

Monmouth Ocean

BIZCON

NJSBDC at BCC

by **PROCUREMENT CON**

Connecting and Creating
Pathways for Small Business

June 17, 2024

GOVERNMENT CONTRACTING
SMALL BUSINESS DEVELOPMENT
CONFERENCE

Presented By



NJSBDC at
Brookdale Community College



BROOKDALE
COMMUNITY COLLEGE



NJSBDC – Our Mission

The New Jersey Small Business Development Centers (NJSBDC) network provides comprehensive assistance to small and medium businesses (SMBs) to maximize opportunities for growth and generate economic impact statewide.

NJSBDC – Our Vision

The NJSBDC will be the leading statewide organization in delivering business advisory services and training to established and new small to mid-sized businesses, and high-impact, growth-oriented businesses.



U.S. Small Business
Administration

SBA.GOV

Since its founding, SBA has delivered millions of loans, loan guarantees, contracts, counseling sessions, and other forms of assistance to small businesses.

Mission

The U.S. Small Business Administration (SBA) helps Americans start, grow, and build resilient businesses.

SBA was created in 1953 as an independent agency of the federal government to aid, counsel, assist and protect the interests of small business concerns; preserve free competitive enterprise; and maintain and strengthen the overall economy of our nation. SBA reviews Congressional legislation and testifies on behalf of small businesses. It assesses the impact of regulatory burden on small businesses.

What we do

Access to capital

SBA provides an array of financing for small businesses. Options range from the smallest needs in micro-lending to debt and equity investment capital.

Entrepreneurial development

SBA provides free counseling and low-cost training to new entrepreneurs and existing small businesses. Services are available in more 1,800 locations.

Government contracting

SBA sets goals with other federal departments and agencies to award 23% in prime contract dollars to small businesses.

Advocacy

SBA reviews Congressional legislation and testifies on behalf of small businesses. It assesses the impact of regulatory burden on small businesses.

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BIZCON
Connecting and Creating Pathways for Small Business

BIZ TALK

THE PROCUREMENTCON TEAM IS ON THE HUNT FOR SPEAKERS, PRESENTERS, PANELISTS AND LECTURERS!

WE'RE PLANNING 2024 AND 2025 EVENTS, ARE YOU READY?

PROCUREMENTCON

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Email To: Team@procurementcon.com

Confirmed Guests



John Blackstock

As New Jersey District Director, John Blackstock oversees Small Business Administration programs and operations to serve over 2 million business owners and entrepreneurs in the "Garden State". John has gained his leadership and experience from over +20 years of military service, and before serving at the Small Business Administration, with the U.S. Department of Homeland Security, the Internal Revenue Service, and the Department of Commerce. One of John's many qualities is treating clients with dignity and respect, while providing customer service, results, and connecting business owners with Resource Partners to start, expand, and sustain their businesses.



Lyndsay Kilpatrick

Lyndsay Kilpatrick is the NJ Deputy District Director for the SBA and has brought her more than 10 years of financial expertise to the position to help bolster and support the small business community of New Jersey. Lyndsay's roots in the community run deep, she is a true NJ native and has consistently brought her years of experience and the NJ SBA resources to the small business owners of the Garden State. Her dedication to the role and the entrepreneurs of NJ gives success seekers an ally in the agency.



Dr. David Stout

Dr. David M. Stout was selected to serve as Brookdale Community College's 7th President in May 2018. Prior to his selection, Dr. Stout served in various roles at Brookdale, including Vice President for Student Success, Dean of Enrollment Development & Student Affairs, Dean of the Freehold Campus, Department Chair and Professor of Psychology & Human Services, Student Development Specialist, and Learning Assistant.

As President, Dr. Stout has enacted strategies to predict and influence enrollment trends, address facility needs, analyze and control expenditures, update major institutional strategic plans, build financial reserves, and develop programs that address the needs of Monmouth County residents.

Dr. Stout holds a Masters Degree in Psychological Counseling and a Ph.D. in Health Psychology & Behavioral Medicine.



Amy Amoroso

Amy Amoroso serves as the Program Director for McNulty's Veterans Business Outreach Center (VBOC), covering NY, NJ, PR, and USVI territories. She acts as the primary contact for VBOC program clients, overseeing the delivery of training programs like Boots to Business and B2B: Reboot, conducting counseling services, case management, reporting, and compliance. Amy is an expert in areas such as business plan development, financial analysis, entrepreneurship, and SDVOSB certifications. Amy is a founding member of the United States Mexico Canada Agreement (USMCA).



