

WEDC CONTINUES TO THRIVE Serving Entrepreneurs Better Than Ever!

At WEDC we teach our clients that a business can only succeed if it continually evolves and grows. Practicing what we preach, we have spent the last year launching some exciting new changes and initiatives. Highlights include:

- Moving to our new office space at 1133 Westchester Avenue in White Plains. Stop by and visit us!
- Launching a brand new **Web site** at www.wedc-westchester.org
- Joining the world of social media by creating a LinkedIn group and a Twitter account
- Welcoming **Kenya Ajose** as our office manager/program coordinator and **Rachel Gordon** as our new office assistant
- Beginning our tracking and evaluation project by surveying our 2007 graduates. The project was conducted by a graduate student funded through the **Aspen Institute's** Citi Microenterprise Researchers Program.
- Going green by adding a Green PEP program and a three-part green workshop series. Thank you **Citi Foundation** and **Con Ed**.
- Introducing our lunch-time Webinar series
- Completing our first year as a NY Empire State Development Corporation EAP (Entrepreneurial Assistance Program) Center
- Holding our first bilingual graduation this past spring
- Establishing the **Alliance's Connection of Entrepreneurs (ACE)**, a networking and peer support program for current small business owners, facilitated by **R. Bonnie Haber of Corporate Calm**.

WEDC has accomplished all this while conducting our full range of programs and services, including six annual cycles of our 15 Week Comprehensive Entrepreneurial Training Program, long term post graduate training, two or three workshops a month, our Minority and Women-Owned Business program with the County of Westchester, one-on-



Michele Phillips and the Current PEP Class

one business counseling, speaking engagements at small business events in Westchester, Rockland and Putnam Counties, and microenterprise fairs for our clients. Anne Janiak, our Executive Director, always says that there is no shortage of good ideas for helping entrepreneurs grow their businesses. WEDC is proud that we are able to put so many good ideas into action.

Alliance News

The Alliance's Upcoming Programs

The Alliance programs below will take place in the Lobby Board Room at 1133 Westchester Avenue, White Plains. Each will include a presentation, light supper, and networking. The charge is \$25/pp for members, \$30/pp for non-members & \$40/pp for walk-ins and others who have not pre-paid. For further information and to register, please contact Kenya Ajose at 914-948-6098 ext. 10 or kajose@westchester.org.

Women and Wealth: How Hidden Attitudes about Money Impact Business Success

Date: Tuesday, October 20, 2009

Time: 5:30pm to 7:30pm

Speaker: Judith Schweiger Levy, PhD, Clinical Psychologist

RSVP: October 19, 2009 by noon

Money isn't simple. It can reflect our deepest hopes, fears, values, and aspirations, all of which impact how we function as business women. How we deal with money is a reflection of how we deal with life. This interactive workshop will enlighten you about your underlying attitudes towards money in order to give you tools to move forward in pursuing greater financial success.

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Small Business and Economic Development Forum

WEDC and New York State Senator Suzi Oppenheimer cordially invite you to a small business forum and breakfast on **Thursday, October 22, 2009** from 9:30am to 11:30am. Panelists will include:

Ellen Parlapiano - Award-winning journalist & co-author of *Momprenuers* and *Momprenuers Online*

Therese Ferretti - President, Collins Brothers Moving Company

Leslie Allicks - WEDC graduate & owner of Lola's Tea House

The speakers will share their experiences and offer practical advice. NYS agency representatives and business organizations will be present to answer questions and provide one-on-one assistance.

The forum will take place at the **White Plains Public Library, 100 Martine Avenue, White Plains**. There is no charge, but reservations are required. To register, please contact:

Kenya Ajose (WEDC) at kajose@westchester.org or 914-948-6098, ext. 10, or **Debra Lagapa (Sen. Oppenheimer's office)** at lagapa@senate.state.ny.us or 914-934-5250.

WEDC's Green Programming The Business of Green



In response to the huge turnout at December's workshop, "Going Green is Good Business," and because our clients are clamoring for more, WEDC has included additional green programming in this

fall's calendar. On October 1st, **Sharon Feldman-Rowe**, CEO & Founder of Ecobags, and **Kate Davenport**, Program Director of EcoVentures International's GreenBusiness and GreenJobs Program in Washington D.C., spoke to us about entrepreneurial opportunities in the green economy. This program was the first of a three-part series sponsored by **Con Edison**. Look for information about January's green workshop in upcoming WEDC e-mails.

