delta or any of our eligible airline partners. In North America, your earning opportunities are even greater as our joint venture partners Air France, KLM Royal Dutch Airlines, and Alitalia are now participants in the SkyBonus program. This means your earning options and redemption options are now bigger than ever.

SkyBonus provides small to mid-sized companies with a way to earn points towards business travel rewards. Your company can then redeem those points on more than 45 rewards, such as award travel, upgrades, Silver Medallion status in the SkyMiles program, Delta Sky Club passes and more. And while your company earns points, your employees still earn miles in the SkyMiles program. All of which makes business travel even more rewarding.

**Nicolas E. Ferri**, *Vice President – Latin America and Caribbean*, Delta Air Lines

12:35 – 1:30

**Lunch**

1:30 – 2:20

**Tools and Tactics: The Right Tech for The Job**

Every business owner needs the right tools to have their business run smoother. However, what's in your technology arsenal is as important as how you use it. The key is knowing what's available to help you increase your sales and marketing, manage your projects and of course, run the business.

Budgets are tight but most often, not acquiring the right tech for your business has to do with not knowing that a product exists that can help you do your job more efficiently. This session will present a number of free to low-cost tech tools and apps for your business such as website analytics tools, content marketing platforms, online document and calendar sharing, web-based email and how to effectively use video platforms, all designed to help you gain a competitive edge.

**Madeline Kane**, *Enterprise Associate*, Google

2:20 – 2:30

**A New Direction with A New Career: State Farm Insurance**

**Rey Abrahante**, *Agency Business Development Specialist*, State Farm Insurance

2:30 – 3:00

**The NYC Latin Media & Entertainment Commission**

The New York City Latin Media and Entertainment Commission (LMEC) advises the Mayor on business development and retention strategies for the Latin media and entertainment industry. The LMEC works to attract and host high-profile Latin events and supports and creates New York-based events such as the annual Latin Media and Entertainment Week.

Featuring business conferences, networking, theater, dance, rock, film, comedy, television, alternative music, outdoor events and more, the LMEC showcases the range of styles and the immense talent and diversity in New York's Latin communities.

With an economic impact greater than \$90 million dollars, LMEC endorsed events have proven to draw audiences from all over the globe, ensuring New York's status as a worldwide and vital Latin media and entertainment center.

**Carlos Manzano**, *Executive Director*, NYC Latin Media and Entertainment Commission

3:00 – 3:15

**Break**

3:15 – 4:15

### **The New Marketing Toolkit: How Social and Digital Media Transform Your Business**

If it seems like nearly every business on the planet is connecting with fans on Facebook®, Tweeting, uploading videos on YouTube™ and getting LinkedIn®—except you—you're not alone. And, far too often, entrepreneurs and brands enthusiastically jump into social media without a good idea of why they want to do it, what they want to get out of it and, as important, how it fits into their communications, marketing and sales strategies.

Without creating a well-defined plan for social media, it can be challenging to develop a foundation for success – however you want to define success.

This panel will address the important questions of what needs to be done other than establishing a social media presence. This panel gets beyond the early lessons of social media and into how to develop social meaning from the inside out.

**Enrique Arbelaez**, *Co-Founder, Managing Partner and Head of Digital & New Media, XL Alliance*

**Robert Bucheli**, *President, CTA Mobile Media*

**Angela Perez-Litwin**, *Publisher and CEO, New Latina*

*Moderator: Harrison Wise, President, WISE PR*

4:15 – 4:45

### **Exploring Real Estate After A Bust Market**

In 2006 the real estate market reached its all time peak, then went into free fall for the next five years. However, recent S&P Indices have reported that with low-rate mortgages boosting affordability, there's been an increase in real estate sales for four consecutive months. Is this the window of opportunity for entrepreneurs considering real estate as a career path? Also, what does this boom mean for business owners looking for long-term investment opportunities? Is this the right time to jump in?

**Edward Angelino**, *Vice President, Power Express Mortgage Bankers*

**Manuel Pantiga**, *Corporate Broker, Pantiga Group*

4:45 – 5:45

### **Industry Profile: The New York Latino Media and Entertainment Industries**

New York's Latino Media and Entertainment industries have been a beacon to aspiring artists and producers and those eager to create the next best thing in film and television. But has the ongoing recession dampened those dreams? How exactly have these industries fared in New York in the last couple of years? We'll learn from those in the forefront of their industries about how much an economic impact Latino media and entertainment has had in New York recently and how alive the dream remains.

**Calixto Chinchilla**, *Founder & Executive Director, NY Latino Film Festival*

**Porfirio Piña**, *Senior Director – Latin Music, BMI*

**SP Polanco**, *Music Producer, SP Music*

*Moderator: Louis Perego Moreno, Co-chair, National Association of Latino Independent Producers (NALIP)*

5:45 – 6:00

### **Conference Closing**

**Carlos Manzano**, *Executive Director, NYC Latin Media and Entertainment Commission*

**Ali Curi**, *President, HPNG*

6:00 – 7:30

### **Cocktail Reception: Open Bar Sponsored by Dewar's**