

GREATER NY CHAMBER *Report*

20 West 44th Street • New York, NY 10036 • 212.686.7220 • info@chamber.com

www.chamber.com

Event Space Will be a Plus for Members

The popularity of our Open Houses has led to an increased demand on our facility. No doubts that the strong network of business and civic leaders following the Greater NY Chamber is due a big thanks for helping to fund the expansion of the Chamber operated Business Center



Mark S. Jaffe
CEO.
Greater New York Chamber

Conveniently located on the fourth floor of the landmarked General Society Building in midtown Manhattan, the Business Center offers work stations, meeting rooms, conference rooms, lecture rooms and catered event space. In these economic times, anyone would be hard pressed to find better value as regards launching a NYC office and impressing clients. Even politicians know that when the Chamber hosts a press conference OR when they just come and Network with hundreds of chamber members in our building, something wonderful happens...good times are had, deals

get done and people go home satisfied.

Furthermore with the addition of the new lecture and event space, the Chamber can continue to educate entrepreneurs, non profits as well as small, medium sized and corporate business leaders about how to operate more efficiently. We can continue to do all that and NOW we will be able to service even more constituents.

The Expanded Center will start operating this summer. It will be run by the Chamber's charitable and education foundation. Prices start as low as \$20 for an open house networking event (FREE for members). The large and small work stations are all equipped with hi speed internet hookups as are the lecture rooms and event space.

Lets us help start building your business today! Plan on attending a chamber event or visiting the business center soon!

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TO SUBSCRIBE, ADVERTISE *or* CONTRIBUTE

email: esr@chamber.com

phone: 212.686.7220

4th Floor Business Center

Build Your Business in N.Y...Use Our Office As Your Official Address

Now you can be recognized by sharing the same prestigious address as the Greater NY Chamber located at 20 West 44th Street (between 5th & 6th) in the heart of Manhattan.

Guest Office... \$90 per month includes, mail service, and access to meeting rooms, conference rooms and administrative services at preferred rates.

Professional Office... \$200 per month includes official office service; your own business phone number and directory listing, 6 hours of monthly meeting room & 100 hours per month work station time, administrative package and registration as a NY Business with a full professional membership.

Private Desk Options starting at... \$550 per month includes professional office privileges and your own private work station

NOTE: In addition to mail service, work stations and meeting rooms; business center licensees and chamber members have access to kitchen and larger meeting room space at below market rates. Administrative packages include use of 212 call forwarding; copy machine; fax service and hi speed internet at preferred rates.

CHAMBER BENEFITS...

- Networking
- E-mail Blast
- Educational Panels
- Advocacy & Counsel
- Recognition
- 100% Tax Deductible
- Business Center

Memberships (per annum)

Individuals	\$295
Entrepreneurs	\$495
Professionals	\$695
Corporate	\$1000

Community Partnerships.....\$2000+
Full professional membership benefits, web site banner recognition, print ads and special acknowledgements.

Entrepreneurs Hear Reports on Health Care Reform at GNYCC

Story by Deane Rink and photos by Seitu Oronde

Greater New York Chamber of Commerce held its 10th business fair at Madison Square Garden in Manhattan on Thursday, April 23, 2009. Billed as a day of networking and expert panel advice, the business fair featured over 60 participating agencies and vendors. The Fair kicked off with a luncheon Saluting Entrepreneurship.

Lou Gordon of BALCONY (The Business and Labor Coalition of New York) spoke about its affordable health care plan for all New Yorkers. "Health care accounts for about 15% of the Gross National Product, and experts predict this might double by 2020," Gordon warned. "There are now 48 million Americans who lack health care, including 2.6 million New Yorkers." Gordon cited poll findings of New York small business that BALCONY had commis-



Chamber partner and honoree Beatriz Maneta of Argent Associates.

sioned in partnership with the American Cancer Society, AARP, the Small Business Majority and the Greater New York Chamber of Commerce. The survey indicated that more small business owners would provide health care if its cost was not so high. The need for more affordable health insurance was amplified by Chamber President Mark Jaffe, who reminded the audience that healthy

workers are more likely to be productive than those with lingering medical issues. Other luncheon speakers and honorees included Beatriz Maneta of Argent Associates, Aziz Ahmad of UTC Associates and Joe Ithier a long standing chamber advisory board member.

