



# The Business Voice

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## The 2009 New York Women of Excellence Awards & Fundraising Breakfast was a Beautiful Success and Tribute to All Women

**NEW YORK WOMEN'S  
CHAMBER OF  
COMMERCE**

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The New York Women's Chamber of Commerce held their annual **New York Women of Excellence Awards and Fundraising Breakfast on Friday, September 25<sup>th</sup> at Tavern on the Green**. The breakfast celebrated all women and honored those who are trail blazers in their industry. This wonderful event is a testament to the amount of support and growth the New York Women's Chamber has received throughout the years. Every woman honored in this event exemplifies the strength, perseverance, hard work, and dedication women have in today's world.

The extraordinary women the NYWCC honored this year included: Ms. Lynda Ireland, President and CEO of the New York & New Jersey Minority Supplier Development Council, Ms. Dolly Williams, President of A. Williams Construction, Cheryl Mckissack, CEO of The Mckissack Group, Dany



*2009 NY Women of Excellence Honorees*

Acosta, President of DA Designs, Albania Perez, Owner of Centro de Belleza Albania, Elizabeth C. Berman, President of Continental Food & Beverages, Inc., Christine Quinn, Speaker for the New York City Council Eileen Auld, New York State Community Director for Citibank. Other special honorees included, Councilmen Robert Jackson who received the Gentleman of Quality (GQ) Award, Aetna, who was honored with the Corporate Partner Award and accepted by Miguel Centeno, VP of Strategic Market Development, and Grant Associates, who received the Community Partner Award, accepted by Ms. Dale Grant, President of Grant Associates. *(Continued on page 5...)*

## Has Your Council Member Signed On To The Small Business Survival Act-Proposed Int. No. 847-A?

**The Small Business Survival Act: Proposed Int. No 847-A: Local Law to amend the administrative code of the city of New York, in relation to creating a small business lease program for establishing an environment for fair negotiations in the commercial lease renewal process in order to determine reasonable lease terms.**

As of today, the following members are signed up to pass Proposed Int. No. 847 – A: Council Members Jackson, Barron, Foster, James, Liu, Mark-Viverito, Seabrook, Vann, Avella, Brewer, Comrie, Mealy, Palma, Gerson, de

Blasio, Weprin, Baez, Ferreras, Mendez, Gennaro, Sears, Gonzalez, Arroyo, Katz, Reyna, Rivera, Nelson, White Jr., Gentile, Yassky, Koppell and Eugene.

On Thursday, September 17 2009 at a Breakfast Forum regarding Commercial Real Estate hosted by Washington Heights Inwood Chamber of Commerce, CM Robert Jackson served a one of the panelists along with representatives of the commercial real estate community. The CM discussed the details of the bill and the impact that it will have in the northern Manhattan community in

the face of further budget cuts on the state and local city level. Other panelists expressed support for anything that will help small business owners deal with the downturn of the economy. Councilman Robert Jackson has made it clear that he intends to have **The Small Business Survival Act voted upon before December 31, 2009**. This bill would protect all small businesses from being rent gouged during the commercial lease renewal process. The bill would also stop the illegal act of "extortion" being committed by unscrupulous landlords mainly against immigrant store owners. *(Continued on page 6...)*



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*“...offering the small  
business community  
advice on  
innovative, new-age  
ideas on how to grow  
and expand their  
through social  
networks to help grow  
their business”*

*Member Profile:  
Lina Gottesman  
President & Owner  
Altus Metal & Marble*



## PR and Social Media Tips for using Facebook and Twitter

Debra Dixon, President of Light of Gold PR, has been an active member of the NYWCC for almost two years, always offering the small business community advice on innovative, new-age ideas on how to grow and expand their reach through social networks to help grow their business. Here she has provided you with some tips on how to utilize social networking sites such as Facebook and Twitter to help you reach your audience in a different way.