Shalaya Morissette Shalaya Morissette (she/her) is Chief of the Minority Business and Workforce Division at the U.S. Department of Energy (DOE), located within the Office of Economic Impact and Diversity. She is a highly sought-after collaborator and co-conspirator in the clean technology space. Most recently she hails from the utility sector in safety and compliance. In 2022 she took on an additional role at Dearborn STEM Academy in Boston, Massachusetts as a teacher to 11th and 12th graders - delivering a curriculum for engineering with energy in mind. Previously she held various roles in higher education, including enrollment services project manager and in global transportation as the Director of Affiliate Relations.

Serving as the first African American board member of the New England Women in Energy and Environment, she has been devoted to elevating and engaging women and people of color in the energy space. As a Georgia Gwinnett College Alumni Association board member and a committee member for Browning the Green Space, she has been engaged in the nonprofit and higher education space as a strong advocate for elevating minorities in the energy transition. Morissette's passion for bringing young people into the clean energy industry has also been supported with her work with Girls Inc and Write Boston.



Amber Hamlett Amber Hamlett is the Owner & CEO of Hamlett Consulting LLC., an Atlantic City-based public relations/communications firm, specializing in branding, social media marketing, event planning and media relations. Amber founded Hamlett Consulting in 2018 when she saw a need to innovate public relations support for organizations in and around Atlantic City. Most recently, she joined forces with... Thomas-Boyd Communications, a Moorestown-based public relations agency, to enhance the communication services available in the area. She also curates' content for various Jingo/Atlantic City initiatives. Amber has taken on international client Ørsted, a renewable energy company utilizing green energy and wind, while creating an imprint with clients and stakeholders in the New Jersey area.



Ren Parikh Ren Parikh is an American entrepreneur, business strategist, philanthropist, and life coach with over two decades of expertise in innovative design thinking. His focus lies in research, education, and networking, particularly in creating employment opportunities and imparting entrepreneurial skills to unskilled individuals, especially America's youth. Inspired by Gandhian philosophy, Ren Parikh founded The Ideal Institute of Technology and Welfare to Work Inc. He endeavors to bring together global best practices, corporate accountability, and high standards of governance to establish a sustainable development model that sets a societal benchmark and can be scaled.



Kevin Andrade Kevin Andrade a visionary faithful entrepreneur opened his new headquarters in Georgetown Delaware in 2015, Andrade has been a radio personality for more than 30 years, including his career as a broadcaster in his native Ecuador.

Kevin Andrade made two crucial decisions in 2003. The first was to leave a successful Radio and television career in Ecuador. The second was to bypass broadcast opportunities in Latin-rich Miami and head to Delaware.



Rafael Mata Rafael Mata, Co-Founder and Vice President of Business Development at GAMBIT Services, a consulting firm specializing in strategic solutions for various institutions, focuses on empowering disadvantaged communities.

With extensive experience in government roles, including Managing Director of External Affairs for a New Jersey State Authority and Director of a Business Services Office in County Government, Rafael has spearheaded initiatives in Economic, Workforce, & Small Business Development, securing and managing grants at local, state, and federal levels. Notably, he established New Jersey's first local Set-Aside program and has over two decades of experience in community empowerment. Rafael's entrepreneurial background enhances his ability to craft practical solutions, acting as a liaison between government and the private sector. A graduate of the City University of New York, he is a certified Grant Manager and Writer, sought after by various organizations for his expertise.



Maurice Lauriano, DTM Maurice Lauriano is an award-winning government grant writer, school/district leader, IT executive, and business analyst with three decades of expertise in administrative operations across education, nonprofits, public policy agencies, and diverse corporations.

His company, Got Goals LLC, creates diversity in education procurement with virtual coaching by educating entrepreneurs and sales staff about the school buyer mindset. Got Goals LLC aims to grow a small-vendor edtech pipeline to create technology solutions for students with disabilities. Maurice holds degrees from Antioch University and the City University of New York's John Jay College of Criminal Justice, complemented by coursework in the Landmark Curriculum for Living. He is a non-denominational Chaplain



Whitney Ullman Whitney Ullman is known as a "go to" resource and strategic alliance for many of our area's key players and businesses. Over the last decade, she made it her mission to provide comprehensive coverage focused on Atlantic City, and has played an integral part in forging hundreds of professional connections through her networking expertise.

