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Featured Speakers

November 14-19, 2011

Monday, Nov 14 – Start Something NJ- Global Entrepreneurship Week 2011 Kick-Off

Keynote Speaker: Lieutenant Governor of New Jersey, Kim Guadagno



Kim Guadagno was elected New Jersey's first Lieutenant Governor in November 2009. As Governor Chris Christie's running mate, she was sworn into office on January 19, 2010. In addition to serving as the Lt. Governor, Kim Guadagno serves as the 33rd Secretary of State. As Lt. Governor, Kim Guadagno has led the Christie Administration's efforts to improve New Jersey's economic vitality, to streamline government, and to make business feel welcome again in New Jersey. Lt. Governor Kim Guadagno was born in Waterloo, Iowa and is a cum laude graduate of Ursinus College in Collegeville, Pennsylvania. She received her juris doctorate degree, cum laude, from the American University Washington College of Law in Washington, D.C. Lt. Governor Guadagno and her husband, Superior Court Judge Michael Guadagno, currently reside in Monmouth Beach with their three sons.

Panel Moderator: Doug Forrester, Chairman/ CEO, Integrity Health and Chairman of the Board of Rising Tide Capital



Mr. Forrester has been a leader in both business and public service in New Jersey for more than 30 years. Currently he is Chairman and CEO of Integrity Health, a healthcare services company. Previously he founded Benecard Services, Inc. and Heartland Fidelity Insurance Co. and built them into \$250 million businesses. Mr. Forrester has also served as Consulting Director for Public Practice Issues for Aon/ASA Consulting and a Senior Lecturer at the Fels Center of Government at the University of Pennsylvania. He has taught public policy at The College of New Jersey as well as Monmouth and Rutgers Universities. In addition to his business career, Mr. Forrester has had a distinguished record of public service which included serving NJ Governor Tom Kean's administration as Assistant State Treasurer. Mr. Forrester also served on the township committee and as mayor of his home town of West Windsor.

Ari Matusiak, Executive Director of the White House Business Council

Ari is the Executive Director of the White House Business Council, a body comprised of over 225 senior Administration officials from the White House and nearly 20 Cabinet and sub-Cabinet agencies. The Council is one of the principal ways the Administration engages directly with business leaders around the country, getting feedback on what the Administration can do to help create jobs and making businesses aware of the programs and resources available to help them grow and succeed. Prior to joining the Administration, Ari was the co-founder and founding chairman of Young Invincibles, a national organization dedicated to advancing the economic opportunity and influence of young adults.





Jerramiah T. Healy, Mayor of Jersey City

Jerramiah is a life-long resident and advocate of Jersey City. While attending Villanova University in Pennsylvania, he worked part-time as an ironworker in Jersey City to help pay for his education. He graduated from Villanova in 1972, and received a law degree from Seton Hall University School of Law. Prior to his tenure as Mayor of Jersey City, Jerramiah Healy served as City Councilman at Large and a Chief Judge on the Jersey City Municipal Court. Since taking office, Mayor Healy and his administration have been advocates for reducing crime and making the streets safer, improving the quality of life, and bringing more jobs and ratable to reduce the property tax burden on the Jersey City community. Mayor Healy is proud to lead and serve one of the most diverse cities in the nation and is committed to Jersey City's continued growth and development as the "economic engine" of the state.

Senator Sandra B. Cunningham, 31st Legislative District of New Jersey

Sandra B. Cunningham is a New Jersey native, who grew up in Newark and now lives in Jersey City. Currently, she is the Executive Director of The Glenn D. & Sandra Cunningham Foundation located in Jersey City whose goal is to help high school students who may not get the opportunity to attend college by providing them with scholarships and funds for books. The Foundation also partners the students with a mentor to help guide them through their college education. Mrs. Cunningham is the former Executive Director of the Hudson County Bar Association in Jersey City. Also, she wrote, produced and hosted a cable television program designed to help demystify the law and to define the role of lawyers to the general community.



Coming Soon! More information about our other distinguished speakers for Monday

Darice Toon, Director, Division of Community Development of Jersey City

Helen Steblecki, Senior Vice President of Community Development, Citi Bank

Vaughn McKoy, Director of Customer Service and Community Development, PSEG

Lori Matheus, Managing Director, NJ Economic Development Authority

Steve Lipski, Director, Jersey City Economic Development Corporation

Alfred J. Titone, District Director, Small Business Association, NJ District Office

Tuesday, Nov 15 - Start Something Green!