After lunch there was an expert panel on entrepreneurial success chaired by Christine Serrano-Glassner of the U.S. Small Business Administration. It included Bruce Ventimiglia, the business co-chairman of BALCONY and the President of Saratoga Capital Management, an asset allocation service and investment firm operating out of Garden City, New York. Mr. Ventimiglia had sage advice for those businesses facing a weak market. "Challenge your revenue drivers and cost components. Keep changing strategies to keep up with changes in the marketplace," he intoned. "Renegotiate contracts to lower costs, and take a look at third party vendors, to see if they can replace functions now performed by staff, at a lower cost. Emphasize your good sellers, and don't create loss leaders in a recession." Ventimiglia also emphasized that competitors should not be treated as hated enemies, but as potential partners. "If my competitor and I can achieve greater market penetration or build a larger scale operation by merging, this is a benefit to both of us. The main job of a CEO is to understand assets and deploy them appropriately," Ventimiglia responded to a question from the audience.

Ventimiglia was joined on the panel by Sheldon Kravitz of Plus Media Buying Services and Ray Mora of Argent Associates. Mr. Kravitz said that media advertising is the least well understood component of most businesses, and opined that 75% of advertisers pay more



Honoree, Lou Gordon, Director of BALCONY, addressed a lunch gathering of over five hundred business representatives, briefly outlining the constituencies that comprise BALCONY and the issues it cares about.

for media ads than they should. He emphasized that there were two aspects to media – cost efficient media planning and effective advertising buying. While Ventimiglia and Mora agreed that clients and customers were looking to cut back as the recession deepened, Kravitz (who represents a different kind of client) said that his clients were not cutting back, but were increasing their investments, because a financial crisis is the best time to gain market share from struggling competitors. Mr. Mora described how his company had grown over ten years and warned potential business owners and warned that "every company has cash cows, dogs, and stars. You must learn to identify your future stars if you want to build a successful business."

Additional panels on Professional Development and the American Recovery and Investment Act followed along with a magnificent Closing Networking Reception in the Club Room. The next Fair is being planned for Westchester in the Fall of 09.



The Professional Development Panel included Ethan Chazin, La Dana Jenkins, Jay Colan, Dr. Judy Kuriansky and Daphne Montanez of the NYC Dept. of Youth and Community Development.

NYC Thanks Our Wounded Veteran's at Walter Reed Medical Center

By Michael Keating

A packed room of civic and business leaders attended a press conference hosted by the Greater New York Chamber of Commerce in its landmark building to launch the first annual NYC Goodwill Caravan to Walter Reed Medical Center.

After a morning press conference, many volunteers (including Ms. Long Island) boarded a 50-seat Coach USA bus donated by Vietnam veteran and company president Tom Lewis. The caravan also consisted of U-Haul vans emblazoned with patriotic logos and loaded down with gifts for the wounded men and women at Walter Reed.



City Council member Alan G. Gerson, whose district includes the World Trade Center, spoke about the importance of the caravan in the Chamber's midtown Manhattan Press Room. Councilman Gerson (himself a veteran) intends to get the City of New York to make this an annual event with the city's full support.

The entire production was put together and coordinated under the direction of the United War Veterans Council. The group included; VVA Manhattan Chapter 126, VVA Brooklyn Chapter 72, the Metropolitan Transit Authority Veterans Association, the Samaritan Village Veterans Programs of Manhattan, the Ed Thompson Facility

of Queens, the Brooklyn chapter of Nam Knights, the Never Forget Foundation, U-Haul International, HBO, Estee Lauder, Coach USA, the History Channel, the Greater New York Chamber of Commerce, New York City Council.



Dr. Henry Tisdale, Glenda Goody McNeal, Sr. VP/GM for American Express and Earl Graves Sr.

administrative assistant the late Robert F. Kennedy from 1965 - 1968. No doubts the training and experience he received there led to success and excellence in his business and in his life.

Ann Best and Dr. John Jackson were both selected as "Ones to Watch Awards Winners" Despite the economy the UNCF awards dinner was well attended by the general public and sponsors.

Since UNCF was founded six decades ago over three billion dollars has been raised to help support 350,000 students and 900 schools.

United Negro College Fund Celebrates 65 Years

Photos and story by Seitu Oronde

The United Negro college fund (UNCF) famous saying: "a Mind is a terrible thing to waste," celebrated its 65th year of support for the 39 historic Black colleges.