With over 15 years in the media industry, Whitney's @GoToWhitney and The City Pulse brands primarily focus on Atlantic City based celebrity interviews, entertainment happenings, restaurant coverage and VIP events. Whitney's work can be found on a multitude of outlets including: FOX29, PHL17, Philly Style Magazine, New Jersey Lifestyle Magazine, NJ.com, ACweekly.com, E! News, Access Hollywood, TMZ, WMCN and more.

Whitney's social media continues to climb, as it recently hit over 1.7 million views and over 30,000 followers. With a strong focus on positive coverage, Whitney is known as an



Richard Tighe Richard Tighe is a Business Development Officer for the New Jersey Economic Development Authority, specializing in collateral based lending programs for small to mid-sized businesses. With nearly 20 years of experience was a financial services professional, Rick (as his friends refer to him) previously served as Vice President for Investments at both JP Morgan and Wells Fargo before joining NJEDA.



Shatira Porte'e

Shatiera Porte'e, an international speaker, Goldman Sachs One Million Black Women Black in Business alumni, and recipient of the New Educator of the Year Black Excellence award, boasts nearly two decades of experience in mental health and education. Author of "I Forgive Myself for Forgetting Myself," she shares her journey of overcoming challenges to self-discovery, inspiring others as "your favorite school counselor." Through her company, School Counselor On Wheels LLC, she provides mentoring, coaching, and workshops aimed at promoting self-love and self-esteem among youth, having impacted over 500 at-risk students and initiated numerous community empowerment programs. With a vision to mentor 2,000 girls, Shatiera's mission extends globally, with outreach efforts in Haiti, Morocco, and South Africa, aspiring to establish an international mentoring program empowering young women to pursue their dreams with confidence and resilience.



Shoumo Ganguly

Saumya Ganguly, also known as Shoumo, founded Obligent Consulting in 2015, aimed at bolstering lasting business growth.

Trading his corporate routine for a broader vision, Shoumo envisions a world where small businesses thrive, startups flourish, and social enterprises make a difference. Drawing from his extensive experience with global brands at PwC, IBM Business Consulting, and Cognizant, he formed Obligent Consulting. Through this platform, he assists business owners with startup, growth, and marketing strategies.

Furthermore, Shoumo serves as a business counselor at the Small Business Development Center (SBDC) at Rutgers and mentors aspiring entrepreneurs at a graduate entrepreneurship program. He also sits on the Board of Directors at the Woodbridge Metro Chamber of Commerce and enjoys engaging with the business community through various workshops and seminars. Shoumo eagerly anticipates connecting with you at upcoming events.



Kathy Guzman

Kathy Guzman is the Small Business Liaison for the NJEDA, connecting the small business community with the NJ Economic Development Authority's vast small business resources. Kathy is a positive thinker with a lifelong interest in contributing to the growth and success of small businesses in order to strengthen the communities they serve.

Dedicated to sharing information with small and micro business owners in NJ to improve access to opportunity and capital. Experienced small business specialist with a demonstrated history of success in Market Research, Branding & Identity, Strategic Marketing, Event Development, Customer Retention, Public Relations, Advertising, and Business Collaboration.

ENTREPRENEUR SPOTLIGHT



My name is Joy

Joy owns a growing business called Be The Difference Clothing which was established in August of 2013.

Most, if not all, designs are created by Joy to inspire and encourage the wearer and those who see the designs. Some of Joy's inspirations come from her personal experiences and from others that inspire her. "Some of my designs

come from situations I see or hear" she tells us. But we'll let Joy tell you in her own words about her inspirations and journey.

I distinctly remember the moment I decided to make t-shirts. I was driving home from an event when for the first time in my life I saw a person "stuck". They were literally standing on the corner bent backwards just swaying a little. After I drove by it just hit me, "What am I doing, I am no different than the next person who just says to themselves wow so sad." I felt I could no longer stomach being the passerby. It took guts and I battled fear of being rejected to create the "Addiction Kills The Family" design.

I am at the point where my concern is in comfort and support. This company has many discussion pieces and light hearted playful themes that can appeal to any age, race or understanding, but it all started with that first Addiction Kills Family design.

Fast forward to the present.

