

# WELCOME TO THE EIGHTH ANNUAL



STEPHANIE D. NEELY, TREASURER

## SMALL BUSINESS EXPO

Your Connection to Success in Chicago

Friday, July 17, 2009 · 8:00 a.m. – 3:30 p.m.

*UIC Forum*

*725 West Roosevelt Road*



CITY OF CHICAGO • RICHARD M. DALEY • MAYOR

# A MESSAGE FROM THE CITY TREASURER



Dear Friends,

Welcome to the 2009 Small Business Expo!

When I was elected City Treasurer, I made the commitment to support Chicago's small businesses. The Eighth Annual Small Business Expo continues to help small businesses

owners' network and build successful partnerships. This free event draws thousands of people who are interested in becoming small business owners or are considering expanding their existing businesses. Our 2009 Expo features over 100 exhibitors, as well as 30 exciting workshops in English and Spanish.

Over the years, the Expo has received high marks from participants who are thrilled to connect with government, financial, and private agencies at one event and under one roof. This year, I hope you are able to talk with other attendees and exhibitors about your achievements and challenges, and leave with even more successful strategies.

Chicago may be known as the "Windy City" but is truly a city of small businesses. Again, welcome!

Sincerely,

Stephanie D. Neely  
Treasurer, City of Chicago

## EVENT SPONSORS

PLATINUM



Northern Trust



HARRIS™

GOLD



SILVER



# WORKSHOP SCHEDULE

8:00 a.m.	Registration Opens	8:30 a.m. – 3:30 p.m.	Exhibits are open
8:15 a.m.	Welcome from Treasurer Neely and Expo Sponsors	11:45 a.m. – 12:30 p.m.	Lunch program with Mayor Daley and Treasurer Neely

## SESSION 1 (9:00 A.M. – 9:45 A.M.)

- A. MANAGING YOUR BANK RELATIONSHIP IN TOUGH TIMES** **1ST FLOOR, ROOM D**  
Learn how the current economic and regulatory climate affects the 5Cs of Credit. Get tips on how to work with your banker to get the most from your bank relationship.  
*Charlene Soby, Vice President, Northern Trust*
- B. YOUTH ENTREPRENEURSHIP COMPETITION** (*Starting at 8:30 a.m.*) **2ND FLOOR, ROOM G**  
Semi-Finalists from the Chicago Network for Teaching Entrepreneurship program compete for venture grants to support their small businesses.  
*Sponsored by JP Morgan Chase*
- C. TAX CREDITS AND TAX INFO** **2ND FLOOR, ROOM H**  
Learn to maximize your deductions and small business owner tax benefits.  
*Yolanda Ruiz, IRS; Todd Lowery, IDES; Corey Person, Dynamic Educational Systems*
- D. HOW TO DO BUSINESS WITH THE STATE AND COUNTY, PART 1** **1ST FLOOR, ROOM E**  
Learn how the purchasing process works for the State and County.  
*Kathleen Bishop, Department of Commerce and Economic Opportunity; Carmen Trish-Colvin, Cook County Purchasing Department*
- E. COMO ESCRIBIR EL PLAN DE NEGOCIO** **2ND FLOOR, ROOM I**  
Busca obtener éxito en su negocio? El primer paso es desarrollar un plan empresarial. Aprenda componentes importantes que banqueros e inversionistas están buscando.  
*Maria Lopez, Women's Business Development Center*

## SESSION 2 (10:00 A.M. – 10:45 A.M.)

- A. HOW TO AVOID FAILURE THINKING** **1ST FLOOR, ROOM D**  
Commit yourself to the "Failure Is Not An Option" mindset. Learn 10 proven tips that will help keep your mind and mission on track to avoid the failure trap.  
*Neil Anderson, Founder/President, The Courage Group, Inc.*
- B. LEGAL AND REGULATORY CHANGES AFFECTING SMALL BUSINESS** **2ND FLOOR, ROOM G**  
Understand the complex and ever changing road for legal and regulatory requirements for a small business. This fast paced workshop will highlight required controls that your business must have in place.  
*Lisa DuBrock and Sally Smoczynski, Partners of Radian Compliance*
- C. CREDIT AVAILABILITY AND THE STIMULUS PACKAGE** **2ND FLOOR, ROOM H**  
Learn about current financial markets and how the stimulus package can help your small business.  
*Morgan Wise, IRS; Stephen Konya, Department of Commerce and Economic Opportunity*

