



# BUSINESS CONFERENCE

## Celebrate Small Business in Brooklyn

### WORKSHOPS @2:30-3:30pm



#### 1. How To Generate Great Business Ideas

**Betty Wong, [Stage2Startups](#)**

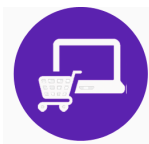
Betty Wong is Co-founder of Stage2Startups and a serial entrepreneur with a new products and marketing focus, bolstered by a background in consumer packaged goods marketing. In addition to Stage2Startups, a resource for professionals embarking on entrepreneurship as second careers, she also created [www.introamerica.com](http://www.introamerica.com) to introduce life in the US to international students and their families and [www.ceoglobalresources.net](http://www.ceoglobalresources.net) to help companies solve their marketing and operational challenges, including identifying line extensions and new products.



#### 2. Questions to Ask Before Starting A Business

**Malla Haridat, [New Designs for Life](#)**

Malla Haridat is an entrepreneurship coach/strategist. As the founder and CEO of New Designs for Life, Malla is a nationally recognized expert in the specialized field of entrepreneurship education and has trained over 7,000 students. She has traveled extensively throughout the United States working in partnership with companies developing creative solutions for entrepreneurs and intrapreneurs. Her company was awarded the New York City Small Business Award of the Year and Merit Award from Bronx Borough President's office. She has been featured in media including The New York Times, Black Enterprise, Inc, Fox Small Business, Huff Post and ABC.



#### 3. Growing A Successful E-Commerce Business

**Maisha Walker, [Message Medium](#)**

Maisha Walker is Founder and President of Message Medium, a digital marketing agency that helps new and reinvested brands to harness the power of the Internet and create a dynamic, interactive and profitable presence online. She has been creating websites and online marketing campaigns for more than 22 years. Maisha has worked on digital marketing campaigns with Mars Chocolate, Columbia University, Unilever, WJ Deutsch (the owner of Yellow Tail wines), NBA player Kyle Lowry, Save the Children and more. Maisha is a featured online columnist with Inc. Magazine, and a 1994 graduate of Princeton University.





## 4. Creative Ways to Finance Your Business

**Carolyn Katz, [SCORE NYC](#)**

Carolyn Katz is a former banker, venture capital investor and consultant specializing in media, tech and communication companies, and founder of an ePublishing /eCommerce company. Expert in financing, preparation of pitch and investor materials, strategy and operations, business plans, financial projections and models



## 5. How Good Are Your Ideas, Really?

**Maud Andrew, [Brooklyn Public Library](#)**

Maud Andrew, Manager of BPL's Business and Career Services, oversees the staff, resources and partnerships which support BPL's commitment to helping Brooklynites achieve economic stability. She has experience in project management, marketing, outreach, and website development and has implemented numerous special projects including the PowerUP! business plan competition, BPL's Resume and Career Help, a 3-year financial literacy grant from FINRA, and the design of B&CC's first website and another for young entrepreneurs. She graduated Magna Cum Laude from UC, Berkeley, and Pratt Institute's School of Information.



**Randi Mason, [Brooklyn Public Library](#)**

Randi Mason is Market Researcher / Social Media Manager / Digital Asset Librarian at the Business & Career Services at the Brooklyn Public Library. With expertise in primary and secondary research, she has mastery of multiple business and financial databases. She has more than 10 years of institutional knowledge in communications and media, public relations and nonprofits.



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