

WOMEN ENTREPRENEURS

ROCK 7

THURSDAY, NOVEMBER 12, 2020 | 1PM - 4PM | VIRTUAL



In Honor of



Ruth Bader Ginsburg
"The Notorious RBG"



OFFICE OF SMALL BUSINESS ADVOCACY

You've dreamed of starting your own business or you've started your business only to find yourself struggling to grow. Now what? Sounds like it's time to contact the New Jersey Office of Small Business Advocacy, part of the NJ Business Action Center (NJBAC) under the NJ Department of State. Our advocates are New Jerseyans just like you here to offer support, advice and guidance as you develop and grow your business.

THE FACTS

GROW STRONGER

New Jersey's small businesses are a critical component to the State's economy, with our **more than 861,000 enterprises** ranking 11th most nationally.

FREE RESOURCES

The State is working to make it easier for small businesses to flourish, including **free small business consulting services** offered by the NJBAC.

MEET THE EXPERTS

NJBAC hosts **"Resources for Growth" events** that match business owners with state and county reps, lenders and community partners.



WHAT IS THE NJBAC?

We are a business-first resource that can help you get answers from government agencies, direct you to appropriate officials or contacts, facilitate meetings and follow-ups with regulatory agencies and so much more, all at no cost and strictly confidential.

Whether you are an entrepreneur, own a business on "Main Street," are located on a corporate campus, or are interested in expanding your products and services through export, we're here for you. We are a business advocacy team within the Department of State, dedicated to solving problems and maximizing growth opportunities.

NJSBDC AT BROOKDALE COMMUNITY COLLEGE PRESENTS

WOMEN ENTREPRENEURS ROCK 7



THURSDAY, NOVEMBER 12, 2020 | 1:00 - 4:00pm | VIRTUAL

PROGRAM AGENDA

- | | |
|----------------|--|
| 1:00 – 1:15 PM | Check In & Networking |
| 1:15 – 1:40 PM | <u>Introduction & Welcome:</u>
Jackeline Mejias - Fuertes, Regional Director, NJSBDC at Brookdale Community College |
| 1:40 – 1:50 PM | <u>Keynote Speaker:</u>
Lauren Concar-Sheehy |
| 1:50 – 2:00 PM | <u>Keynote Speaker:</u>
Ilsey J. Hoo |
| 2:00 – 2:35 PM | Panel Discussion # 1 |
| 2:35 – 2:40 PM | Intermission |
| 2:40 – 2:45 PM | Check In & Raffle |
| 2:45 – 3:00 PM | RBG Tribute Courtesy of The NY Times |
| 3:00 – 3:10 PM | <u>Special Guest Speaker:</u>
First Lady Tammy Snyder Murphy |
| 3:10 – 3:45 PM | Panel Discussion # 2 |
| 3:50 – 3:55 PM | Gifts & Raffle |
| 3:55 – 4:00 PM | Closing Remarks & Networking |



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WOMEN ENTREPRENEURS



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THURSDAY, NOVEMBER 12, 2020 | 1:00 - 4:00pm | VIRTUAL

PLANNING COMMITTEE

Mary Adelman	Assistant Director, NJSBDC of Northwest Jersey
Barbara Boyington	Professor of Business Management, Brookdale Community College
Shy Hopkins	Marketing Coordinator, NJSBDC Statewide Headquarters Office
Ernestine Keith	Administrative Assistant, NJSBDC at Brookdale Community College
Lilian Mauro	Regional Director, NJSBDC at The College of New Jersey
Jackeline Mejias - Fuertes	Regional Director, NJSBDC at Brookdale Community College
Rye Patterson	Student Intern, NJSBDC at Brookdale Community College
Anabel Rojas-De Eusebio	Assistant, NJSBDC at Brookdale Community College
Maggie Susan Osmulski	Assistant Director, NJSBDC at Brookdale Community College
Maria Torres	Fiscal Administrator, NJSBDC Statewide Headquarters Office

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Women Entrepreneurship, Ingenuity,
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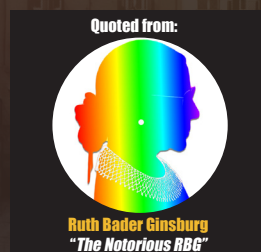
Faith to Felicity specializes in beautiful gemstone bracelets, necklaces, malas, and earrings. Their crystal jewelry harnesses the energy that contributes to feelings of safety, creativity, strength, love, self-expression, kindness, and faith. Where attention goes, energy flows. This powerful concept of mindfulness empowers us to use our thoughts positively to manifest real change. Once you've embarked on this journey, it's important to surround yourself with aids, resources, and a network of supporters to truly optimize your journey to wellness.