Moderator

Julie Wang, Director, Clinton Economic Opportunity Initiative

Julie is the Director of the Clinton Economic Opportunity Initiative, an initiative within the William J. Clinton Foundation focused on accelerating economic progress in underserved communities in the United States by promoting entrepreneurship and advancing business-to-business public service. Previous to this role, Julie held strategic planning and development roles at Citigroup and MasterCard Worldwide where she advised and implemented on such issues as new product introductions and ensuring sustainable long term growth.



Andrew Sell, CEO/founder of Hipcycle

Andrew Sell is CEO, or “Chief Hipcyclor,” of Hipcycle, a new e-commerce site that focuses on selling upcycled products made from materials that would otherwise end up in a landfill. With the launch of Hipcycle, he has created a company that will make a difference as well as turn a profit. In addition to being environmentally friendly, Hipcycle offers products that are attractive, stylish, durable, and price-competitive with similar traditional goods. This new venture is the latest evolution in career that has included marketing, project management and business development positions with both privately-held and Fortune 500 companies.

Daniel Strechay, Director of Communications and Public Relations, SIMS Metal Management

Daniel is the Communications and Public Relations Director for the North America Division of Sims Metal Management, the world’s largest publicly listed recycler. He has been working for Sims since 2007. Previously, has worked as an account supervisor for the PR Consulting Group and advocated for anti-tobacco campaigns, medical organizations and HMOs as an account executive for the MWW Group. Strechay received a Bachelors degree in Political Science at East Carolina University.



Jesse Grossman, CEO/founder of Soltage

Jesse Grossman founded Soltage in October 2005. Jesse has formal training in emerging markets, physical science and business development. Prior to Soltage, he worked in venture development and management, project finance, marketing, and resource use strategies — from the far reaches of East Africa and Indonesia to the East and West Coasts of the continental U.S. Jesse has experience in energy demand management for both solar and wind companies. He also has extensive experience working with project developers and has developed and managed projects for the USAID, USGS, and the Carnegie Mellon Foundation.



Liz Long, CEO/Founder, Bag the Habit

In 2007, Liz Long founded Bag the Habit, a Jersey City-based company that designs and distributes reusable shopping bag solutions made from 100% eco-textiles. To date the company has sold over 100,000 reusable shopping bags and worked with a variety of brands to create custom reusable solutions. Liz specializes in developing business models, understanding and integrating important organizational techniques, and developing and marketing products.



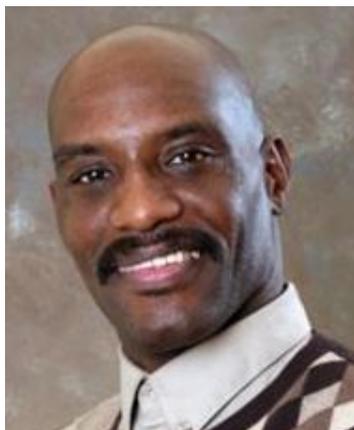
Nyugen E. Smith, Jersey City Artist

While growing up in Jersey City, Nyugen and his brother were often taken to dance performances, art galleries, museums, Jazz concerts, and other cultural events which celebrated Black Heritage. This exposure would later prove to be essential to Smith's current artistic investigations. After earning his BA in Fine Art from Seton Hall University, he began actively participating in the art scene of downtown Jersey City. Smith has exhibited widely at museums and galleries in New York, New Jersey and Pennsylvania.

Wednesday, Nov 16 - Jumpstart Your Dream Panel

Keynote Speaker: Jerry Colonna

A recipient of numerous awards and compelling speaker on topics ranging from leadership to starting business, Jerry Colonna is an individual with tremendous vision and entrepreneurial spirit. Before establishing his professional coaching practice in 2007, Jerry launched Hudson Heights Partners with Sarah Holloway to help non-profit organizations gain financial independence by setting up social enterprises or other entrepreneurial revenue-generating models. Prior to this work, Jerry was a venture capitalist focused on investing in early stage technology-related startups. Colonna has been named Upside Magazine's list of the 100 Most Influential People of the New Economy, Forbes ASAP's list of the best VCs in the country, and Worth's list of the 25 most generous young Americans. A graduate of Queens College, Jerry lives in Port Washington, New York.



