

Third Annual Small Business Summit 2008

"It's Time to Reinvent Your Business"

New York City, Times Square

On February 11, 2008, Third Annual Small Business Summit 2008, <http://smallbiztechsummit.com>, brought together 450 small business owners, representatives of small business organizations and associations, technology and non-technology exhibitors and small business focused media.

Since the first Summit in 2006, the Summit has grown from 260, to 330 to 450 attendees!



Hundreds of attendees gathered in the morning to network with each other, strengthen existing business relationships and start new ones. One attendee commented, "the great thing about the Summit is that every year it's like bringing together a vibrant and evolving community". View Summit 2008 photos at http://www.printroom.com/ViewGallery.asp?userid=jeffreyholmes&gallery_id=980211.

While attendees were networking, they were also crowding around the 35 exhibit tables of the Summit sponsors and exhibitors. The Summit is not only a place for attendees and exhibitors/sponsors to meet; it's also used by sponsors to develop relationships with each other.

Exhibitors included large and well known technology companies, household names to most attendees, plus smaller companies just finishing their debut at the famous DEMO conference.

Founded and produced by Prime Strategies and Smallbiztechnology.com, Small Business Summit 2008 is the only Summit BY small business FOR small business.

Summit Sponsors*

The Third Annual Small Business Summit 2008 would not be complete without the strong support of **local and national small business non-profit and professional organizations**. These include Asian Women in Business, the Manhattan Chamber of Commerce, Women's Venture Fund, Latinos in Science and Technology Association, Queens Chamber of Commerce, New York Media Information Exchange Group, Service Core of Retired Executives, New York City Department of Small Business Services and many others,

<http://www.smallbiztechsummit.com/2008/partners.htm>

Small business focused media, including the Wall Street Journal, Small Business Computing, Business Technology Radio, Small Business Trends and Smart Money covered the Summit and found it a rich environment for their respective audiences.

Crain's, New York Enterprise Report, WCBS News Radio 88, and the Network Journal participated as **media sponsors**.

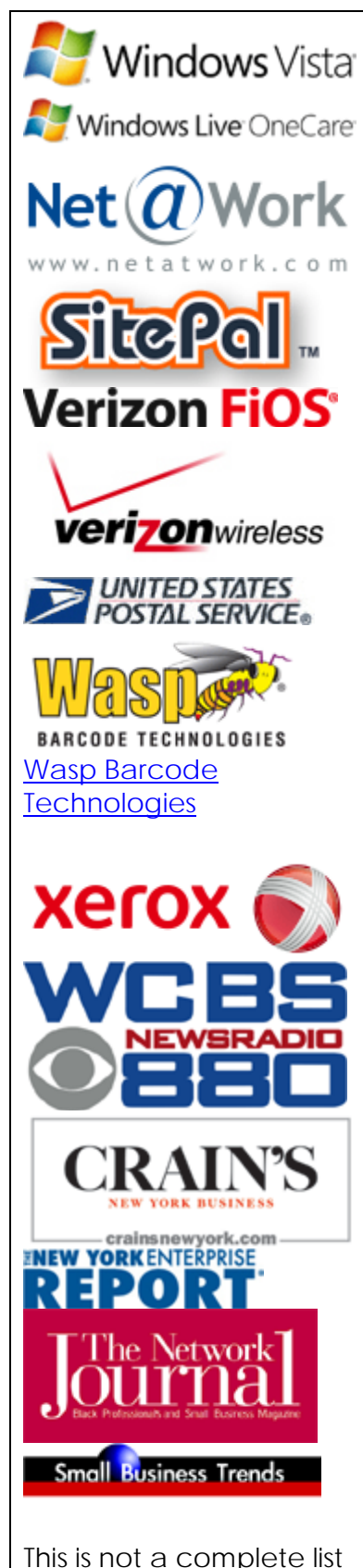


A popular parts of the day's activities were the Summit keynote speakers and panelists outlined in detail below,

<http://www.smallbiztechsummit.com/2008/agenda.htm>

This year, Brent Leary, **Business Technology Radio** and Nina Kaufman, **Wise Counsel Press**, kicked off the event with humor and information!

Karen Quintos, **Dell Inc's** Vice President of Marketing for Small & Medium Business gave a well received presentation on **Marketing in a Digital World: How Technology and New Media are Changing the Game**. She helped small business owners understand why marketing in a digital world is so important and what they can do to leverage the many low cost and free tools available to them to find new customers.



Nancy Ploeger, President, **Manhattan Chamber of Commerce** introduced the information packed panel, ***How to Transform Your Business in 40 Minutes: 4 Experts, 4 Topics, 40 Tips in 40 Minutes***. This panel was different than a traditional panel discussion, in that the four experts gave fast, practical tips, leaving many attendees on the edge of their seat, scribbling down hot tips, soaking in information and enjoying the humor. The experts and their topics included:

- How to Pitch Your Business in 15 Seconds - Laura Allen, **15SecondPitch.com**
- How to Prepare and Give a Winning Presentation - Marshall Makstein, **eSlide**
- How to Tame Your Technology - Jennifer Shaheen, **Technology Therapy Group**
- How I Use Tech to Boost Sales - Adrian Miller, **Adrian Miller Sales Training**



Small business diva and guru, Anita Campbell of Small Business Trends, (read her report at <http://www.smallbiztrends.com/2008/02/small-business-summit-rocked.html/>) moderated the next session, ***From the Trenches: Reinvention Case Studies***.

This session drew out the rich experience and wealth of advice from three ladies who have reinvented their business.

Laurel Touby, **mediabistro.com**, (a portal for media professionals) sold her business for \$20 million dollars to Jupiter Media.

Jennifer Walzer, **BackUpMyInfo** (online backup) changed the way they marketed and hired to create a business that is beating the competition.

Nina Kaufman, **Wise Counsel Press**, recently dissolved a long term business partnership is now a solo lawyer and a media company providing legal information for small businesses.

The Summit luncheon keynote was filled with a lot of laughs and advice. **Barry Moltz**, Entrepreneurial Expert, Speaker, Angel Investor, and author of *Bounce! The Path to True Business Confidence*, spoke about learning how ***to view failure as a different kind of success!***

Following Barry's keynote, Maitland Muse, **Verizon Wireless**, Director of Wireless Data Solutions, NY Metro Region gave the hungry (for food and information) luncheon attendees an update on how ***mobile technology can be used in their business***.

Summit producer, Ramon Ray, Editor and Technology Evangelist, **SmallBizTechnology.com** gave a presentation on why ***Technology is Not the Answer*** for small businesses. He went through this Six Rules of how small businesses SHOULD leverage technology in their businesses - <http://www.smallbiztechnology.com/sixrules.html>

Harry Brooks, **Network Solutions** shared with the audience how online tools such as **search engine optimization** can be leveraged to acquire more customers.

Summit producer Marian Banker, **Prime Strategies**, moderated a panel, ***What You Need Now to Succeed***. Panel participants included, Ridgely Evers, NetBooks; Michael Findling, Salem Global; Jason Boltax, JHB Human Capital Management; and Martha Soffer, U.S. Small Business Administration, answering questions about core business processes.

The Third Annual Small Business Summit 2008 **production team** included:

Laura Leites, Workstation Business Services, workstationbs.com (Summit coordinator)
Andy Schulinkd, Andigo Media, andigo.com (web site design);
Gail Kramer, Solutions for the 21st Century, sol21.com (advertising and print design);
Beth Silver, Doubet LLC, doubetllc.com (media relations)
Corporate Experience, thecorporatexperience.com – (Summit event planner)



Marian Banker (left), Ramon Ray (right)