Proud to Be

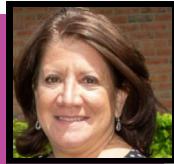
Woman Owned | Disabled Veteran Owned | Black Owned

www.Faith2Felicity.com

**“So often in life,
things you regard
as an impediment
turn to be great
good fortune”**



SPEAKERS:
Welcoming Remarks



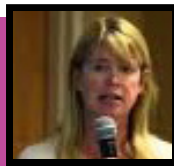
Dr. Joan Scocco

*Dean
Brookdale Community College*



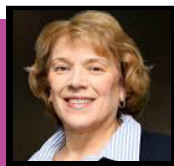
Kelly Brozyna

*CEO & State Director
America's Small Business Development
Centers - New Jersey (NJSBDC)*



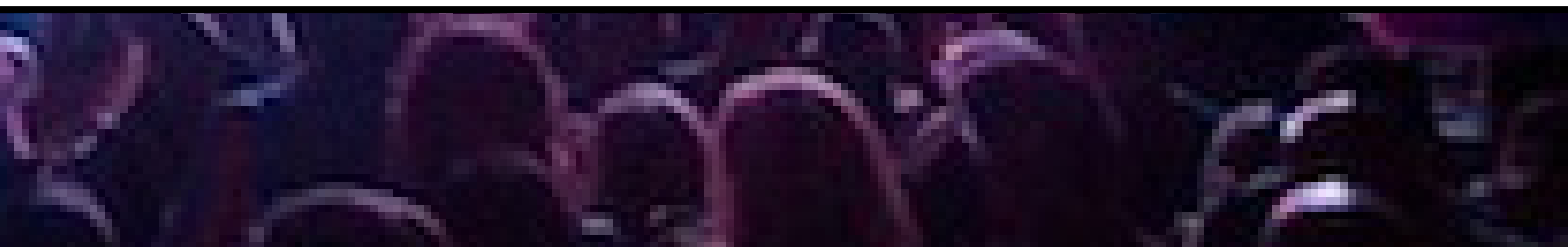
Sheryl L. Paynter

*Lead Lender Relations Specialist &
Lead Economic Development Specialist
New Jersey District Office
U.S. Small Business Administration*



Melanie Willoughby

*Executive Director
New Jersey Business Action Center*





NJBAC COVID-19 BUSINESS RECOVERY SERVICES

Long after COVID-19 closed many business, New Jersey is reopening, but new protocols are in place and safety is priority one. Masks, social distancing and frequent hand washing or hand sanitizing are the norm. Businesses need personal protective equipment (PPE), financial assistance and guidance on how to operate under new state and federal guidelines, all while assuring customers and employees can safely return. As your business transitions to this new normal, the team at the NJ Business Action Center (NJBAC) is available to help you.

THE FACTS

PERSONAL SERVICE

Business advocates are available to connect one-on-one by phone at 1-800-JERSEY-7 and [live chat at https://Business.NJ.gov](https://Business.NJ.gov) each weekday from 8 a.m. to 5 p.m.

EXPERT INFORMATION

NJBAC Team members work closely with the NJ Economic Development Authority and NJ Office of Innovation to [get the latest information out to the public.](#)

INDUSTRY SPECIFIC

NJBAC team members [understand New Jersey's many industries](#) and what makes each unique, providing you customized solutions.



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Whether you are an entrepreneur, own a business on "Main Street," are located on a corporate campus, or are interested in expanding your products and services through export, we're here for you. We are a business advocacy team within the NEW JERSEY Department of State, dedicated to solving problems and maximizing growth opportunities.

SPEAKER:
Guest Speaker



STATE OF NEW JERSEY
GOVERNOR PHIL MURPHY



First Lady Tammy Snyder Murphy
The State of New Jersey

Born in 1965, Tammy Snyder Murphy is a native of Virginia and a graduate of the University of Virginia (B.A., English and Communications, 1987). She and her family reside in Monmouth County, New Jersey.