I am happy to share since I've had extensive experience in human relations, I have been able to reach people from around the world. I've hosted a podcast called Hello World which aired daily for 3 years reaching a milestone of 1000 episodes and the brand expanded into creating one of a kind collectors novelty socks. We even offer custom printing services for businesses and special occasions. It may seem strange that an already

established brand would expand into custom printing, but it is seen as an opportunity for outreach. That's not all, I ended up writing and self-publishing five inspirational quotes books.

This journey has been filled with many experiences and you may ask yourself, how does she maintain a positive outlook? It's simple, I've gotta stay consistent in working on bettering myself and truly being the difference in my everyday life. My legacy is too important to risk being a bad example. I will never be perfect, but as long as I stay true to myself, my light will continue to shine, glow and help humankind.

The future is bright and I would like to do more public speaking engagements at schools, businesses and conferences. As long as there is air in these ageless lungs, I will travel the world to prove that it is beautiful if only we ALL put our best foot forward. Join the movement! Be THE DIFFERENCE!

To get to know more about where we will be or for inquires, please visit the website www.bethedifferencellc.com Feel free to follow on every platform under BTDLLC and remember to like, subscribe and share. To watch past episodes of Hello World, visit Youtube under Be The Difference Clothing.

Thank you all for your time and may you be blessed beyond your own comprehension.

Confirmed Schedule

Guest Speakers and Presenters Subject To Change

7-8am

Check-In

8am - 8:40am Continental Breakfast - Opening Session

Guest Speakers:

8am - Dr. Jackeline Mejias-Fuertes, Reg. Dir. NJSBDC at BCC: Introduction

8:05 - Dr. David Stout, President Brookdale CC: Welcome

8:10 - TBD - SBA DC: Keynote

8:20 - Shalaya Morissette, Chief Workforce Development Minority Business: Plenary

8:30 -

8:45am -

Continental Breakfast - NJEDA Workshop

8:40am

Grants and Funding Opportunities through New Jersey Economic Development Authority

All Day

NJSBDC at BCC One on One Open Counseling Lab

SLC Rm 209

Morning Workshops

9:45am - 10:45am

Room	Presenter	Workshop
SLC 103	Jackie Melendez Women Networking Worldwide	WOMEN'S NETWORKING ASSEMBLY
SLC 104	Amy Amoroso Veterans Business Outreach Centers	ASSISTING VETERANS IN SMALL BUSINESS
SLC 105	Luis De La Hoz - Chariman SHCCNJ	(SPANISH LANGUAGE CLASS)
SLC 106	Maurice Lauriano Got Goals LLC	HOW TO BECOME AN NYC VENDOR!
SLC 107	Claudia Hadley General Services Administration (GSA)	WHAT IS THE GSA AND HOW TO DO BUSINESS WITH THE GSA
SLC 108	Rafael Mata CEO Gambit Services	

11am - Noon

Room	Presenter	Workshop
SLC 103	Shalaya Morrisette US Dept. of Energy	HIGHLIGHTING OPPORTUNITIES, FUNDING, AND HOW TO DO BUSINESS WITH THE DEPT. OF ENERGY
SLC 104		
SLC 105		
SLC 106	Shoumo Ganguly Obligent Consulting	HOW A MAIN STREET BUSINESS CAN USE SOCIAL PLATFORMS TO SELL TO CORPORATE AMERICA
SLC 107	SBA	WHAT IS AN 8(A) CERTIFICATION AND HOW CAN IT HELP YOUR BUSINESS
SLC 108	Ren Parikh Ideal Institute of Technology	LEVERAGING AI FOR YOUR SMALL BUSINESS

Lunch

Noon - 12:30pm

Special Event

12:45pm - 1:30pm

Dress For Success Fashion Show

Why a fashion show at a business conference?

To give small businesses a chance to present their products, talents, and expertise to other entrepreneurs. Business expos and conferences often have workshops, speaking sessions and sometimes an expo floor. These opportunities offer resource partners, small business and service providers a chance to show off their expertise. The ProcurementCon team looks for ways to bring entrepreneurs opportunities as much as we work towards connecting resources.

The Dress For Success Fashion Show is produced by Amber Hamlett, founder of Hamlett Consulting and Glamour In Amber. The styles, clothing, and accessories are all independent designers or clothing retailers that support and sell independent designers' work.

This is not the world of fast fashion, mass produced products, or factory farmed products. The clothing and accessories are designed and made by creative entrepreneurs and we are proud to give them a platform to express themselves as part of our small business community.