Green Business Peer Exchange Program - **NEW!!!**

This fall, WEDC is introducing our **Green Business Peer Exchange Program**. Green PEP is designed to bring together business owners who are interested in learning how they can "green" and "grow" their small businesses. It will offer participants on-going business support services as well as opportunities to exchange ideas, share resources, and support each other as they implement best practices in greening their small businesses.

WEDC & The Alliance
1133 Westchester Avenue, Suite N-220
White Plains, NY 10604
Tel: (914) 948-6098 • Fax: (914) 470-2972

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Looking Ahead to 2010

January 19, 2010

DECIDE to Be Organized!

21st Century Tools for the Organized Woman Entrepreneur

Lisa Montanaro, Organizing Solutions LLC

February 16, 2010

A Public Relations 'How-To' Panel

Nancy Gold, Sue Cole, Stacey Cohen



Register for ACE - The Alliance's Connection of Entrepreneurs

The Alliance's Connection of Entrepreneurs (ACE) is a facilitated peer support group designed to help entrepreneurs think through business

challenges, set goals, learn new skills and strategies, and grow their businesses to the next level. ACE is open to business owners who are members of the Alliance of Hudson Valley Women Business Owners.

The cost for this program is \$175. For additional information and to apply please contact R.Bonnie Haber at 914-827-0303 or RBHaber@corporatcalm.com. Enrollment is limited to ten participants.

The Alliance of Hudson Valley Women Business Owners generally meets on the third Tuesday of every month. Become part of this supportive community of women business owners. Gain valuable information, resources and connections, in an enjoyable and stimulating environment. Go to www.wedc-westchester.org and fill out your membership application today!

The goal of this program is to develop sustainable and profitable green enterprises.

Green PEP will meet once a month for eight months. It will be facilitated by a business trainer who is familiar with environmental issues and initiatives. This program is made possible by a grant from **Citi Foundation**.

For additional information and to apply please contact **Persephone Zill** at 914-948-6098, ext. 13 or pzill@westchester.org. Cost: \$25 registration fee.

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Reserve Your Place at Our 11th Annual Networking Event on November 17th



Join WEDC and the Alliance on Tuesday, **November 17, 2009**, for our 11th Annual Networking Event at **Morgan Stanley Smith Barney**, 2000 Westchester Avenue (main entrance), in Purchase, from 5:30pm to 8:30pm. The Networking Event will provide you with a great opportunity to build strategic alliances and enhance your business network. Come share ideas with other entrepreneurs interested in growing their businesses.

Deborah Brenner, founder of Women of the Vine Cellars, will give the Keynote speech about **Resiliency in Challenging Times**. Wine and a light supper will be served.

The cost for this event is \$55 in advance, \$65 at the door. Advance registration required in order to be admitted into Morgan Stanley Smith Barney. To register and for additional information, please contact Persephone Zill at 948-6098 ext.13 or pzill@westchester.org.

SEND US YOUR NOMINATIONS!

WEDC/Alliance's 2009 Lillian Vernon Award

Deadline: October 26, 2009

The Lillian Vernon Award is presented by the Women's Enterprise Development Center and the Alliance of Hudson Valley Women Business Owners to a woman entrepreneur who has performed exceptional community service. The award is named in honor of one of our greatest supporters, Lillian Vernon, President, Lillian Vernon Corporation. Ms. Vernon, a founder of the former Westchester Association of Women Business Owners (now WEDC's Alliance), was the first recipient of this award. This year, the Award will be presented at our 11th Annual Networking Event on **November 17, 2009**.

Please submit your nominations (use a separate e-mail for each nominee) with the following information:

- Name of nominee
- Business name or affiliation
- Business description (include Web site address)
- Reasons for Nomination: (accomplishments/community contributions, etc.)
- Contact Info for Nominee: Name, telephone number, e-mail address
- Your Contact Info: Name, telephone number, e-mail address

Send Your Nominations to:

Nancy Gold, Co-chair, The Alliance of Hudson Valley Women Business Owners

E-mail: marketing@thegoldstandard.com

Phone: (914) 232-6583 • Fax: (914) 232-5227

Save the Date!!

WEDC/Alliance Holiday Party

Date: Wednesday, December 16, 2009

Time: 6:30pm to 8:30pm

Speaker: **Renee Weisman**, Author and Principal at Winning-at-Work.net

Topic: **Great Minds Do Not Think Alike** (how men and women think and act differently in business)

Location and Cost: TBD

Celebrate the Holiday season with WEDC/Alliance friends and colleagues.

