



Su Negocio™

Assisting Latino Business Owners

Agenda

Westin Jersey City Newport, November 17, 2016

5:00 pm—6:00 pm Registration & Networking

6:00 pm—6:45 pm Roundtable Panel Discussion, featuring:

Jazlyn Carvajal, Executive Director, Statewide Hispanic Chamber of Commerce

G. Joseph Ferrer, CPA, Marchionda & Ferrer, PA

Lynn Ponder, Social Media/Digital Strategist and Founder, webcitygirls.com

7:00 pm—7:30 pm Breakout Session #1 (Start-up & Growth tracks)

7:30 pm—8:00 pm Breakout Session #2 (Start-up & Growth tracks)

8:00 pm—9:00 pm Cocktails & Networking



Roundtable speaker bios

Jazlyn Carvajal, Executive Director, Statewide Hispanic Chamber Commerce, has a bachelor of science degree in civil engineering from the Massachusetts Institute of Technology and is the president of the MIT Club of Northern New Jersey. She is the owner of the business consulting, marketing, and operational strategy firm Stay On Your Daily (SOYD), based in Lyndhurst, and has previously managed construction projects throughout New York, New Jersey, and Massachusetts, including the \$178 million Union City High School project. She co-founded The Latinas in STEM (Science, Technology, Engineering & Math) Foundation, a national non-profit organization created to inspire and empower Latinas to pursue STEM careers. Carvajal was the 2014 recipient of the Union City Puerto Rican Woman of the Year award. She is the first executive director in the 27-year history of the Statewide Hispanic Chamber of Commerce.

G. Joseph Ferrer, CPA, from Marchionda & Ferrer, PA has been in practice with a concentration in providing accounting and advisory services to closely held businesses for over 34 years. His experience includes mortgage banking, construction contractors and professional services firms. His membership affiliations include the American Institute of Certified Public Accountants; New Jersey Society of Certified Public Accountants; Hispanic-American Chamber of Commerce (former Treasurer); Hispanic Business and Professional Association; and New Jersey Regional Chamber of Commerce. He graduated with a B.A. in Accounting from Rutgers University in 1983.

Lynn Ponder is a Producer, Content Creator, and Social Media Multi-Cultural Marketing Specialist. She is the Founder of the social media digital platform webcitygirls.com, which develops original social content and social media live activations for brands like The Ford Motor Company, Chevron, JCPenney, ESPN Deportes, Post Honey Bunches of Oats, Cricket Wireless, Nestlé among others. She is a trendsetter launching social media innovative programs like the first bilingual interactive social talk show “Behind The Pink Wig” in partnership with Tu Vision Canal and the Women’s Bilingual Movement #BeNumberless #SerSinNumero and #UnstoppableLATINAS traveling program. Her awards and recognition include: LATISM 2016 Best Latina Network Leader; 3-Time winner of the Hispanicize Tecla Awards and Top Entertainment Blogger by People en Español. Lynn’s passion for social media drives her to find the most creative and forward-thinking uses of today’s social platforms to promote and connect consumers with brands that add value to their life and celebrities and causes that they love.

Breakout session descriptions

Start-up Track

Session #1: *Creating Your Financial Projections*: Having a financial plan will not only help guide business development decisions and monitor results, but it will also help you match your business concept with personal income goals. In this session, you’ll learn the importance of financial planning, how to build your financial model, and how to understand financial statements, including an income statement, cash flow statement, and balance sheet.

Session #2: *Identifying Funding Sources & Next Steps*: In this session, you will learn about accounting and bookkeeping systems, sources of capital, the six C’s of credit, and banking relations. You will also understand the rigor behind financial statement analysis to determine the most effective ways to access capital to grow your business.

Growth Track

Session #1: *Protecting Your Business From the Unexpected*: Think about how an unplanned for event could impact the success of your business and the income it generates for your family and employees. Learn how having plans in place, such as a buy-sell agreement and key person insurance, can help protect your family and your business from life’s many uncertainties.

Session #2: *The Importance of Knowing What Your Business Is Worth*: When you know what your business is worth, you have a more realistic perspective from which to plan for the future direction of the business, as well as the future income needs of you and your family. This session will highlight how knowing the value of your business can help you develop strategies for effective business succession, retirement and estate planning.