# WORKSHOP SCHEDULE

## SESSION 2 (10:00 A.M. – 10:45 A.M.) CONTINUED

- D. HOW TO DO BUSINESS WITH THE CITY OF CHICAGO, PART 2** 1ST FLOOR, ROOM E & F  
Learn about City Contracts and Bid Proposals, as well as opportunities for minority and women business enterprises.  
*Shannon Andrews, Dept of Procurement; Jorge Perez, Dept of Aviation; Gilbert Rabin, Chicago Public Schools*
- E. MANTENGA SU NEGOCIO APROVECHANDO LOS CRÉDITOS DE IMPUESTO** 2ND FLOOR, ROOM I  
Aprenda puntos importantes en su negocio que le indiquen la salud del mismo y lo que necesita saber para maximizar sus deducciones, provisiones y beneficios de impuesto para su negocio.  
*Erik Consuegra, Illinois Hispanic Chamber of Commerce; Yolanda Ruiz, IRS*

## SESSION 3 (11:00 P.M. – 11:45 P.M.)

- A. BUSINESS PLAN: THE LIFELINE OF YOUR SUCCESS** 2ND FLOOR, ROOM G  
Learn how to create a business plan that will work to your advantage through all the stages of your business.  
*Hans Bonner, Chicago Community Ventures.*
- B. WHY PUBLICITY MATTERS** 1ST FLOOR, ROOM D  
Learn the ABC's of publicity and how smart marketing can boost your sales.  
*Neil Anderson, Founder/President, The Courage Group, Inc*
- C. ACCESS TO CAPITAL AND FINANCING YOUR BUSINESS** 1ST FLOOR, ROOM E & F  
Participants will gain an expanded knowledge of financial incentives offered by federal, state, and local organizations.  
*Robert Esquivel, SBA; Debbie Myers-Martin, Illinois State Treasurer's Office; Nitika N. Chauhan, ACCION Chicago; Derek Walvoord, SomerCor*
- D. NAVIGATING CITY HALL: CERTIFICATION & LICENSING** 2ND FLOOR, ROOM H  
This workshop will walk you through the steps of obtaining your business license, inspections and navigating the various departments involved with making your business operate successfully.  
*Rosa Escareño, Department of Business Affairs & Consumer Protection*
- E. FINANZAS ALTERNATIVAS PARA NEGOCIOS PEQUEÑOS** 2ND FLOOR, ROOM I  
Necesita financiamiento para comenzar o expandir su negocio? Asista a este taller para aprender sobre opciones alternativas en esta economía.  
*Priscilla Cordero, ACCION Chicago*

## LUNCH BREAK (11:45 A.M. – 12:30 P.M.)

- BUSINESS PLAN COMPETITION WINNERS LUNCH PRESENTATION** EXHIBITION HALL  
Mayor Richard M. Daley and Treasurer Stephanie D. Neely present the Small Business Plan Competition Winners with their awards. (Box lunches will be available for Expo attendees).  
*Co-sponsored by Harris Bank and Chicago Community Ventures*

## SESSION 4 (12:30 P.M. – 1:15 P.M.)

- A. CHANGE YOUR FINANCES IN 2009** 2ND FLOOR, ROOM G  
Learn the tested and proven strategies to obtain and maintain maximum success in your business and personal finances.  
*Ed Sanchez, Principal Fresh Start Forms, LLC*