### What is Facebook & Twitter?

**Facebook** is social networking website that is operated and privately owned by Facebook, Inc. Users can add friends, send messages and update their personal profiles to notify friends about themselves. Another added feature to the site is that users can join networks organized by city, workplace, school, and region, which can essentially help you reach your market better. The website currently has more than 250 million active users worldwide. According to Nielsen, Facebook leads all social networking sites with 87.3 million unique visitors in June 2009, quickly growing its video reach from 2.4 million unique viewers in June '08 to 12 million in June

'09. A January 2009 Compete.com study has ranked Facebook as the most used social network by worldwide monthly active users, followed by MySpace <http://en.wikipedia.org/wiki/Facebook>

**Twitter** is essentially a micro-blogging platform that allows you to blog, promote your company and events, messages sent out by Twitter users, also known as a “tweet”, are limited to 140 characters, which is just enough for a quick advice, info about an event, a product or service, etc. Once a “tweet” is posted on the website, people are able to easily see what other people are doing. Individuals can, in turn, let others know what is going on with them as well. According to Nielsen, Twitter grew a massive 1,928% in the US from June '08 to June '09 reaching a total of 21 million monthly unique visitors.

### How can you start using Facebook? Here's how:

- .Put together a simple and effective profile page (making sure you are descriptive and clear about what you do and what you offer
- .Import your business contacts and customers by connecting to your e-mail
- .Remember to join groups related to your business
- .If you have a company website or

blog, a press release, or a flyer, link to it and incorporate into your notes

### What is Twitter and how can I utilize it?

- .Twitter users spent an average of 31 minutes, 17 seconds on the site in June excluding users of clients like TweetDeck and Seismic Desktop
- .Remember to import your contacts so that you instantly will building your following
- .Tweet interesting stuff, (useful and relevant) that would make people want to follow you
- .Build your followers base by following people or putting a “Follow Me on Twitter” link in your emails, business cards, website, etc.

### Light of Gold PR, Marketing, and Consulting LLC

([www.lightofgoldpr.com](http://www.lightofgoldpr.com)) with offices in New York and Atlanta, specializes in Public Relations, Marketing, Promotions, Media Relations, Branding and Event Planning, Workshops, Webinars, Teleseminars, emphasizing New Media such as Webcasts, Podcasts, Social Media and Online Communities. Light of Gold PR is certified by New York City as a M/WBE, a Minority Woman-Owned Business Enterprise.

## Ms. Lina Gottesman, NYWCC Member and NY Women of Excellence Honoree featured in Newsday, LI Business *Enduring a Slow Time in Construction by Emi Endo*

NYWCC Member and 2008 New York Women of Excellence Honoree, Ms. Lina Gottesman has been in business for the past 20 years. “The company, certified as a Women’s Business Enterprise, specializes in metal, marble and wood restoration and metal construction. Prominent projects include restoring part of the World Trade Center following the attacks in 1993 and Sept. 11th, 2001, as well as work on the New York Public Library.

Gottesman, a mother of

three, is Vice President of the Professional Women in Construction.

**What was it like trying to start your own business?** “financing, initially, was a problem. As a woman being in a construction-related business, it took time for my male counterparts to realize that I did have knowledge and that I could compete in the same arena”

**What effect has the current economic downturn had?** “By January, I started having a few very longtime clients call to say, ‘we’re really sorry, we’re going to have to cancel our contract.’ At least 20% of

upcoming projects “had to be pushed back because of the economy. And of course that hurts us. We don’t know if they’re going to actually be renewed.”

By enduring tough economic times, Gottesman exemplifies what it means to be a New York Business Woman. Her strength, hard work, perseverance and dedication no matter what challenges she faces makes her a woman of excellence. We applaud all her success during these tough economic times! For more info visit [www.newsday.com](http://www.newsday.com) and search **Altus Metal and Marble**.

