THE BOC AWARDS 2012
CELEBRATING ENTREPRENEURSHIP
BUSINESS OUTREACH CENTER NETWORK
Dear Partners and Friends,

BOC is a network of collaborating non-profits that focuses on building community economic capacity among underserved groups such as immigrants, women, minorities, and other people with limited economic capacity and connection. BOC integrates these new business owners and entrepreneurs into the greater economic mainstream by building their capacity to establish and grow successful enterprises within their communities. BOC adds substantial value to our neighborhoods and communities through its support of entrepreneurship and small business development. New economic activity from all segments of our community must be nurtured, and is in the interest of everyone.

Together we create a vibrant community that benefits all. Community organizations such as BOC are vital and require your renewed support. The Network’s collaborative approach among its member community-based organizations throughout NYC and beyond stimulates higher productivity, access to credit, development of new and creative ideas and approaches, and is a national template for interaction among economic development organizations everywhere.

Cities in general and New York City in particular, are less about attracting business and business retention than about new business development, enhanced business activity, and job creation. Cities provide the raw materials: creative inspiration, motivation and opportunity; entrepreneurs and business owners employ people. The BOC Network provides the micro-loans, linkages and services as part of a coordinated and collaborative approach to help entrepreneurs be successful and grow small businesses. We add energy and direction by providing insight, capacity, connections, funding, information, business-to-business links, mentoring, and access to public economic development and other public and private business resources.

We work closely with the public sector and strongly support all forms of public/private partnership, addressing local and neighborhood business issues. The Network also provides linkages among its target communities and professional private service providers. Without us, fewer new businesses would start and even fewer would be successful. Finally, we provide educational training and a planning platform to would-be entrepreneurs and small neighborhood businesses. It is from this community of entrepreneurs and owners that New York City generates new jobs, economic growth, and offers the American dream while stimulating new ideas.

LETTER FROM THE CHAIR
Dear Partners and Friends,

Welcome to the 2012 BOC Awards, celebrating 16 years of helping community businesses start-up, thrive, create jobs, and make significant contributions to our local economy and society. The 12 entrepreneurs receiving BOC Awards today exemplify the passion for excellence, commitment to community, and motivation to overcome obstacles that all small business owners require to succeed, and we are very honored to recognize their achievements.

As we gather here today, each of us, in our own way, is still responding to the after-effects of Hurricane Sandy. We recognize the strength and resilience of the people in New York and New Jersey, and would like the BOC Awards this year to serve as an opportunity to support the ongoing recovery efforts that are rebuilding the hardest hit communities.

With that in mind, and as part of supporting BOC’s economic justice mission, a portion of the funds raised at the BOC Awards this year will support our Sandy Community Business Recovery Fund. Through this Recovery Fund BOC will be providing:

- Post-Sandy business counseling and referrals;
- Special interest free and low-interest recovery loans for businesses impacted by the storm, especially those that may have limited access to resources; and
- Staff support in the hardest hit communities in New York.

We recognize that community businesses need support to overcome obstacles arising not just from catastrophes like Sandy and the recent recession, but from traditional barriers as well, such as access to information, training, resources and finance. With your support, BOC’s dedicated and experienced team of business counselors will be there to assist community businesses over the long-term, whatever their needs may be.

Again, we thank you for your generous contributions as we continue to support local economic development by helping small business owners take the next step toward achieving their dreams.

Congratulations to all of the awardees and thank you for participating in our celebration.

MESSAGE FROM THE EXECUTIVE DIRECTOR
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RCN
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Yaohusef Up Right Painting Inc.
Dear Friends,

It is a privilege to welcome all of you attending the Business Outreach Center’s “Celebrating Entrepreneurship” 2012 Awards Luncheon. It gives me great pleasure to congratulate all of today’s honorees and the 16th Anniversary of Business Outreach Center.

I am grateful for organizations like the Business Outreach Center for providing essential services to new entrepreneurs. This organization continues to serve as a critical partner to underserved business owners by providing one on one technical assistance and access to capital. Today’s honorees highlight the success of the Business Outreach Center’s incredible work – having served over 20,000 clients and granting $40 million in small business loans since its inception.

Businesses both large and small help to create much-needed jobs and it is the business communities which can help guide us into a new era of prosperity. It is my hope that your efforts inspire others to take part in actions large and small, public and private, to create better communities and a better New York.

Please accept my best wishes for a wonderful event and many more years of continued success.

Sincerely,

Kirsten E. Gillibrand
United States Senator
United States Senate
WASHINGTON DC 20510

November 16, 2012

Business Outreach Center Network, Inc.
85 South Oxford Street
Brooklyn, NY 11217

Dear Friends,

Please accept my salutations and congratulations as you gather to celebrate Business Outreach Center Network’s “BOC Awards 2012—Celebrating Entrepreneurship”. I am thankful for this opportunity to acknowledge the exemplary work of the Business Outreach Center Network, its leadership, staff, and this evening’s honorees on this momentous occasion.

For sixteen years, the Business Outreach Center Network has dedicated its resources to encouraged economic growth in many underserved areas across New York and the Tri-State area. By fostering an environment that builds community wealth, create employment opportunities and economically empowers individuals, the BOC Network has contributed to the improvement of New Yorkers economic viability. For over a decade, BOC Network has provided one-on-one technical assistance to over 20,000 clients and successfully acquired over $40 million dollars for small businesses throughout the Tri-State area. Through the hard work of the Business Outreach Center Network, New York City and the surrounding communities have achieved their goal of economic stability and growth for thousands of New York businesses.