Moderator: Winston Trumpet, CEO, Winston C. Trumpet & Associates, LLC

Winston C. Trumpet is the newest instructor of Rising Tide Capital's Community Business Academy and is also the successful CEO and founder of Strategic Business Associates, LLC. He has a passion for business and has been coaching managers and business executives for more than a decade. He is certified in the Strategic Mindset Coaching Process, a program of the Growth Coach Franchise and holds a BSBA from San Francisco State University. He is also the Senior Pastor of Trumpet Family Ministries "The Church with No walls" of Jersey City. In his free time, he enjoys watching crime films, jogging, and spending time with his family. As a CBA instructor he will draw on his personal experience as an entrepreneur and passion for helping others achieve excellence in their businesses.

Beatrice Johnston, CEO, Brand Excitement

Beatrice is a marketing professional with over 15 years of experience creating and supporting consumer brands in retail, beauty, and finance. As the director of Brand Excitement, she designs marketing materials, websites, blogs and social media messaging that helps them to express passion, excite people and expand profits. As a Project Manager, Graphic Designer and Producer, she has worked for several financial brands such as American Express and UBS, and as a fashion and commercial model for brands such as Revlon and Cosmopolitan. She has coupled this unique insight to help her clients build a profitable brand that is an authentic extension of their passion and expertise. Mrs. Johnston currently serves as Publicity Director of Letip's Hoboken Chapter and is a member of The American Marketing Association, Ladies Who Launch, and The Hatch Network. She has spoken for Monster, Inc, NYU and several business organizations on education, social media and branding.



Luca Cusolito, CEO, Lollibomb Beauty and Creative Enabler



A third generation female business owner in her family, Luca Cusolito is the founder and CEO of Lollibomb Beauty, a handmade vegan bath and body company. She also manages her own business consulting company, Creative Enabler. Luca studied Communications at Florida Atlantic University and earned a real estate license in Florida, but when she realized that real estate was not for her, she turned to entrepreneurship. In 2005, she launched her own product line, Lollibomb Beauty, on the online craft marketplace, Etsy.com. Since then, her products have been featured on RachelRay.com, Bust Magazine, Time out NY, Threadbangers.com, Venus Zine, Alternative Press, and countless blogs. She also keeps busy as president of Jersey City Craft Mafia, a network of local craft artists. In 2010, Luca received a Mayoral Citation from the City of Jersey City in recognition of her contributions as a Jersey City small business owner.

Stevie Clifton, Chief Technology Officer, ANIMOTO

Stevie is a software engineer and motion graphics artist. When he isn't busy keeping Animoto humming, Stevie speaks on subjects that include cloud computing and ruby on rails development. He has worked as technology consultant and lead animator for The Documentary Group for four years, and has freelanced on many other documentaries. He has worked on Peabody and Edward R. Murrow award winning documentaries for networks such as PBS and ABC. Before that he worked at Healthcare Services International as a software engineer. Stevie graduated from Dartmouth College in 2001.



Thursday, Nov 17 – Start Marketing: Nuts and Bolts for Small Businesses

Presenter: Robert Provost, Director of Marketing, The Star-Ledger



Robert “Bob” Provost joined New Jersey’s most widely-circulated newspaper, *The Star-Ledger* in September 2005 as Director of Marketing to supervise the product and sales development. In 2010, he was recognized for his outstanding work at *The Star-Ledger* and in the community by his introduction into the New Jersey Hall of Fame. Bob actively volunteers in economic development and education initiatives. He serves on multiple boards including the Newark Regional Business Partnership, the New Jersey Travel Industry Association, and Newark Symphony Hall. Before joining *The Star-Ledger*, Bob was the Marketing Director at Hearst Newspaper’s Albany Times Union. Concurrently, Bob was a member of the marketing faculty of Sienna College where he taught for over 10 years. In 2005, Bob’s professional efforts in Albany and at Heart earned him several awards including the AMA Marketer of the Year Award for Eastern NY. Bob is a graduate of the University of Albany School of Business.

Thursday, Nov 17- Start Something Pure and Simple

Presenter: Dawn Fitch, CEO/Founder Pooka Pure and Simple

The handmade bath and body company, Pooka Pure and Simple, began with a mission. When Dawn Fitch became mysteriously ill in 2001, she decided to switch to a healthier lifestyle and began reading labels on all the food and products that she used. When she realized that so many of these daily items were filled with chemicals and preservatives, she decided to make her own healthy, natural body products right in her own kitchen. For fun, she took a few of her hand-made items to sell at a local festival and to her surprise, they sold out. After that, she recruited the help of her three friends to form Pooka Pure and Simple. Today, the four friends have a boutique in Orange, New Jersey and also, sell their products to Wholefoods grocery stores. Their products have been featured in national media outlets including *Essence Magazine*, *Black Enterprise Magazine*, *The Star-Ledger*, and the Today Show.

