



BUSINESS CONFERENCE

Celebrate Small Business in Brooklyn

PANEL DISCUSSIONS @1:15-2:15pm



A. Succeeding in Consulting

MODERATOR

Sandra Elisa Garcia, [Encounter Your Potential](#)

Sandra Elisa Garcia is the founder of Encounter Your Potential, a Marketing and Branding strategist and Diversity, Equity, and Inclusion Consultant. Her corporate experience includes organizations such as Clear Channel Outdoor, Time Warner Cable Media, PEOPLE.com and CNNMoney.com developing marketing strategies and compelling sales programs. Sandra has strategized for brands such as Toyota, L'Oreal, Estee Lauder, Apple, Verizon Wireless, Sephora, Pepsi, and American Express to name a few. She is now the founder of Encounter Your Potential where she develops and executes strategies that use marketing as the pillar for achieving business goals and driving revenue. As a full-time entrepreneur Sandra's growing list of businesses served includes Google, JP Morgan Chase, HSBC Bank Toronto, Vevo, The Howard University School of Divinity, and Capco Consulting.



PANELISTS

Ayme Sinclair, [Sinclair Social](#)



Ayme Sinclair is the Founder and CEO of Sinclair Social, a business that helps companies grow an audience on social media and elevate their message with followers that engage. With 16 years of marketing experience, her break through campaigns have been nominated for awards by the United Nations and the Bill Gates Foundation. Ayme's digital programs have also prompted case studies from General Electric and Condé Nast. She has been featured on media outlets such as CNN and Essence and has been asked to be a presenting speak at NYU and at the United Nations. As CEO of Sinclair Social her clientele includes the United Nations, the United Nations Development Programme, NYC agencies, hospitals and international governments.

Sarah Lux-Lee, [Mindr Global](#)

Sarah Lux-Lee is the founder and CEO of Mindr, and a recognized thought leader on creating a strong sense of belonging in the workplace. She has spoken on this topic at the United Nations, TEDx, the World Economic Forum, NASA, SHE Summit, the Global Innovation Coalition for Change, and various Fortune 100 and Fortune 500 companies. She is also an experienced moderator, and has facilitated discussions on this topic with thought leaders across sectors and industries, including Nobel Laureates, United Nations leaders, Astronauts, global business leaders and others. Sarah holds a Master of Public Administration from Columbia University, and was named a Next Generation Woman Leader by McKinsey & Company and one of 100 Women of Influence by the Australian Financial Review.



Alex Tabar, [Yucalab](#)



Alex Tabar is a Dominican Media & Content Producer who was adopted by NYC in 2008. With 15+ years of experience, she has developed a diverse portfolio of projects from entertainment to education, creating content for digital mediums, television, and publications. In 2015, she founded Yucalab, a boutique content marketing agency that specializes in connecting brands and companies with the Hispanic Market.



B. Succeeding in Fashion & Apparel

MODERATOR

Sonia Park, [New York City Economic Development Corporation](#)

Sonia Park works at the New York City Economic Development Corporation (NYCEDC) where she leads the City's fashion programming as Assistant Vice President on the Industry Innovation Team. NYCEDC supports fashion through education, technology and real estate development programming. Prior to joining NYCEDC, Sonia worked in the fashion industry for 18 years focusing on product development, production and supply chain operations. Her experience at corporations like Polo Jeans Co., Liz Claiborne, and Cole Haan provided a great foundation for working with smaller companies where she led companies in strategizing, building the right relationships, and setting up supply chain channels.



PANELISTS



Carrie Peterson, [Beacon's Closet](#)

Carrie Peterson graduated from the University of Arizona with a BA in English. She moved to Williamsburg, Brooklyn from Arizona, in 1996 to be closer to her family. She opened the first Beacon's Closet in 1997. Carrie had worked for a second hand clothing store while in college and years later realized that she really didn't have much to lose by going it alone. Over the years, she launched her other 3 locations with friends and Beacon's managers who excelled at their work. Carrie currently lives in Brooklyn with her husband, two sons, and three dogs. She has also served as a Community Support Network Leader for the National Fragile X Foundation's NYC chapter, and still occasionally volunteers for them.

Aysha Saeed, [AYSHA NY Studio](#)

Aysha Saeed is CEO and Creative Director of AYSHA NY, a DTC fashion lifestyle brand focusing on high level female executives offering high styling and high touch service. incorporates strong ethical fashion values with an active Giveback Program that benefits underserved communities in cities it does business in. Responding to the pandemic, she collaborated with local NYC suppliers to design and create the 1-2-3 Kit, which consists of a luxurious hair scarf, a designer fabric face mask and a pair of glamorous handmade earrings.