I would like to recognize the BOC Network’s clients from around the Tri-State area for their exemplary dedication to entrepreneurship and encouraging business development. As part of the BOC Network, each member has contributed to the growth and prosperity of new business development and increase economic security. Furthermore, I would like to take this opportunity to congratulate tonight’s honorees for their dedication and commitment to help entrepreneurs achieve their full potential. Your commitment to Business Outreach Center Network’s mission is an inspiration to us all.

Again, congratulations and thank you on behalf of all New Yorkers for the hard work to encourage business development in New York. The Business Outreach Center Network will continue to serve New Yorkers for many more years to come with helpful resources for entrepreneurs to reach their full potential. Best wishes for a wonderful evening.

Sincerely,

Charles E. Schumer
United States Senator
November 16, 2012

Dear Friends:

It is a great pleasure to welcome everyone to the Business Outreach Center Network’s BOC Awards 2012 luncheon.

Every day, New Yorkers see the tremendous impact that small businesses have on our neighborhoods and our economy. Small businesses are a major reason why we have come out of the national recession stronger and faster than the rest of the country, and they thrive as examples of what talented entrepreneurs, in a pro-business environment, are building and sustaining throughout the five boroughs. For 16 years, BOC Network has supported minority-, women-, and immigrant-owned enterprises across our City and beyond, offering the technical assistance and access to expert resources entrepreneurs need to successfully establish and grow their businesses. We applaud this organization’s commitment to empowering small business owners in underserved communities, and together, we look forward to BOC Network’s efforts building a brighter, stronger future for all our residents.

On behalf of the City of New York, congratulations to all of this year’s award winners. Please accept my best wishes for an enjoyable event and continued success.

Sincerely,

Michael R. Bloomberg
Mayor
Business Outreach Center Network’s mission is to improve the economic prospects of traditionally underserved groups, with a focus on low- and moderate-income entrepreneurs and their communities, and thereby create genuinely brighter futures.

At the heart of our mission is the belief that whatever their differences, people and communities share a common goal: to achieve economic stability and growth. Working in partnership with culturally diverse individuals and organizations in support of this shared goal is the hallmark of BOC.

what’s your next step?
Vincent Cuccia
Owner, Planet Pepper

Four years ago, Vincent Cuccia went to the Business Outreach Center Network because he needed help forming a business. He wanted this business to support the talents of fashion designer Alex Bartlett and serve gay and alternative communities. BOC was very instrumental in helping establish Planet Pepper, a manufacturing/retail operation that designs and builds one-of-a-kind and off-the-rack costumes for drag queens and other performers. Planet Pepper is Mr. Cuccia’s greatest accomplishment so far. Besides BOC, he also owes much of the success of the company to Mr. Bartlett, his business and life partner.

You can check out the website at www.planetpeppernyc.com and “friend” Planet Pepper on Facebook. Mr. Cuccia also teaches Public Speaking and Career Communication at Kingsborough Community College/CUNY. He runs workshops on networking and using storytelling as a marketing tool. He has donated his workshops to BOC to reciprocate their great help over the years. Vincent Cuccia is pleased and honored to MC this afternoon for this wonderful organization.
Tameeka Smith
Vice President, Head of Distribution Strategy & Effectiveness, Aetna

Tameeka Smith serves as Head of Distribution Strategy and Effectiveness for Aetna’s Public and Labor division. With more than 10 years successful sales leadership in turn-around and territory expansion situations for some of the most respected financial services organizations in the US, she is equipped with big picture vision, leadership, and tenacity to successfully penetrate new markets, capture market share, and accelerate revenue growth. She has been recognized for her unique ability to build, guide and sustain successful sales teams.

A versatile executive with a broad range of skills and talents, prior to joining Aetna, Ms. Smith served as the National Client Acquisition Director for Nationwide Retirement Services and the Regional Strategic Sales Director for TIAA-CREF. BOC Network’s newest Board Member, Ms. Smith holds a BA in Business Administration from the University of Denver and an MA in Business Administration specializing in Operations Management from Regis University.
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Business Counselor
Senior Business Counselor / Trainer
Industrial Business Account Manager
WBC Director
Loan Program Administrator
Director of Sustainable Business Development
Program Assistant
Program Assistant
CFO, Director of Finance and HR

Upper Manhattan Business Outreach Center
Washington Heights and Inwood Development Corporation

Dennis Reeder
Geiny Paulino
Maria Bassallo
Zulieka Gavilanes

Executive Director
Child Care Business Development Program Director
Business Counselor
Business Counselor

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CMP (formerly Chinatown Manpower Project)

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Greater Newark BOC
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Queens Business Outreach Center

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Sarina Akbashev
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Business Counselor
Assistant Business Counselor
Business Counselor
Outreach and Office Manager
Administrative Assistant
Business Counselor and Trainer
Industrial Program Assistant
Director of Industrial Business Development

Staten Island Business Outreach Center
West Brighton Community Local Development Corporation

Loretta Cauldwell
Nina Flores

Executive Director
Business Development Specialist

BOC STAFF
Sandy Community Business Recovery Fund

A portion of the funds raised at the BOC Awards this year will support our Sandy Community Business Recovery Fund. Through this fund BOC will provide:

• Post-Sandy business counseling and referrals;

• Special interest free and low-interest recovery loans for businesses impacted by the storm, especially those that may have limited access to resources; and

• Staff outreach to the hardest hit communities in New York.