## NYWCC Partners with Turner Construction to Provide FREE 10-Hour OSHA Training!

# Turner

For those of you who aren't familiar with OSHA, this acronym stands for the **Occupational Safety and Health Administration**, which is a federal agency whose mission is to assure the safety and health of America's workers. They achieve their goal by setting and enforcing standards; providing training, outreach, and education; establishing partnerships; and encouraging continuous improvement in workplace safety and health, specifically, but not only targeted, to the construction industry.

Since 1970, the Occupational Safety and Health Administration has helped minimize hazardous work environments and promote worker safety. As a result, the total rate of workplace injuries and illnesses has significantly declined. To help perpetuate the trend in safety, many states have adopted the OSHA approved safety and health programs by *passing a bill that require OSHA training for public construction contracts. New York is one such state.*

That is why the New York Women's Chamber of Commerce has partnered with Turner Construction to provide this 10-Hour training course for FREE to small business owners. Offered in both Spanish and English, our partnership has helped get almost

100 small business owners, and workers trained. This law went into effect July 1st, 2009 and requires all construction workers to complete an OSHA approved construction training course within 15 days of being hired. Once the 10 hour OSHA training course is complete, trainees will receive a completion card upon graduation. "Through a network of some 2,100 inspectors, as well as complaint discrimination investigators, engineers, physicians, educators, standards writers, and other technical

and support personnel, the agency is well equipped to fulfill its lofty mission.

There are more than two hundred OSHA offices around the country that monitor workplace safety and health issues ([www.allbusiness.com](http://www.allbusiness.com))

OSHA offers many resources designed specifically for smaller employers. Therefore, implementing the OSHA training is a smart idea for employers and contractors who not only want to provide the training but are interested in ensuring a safe job site. An OSHA citation can be costly one. That's why the agency wants to encourage all businesses to establish safety and health

programs and find and fix hazards to prevent workplace injuries and illnesses. The 10-Hour OSHA course prepares you for all of the above and is well worth the time.

While the last course offered was held in August, we are still taking names for the next course. To sign up for future **FREE** OSHA workshops, please feel free to call Lawrence Miles at 212-491-9640 ext. 105, or send an email at [lmiles@nywcc.org](mailto:lmiles@nywcc.org)

*"10-Hour training course for FREE to small business owners. Offered in both Spanish and English, our partnership has helped get almost 100 small business owners, and workers trained."*

### The NYWCC Would Like to Welcome its' New Members!!!

**Betty Coleman**, NYC Comptrollers Office

**Colette Belfor**, Family Discovery

**Colby Simons**, Sleepy's

**Debbie Meneese**, H&R Block

**Dawn L. Stanley**

**Hilda Flores**, Not only Napa

**Khrishna Kranen**, ibloom

**Lakisha Bell**, VIP/Its Exclusive Magazine

**Laurie Iturralde**, State Farm Insurance

**Maria Edwards**, Faith Productions Studios, LLC

**Maryline Delbrun**, M. Platinum Solutions

**Michelle Mitchell**, The Phenomenal Women Group

**Nat De Souza**, Match Solutions Inc

**Shernell Prescott**, Palaite Pleasures

**Vera Baker**, Securities America

**Mitreya Villaman Matos**, Centro Creativo Experimental Inaru

**Ramon Marte**, Money Tax

**Bernadette S. Jeronimo**, JCF Electric, INC.

**Pintso Topgay**, NYC Business Solutions

**Aishah Coleman**, AC Design&Dev. Corp.

**Elizabeth Volsario**, Forest Hills Financial Group

**Robin Williams**, Uptown Dance Academy

### Extending Their Services to Small Business Owners, The NYWCC Opens The Upper Manhattan Micro-Enterprise Institute



Small Businesses are the economic driving force in New York

City. That is why the New York Women's Chamber of Commerce is dedicated to helping our small businesses thrive and grow during these tough economic times, catering to all industries and expanding our services on a daily basis. Under the umbrella of the NYWCC, we have now expanded our office to create the **Upper Manhattan Micro-enterprise**