# WORKSHOP SCHEDULE

- B. HEALTHCARE PLANNING FOR SMALL BUSINESS** 2ND FLOOR, ROOM H  
Control your health benefit costs by learning how to choose a healthcare plan for you and your employees.  
*Jose M. Muñoz, Aetna*
- C. SUSTAINING YOUR BUSINESS** 1ST FLOOR, ROOM D  
Find out how to finance your business in a credit challenged environment.  
*Dr. Shanaveon Pious, Entrepreneurs University*
- D. BUSINESS PLAN COMPETITION WINNERS** 1ST FLOOR, ROOM E & F  
Meet the 2009 winners and learn their secrets of success. Be ready to start working on your business plan for next year's competition.  
*Manjima Bose, Chicago Community Ventures*
- E. USANDO MERCADOTECNÍA PARA CRECER SU NEGOCIO** 2ND FLOOR, ROOM I  
Aprenda estrategias efectivas de la mercadotecnia para lograr efectivas presentaciones de sus productos y servicios el cual ayudará a crecer sus ventas y ganancias.  
*Juan Calaborrano, HACLA*
- 
- SESSION 5 (1:30 P.M. – 2:15 P.M.)**
- A. WHY THERE IS NO BETTER TIME THAN NOW TO START AN INTERNET COMPANY** 2ND FLOOR, ROOM G  
Learn what it takes to start an Internet technology company and persevere through times of adversity.  
*Brad Spurrison, Founder of MidwestBusiness.com, eXtreme Networking & MyCampFriends.com*
- B. MARKET ANALYSIS AND CUSTOMER RESEARCH: GETTING IT RIGHT!** 1ST FLOOR, ROOM D  
Find out what essential tools Fortune 500 companies use to analyze their markets and determine the best courses of action to take improve sales and profitability.  
*David Joe, Chairman, Elite Business Solutions Worldwide*
- C. ANSWERING YOUR SMALL BUSINESS ACCOUNTING NEEDS** 1ST FLOOR, ROOM E  
Learn the different accounting systems available and learn to choose one that fits your needs.  
*Richard Allen, Past President, Independent Accountants Association of Illinois*
- D. CHALLENGES FOR SMALL BUSINESS OWNERS** 1ST FLOOR, ROOM F  
Small business owners share their experiences with marketing, financial management, and keeping their businesses profitable.  
*Susan Beacham & Michael Beacham, Money Savvy Generation; Cindy Richards, Editor TravelingMom.com; Irwin Ross, SCORE*
- E. RECLAME SU PRESUPUESTO** 2ND FLOOR, ROOM H  
Aprenda las estrategias aprobadas para mantener éxito en sus finanzas personales y de negocios.  
*Ed Sanchez, Principal Fresh Start Forms, LLC*

# WORKSHOP SCHEDULE

## SESSION 6 (2:15 P.M. – 3:00 P.M.)

### A. GROWING YOUR BUSINESS THROUGH EMPLOYEE COMMITMENT 2ND FLOOR, ROOM G

In today's economy the ability to grow your business depends on the commitment of you and your team. Know when to downsize and restructure to achieve business objectives.

*Julius Rhodes, Founder & Principal, mpr Group*

### B. LEGAL CONCERNS OF SMALL BUSINESS OWNERS 1ST FLOOR, ROOM D

Learn about key legal issues affecting small business, including choosing the right business entity, registering trademarks and copyrights, and negotiating key contract provisions.

*Daliah Saper, Saper Law Offices*

### C. HANDLING CREDIT PROBLEMS 1ST FLOOR, ROOM E

Learn how to legally correct errors on your credit report and improve your credit score, including dealing with collections and debt repayment.

*Carmen Jimenez, Heartland Alliance*

### D. ALTERNATIVE FINANCING – LOOKING FOR FUNDING IN ALL THE RIGHT PLACES 1ST FLOOR, ROOM F

Looking for financing to start or expand operations? Learn more than a dozen ways to finance your business.

*Donna Rockin, IL SBDC / Duman Micro Center*

### E. CERTIFICACIONES, LICENCIAS DE NEGOCIO Y OPORTUNIDADES DE ADQUISICIÓN 2ND FLOOR, ROOM H

Quiere convertir su idea en un negocio exitoso? Aprenda pasos importantes para emprender su negocio, obtener una licencia de negocio y como el municipio le puede ayudar a navegar el proceso.

*Rosa Escareño, Department of Business Affairs & Consumer Protection;  
Gerardo Rodriguez; IL Procurement Technical Assistant Center*

**Workshops are subject to change**

## BUSINESS PLAN COMPETITION

Congratulations to the ten finalists in the  
**Chicago City Treasurer's Business Plan Competition!**

As Is Dogs

Assistive Medical Equipment Corporation

Global Agiliti LLC

Macondo Columbian Empanadas &  
Organic Coffee

RIMCO Foods Inc

Roots & Shoots Organic Gardening LLC

Rowdydow BBQ LLC

Sarah Toulouse Multimedia

Semiautomatic Semiotics LLC

Urban Envirosapes

# EXHIBITORS

## **BANKING AND FINANCIAL SERVICES**

---

Albany Bank  
Amalgamated Bank  
Associated Bank  
Bank Of America  
Citi  
COUNTRY Financial  
Finacorp Securities  
Harris Trust & Savings Bank  
Highland Community Bank  
Illinois Service Federal  
JP Morgan Chase Bank, N.A  
Market Financial Group  
National City, Part of PNC  
Northern Trust Company  
Pacific Global Bank  
Primerica Financial Services  
Seaway Bank and Trust  
US Bank  
World Financial Group