Your generous contribution will support small businesses severely impacted by the storm.

SUPPORT

The hardest part about starting your own business is getting to the start.
• Create local community wealth

• Economically empower individuals

• Create jobs

• Deliver more disposable income, and needed goods and services to the local community

• Support Collaborative resource-sharing
The Business Outreach Center Network ensures that small businesses and entrepreneurs in low-income neighborhoods have a chance to **succeed** at the critical moment by providing business **counseling**, **training** and mentoring coupled with flexible microenterprise **financing**.

Since our inception in 1996, we have provided one-on-one technical assistance to more than **20,000 clients** and have been successful in facilitating over **$40 million** dollars for small businesses.
Microenterprise Development Services
SBA-sponsored Women’s Business Center
SBA-sponsored Program for Investment in Microenterprise
ORR Refugee Microenterprise Development Project
ORR Refugee Individual Development Account Program
CWE Jobs to Build On
HHS Assets for Independence Program
OCS Community Economic Development (CED) Programs
Child Care Business Development Project Financial Education
Green Business Development

NYS Entrepreneurial Assistance Program
NYC Industrial Business Solutions
Business American-Style Workshops
Internet Networking Group
Community Development Financial Institution
NYC EDC Capital Access Revolving Loan Guarantee Program
NYC EDC Kick Start Loan Program
NYC SBS Up Front Capital Loan Program
ESDC Small Business Revolving Loan Fund
SBA Microloan Program
BOC Network helps business owners with:

• one-on-one business counseling
• workshops
• training
• business plan development
• financial management assistance
• pricing strategies
• business regulations
• pro-bono legal services
• access to microfinance and mainstream sources of capital
• start-up grants for low-income entrepreneurs
• management assistance
• and more.

LOCAL SERVICES
New York is more a melting pot than ever before, and the growth of our economy is built on the success of small businesses founded by both Americans and immigrants.

BOC Network implements special projects targeted to immigrant and refugee business owners to help them establish a successful life here. Over 70% of BOC clients are immigrants representing the diversity of our communities. Our programs help immigrants start and expand small business.

Much needed short- and long-term entrepreneurial training, one-on-one business counseling, and access to micro-loans and grants are delivered by culturally appropriate staff in the languages of the communities served.

Our staff includes speakers of Spanish, Chinese (Mandarin and Cantonese), Russian, French, Portuguese, Bukharian, Hebrew, Yiddish, Creole, and various African languages.
2012 BOC Network Highlights

• BOC Network centers throughout NYC provided individual assistance to more than 1,473 clients.

• Assisted entrepreneurs in accessing 137 loans and microequity grants totaling over $2.6 million dollars, to facilitate business start-up and expansion.

• Provided valuable information and training through 225 seminars and workshops with 4,469 attendees.

• Over 85% of BOC clients are women, minority, and immigrants including 55% women, 18% Asian, 30% Black/African American, 32% Hispanic.
Access to Capital

BOC Network has facilitated more than $40 million in financing for small businesses, ranging from $500 equity grants to loans of $400,000 and more.

BOC business counselors facilitate loans and grants through both alternative and traditional sources.

BOC counselors work closely with the banking community, microenterprise and economic development lenders to match clients with the best source of financing to meet their needs and circumstances.

BOC member, Washington Heights Inwood Development Corporation and affiliate BOC Capital Corp. make direct loans to client entrepreneurs for working capital, equipment, and order-based production.
Refugee Microenterprise Development Project

In the past ten years, the BOC Network has reached diverse refugee groups and achieved significant business impact:

• More than 1200 refugee/asylee clients assisted
• More than 400 businesses strengthened and 380 jobs created
• Over $2.1 million in business financing accessed via microloans, small business loans and microequity grants
Child Care Business Development Project

The innovative Child Care Means Business training encompasses personal financial management, child care business operations and early childhood development skills over 22 sessions.

Home-based childcare providers are helped to build sustainable high quality licensed childcare businesses. Since its inception, BOC Network's Child Care Business Development Project has achieved remarkable participation and success.

- Assisted more than 1,300 clients, including 1,250 training participants.
- The training has a 92% completion rate.
- Training is provided in three languages: English, Spanish and Russian.
- More than 450 child care businesses started, expanded or enhanced.
- More than 375 jobs created.
- More than $235,000 in microequity grants.
BUSINESS OUTREACH CENTERS

CHINATOWN, MANHATTAN BOC/CMP
70 Mulberry Street 3rd Floor, New York, NY 10013
Tel. 212.571.1690 email: chinatown@bocnet.org

GREATER NEWARK BOC/Greater Newark Enterprises Corporation
744 Broad Street, 26th Floor, Newark, NJ 07101
Tel.: (973)242-4132 email: greaternewark@bocnet.org

NORTH BROOKLYN BOC/Business Outreach Center Network, Inc. 85 South Oxford Street, 2nd Floor, Brooklyn, NY 11217
Tel. 718.624.9115 email: northbrooklyn@bocnet.org

QUEENS BOC/Business Outreach Center Network, Inc.
96-11 40th Road, Ground Floor, Corona, NY 11368
Tel. 718.205.3773 email: queens@bocnet.org

STATEN ISLAND BOC/West Brighton Community Local Development Corp. 705 Forest Avenue, 2nd Floor, Staten Island, NY 10310
Tel. 718.816.4775 email: statenisland@bocnet.org

