



Maggie Brooks  
County Executive

# RESOURCES FOR BUSINESS SUCCESS

## A Business Education Seminar



### CONFERENCE

Date: Monday, September 26, 2011  
Location: Rochester Museum and Science Center  
Eisenhart Auditorium  
657 East Avenue, Rochester, NY 14607

**Continental breakfast provided**

### AGENDA

Breakfast/Networking 7:30 am - 8:00 am  
Maggie Brooks 8:00 am - 8:15 am  
Monroe County Executive  
Business Education Program 8:15 am - 12:00 pm

**MODERATOR:** Donna Dedee, CEO  
The School of the Holy Childhood

### COST

\$10.00 - Before September 20th  
\$20.00 - After September 20th  
Veterans: Free (ID Required)

**REGISTER SOON - SPACE IS LIMITED**

### FOR MORE INFORMATION

Please call: 585.753.2000  
or fax: 585.753.2002  
email: [dgeorge@monroecounty.gov](mailto:dgeorge@monroecounty.gov)

### ROCHESTER MUSEUM & SCIENCE CENTER EISENHART AUDITORIUM

657 East Avenue (at the corner of Goodman Street)  
Rochester, NY 14607

#### Directions:

- Take the I-490 Expressway
- Exit at Culver Road
- Go north on Culver Road
- Turn left on East Avenue
- Proceed approximately one mile to 657 East Avenue
- Turn left onto the campus for FREE parking

### PROGRAM

#### Business Basics

Financing, incentives and business resources  
**(8:15 - 9:10)**

- ▶ Jan Pisanczyn, Small Business Development Center
- ▶ Carolyn Johnson, Monroe County Public Library
- ▶ Judy Seil, Monroe County Economic Development
- ▶ Dana Brunett, Pathstone Enterprise Center
- ▶ Kevin Hurley, NYS Empire State Development
- ▶ Thad Schofield, City of Rochester

#### Navigating Taxes and Permits

Answers to frequently asked questions  
**(9:15 -10:00)**

- ▶ Suzanne Reusch, NYS Dept. of Taxation & Finance
- ▶ Steven Ingraham, Internal Revenue Service
- ▶ Kirk Morris, Monroe County Clerk's Office

#### 15 Minute Break

#### Access to Capital

Venture and investment capital  
**(10:15 - 11:00)**

- ▶ Jean Kase, The Entrepreneurs Network (TEN)
- ▶ Clint Campbell, Cephaz Capital
- ▶ Theresa Mazzullo, Excell Partners
- ▶ Success Story

#### Government Contracting

Navigating federal, state, municipal and military contracts  
**(11:00 - 11:30)**

- ▶ Paulette Birch, Procurement Technical Assistance Ctr.
- ▶ Dawn Staub, Monroe County Purchasing Dept.
- ▶ Kevin Hurley, NYS Empire State Development
- ▶ Success Story

#### We Did It! So Can You!

Powerful success stories  
**(11:30 - 12:00)**

- ▶ Suzanne Clarridge, President, My Brands, Inc.
- ▶ Thomas Ioele, President & CEO, ER Associates, Inc.

### Register by mail or online at [growmonroe.org](http://growmonroe.org)

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

**Early Registration Ends: September 20, 2011.** Make your check payable to COMIDA, mail with completed form to:

COMIDA • 50 West Main Street, Suite 8100 • Rochester, New York 14614 • Phone: 585.753.2000 • Fax: 585.753.2002