**Institute**. The Institute, which is located in Washington Heights, will provide entrepreneurial training and coaching as well as business development and financing assistance to socially and economically disadvantaged entrepreneurs in the Upper Manhattan Empowerment Zone. *If you, or anyone you know needs assistance with starting their business, please call us at (212) 491-9640 or (212) 304-5122*

**Upper Manhattan  
Micro-Enterprise  
Institute**  
5030 Broadway  
N.Y., N.Y. 10034  
Phone (212) 304-5122  
Fax (212) 304-0002



*“Known as Local Law 47, this program will run from Sept. 21, 2009, through Dec. 21, 2009. During this period, businesses and individuals will have a chance to pay their initial violation fine and have all default penalties and interest waived.”*

The Council recently established a three-month penalty forgiveness period for businesses and individuals with outstanding violations returnable to the Environmental Control Board. The NYC Penalty Relief Program was proposed by Speaker Quinn in her State of the City address in February and was signed into law by Mayor Bloomberg in July.

Known as Local Law 47, this program will run from **Sept. 21, 2009, through Dec. 21, 2009**. During this period, businesses and individuals will have a chance to pay their initial violation fine **and have all default penalties and interest waived**. Businesses and individuals will be required to correct any underlying problem in order to qualify.

#### **1. What is the NYC Penalty Relief Program?**

It's a three-month program authorized by Mayor Bloomberg and the City Council that allows businesses and homeowners to resolve Environmental Control Board ("ECB") violations that are "in default" and for which a hearing was scheduled before May 1, 2009. Applicants can resolve their default violations by paying the base fine and will NOT have to pay additional penalties, late fees or interest. If a violation is associated with a correctible condition, known as a compliance violation, you must correct the condition before you may participate in the program.

#### **2. Who Can Apply for Penalty Relief?**

Any business or individual with Environmental Control Board violations in default may participate.

#### **3. What is an Environmental Control Board Violation?**

It is a violation issued by certain City agencies, including Sanitation, Buildings, Consumer Affairs, Transportation and others. Below are some of the most common violations:

- . Dirty Sidewalk
- . Failure to Properly Post Permits & Properly Separate Recyclable Materials
- . Failure to Restore Street Cut & Illegal Posting of Handbill/Notice
- . Sidewalk Obstruction & Street Closing Without Permit
- . Vending Merchandise Without a License/Permit

## **Small Business Owners and Individuals Receive Help with the NYC Penalty Relief Program**

- . Vending Food Without a License/Permit
- . Vending in a Restricted Area such as a Bus Stop or Within 10 Feet of a Driveway, Subway, Crosswalk, etc.
- . A Resolution Agreement; and
- . Instructions for how to pay and resolve.

#### **8. How Can I Pay?**

Sign the Resolution Agreement and include a check or money order for the resolution amount indicated in the packet and mail to: **NYC Department of Finance, 66 John Street, Room 104, New York, NY 10038, Attention: NYC Penalty Relief Program. Please don't forget to write the case number on the check or money order.**

Pay by cash, check, money order or credit card in person at one of Finance's five borough Business Centers.

#### **9. What If a Violation Requires Corrective Action?**

We will let you know if you have one or more violations that require corrective action. You must correct the violating condition and obtain proof from the issuing agency before you can resolve these violations as part of the program.

#### **10. What If I Don't Agree with the List of Violations the City's Record Shows I Have Outstanding?**

If you disagree with the list of violations and the amount owed, contact the Department of Finance to have the violations in dispute removed from the Resolution Packet. You are still responsible for paying these violations unless you resolve them by contacting ECB or the issuing agency directly. If you do not apply to resolve disputed violations by December 21, 2009, you will owe the base fine PLUS associated penalties, late fees and interest.