UPPER MANHATTAN BOC/Washington Heights & Inwood Development Corp. 57 Wadsworth Avenue, New York, NY 10033
Tel. 212.795.1600 email: uppermanhattan@bocnet.org

BOC PARTNER/PROGRAM LOCATIONS operated by:

SOUTH BROOKLYN Council of Jewish Organizations of Flatbush
WESTCHESTER Women’s Enterprise Development Center
REGO PARK JEWISH CENTER Queens
BOC QUEENS WEST INDUSTRIAL AREA Queens
BOC QUEENS WEST INDUSTRIAL AREA Long Island City Partnership
BOOKLYN EAST INDUSTRIAL AREA BOC Network
MANHATTAN INDUSTRIAL AREA BOC Network @ CMP
HUNTS POINT / TRISTATE BIO-DIESEL BOC Network

CHILD CARE BUSINESS DEVELOPMENT TRAINING SITES operated by:

BEDFORD STUYVESANT North Brooklyn
BOC WILLIAMSBURG/BUSHWICK North Brooklyn
BOC CORONA Queens
BOC FAR ROCKAWAY Queens
BOC REGO PARK Queens
BOC WASHINGTON HEIGHTS/HARLEM Upper Manhattan BOC
Cheryl Campbell is the Managing Director of the Eileen Fisher Community Foundation and a member of the Eileen Fisher Social Consciousness team. The Eileen Fisher Community Foundation is committed to promoting systemic changes in society that will positively affect the lives of women and girls locally and around the globe. A former board member, she now serves on the advisory board of Girls Inc. Westchester and on behalf of Eileen Fisher, chairs the advisory group for the Women Enterprise Development Center of Westchester.

Cheryl Campbell launched GREEN EILEEN, a recycled clothing initiative that supports non-profit programs that enhance the lives of women and girls and facilitates the annual Eileen Fisher Business Grant program for Women Entrepreneurs that recognizes 100% women owned businesses that excel in innovation, sustainability and environmental impact.
Council Member
Julissa Ferreras

21st City Council District

The only child of immigrants from the Dominican Republic, is committed to the rights of New York’s large and growing immigrant community. She is a member of key council committees, including Civil Rights, Consumer Affairs, Economic Development, Finance, Health, and Parks & Recreation. She is also a member of the Policy and Program Working Group, the Progressive Caucus, the Women’s Caucus, and the Black, Latino, and Asian Caucus. She is the first Latina to hold a Queens seat on the City Council.

Council Member Julissa Ferreras is a charismatic, pro-active leader and a powerful voice for the City’s most vulnerable citizens. As Chair of the Committee on Women’s Issues, she is passionately dedicated to improving the status of women in NYC.
Council Member Letitia James
21st City Council District

Council Member Letitia “Tish” James was born in Brooklyn, and has devoted her life’s work to helping the borough thrive. Sworn into the New York City Council in November 2003, James has been extremely active in the community she serves and involved in many legislative and policy victories at City Hall.

Council Member James is well-known for her tenacity and support of fair and affordable housing and development, contract oversight, and social justice. A champion for the rights of working men and women, she works tirelessly to create access to opportunity for her district and all New Yorkers.
Council Member Peter Koo
21st City Council District

Council Member Koo immigrated to America from Hong Kong in 1971. He worked minimum wage jobs to put himself through the University of New Mexico - College of Pharmacy, where he earned a Bachelor’s of Science degree. As a local businessman and a community activist, Council Member Peter Koo has tirelessly fought for the needs of the residents who live in his home community and has become one of Flushing’s foremost community activists.

Council Member Peter Koo was elected to the New York City Council in November 2009. He has affectionately been called the “Mayor” of Flushing, because of his involvement in civics, his accessibility to the public, and for his generous philanthropic endeavors.
Jorge I. Montalvo

Special Assistant to the New York Secretary of State

Jorge I. Montalvo was appointed as Special Assistant to the New York Secretary of State in 2011 where he serves economic and environmental justice groups, industry, State and local agencies, and the members of the State legislature on the New York Council on Food Policy. Prior to this appointment, he worked as Director of Strategic Policy Initiatives at the State of New York's Consumer Protection Board and served in New York City Mayor Bloomberg's economic development office.

Jorge I. Montalvo leads major policy projects including the creation of the New York State Office for New Americans and the merge of the State's consumer protection and occupation licensing agencies.
As Chair of New York City Council’s Committee on Small Business, Council Member Reyna focuses on ways she can advocate for the over 220,000 small businesses across the five boroughs. She understands that businesses are crucial to New York City’s economic rebound. Reyna supports innovation and high-tech job creation, investing in women or minority owned small businesses, as well as business incubators that facilitate the critical work of entrepreneurs in creating start-up companies.

Since 2002, Council Member Diana Reyna is committed to affordable housing, safe neighborhoods, education issues, youth and senior services, building a sustainable community focused on jobs, and maintaining industrial and manufacturing space.
Council Member Mark Weprin
21st City Council District

Mark S. Weprin was elected to the New York City Council on November 3, 2009. Prior to his election to the Council, Mark Weprin represented the 24th Assembly District in the New York State Assembly for fifteen years where he authored sixty-three laws that improved life for all New Yorkers.