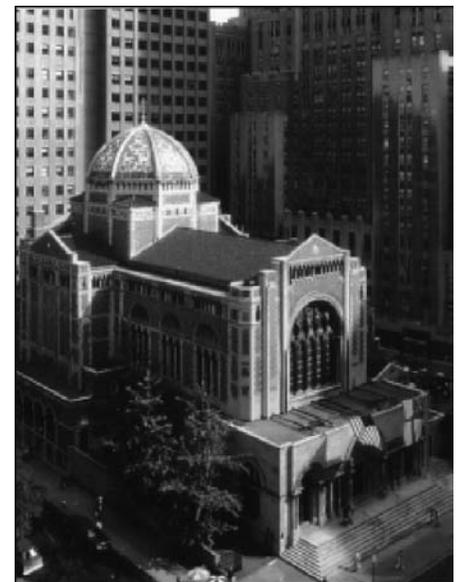
This year, Earl G. Graves, Sr., Caroline Kennedy, John H. Jackson and Ann Best were honored and received awards.

UNCF President's award winner, Caroline Kennedy, the niece of Robert F. Kennedy won the UNCF President's award. She has raised more than \$2,400,000.00 for public education over the past seven years, has created the leadership training institute for principles and serves as board of directors of the Commission on Presidential Debates.



Jack Stabi, Chairman UNCF with honoree Caroline Kennedy and Dr. Micheal Lamax.

Earl Graves, who founded Black Enterprise magazine in 1970, accepted the Frederick D. Patterson award. After graduating from Morgan State College, Graves went on to serve as an



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MEMBERS IN THE NEWS

Pollard and Aziz Join Chamber's Board



Mark Pollard, attorney at law and Aziz Ahmad of UTC Associates accepted their nominations to the Chamber's Board at the Annual meeting at Madison Square Garden on April 23rd. They will both serve until 2011.

Yankees Open New Stadium



The New Yankee Stadium on March 31st 2009. Stadium photo by Paul Plaine, ballparkprints.com



Mark Jaffe and Brian Cashman meet to discuss the Yankee 2009 season at a networking Lunch hosted by Chamber member Ruth's Chris Steakhouse in NYC.

TRI Utility Cost Reductions Saves Members Big Money

TRI is a contingency firm that effects refunds and reductions for companies on their utility bills, TRI does not charge for their service as they work strictly on a contingency basis. The procedure is simple. TRI requires only one months utility bills and they do the rest. They are currently working with chamber member Jolly Hotel Madison Towers. The Jolly Hotel is a charming Italian boutique hotel located in the heart of Manhattan on Madison Ave. at 38th Street.

This month TRI recovered \$62,000 for L'Occitane on a past Telcom bill and also helped chamber member the General Society of Mechanics and Tradesman recover over \$50,000 on their steam bill.



Rosanna Coscia, GM of the Jolly Hotel is happy about the money she will save from the TRI Program.

NYC Hispanic Chamber Honors Diversity and Respect in Law Enforcement

The NYC Hispanic Chamber Honored NYC Police Chief Ray Kelly at their monthly luncheon for the departments exceptional achievements towards racial and ethnic diversity at another sold out event at Maestro' Caterers in the Bronx.



Also in attendance were Mark Jaffe of the Greater NY Chamber and Carol A. Robles-Román, Deputy Mayor for Legal Affairs and Counsel to NYC Mayor Michael R. Bloomberg (right) both whom are well known for their efforts to support diversity and improved access to justice and city services.



CALENDAR OF EVENTS

6.18.09 6-8:30pm

FIT Fashion Winner's Forum.

Come hear about the future of fashion from members Nicole Miller, Tommy Hilfiger & other industry leaders. Guests \$50

6.19.09 11:30am-2pm

Luncheon with Mayor Michael Bloomberg... Guests \$45.

Sponsored by NYC Hispanic Chamber at Maestro's Caterers in the Bronx

6.19.09 4-6pm

Workshop on Changing US Embargo Policy on Cuba.

Members FREE! Sponsored by CUNY Graduate Center on Western Hemispheric Studies.

6.23.09 4-6pm

Chamber Open House. Guests \$20/Members FREE! Come network with business & civic leaders in our historic building.



www.cdcoffee.com