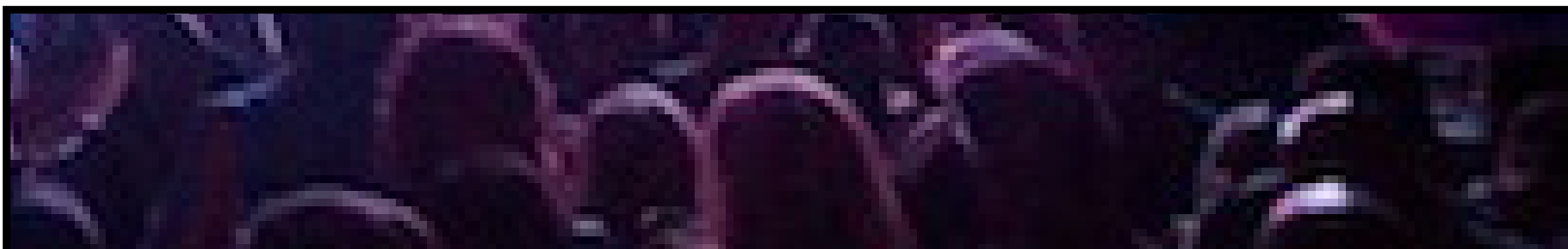
Tammy and New Jersey Governor Philip D. Murphy have been married for 25 years and together have four children: Josh, Emma, Charlie, and Sam. A transformative experience for the Murphy family was proudly representing the United

States in the Federal Republic of Germany from 2009 to 2013. Tammy, individually and together with her husband, spoke and led on behalf of the United States of America. She chaired meetings, gave speeches, and hosted meals and receptions, strengthening our nation's relationship with a critical ally while impacting the lives of thousands of Germans and Americans.

Upon returning to New Jersey, Tammy and Phil realized that the incredible state they call home needed bold new leadership. Together, they founded a think tank to explore ways to help grow the middle class and jumpstart New Jersey's economy. During the campaign, transition, and now as First Lady, Tammy has been energized and inspired traveling the state and meeting New Jerseyans to hear their concerns, utilizing her experience in the private and nonprofit sectors to work through policy ideas and solutions.

Over the years, Tammy has worked with non-profits, a think-tank, and other organizations focused on the environment, education, health care, youth and family services, as well as the arts and trans-Atlantic relations. She currently serves as Secretary and charter member of The Climate Reality Action Fund, an organization founded by former Vice-President Al Gore. Tammy previously worked in finance in the United States and Europe and has traveled extensively throughout the world living overseas in each of London, Frankfurt, Hong Kong, and Berlin. She speaks German and some Italian.

As First Lady, Tammy's policy initiatives focus on infant and maternal health, climate change education, and fostering women-owned businesses throughout New Jersey. She has worked to create Family Festivals across the state to increase access to resources for mothers, children, and families; worked with the New Jersey Department of Education to incorporate climate change throughout the K-12 state education guidelines to better prepare our students for the future economy; and partnered with the New Jersey Economic Development Authority to increase angel investing in women-led businesses. She continues to be a partner to Phil as he works with Lieutenant Governor Sheila Oliver to tackle the formidable challenges facing New Jersey and its incredible residents.



SPEAKER:
Host



Jackeline Mejias - Fuertes

Regional Director
NJSBDC at Brookdale Community College

"Well done is better than will said." - Benjamin Franklin

Jackeline Mejias-Fuertes is a seasoned business advisor, leader, strategist, speaker and entrepreneur. She is also an expert in business development providing strategic management, leadership development and operational guidance to small businesses and entrepreneurs.