In the City Council, Mark Weprin is an advocate for senior citizens, a leader for children and adults with special needs, a champion of the environment, an advocate for the NYC public school system, and a staunch supporter of small business.
Mariama Barry
A Rare Woman of Courage, Building Assets and Opportunity

Barry Timbo
425 Fulton Street
Brooklyn, NY

In recognition of your determination and achievement in entrepreneurship.

Micro Business Advancement

AWARDEE
Mariama Barry
A Rare Woman of Courage, Building Assets & Opportunity

Originally from Guinea, West Africa, Mariama Barry came to the United States seeking stability for herself and her family. Ms. Barry sought refuge and was granted political asylum in 2006. That same year Human Rights Watch produced a 30-page report condemning human rights abuses in Guinea. Ms. Barry succeeded in bringing her husband and two children soon thereafter. They settled in Brooklyn, close to the center of New York City’s Mauritanian community, where local religious, cultural and commercial establishments cater to the many Islamic community members. As a new immigrant Ms. Barry relied on communal connections to learn the ins and outs of finding work and doing business in NYC.

Ms. Barry sought to use her experience as a microentrepreneur to supplement her income as a home attendant. In Guinea she sold vegetables in the marketplace and women’s clothing through her network of friends. In Brooklyn, Ms. Barry launched a home-based business, again selling traditional women’s clothing sourced through tailors in Guinea and Senegal. She soon established a retail shop in a neighborhood flea market, while continuing her job. And in 2012 she established a retail store within a larger store in the heart of the West African community in Bedford Stuyvesant, Brooklyn.

Ms. Barry approached BOC, referred by her aunt, also a BOC client, to finance the growth of her business. BOC responded to Ms. Barry’s needs with a $5,000 loan, followed by a second loan of $10,000 for inventory at her new location. Through this financing, Ms. Barry succeeded at increasing sales and maintaining her operations with the help of one part-time employee, a cousin who is currently enrolled in college.

Ms. Barry credits BOC workshops and individual technical assistance as important part of her progress as an entrepreneur. “Having a better view of my business...helped me make some very important financial decisions,” she said, “having more inventory and lots of different models brought me more customers, and it was an opportunity for me to increase my sales.” Mariama also helped her husband purchase a car to get started as an independent car service driver. Ms. Barry is rare woman of courage, combining employment and a running business at the same time to secure her family. She is working especially hard to support her daughter’s college education.
Luz Cortes
“When you do things with love and care and treat children like they’re your own—it works.”

My Little Kingdom Daycare
25-07 95th Street
East Elmhurst, NY

In recognition of your excellence in entrepreneurship and commitment to providing high-quality child care services to your community.
Luz Cortes

A Passionate Commitment to Children and Families

Luz Cortes is the dynamic owner of two community daycares in East Elmhurst, Queens and is a powerful advocate for many, like herself, who provide vital child care services in New York City. Ms. Cortes chose this entrepreneurial path to create opportunity for the people in her life, but her expansive spirit has taken her much further. Together with her daughter Jennefer, Ms. Cortes established My Little Kingdom in 2009, which in turn spawned Jardin Infantil Mi Pequeño Reino in 2011. It felt like a “dream,” Luz said, to open her daycare. As a grandmother of three children, she finds herself more and more motivated: “I want to be the best business there is.”

Ms. Cortes is very passionate about her commitment to children and families in the City of New York. “We are in a community of people who really need help with expenses and childcare,” she explained.

She helps guide low-income parents to access subsidized childcare through the network she is affiliated with and works hard to help other providers by sharing her experience. She possesses rare leadership qualities as an educator and mentor, taking all she learns and passing it on to others in her community and field, saving them the time and effort that it cost her in getting it. Ms. Cortes helped create an alumni network where BOC Child Care Means Business graduates help one another.

Both Ms. Cortes and her daughter Jennefer graduated from Business Outreach Center Network’s Child Care Means Business training and gained the necessary license to open only to face serious setbacks due to illness and financial challenges. With perseverance, Ms. Cortes continued to plan and, once ready, used a BOC micro-equity grant to help start-up the business. “I will always be thankful for what BOC did,” she said, “I don’t have words to say. I am so happy with what we have. It is really important for all of us.”

Luz and her daughter have built a thoughtful, dynamic bi-lingual curriculum and have developed a strong staff of four. Ms. Cortes is fully committed to staying ahead of the curve, taking the latest training and thoroughly integrating what she learns into her work. As a natural leader with a commitment to excellence, Ms. Cortes is a true entrepreneur and community builder.
Yanery Escorbores

A Real Place to Learn

Hope for the Future Group Family Daycare
296 Saint Nicholas Avenue
Brooklyn, NY

In recognition of your excellence in entrepreneurship and commitment to providing high-quality child care services to your community.
Yanery Escorbores

A Real Place to Learn

As the owner of Hope for the Future Group Family Daycare, Yanery Escorbores has realized her vision of herself as an empowered entrepreneur. Born in the Dominican Republic, Ms. Escorbores immigrated to the United States at age seventeen together with her family. A woman of extraordinary determination, she earned her GED in one year, started formal English classes, and pursued Child Development Associate accreditation, and began her career in early childhood education as an assistant in a daycare classroom. “I always dreamed, since I was young, to work with children and be a teacher,” she explained. Ms. Escorbores was inspired to become an independent child care business owner, when a parent, recognizing her passion and charisma, encouraged her to set up her own home-based child care program.