Afternoon Workshops

1:30pm - 2:30pm

Room	Presenter	Workshop
SLC 103	Shalay Morrisette US Dept. of Energy	HIGHLIGHTING OPPORTUNITIES, FUNDING, AND HOW TO DO BUSINESS WITH THE DEPT. OF ENERGY
SLC 104	Amy Amoroso Veterans Business Outreach Centers	ASSISTING VETERANS IN SMALL BUSINESS
SLC 105	Alberto Garrido NJEDA	GRANTS AND FUNDING OPPORTUNITIES THROUGH THE NEW JERSEY ECONOMIC DEVELOPMENT AUTHORITY (SPANISH LANGUAGE)
SLC 106	Shoumo Ganguly Obligent Consulting	HOW A MAIN STREET BUSINESS CAN USE SOCIAL PLATFORMS TO SELL TO CORPORATE AMERICA
SLC 107	SBA	WHAT IS AN 8(A) CERTIFICATION AND HOW CAN IT HELP YOUR BUSINESS
SLC 108	Rafael Mata CEO Gambit Services	

2:45pm - 3:45pm

Room	Presenter	Workshop
SLC 103	Jackie Melendez Women Networking Worldwide	WOMEN'S NETWORKING ASSEMBLY
SLC 104		
SLC 105	Luis De La Hoz - Chariman SHCCNJ	SPANISH LANGUAGE CLASS - TBD
SLC 106	Maurice Lauriano Got Goals LLC	HOW TO BECOME AN NYC VENDOR!
SLC 107	Claudia Hadley General Services Administration (GSA)	WHAT IS THE GSA AND HOW TO DO BUSINESS WITH THE GSA
SLC 108	Ren Parikh Ideal Institute of Technology	LEVERAGING AI FOR YOUR SMALL BUSINESS

Closing Session



Welcome to BizTalk. BizTalk is the entrepreneur's and small business community's answer to TED. Focused on bringing you inspiration, education, excitement, and encouragement by inviting professionals, SMEs, and entrepreneurs to share relatable stories, journeys, ideas and insights.

Talks subject to +/- 5 minutes

Navesink Room 4pm to 5:30pm

Eric Vincent
Founder Black Ink Creative Partners
Introductory Statement
4pm - 4:05pm

SPEAKERS SCHEDULED

Whitney Ullman
Television Personality/Influencer
Founder GoTo Whitney & The City
Pulse
4:05pm - 4:20pm

Maurice Lauriano
Founder
Got Goals LLC
4:50pm - 5:05pm

Kevin Andrade
Founder/CEO
The Voice Radio Network
4:20pm - 4:35pm

Karina Madera
Partner ChicChips
Iberica USA
5:05pm - 5:20pm

Shatiera Porte'e
Founder
Counselor On Wheels
4:35pm - 4:50pm

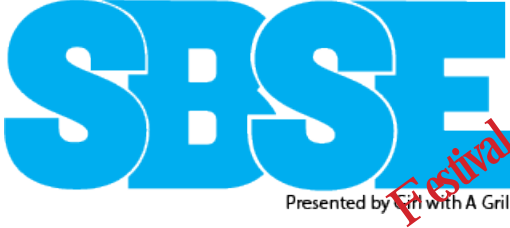
Rafael Mata
Founder/CEO
Gambit Services
5:20pm - 5:35pm

PROCUREMENT CON

EVENTS COMING 2024

July 13, 2024

The Voorhees



A full day of businesses showcasing their best products and services, expert entrepreneurs sharing their experiences and stories on the main stage, first performances for music artists, live stream of the day, hot dog eating contests, and more!

For more information, to participate or sponsor, email us at Team@Procurementcon.com

The Goals: Feed The Hungry, Raise Small Business Awareness, Have Fun Doing It!

November 12, 13, & 14 2024



Two nights, two days of government contracting education, networking, and experts. Federal, State and Local agencies, prime contractors, small businesses and more covering everything from start-ups to seasoned professionals leveling up.



In addition to workshops, experience team building exercises, our Dress for Success Fashion Show, interviews of small business owners, interactive networking events, food and the class A guest care of the Golden Nugget Casino Hotel Atlantic City.

Early Tickets on Sale Soon

Sign up for notifications and our newsletter at:



The background of the entire page is an aerial photograph of a city street grid. A large, semi-transparent watermark of the word "BLACKINK" is overlaid diagonally across the image. The letters are thick and black, with a slight shadow effect.

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