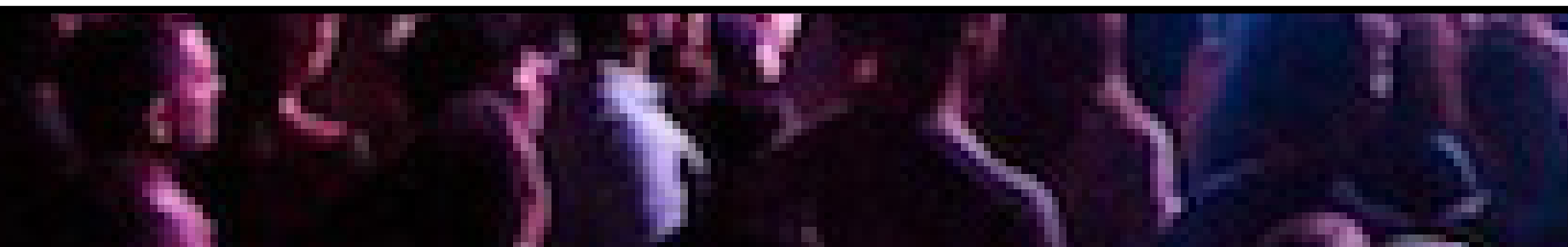
Jackeline is a firm believer that "by failing to prepare, you are preparing to fail." Her unique and confidential one-on-one counseling approach of guided conversation and best practices teaches businesses the necessity of planning and working smarter not harder on their business. Developing goals, business plans, financial plans, strategic plans, marketing plans, growth plan and implementation plans will enable organizations to achieve higher levels of success.

As the Regional Director of the NJSBDC at Brookdale Community College, Jackeline works with small businesses and provides them with the necessary assistance to ensure they achieve their desired levels of success from business inception to exist strategy. This is done by sharing a plethora of knowledge and expertise on the various aspects of small business development and management.

Ms. Mejias-Fuertes is also an adjunct business professor teaching Introduction to Business, Small Business Management and several business development courses. In addition, she is a motivational speaker engaging audiences on how to develop successful business ventures.

Her position as the director of an NJSBDC allows her the privilege of managing an organization that provides exceptional services and resources to business communities to ensure economic development.

To learn more about Jackeline Mejias-Fuertes or to reach out to her directly, visit www.mosbdc.com.



SPEAKER:*Mistress of Ceremony, Emcee***Shakira M. Brown***CEO****SMB Strategic Media, LLC***

Shakira M. Brown is an award-winning branding and business communication strategist, national professional speaker, and former network television broadcast journalist. She is the CEO of SMB strategic media LLC, a firm that helps businesses get to the heart of why the customers/clients buy their goods and services, helping them clarify their message via strategic brand messaging.

Shakira's clients have included medium to large medical practices insurance brokers national associations professional organizers consumer brands celebrities, personalities and fortune 500 companies.

Shakira is also the lead marketing consultant for America's SBDC at the college of new jersey. she has won over 13 industry awards in various disciplines for her work. Shakira shares her expertise at national conferences and corporate workshops and she is a professional member of the national speakers association. She shares her thought leadership with the media outlets such as American Express Open, Crain's Chicago, PR Week, Brand Week, Institutional Investor, Smart Money and is also a contributing writer for BlackEnterprise.com. You can reach Shakira M. Brown at www.ShakiraBrown.com or www.PRAdviser.net.

SPEAKER: **Keynote**



Lauren Concar Sheehy

A Visionary Leader

Executive Director

Garden State Film Festival (GSFF)

In 2020 – The Garden State Film Festival Created the Future!

Lauren Concar Sheehy is the Executive Director of the Garden State Film Festival [GSFF], spearheading all day to day decisions. As their heroic leader, the Garden State Film Festival celebrated a virtual victory in 2020. With less than two weeks to plan and execute, GSFF was the first and only film festival to pivot during the COVID-19 crisis to an online, live stream format of the festival without missing a beat! During the pandemic, GSFF was able to bring the arts around the globe when we needed it most.

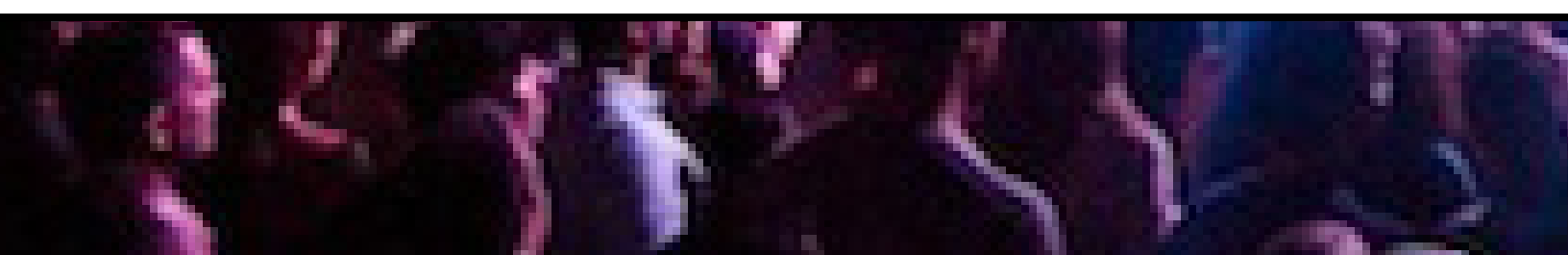
As a filmmaker with a long, passionate history in the Television and Film industry Lauren has written, produced, directed, script supervised and edited various projects for high profile companies such as Bloomberg TV, National Television Broadcast, NJTV, Cablevision, Fios, Comcast, TEDx along with various other media outlets. In addition, she is a senior production specialist and professional makeup artist with numerous credits to her name.