## **CHAMBERS OF COMMERCE AND NON-PROFITS**

---

ACCION Chicago  
AKA Incorporated, Theta  
Omega Chapter  
Berwyn Development Corporation  
Better Business Bureau – Chicago and  
Northern IL  
Cosmopolitan Chamber of  
Commerce  
Central Lake View Merchants  
Association  
Chicago Community Ventures  
Entrepreneurs University  
Finnish American Chamber  
of Commerce  
Greater Auburn-Gresham Development  
HireIllini-The Career Center  
Hyde Park Chamber of Commerce  
IL SBDC/Duman Micro Center  
IL SBDC/Joseph Center  
Independent Accountants Association of IL  
Institute for Justice Clinic on Entrepreneurship  
Jane Addams Hull House  
NASE  
NAWBO  
Olivet Nazarene University  
Polish American Contractors Builders  
Association  
President's Office of Employment & Training  
Puerto Rican Chamber of Commerce  
Rainbow PUSH Coalition  
Small Business Improvement Fund /SomerCor  
SCORE  
Step Up Your Game

The University of Chicago  
Booth School of Business  
United Neighborhood Organization  
University of Illinois at Chicago – MAFBE  
University of Illinois at Chicago-Workers'  
Compensation Clinic  
Women's Business Development Center  
Women Eye  
YEU Veterans Initiatives  
18<sup>th</sup> Street Development Corporation

## **GOVERNMENT AGENCIES**

---

### *Federal*

IRS  
U.S. EPA, Region 5  
U.S. Small Business Administration

### *State*

IL Attorney General's Office  
IL Dept of Commerce and Economic  
Opportunity  
IL Dept of Employment Security  
IL Dept of Revenue  
IL State Treasurer's Office  
Metra  
Metropolitan Pier & Exposition Authority  
Metropolitan Water Reclamation  
O'Hare Modernization/Dept of Aviation

### *County*

Office of Contract Compliance  
Office of the Purchasing Agent  
State's Attorney

### *City of Chicago*

CAPS Implementation Office  
Chicago Park District – Purchasing Dept  
Chicago Public Library  
Chicago Public Schools – Children & Family  
Benefits Unit  
Chicago Public Schools – Department of  
Procurement & Contracts  
Dept of Business Affairs, Licensing and  
Consumer Protection  
Dept of Family & Support Services  
Dept of Human Resources  
Dept of Procurement Services  
Mayor's Office for People with Disabilities  
Office of Budget and Management

## **OTHER BUSINESSES**

---

Aetna  
Affordable Health Insurance  
Alert Protective Services, Inc  
Amata, LLC  
Arbonne International  
Blue Cross Blue Shield of Illinois  
CBL & Associates Properties

Century 21  
Chicago Chocolate Tour  
Chicago Defender  
Chicago Innovation Awards  
Colonial Funding, LLC  
Comcast  
CSW Solutions  
CVS Caremark & Corporation  
Direct Response Web Solutions  
E-Hispanics  
Elite Business Solutions  
ePageCity  
Fantastic Sams  
Frances L. Wallace  
Health Markets Insurance  
Judith Gabeau  
Loosen Up ltd  
Legacy Capital Resources  
Local Ad Link-The Ujamaa  
Network  
Loosen Up ltd  
London Net Studio  
Mahogany Limousine Service  
Market M, LLC  
Marketing Support Network  
Maui Wowi Hawaiian Coffee & Smoothies  
Negocios Now  
Netfunction  
OJO Design Agency  
Opal Professional Solutions  
Otavala Consulting  
Roots & Shoots Organic  
Gardening, LLC  
RCN  
Steve Lawrence & Associates, P.C  
Sofbang, LLC  
SurePayroll  
S. USA Life Insurance  
SWAT ware, LLC  
Switchfast Technologies  
The Diplomatic Company  
The Entrepreneur Source  
The Eventors, Inc  
The House Doctors  
The Ocean Agency  
Univision/HMG  
UPS Store #6064  
Wealth Watchers International



get to know  
your money

**Office of the City Treasurer**

121 N. LaSalle Street, City Hall, Room 106

Chicago, IL 60602

(312) 744-3356

[www.chicagocitytreasurer.com](http://www.chicagocitytreasurer.com)