As Yanery started her business in 2009, “little by little,” she realized, “I can work, have a business and be a mom,” she explained. It meant a great deal to her to have her one-year-old daughter in the home-based learning environment with her, where she could see her develop and progress. Working with a local child care network and attending the BOC Child Care Means Business training, Ms. Escorbores developed the skills needed to her take her business to the next level. BOC also provided strategic guidance and pro bono legal support to help Ms. Escorbores steer her way through a challenging lease negotiation, to help her keep her daycare open.

With $1,750 in microequity and matched savings grants from BOC, Ms. Escorbores transformed her home into a high quality learning space with separate activity areas. Ms. Escorbores offers an organized thoughtful curriculum and schedule that builds on skills with a long view and includes arts, science and math. She now has 2 full-time employees and a long waiting list of families. Parents travel from neighboring communities to enroll their children in her daycare. Part of Ms. Escorbores success lies in the fact that she is a strong communicator, always making connections. She is a respected member of her tight knit community.

Ms. Escorbores has plans to expand further, and has become a certified trainer for other child care providers. But it always comes back to the children for Yanery Escorbores: “Looking at the children’s faces when they arrive at my daycare and run to hug me,” she explains, “that’s what gives me pride and fills me with joy.”
Jason Evege

“At the end of the day I think of myself as a craftsman.”
– Jason Evege

Linoto
347 West 39th Street
New York, NY

In recognition of your creativity, your commitment to quality, and for your dedication to environmental sustainability

Excellence in Entrepreneurship
AWARDEE
Jason Evege

Creativity and Craftsmanship

Jason Evege guided Linoto from its home-based beginnings in Harlem, where the first set of linen sheets were sown, to profitability as a high-end manufacturer in the home fashion industry. Linoto grew out of Mr. Evege’s strong foundation in the garment industry. From winning design competitions as a student, to interning with designer Ralph Rucci, and working for the likes of Calvin Klein and Ralph Lauren, Mr. Evege advanced his career in fashion. Ultimately, his talent and ambition, coupled with inspiration, led him to choose the path of entrepreneurship. Mr. Evege is a pro-active and creative entrepreneur with a clear vision for his product and business.

Mr. Evege found it deeply rewarding to use his hands to make things, which influenced the creation of Linoto, a designer and manufacturer that specializes in elegant, custom-made bedding using natural linens. In the beginning Mr. Evege did everything himself. He cut the materials, sewed and washed them. He launched the website, took photos and packaged the final product. He not only took great care to make a superior product, but simultaneously focused on professional and conscious business management. Concerned with environmental stewardship, the business not only sourced with care, but took steps to minimize waste by recycling and using remnants in production.

With two years of dedicated work behind him, Mr. Evege upped production and turned the corner to profitability thanks to alternative financing. The Washington Heights Inwood Development Corporation/Upper Manhattan BOC recognized Mr. Evege’s creativity and drive, and provided two critical loans totaling $57,000 to the business, the first for a volume purchase of fabric and the second for relocation and new equipment.

Mr. Evege’s personal attention to both the product and his market has paid off. “We’ve managed to carve a niche, and developed very loyal customers,” he said. He still has his hands in 90% of the business, from design to manufacturing, and prides himself on providing high-end customer service. Linoto’s line of linen products is widening to include a new line of men’s fashion. And Linoto is proud to be among the growing number of innovative garment industry businesses responsible for creating new manufacturing jobs in New York City.

Excellence in Entrepreneurship

AWARDEE
Anthony Frasier
Catalyst for Urban Tech Entrepreneurs

Playd
50 Greenwood Avenue
Montclair, NJ

In recognition of your achievement as a technology innovator and for your dedication to promoting aspiring tech entrepreneurs.
Anthony Frasier
Catalyst for Urban Tech Entrepreneurs

Anthony Frasier is the co-founder of Playd, a social network for gamers, and the award winning online gaming magazine, TheKoalition.com. In his early twenties he transformed himself from an avid gamer to become an application developer and entrepreneur. He has brought his passion to the community where he grew up to spark the urban tech scene in Newark, New Jersey.

In 2011, Mr. Frasier was selected for “NewMe,” a unique business accelerator program focused on businesses led by under-represented minorities. The program took him to the heart of Silicon Valley where he witnessed first-hand the impact that open access—to people, resources and education—can have on an entrepreneur’s potential for success. Representing a new class of technology entrepreneurs, Mr. Frasier was profiled on CNN’s Black in America: The New Promised Land, Silicon Valley, and was credited by CNN Money as one of eight minorities helping to diversify Silicon Valley.

Mr. Frasier is a true entrepreneur, creating solutions through his products and ventures with passion and determination. Beyond partnerships with industry leaders like 50 Cent’s ThisIs50.com and Microsoft Xbox 360, Mr. Frasier has reached back to the community to launch BrickCity Tech, a Meetup of aspiring tech entrepreneurs, with a vision to give back and promote local tech development. And since its inception, the venture has grown from 10 to over 200 members.

Thanks to the Urban Entrepreneurs Development Institute offered by Greater Newark Enterprises Corp (a BOC member), Mr. Frasier gained access to tools he needed to develop his first business plan and grow his business. GNEC also provided him with the guidance, support and physical space to host his inaugural BrickCity Tech Meetup.

Anthony Frasier is a young man of vision and confidence. Dedicated to providing access and education to young tech entrepreneurs, he is committed to making Newark a focal point for opportunities in technology. “Once you get people together and give them tools,” he says, “the magic happens,” adding, “I don’t even hope these things will happen. I know they will.”