#### **11. What If I Don't Pay What the City's Record Shows I Have Outstanding?**

Unless you apply for the program and contact the issuing agencies to resolve the disputed violations by December 21, 2009, you will owe the full amount, including default penalties, late fees and interest. In addition, the City could take enforcement action and deny your business a license or permit.

#### **12. What If I Need Help or Have Other Questions?**

Visit [www.nyc.gov/finance](http://www.nyc.gov/finance) or call 311. From outside New York City, dial 212-639-9675.

#### **4. What Does It Mean for an Environmental Control Board Violation to Be "In Default"?**

A violation is in default if the individual or business that received the violation failed to pay the fine or challenge the violation in a hearing within the required time frame. This causes the violation to be "in default" and results in penalties, late fees and interest.

#### **5. How Will the Program Work?**

During the Penalty Relief Program, the City will waive the additional "default" penalties, late fees and interest if the individual or business that received the violation pays the original fine amount and corrects the violating condition (if applicable).

#### **6. How Do I Apply for the Program?**

a) If you don't know what violation you have, if you are not sure how much you owe, or if you have more than five violations, you can apply for the program online, by phone or by mail. It takes less than five minutes to apply because all we need is your name and address:

- . **Online** at [www.nyc.gov/finance](http://www.nyc.gov/finance). This is the quickest way, and we will process your application even faster if you provide an email address.
- . **By Phone** by calling 311. From outside New York City, dial 212-639-9675.
- . **By Mail** by filling out an application (available for print-out at [www.nyc.gov/finance](http://www.nyc.gov/finance) or by calling 311) and mailing it to: **NYC Dept. of Finance, 66 John Street, Room 104, New York NY 10038, Attention: NYC Penalty Relief Program.**

b) If you have five or fewer violations and know how much you were originally charged, you can bring the information to one of the Department of Finance's Business Centers in the five boroughs to resolve them on the spot.

#### **7. What Happens After I Apply?**

- . Once we receive your application, we will send you a Resolution Packet that consists of:
  - . A list(s) of violations associated with the names and/or addresses submitted and the resolution amount;

## The 2009 New York Women of Excellence Awards & Fundraising Breakfast was a Beautiful Success and Tribute to All Women (continued...)

**S**inger and songwriter Annet Artani. Annet was this year's special performer. Her sound is undeniable, coming from her strong roots as a writer and back-up singer/performer to iconic pop princess Britney Spears. After touring and collaborating with Britney to write "Everything" (In The Zone 2004) Annet continued on to pursue her own passion and write songs for a multitude of artists, both internationally and within the US.

Christine Quinn stated it best when she told the audience a story about her grandmother. She stated that "...as a teenager coming to the United States from Ireland, my grandmother survived the sinking of the Titanic, even though she was in steerage – and most of those third-class passengers perished. . . . When she was asked how she survived, she said "'When the other girls dropped to their knees to pray, I took a run for it.' And that's been my attitude; in a lot of ways I think it's the attitude of New York women."



*New York Women of Excellence Award*

The number of attendees of the NY Women of Excellence breakfast has grown tremendously in the past few years. This is proof that our organization is continuously growing. This year's fundraising breakfast will play an integral role in the growth of the **Upper Manhattan Micro-enterprise Institute**. The Institute, which is located in Washington Heights, provides entrepreneurial training and coaching as well as business development and financing assistance to socially and economically disadvantaged entrepreneurs in the Upper Manhattan Empowerment Zone. The support we received from the community, small business owners, corporations and other organizations will help the NYWCC continue with its mission of economically empowering women and minorities by assisting them start,

communities.

This year's event was a success and we would like to thank the sponsors who helped the NYWCC make this event a memorable one: Turner Construction, State Farm, Citibank, Columbia University, Affinity Health Plan, UMEZ, DA Designs, West Harlem Group Assistance, Inc., Aetna, European Beauty Concepts-Alter Ego, Vera Moore Cosmetics, Inca Kola and La Pregunta Arts Café for their continued support to the NYWCC.