Tania Sterl, [Sterl on Style](#)

Tania Sterl, founder of Sterl on Style, is a Personal Stylist, Fashion Expert, Speaker, and published writer. Combining her unique background as a fashion designer and image consultant, Tania styles influential women and industry leaders in finance, fitness, law, politics, media and more. Through her signature seminars and one-to-one virtual styling services, Tania shows women how to invest in their image to advance their careers and elevate their impact, getting them dressed and ready to be seen as the leaders and experts they truly are to achieve their goals.





C. Succeeding in Hospitality and Tourism

MODERATOR

Sue Shapiro, [SCORE NYC](#) (Moderator)

President and CEO of a major U.S.-Canada travel consortium that markets travel projects to agency clients; experienced in development of marketing materials, customer databases. Expert in hospitality, tourism, event planning, and outbound marketing. Sue is a certified SCORE marketing mentor.



PANELISTS

Martine Dominique, [MAD New York Tours](#)

Martine Dominique is owner and founder of MAD New York Tours, a tour guiding company that caters mainly to a francophone clientele. For the past 10 years, she has worked with most leading French tour operators. A licensed New York City tour guide, she settled in Manhattan after having previously lived in Paris, Spain, Haiti. She studied Theatre at the Cours Florent in Paris and at Circle in the Square in New York. She now offers virtual tours in French, helping French teachers give students upbeat and fun learning experiences.



Cheryl Gentry, [Glow Global Events](#)

Cheryl Gentry led the GLOW GLOBAL EVENTS team to it's No. 145 ranking on this year's #Inc5000 Fastest Growing Companies in America list. Ms. Gentry was also recognized as the Editor's Top 10 Pick for Minority Leader! This achievement puts Glow Global Events in rarefied company. The elite group Glow now joined has, over the years, included organizations such as Microsoft, Timberland, Vizio, Intuit, Chobani, Oracle, and Zappos.



Emelyn Stuart, [Stuart Cinema & Cafe](#)



Emelyn Stuart is CEO of Stuart Cinema & Café, an independent movie theater in New York, community center and monetizing warehouse for artists. She is also a filmmaker with nearly twenty producing credits under her belt. Emelyn Stuart is widely recognized by filmmakers as a go-to producer whose projects have won awards, gone viral and aired on network TV. In September of 2018, Emelyn Stuart opened STUART CINEMA & CAFÉ in trendy Greenpoint, Brooklyn. Besides the major accomplishment of owning the movie theater outright, with no loans – Emelyn did it without any financial partners or investors. She is the first Afro Latina to accomplish this feat in the entire

borough of Brooklyn. She recently opened Skyline Drive-in, the first drive in cinema with skyline views of Manhattan.



D. Succeeding in Food Products

MODERATOR

Terry Frishman, [Culinst](#)

Terry Frishman, Principal of Culinst food business consultancy, is an award-winning classic packaged goods marketer, educator and industry thought leader. Terry regularly consults with medium and earlier stage companies to position them for success. Clients have gone on to win Vendy and sofi® awards, increase sales and profitably expand with new purpose, brands, offerings and effective sales channels. As a sought after speaker and instructor on food-business-related topics, Terry is known for her expertise in layering trends, industry knowledge and innovative brainstorming to help others excel. Terry has been a Director and Officer for the New York Women's Culinary Alliance, Roundtable for Women in Foodservice and International Wine & Food Society, and member of Les Dames D'Escoffier, The Culinary Institute of America's Society of Fellows, and a Kiva Trustee. She has an MBA from Columbia.



PANELISTS

Anna Gordon, [The Good Batch Bakery](#)

Anna Gordon is the founder, chef and CEO of The Good Batch, a Brooklyn-based cookie company founded in 2010. The Good Batch specializes in American baked goods and decadent, award-winning ice cream sandwiches, which are distributed to over 300 grocery stores and coffee shops around New York City. The brand has two brick and mortars in Clinton Hill—the flagship bakery and The Good Batch Creamery, a cookie-inspired ice cream parlor, which opened July 2020.