Concar Sheehy is a Television Academy Member, New York Women in Film and Television, Women in Media, president of the Brookdale Alumni Association, supports non-profits in GSFF's region and interacts with the New Jersey Community to build alliances with businesses and non-profits. Lauren is the first woman to manage Brookdale TV, a channel operated by Brookdale Community College that broadcasts to over 626,351 homes locally.

Lauren builds programs that make New Jersey a state where undeserved communities and diverse populations have equal access to arts programming making her a unique individual. A role model for women in her industry, Concar Sheehy is an advocate of showcasing films worldwide and highlighting work created by women is an inspiration. The GSFF is run mainly by women who lend to one of Lauren's values of women lifting women. The many lives touched through her work in New Jersey and internationally is remarkable. She has shown exemplary community involvement by helping undeserved communities. Over the years, Concar has demonstrated a commitment to the communities through extensive research, workshops, panel discussions and community outreach programs.

While making significant differences in people's lives, especially women's lives in the film business it also goes beyond that. Her ability to connect the dots and extend her relationships to others, to pay it forward without any selfish gain in return is one of her wonderful character traits.

Concar Sheehy is also engaged with building communities through video partnerships, empowering youth and communities to tell their own stories. She takes students under her wing and encourages them to reach their full potential. *Success Starts at Brookdale!*



SPEAKER:
Keynote



Ilsy J. Hoo
Miss New Jersey for America

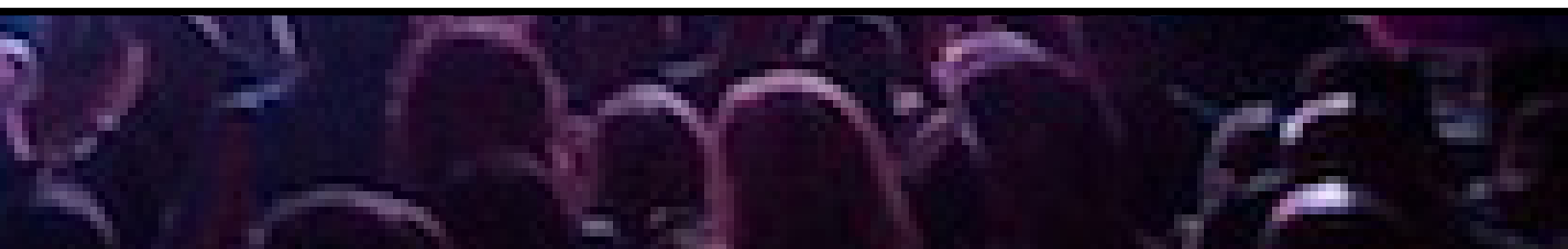
CEO & Founder
**Accomplished Women, LLC and
iHoo Media**

Born and raised in New York City, a proud mom of two as well as the CEO & Founder of Accomplished Women LLC, and iHoo Media.

Accomplished Women, personal and business coaching service, was formed to help clients and college students identify their personal or business goals, and develop strategies.

Ilsy is a public speaker and the current Miss New Jersey for America who has been interviewed several times on social-media based shows, magazines, Co-host of WeJane TV on NJ On Air, and a published writer whose dating articles have been published in BELLA Magazine.

You can reach Ilsy J. Hoo at www.ilsyjhoo.com.