Learn some entertaining and valuable tips that will help you navigate through your professional interactions.



more news!!! (continued on PAGE 4)

more news!!! (continued from PAGE 3)



Social Networking with WEDC Check out our new Web Site, Join our LinkedIn Group, and Tweet Us

There are many ways to connect with WEDC in the world of social media. Take a look at our brand new **Web site**. Not only does it contain information about WEDC's programs and services, but it also includes a wonderful list of business and training resources. We thank **Andrea Bloome** of DTG Media and **Marjorie Finer** of The Inner Group for their help in designing and building our site.

Join the WEDC/Alliance **LinkedIn group** and network with the more than 46 entrepreneurs who have already signed up. Get valuable information about tax laws, procurement opportunities, funding available through the American Reinvestment and Recovery Act, and more.

Follow WEDC/Alliance on **Twitter**. Find out about the latest happenings at WEDC and the Alliance and pick up some useful information to help you run your business.

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Alumnae News

Sue Manasse ('09) of Doctor Digital, received an **SBA ARC loan** through **JPMorgan Chase**. As of October 13th, only sixty-seven ARC loans were given out in New York State. We are thrilled that one of those loans went to a WEDC grad. Congratulations Sue!

Redina Hembree ('08) of King's Southern Delight bought the range/oven that WEDC funded through the **Women & Co. Microenterprise Boost Program**. Next time you are in Mount Vernon drop by Redina's restaurant and let us know how well the oven is working.

This past July, **Jeanne Ricks** ('09) held a CD release party and performance at the Manhattan Baha'i Center's Dizzy



Gillespie Auditorium. Her new CD, "Make it Work," features Walter Beasley on alto sax and former Miles Davis alum, Robert Irving III, on keys. You can listen to "We Shall Overcome," the song Jeanne performed at her WEDC graduation, on YouTube at <http://www.youtube.com/watch?v=3GxVGh4EI2Y>.

This summer, two WEDC graduates came together to be of service to the community during this time of economic uncertainty. **Leslie Allicks** ('06) of Lola's Tea House sponsored an evening workshop led by **Michele Wood** ('07) of Michele Wood Consulting entitled, "How to Move from Getting a Paycheck to Getting a Life: Engineering Career Change." Way to go Leslie and Michele!

In August, **Meg King** ('08) opened Oh Sweet Day, a co-op gallery and shop in Tuckahoe. **Elizabeth de Almeida** ('09) of LizJul Doll Designings, got to know Meg during WEDC's **Peer Exchange Program** (PEP) and is now selling her dolls at Meg's shop. We wish Meg and Elizabeth success in their business ventures.

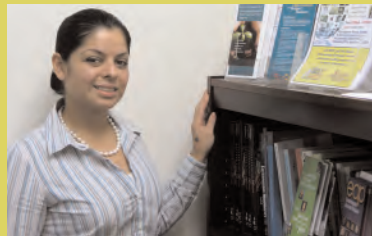
WEDC Updates

Executive Director **Anne M. Janiak** was appointed to the County Board of Legislators' **Special Committee on Minority and Women-Owned Business Enterprises**. The committee seeks to strengthen and promote the growth of minority and women-owned businesses throughout the county in an effort to boost the local economy. It is chaired by **County Legislator Lyndon Williams**.

WEDC is delighted to welcome **Rachel Gordon** as our new office assistant. Rachel has experience with small business ownership because she and her husband own Gordon Preventive Maintenance, an elevator servicing and repair company. Rachel had previously been employed as General Manager at Victoria's Secrets in Brooklyn and as Human Resources Manager at the Gap, also in Brooklyn. She earned a BA from the University of Belize and Paralegal Certification from Kingsborough Community College. Rachel is a graduate of Westchester Community College's Mainstream Program, Operation Talent Bank.

WEDC provides internship opportunities to college students interested in small business development. Our intern this summer was **Twana Payne**, a business student from the **College of Westchester**.

Maria Guardado, also from the College of Westchester, is currently interning here. We appreciate Twana and Maria's contributions to WEDC and are pleased that they are interested in learning about nonprofit organizations and the microenterprise industry.



Got News?

Have you done something noteworthy? Spoken at a public forum? Received an award? Please let us know so we can include it in our next issue. We like to spread the word about what's happening with WEDC graduates and Alliance members.