Entrepreneurship and Community Impact

AWARDEE
Cary & Meryl Gabeler

People, Planet and Profit

Anjolie Ayurveda
36 Farragut Avenue
Hastings on Hudson, NY

In recognition of your commitment to fair trade practices and sustainable development and for your dedication to empowering women entrepreneurs.
Cary & Meryl Gabeler

People, Planet and Profit

Cary and Meryl Gabeler, a mother-daughter team, have dedicated their energies to thoughtfully developing a business with a social promise at its heart. Anjolie Ayurveda is a growing social enterprise with a commitment to women globally and locally. The business manufactures essential oils, body butters and soaps at a women-owned facility in India, sourcing raw materials directly from village farmers. The quality of their product and scope of their vision drives the Gabelers. Reflecting the owners’ vision, the business pays for local factory workers to go to school and provides grants to women entrepreneurs in India.

Anjolie Ayurveda was born out of Cary Gabeler’s lifetime connection with Southeast Asia where her family lived for most of her youth, coupled with her business experience in the fashion industry. Daughter Meryl, an undergrad at Cornell University in business and communications, shared her mother’s enthusiasm.

Their commitment for careful planning and continual goal setting is only matched by their shared work ethic, energy and drive. “It is so exciting,” said Meryl, “to set a goal and take the steps to achieve it, like moving a concept to a product that’s now on the shelves of Whole Foods.” The two owners credit Women’s Enterprise Development Center, BOC Network’s collaborative partner in Westchester, with critical and ongoing support. Through the Women’s Enterprise Development Center, opportunities opened up for the Gabelers.

After completing the Entrepreneurial Assistance Program’s 60-hour training, the Gabelers were selected for a LEAP award of $5,000 that secured their participation at the New York International Gift Fair. More recognition followed. An Eileen Fisher grant of $12,500 financed working capital, and soon thereafter the business was featured in O Magazine in April 2012.

At the same time that they were building strategies for production, distribution and sales, the Gabelers were also focused on the business’ potential to benefit others. Whether giving girls on a local high school team a taste of entrepreneurship, or empowering women entrepreneurs in India, an active vision clearly drives the work of these two social entrepreneurs.
Farid Ali-Lancheros & George Constantinou

“Being in business puts you in a very creative position to make things happen.”
– Farid Ali-Lancheros

Bogota Latin Bistro
141 5th Avenue
Brooklyn, NY

In recognition of your vision and success in creating community jobs and for your commitment to ethical values in business management.
Farid Ali-Lancheros & George Constantinou

Community Job Creators

Proud to part of the economic engine of Brooklyn, George Constantinou and Farid Ali-Lancheros, owners of Bogota Latin Bistro, are model entrepreneurs with a community conscience. Their singular focus on research and planning led to a strong business start in the challenging restaurant industry. During nearly four years from concept to execution they engaged support from many quarters with a commitment to gaining new skills and knowledge. Bogota Latin Bistro opened in 2005 and went on to generate over a million in sales in its first twelve months in operation. The business has multiplied in sales since, creating over 60 community jobs.

From the start, the owners worked hard to create a warm and imaginative backdrop for Bogota Bistro’s appealing Columbian/Pan-Latin cuisine. Their high value for ethics in management and 360 degree professionalism lie at the heart of their success. Mr. Constantinou credits their success to their strong family backgrounds: “We come from immigrant parents and appreciate the value of hard work, and we pass that on to our employees so they can be successful in their own right.”

Ali-Lancheros agreed: “We work right here, side by side with our employees, constantly learning and evolving as business owners.” Their managerial style is thoughtful, structured, and aspirational -- infused with reward and respect. The business offers employee health insurance and paid time off, it hires from the neighborhood and promotes from within -- all on the path to developing a dynamic team of people.

The restaurant benefited from the previous experience of both partners. Mr. Constantinou worked his way up to manager in a well-known neighborhood restaurant and Mr. Ali-Lancheros brought significant administrative and IT experience to the new venture, along with his early experience as busboy at several prominent New York restaurants. Their expansive ideas and energy enabled them to persevere through the often daunting start-up phase of a new restaurant. They combined winnings of $10,000 in cash and $10,000 in services from the top prize in the inaugural Brooklyn Business Plan Competition with hard-won bank financing and microloans, including $25,000 from BOC Capital Corp. to launch Bogota Latin Bistro.

“BOC was talking the talk and making themselves available,” said Mr. Constantinou, “they reeled us into their world, and mindset.” Like many entrepreneurs, they like calling their own shots and, in their words, “making change fast and on the fly.” For Bogota Latin Bistro, every night is a show, replete with music, lights, food and guests. It is the stage upon which Mr. Ali-Lancheros and Mr. Constantinou have brought their talents and values to life.

Community Business Excellence

AWARDEE
Luming Li
A Community Business Responds to the Needs of New Immigrants

Asian-American Coalition for Education
211-17 46th Road
Bayside, NY

In recognition of your commitment to expanding educational opportunities for youth and families.
Luming Li
Responding to the Needs of New Immigrants

Luming Li moved to the United States with her family from Guangdong, China where she taught computer courses at the college level. When faced with her young son’s daunting transition to school in their new community, she directed her energies to addressing the needs of immigrant families like her own. She felt compelled, in her own words, “to change the situation,” and began a tutoring program, bringing in local school teachers to work with a small group of children in her home. From these modest beginnings, Ms. Li dedicated her energies to develop a highly regarded educational non-profit organization, the Asian-American Coalition for Education (AACE).