We look forward to seeing all of you at the next New York Women of Excellence Awards & Fundraising Breakfast to be held on Friday, June 4<sup>th</sup>, 2010 at Tavern on the Green. If you would like more information regarding this event, sponsorship or advertising opportunities with the NYWCC, please feel free to contact **Ms. Angeline Gomez at 212-491-9640 ext. 104.**

### *Singer Annet Artani*

During our special event, Annet wowed the crowd when she performed her latest single "Alive."

The New York Women of Excellence Awards was created to recognize and celebrate the accomplishments of New York women who have excelled in different industries and who have contributed to the economic development of women and ignited an entrepreneurial spirit in their communities. Speaker

manage and grow a successful business that will financially provide for them and their family, while creating employment opportunities in their



*Fernando Fernandez, Ramon Murphy, Steve Null, Quenia Abreu, Miguel Peribanez, Robert Jackson*



*Suzie David, Quenia Abreu, Christine Quinn and Vera Moore*



Founded in 2002, the NYWCC started as a membership organization with the objective of providing networking opportunities, representation and advocacy for New York women in business. Responding to the needs of its members, the NYWCC now provides help to both women and men with business planning and implementation, financing and investment business registration, acquisition of permits and licenses, advertising and selling, training and hiring and certification with the City of New York through its M/WBE Certification Program.

For more information about the NYWCC and how to become a member, please visit [www.nywcc.org](http://www.nywcc.org) or call **Angeline Gomez** at (212) 491-9640 ext. 104

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*Treasurer*  
West Harlem Group  
Assistance, Inc.

**Vera Moore**  
*Board Member*  
Vera Moore Cosmetics

**Has Your Council Member Signed On To The Small Business Survival Act-Proposed Int. No. 847-A? (continued...)**

Even with strong Council members and community support for Jackson's Small Business Survival bill, the leadership of the council has delayed a vote on the bill and likely will stall any vote until Dec. 31, 2009, at which time all pending bills will expire and have to start over. Jackson will explain in detail how he will overcome the

influence of the real estate industry that is strongly against this bill. Even though many of their members are "out of control" and destroying the small business community, the real estate industry does not want to be regulated at any cost.

Please support the bill, if your City Council Member is not listed above, please call their district office and urge them to sign on to the bill.

We also urge you to call the Speaker for the City Council Ms. Christine Quinn to sign on to the bill. We need your support to have this bill passed.

*If you need any additional information regarding this bill please feel free to contact Council Member Robert Jackson's office at (212) 788-7007.*

**Are you looking for affordable office space?  
You need to look no further.**

The New York Women's Chamber has just the space you need from virtual space to a desk to small offices starting as low as \$100 a month in Manhattan. If you are a home-based business, a micro-enterprise or a small startup company, our incubation program is just what you need. We offer all the services and support you need to grow your company without the headaches of a high overhead.

**Our Business Incubation Program includes:**

- Furnished Office Space & Business Address
- Mail and Package Handling & Conference Room
- Telephone, High speed Internet Access, Copy Machine & Fax
- Business Coaching & Networking Events
- Financing, Business Expos & Seminars

*To learn more about our Incubation Program please contact Mrs. Josefina Nidea at 212-491-9640 ext. 107*

*NYWCC programs are sponsored by the NYC Department of Small Business Services, West Harlem Group Assistant, Inc., the Upper Manhattan Empowerment Zone and the U.S. Small Business Administration*



*Congratulations to our  
Board Member*

*Vera Moore*

**Vera Moore Cosmetics Launches**

at  
DUANE READE's  
FLAGSHIP

"NEW LOOK BOUTIQUE"

1305 Broadway -35<sup>TH</sup> Street, NYC

*Come get your "New Look."  
The Moore the Merrier!*