WOMEN ENTREPRENEURS ROCK 7

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WEBINARS



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... Continue the Convo

PANELISTS:**MODERATOR:****Shakira M. Brown***CEO**SMB Strategic Media, LLC**See Shakira's complete bio on page 11.***Lisa Ascolese***CEO**Inventing A-to-Z*

Lisa Ascolese, famously known as “The Inventress” is a true mentor, entrepreneur, keynote speaker, inventor and independent product agent. For more than 25 years, The Inventress has successfully invented, marketed and launched products on QVC, HSN, EVINE Live and ShopNBC and continues to bring products to national department stores daily. She is the CEO and founder of

Inventing A to Z, a product development company used to assist others who have the desire to create and develop their own product(s) from concept to fruition. You may have seen her on major networks such as Bravo TV or ABC, heard her on Sirius XM or read about her in major publications such as Black Enterprise Magazine, Ebony Magazine, Essence Magazine and The New York Times.

You can learn more about and contact Lisa Ascolese directly at www.InventingAtoZ.com



Lisa Kanda
President
Elkay Advisors

Lisa Kanda, president of Elkay Advisors, LLC, is a marketing strategist, speaker, facilitator, and trainer who focuses on helping businesses and entrepreneurs learn how to establish and grow their online presence to get visible, connect with their ideal client, and use their digital real estate in a strategic, effective way to get results. Her approach is to demystify the ever-changing digital landscape to make it easy to understand while sharing proven, actionable tools and tips.

Her client roster includes authors and experts, professional services organizations, restaurants and retail shops, software developers, finance, and creative arts; entrepreneurs and business owners; and non-profit organizations.

Lisa co-hosts the podcast Business Dig and has contributed as a columnist to Jersey Shore Woman magazine. Lisa has been noted as an Entrepreneurial Woman on the Move from Jersey Shore Woman and she was recognized as the 2013 Outstanding Alumna from Monmouth University's Corporate and Public Communication Graduate Program. Elkay Advisors won a Bronze Astra Award from the New Jersey Communications, Advertising and Marketing Association.

Lisa is a consultant to the New Jersey Small Business Development Center (NJSBDC) at Brookdale Community College and has counseled hundreds of business owners on how to use social media to promote and build their businesses. She was instrumental in the creation of the NJSBDC's successful Digital Blueprint Certificate program. She has taught classes as an adjunct professor at Monmouth University and the Savannah College of Art and Design.



Denise Kelleher
Owner
Rumson Bakery Cups & Cakes

On August 30, 2020, Denise Kelleher, owner of popular Rumson Bakery Cups & Cakes, celebrated 10 years of scones and smiles. To mark this milestone, Denise takes a look back at the journey that turned Cups & Cakes into the Rumson institution it is today.

You can learn more about Denise Kelleher and her company, Rumson Bakery Cups & Cakes at www.CupsAndCakesRumson.com.



Cynthia Sepulveda

*Owner & Founder
Flaco Coquito*

Cynthia Sepulveda is the owner and founder of Flaco Coquito. Flaco Coquito is a coconut liqueur, that is handcrafted vegan, dairy/gluten-free and made using organic ingredients. Prior to starting her business, Cynthia worked in the financial industry for 17 years. In 2011, based on a family need she altered her family's traditional recipe, and in 2012 she started promoting, and working events sponsored by Flaco Coquito. Flaco Coquito first hit the market in 2017, and

is currently selling in New York and Soon to be selling in New Jersey. Please read more about our story and the why behind our company at www.FlacoCoquito.com

Cynthia's awards include the 2017 Movers & Shakers NV Magazine award and the 2017 Global Spirits award. Cynthia's community acknowledgements include a seat on the Advisory Board and a Certificate of Appreciation from ACT Inc. (Artists for Creative theatre) nonprofit.





OFICINA DE APOYO A PEQUEÑAS EMPRESAS

Ha tenido el sueño de comenzar su propio negocio o ha iniciado su negocio y no puede crecer. ¿Ahora qué? Parece que es hora de ponerse en contacto con la oficina de apoyo a pequeñas empresas de New Jersey. Parte del Centro de Acción de Negocios (NJBAC) bajo el Departamento de Estado de New Jersey. Nuestros defensores son de New Jersey como usted, y están aquí para ofrecer apoyo, asesoramiento y orientación a medida que desarrolla y crece su negocio.

LOS HECHOS

CRECER MAS FUERTE

Las pequeñas empresas de New Jersey son un componente crítico para la economía del estado, con nuestras más de 861.000 empresas que se ubican en el lugar #11 a nivel nacional.

RECURSOS GRATUITOS

El Estado está trabajando para hacerlo más fácil para emprender a pequeñas, incluyendo servicios gratis de consultoría para pequeñas empresas que ofrece el NJBAC.