Nidhi Jalan, [Mama Masala](#)

Nidhi Jalan grew up in Kolkata, India. A ceramic artist, she founded this Brooklyn-based artisanal food startup after finding a dearth of good, healthy Indian food in NYC. Developing a line of spice blends, she began selling Indian-themed Masala Tacos at the gourmet food market Smorgasburg as a way to promote the blends. She soon realized that people loved the sauces but didn't want to cook from scratch. This led her to develop a winning line of easy-to-use bottled Indian simmer sauces. Jalan's passion for healthy eating and good nutrition is reflected in her products and partnership with organizations such as Wellness In The Schools and Edible Schoolyard that promote healthy eating habits among schoolchildren. Masala Mama sauces are now available in 700 to 800 stores nationwide including Whole Foods, The Fresh Market, and others, as well as curated food e-commerce sites such as Food52.com.



Paula Rimer [Crepini](#)

Paula Rimer is Co - Founder and CEO of Crepini LLC. Crepini® is a "Game Changer" as an innovative zero carb healthy refrigerated wrap. As CEO, Paula specializes in managing, developing, and delivering on company strategic vision in the Consumer Products Goods industry and the unique new refrigerated lower carb wraps space as replacement for the traditional wraps, tortillas and breads. Oversee execution of company strategy, legal, operations, sales and marketing, innovation, and food safety management systems at Crepini®.





E. Succeeding in Social Entrepreneurship and Non Profit

MODERATOR

Barbara Grumet, [SCORE NYC](#)

Dean, School of Professional Studies, at the NYC College of Technology, CUNY; CEO of a nonprofit and held a variety of academic leadership positions; Board of Directors Chair and board member in several nonprofit organizations. Experienced in health and human services and is an expert in business plans, start ups, education, and training. Barbara is a SCORE mentor and Chapter Chair.



PANELISTS

Sarah Edwards, [Diaperkind](#) & [Esembly](#)

Sarah was born and raised on a tree farm in Wisconsin. "There was no city trash pick-up. There was no city." She says, "So reducing and reusing was just how it was. Diapers were the same as dinner plates or glass jars; you washed them and used them again and again." When Sarah had her twins in 2006, she used cloth diapers and home-laundered them. She'd see postings on the parent message boards from families wondering why there wasn't a cloth diaper service in New York City.

Connecting these dots and two other willing co-founders, Diaperkind went from idea to reality. Pre-Diaperkind and post-farm, Sarah was a Broadcast Producer in advertising for 18 years. She traveled the world working on accounts including British Airways, Pfizer, ESPN, Nike, and Miller Brewing.



Andrea Mills [FMA Online](#)

Andrea Mills, MBA and CPA, is the Principal for Outsourcing at Fiscal Management Associates. A sought-after trainer and speaker, Andrea presents nationwide on a variety of nonprofit financial management topics from her extensive experience helping nonprofits, individuals, and foundations make important fiscal decisions. She is designated a Chartered Global Management Accountant (CGMA®) by the American Institute of CPAs and holds the Certification in Control Self-Assessment (CCSA®) awarded by The Institute of Internal Auditors. Andrea serves on the Boards of the Ireland U.S. Council, PhilanthropyMiami, and the Investment Committee of Social Venture Partners Miami.



Caroline Mak, [Hot Bread Kitchen](#)

Caroline Mak is the Incubator Program Director at Hot Bread Kitchen, a nonprofit whose mission is to create economic opportunity through careers in food. Hot Bread Kitchen's incubator program provides small business owners impacted by racial, social, and economic inequality access the resources and opportunities they need to grow. Prior to joining Hot Bread Kitchen she was the co-founder of award winning beverage company Brooklyn Soda Works, where she worked with restaurants such as Blue Hill, developing unique custom soda flavors. Originally from Hong Kong, Caroline has worked in the field of food entrepreneurship in NYC for over a decade. She is also a multi-media and installation artist.



Cheryl Pipia, [Mission & Movement](#)

Cheryl Pipia is a natural leader and mentor. With twenty years of experience in corporate finance, she is currently Head of Integrated Sales at T. Rowe Price. She has led her team to more holistic strategies, connected communications, and growth mindsets, positively impacting the bottom line. As the Founder of the Mission & Movement Nonprofit, Cheryl volunteers and mobilizes her communities to advocate for change. She has seen first hand the transformative connection between lifestyle, philanthropy, and business productivity. Her corporate finance work and background coupled with Mission & Movement, enables her to help global teams and communities align self, work, team, and the world.



Sponsors

Sponsored by New York Women in Business