CONOCER LOS EXPERTOS

NJBAC presenta eventos "Recursos de Crecimiento" que combinan los propietarios de negocios con representantes del Estado y del Condado, prestamistas y socios comunitarios.



QUE ES EL NJBAC?

Nosotros somos un recurso empresarial que puede ayudarlo a obtener respuestas de agencias gubernamentales, dirigirlo a funcionarios o contactos apropiados, facilitar reuniones y seguimientos con agencias reguladoras y mucho más, todo sin ningún costo y estrictamente confidencial.

Si usted es un empresario, dueño de negocio en la "calle principal" y está ubicado en un área corporativa, o está interesado en expandir sus productos y servicios a través de la exportación, nosotros estamos aquí para usted. Somos un equipo de defensa empresarial dentro del Departamento de Estado, dedicado para resolver problemas y engrandar las oportunidades de crecimiento.

**“I would like to
be remembered
as someone who
used whatever tal-
ent she had to her
best of her ability.”**

Quoted from:



Ruth Bader Ginsburg
“The Notorious RBG”

**“Women belong
in all places
where decisions
are being made.
It shouldn’t be that
women are the
exceptions.”**

Quoted from:



Ruth Bader Ginsburg
“The Notorious RBG”

ON-DEMAND

Branding Your Small Business in a Covid-19 World



FREE WEBINAR

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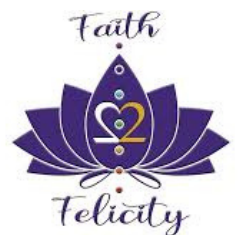
Shakira M. BROWN
BRANDING & BUSINESS COMMUNICATION PROFESSIONAL SPEAKER

AMERICA'S
SBDC
NEW JERSEY

**NJSBDC at
Brookdale
Community
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Contact the NJSBDC

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Newark, NJ 07102
973-353-1927
www.njsbdc.com
sbdinfo@njsbdc.com

Specialty Programs

NJSBDC Specialty Services: 973-353-1927
E - Business | International Trade | Procurement
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Regional Offices

NJSBDC at Brookdale Community College

(Monmouth and Ocean Counties)

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Lincroft, NJ 07738
Regional Director: Jackeline Mejias-Fuertes
732-842-8685

NJSBDC at Rutgers University - Camden

(Burlington, Camden, Gloucester and Salem Counties)

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Camden, NJ 08102
Regional Director: Bob Palumbo
856-225-6221

NJSBDC at Kean University

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Union, NJ 07083
Regional Director: David Margulies
908-737-4070

NJSBDC at Rutgers University - New Brunswick

(Middlesex County)

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Regional Director: Elayne McClaine
848-445-8790

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(Hudson County)

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Regional Director: Vid A. Bahadur
201-200-2156

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(Essex County)

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Newark, NJ 07102
Regional Director: Tendai Ndoro, Ph.D.
973-353-5950

NJSBDC of Northwest Jersey

(Sussex, Morris and Warren Counties)

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Hackettstown, NJ 07840
Acting Regional Director: Mary Adelman
908-269-8475

NJSBDC at Stockton University in Atlantic City

(Atlantic, Cape May and Cumberland Counties)

Rothenberg Building, 3430 Atlantic Avenue
Atlantic City, NJ 08401
Regional Director: Carol Waties
609-626-3889

NJSBDC at Ramapo College of New Jersey

(Bergen County)

Anisfield School of Business, 505 Ramapo Valley Road
Mahwah NJ 07430
Regional Director: Vincent Vicari
201-684-7135

NJSBDC at The College of New Jersey

(Mercer County)

2000 Pennington Avenue, Forcina Hall 253
Ewing, NJ 08628
Regional Director: Lillian Mauro
609-771-2947

NJSBDC at Raritan Valley Community College

(Hunterdon and Somerset Counties)

Workforce Training Center, 118 Lamington Road
Branchburg, NJ 08876
Regional Director: Bill Harnden
908-526-1200 ext. 8516

NJSBDC at William Paterson University

(Passaic County)

131 Ellison Street
Paterson, NJ 07505
Regional Director: Kate Muldoon
973-321-1378



**NJSBDC at
Brookdale
Community
College**

www.WomenEntrepreneursRock.com

www.MOSBDC.com