The organization began with a clear mission—to help children newly arrived in the United States improve their school performance and adapt more quickly into the educational mainstream. Since its establishment fifteen years ago, AACE has developed a variety of resources that include free seminars for local parents, a wide breadth of training courses for parents and students, tutoring services, a summer school, a Chinese school, and cultural exchange activities.

Ms. Li credits CMP Business Outreach Center as an important source for vital business development and management skills, “they taught me how to start a program, run it and expand it.” Through participation in CMP’s Business American-Style workshops, Ms. Li joined other Mandarin-speaking entrepreneurs to learn directly from legal, marketing, accounting and tax professionals. Over time, AACE has grown as a community business and employer in Queens.

The work of the Asian-American Coalition for Education now spans all grades from kindergarten to high school, serving hundreds of students each year. The coalition has expanded its offerings to meet mainstream demands for specialized classes, academic enrichment and test prep. Ms. Li is extremely proud of her former students’ many achievements. She is a leader in her community and sets a powerful example for what it means to be both an educator and entrepreneur.
Diana Manyakhina

From Russia to Queens: Opportunity through Quality Early Childhood Education

Butterfly Daycare
64-02 99th Street
Rego Park, NY

In recognition of your excellence in entrepreneurship and commitment to providing high-quality child care services to your community.
Arriving in 2009, Diana Manyakhina came as a refugee with her husband and two young children to build a life of opportunity for her family in the United States. Ms. Manyakhina sought to translate her experience as a teacher in a large daycare center in Tashkent, Uzbekistan to a career in education in New York. Within weeks of settling in Queens, Ms. Manyakhina identified a goal to become a licensed child care provider, pursued training, and soon found a suitable home for her first business in the United States, Butterfly Daycare.

Ms. Manyakhina created a unique home-based child care business with exceptional learning resources. BOC Network supported her every step of the way—from individual assistance and child care business training, to financing through a $1,000 micro-equity grant which she used to expand as a licensed Group Family Daycare in January 2011.

What stands out the most about Diana Manyakhina are her values for education, her work ethic and her appreciation for opportunity. “I wanted my children to thrive in a country where all the doors are open to those who are not afraid to study and work hard,” she said. These same principles guide her business, “I am proud to see that the children are receiving a good education.” Ms. Manyakhina’s child care services are highly valued among local parents, who appreciate her weekend hours and thoughtful and comprehensive curriculum. She promotes fluency in English and Russian and uses game-based learning techniques to make learning fun for the children. Her program is enhanced by the participation of a variety of teachers invited to share lessons in music, math and drawing.

Her business has grown through her dedication to children and families. She invested both at the startup and expansion phase of her business. And, as part of this growth, Ms. Manyakhina created a job for a fellow refugee who also participated in BOC’s Child Care Means Business training program. With marked determination and resourcefulness, Ms. Manyakhina is earning a living doing what she loves.
Nellie Partow
Confidence and Capital by Design

Nellie Partow LLC
500 Seventh Avenue
New York, NY

In recognition of your determination and excellence as a creative entrepreneur and for your commitment to the local garment industry.

Small Business Impact Awardee
Nellie Partow epitomizes what it means to be a creative and committed entrepreneur in New York City’s high-end fashion industry. Having launched Nellie Partow LLC in 2008, Ms. Partow successfully navigated the economic downturn, sticking to her plan with a focus on tight and strategic distribution. She grew the brand organically, building an exclusive product for a high end market. Her 60 piece collection is designed in Ms. Partow’s home studio, sold through an exclusive showroom, and manufactured in New York’s fashion district, all within blocks of one another.

Ms. Partow began her journey with a childhood passion for design, followed by a business degree from San Francisco State University and a fashion degree from Parsons School of Design in New York City. She went on to gain industry experience as fashion designer and production manager for the likes of Donna Karan, Calvin Klein, and John Varvatos. Also, Ms. Partow’s journey has a unique side story. While busy working on a fashion career she was also hard at work on another passion of hers, competitive boxing. Her discipline and focus, qualities that characterize all her endeavors, earned her the title of 2007 NYC Daily Women’s Golden Glove Boxing Champion, winning in front of a sold out crowd at Madison Square Garden.

During the start-up phase of her business, Ms. Partow relied solely on her own financial resources. When she was ready to ramp up production to respond to her growing sales, Ms. Partow approached BOC Capital Corp. and obtained a series of short-term purchase-order loans, as well as working capital for design and development costs. She told her BOC business counselor that she had selected BOC over any other lenders. Two years and five loans later, it is clear that she made no mistake. According to Ms. Partow, “BOC is such a gift. I would not be able to operate without them. They are incredible because they see the story behind the business as opposed to just the numbers.”

The Nellie Partow label is growing in recognition for all the right reasons. The New York Times, New Label Alert | Nellie Partow, August 2012 summed up the collection, “It’s all very A-type: the fabrics are Italian, the colors are completely original, everything is Manhattan-made and already the collection is on the floor of Saks Fifth Avenue hanging next to Stella McCartney and The Row.“ Declaring Manhattan-made is very important to Nellie Partow. She proudly characterizes her business as part of the trend to bring manufacturing jobs back to New York. By placing demands on local industry, businesses like hers are the reason that local factories are growing.

Small Business Impact

AWARDEE
IMPACT

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Congrats to Anthony Frasier, BOC-Newark 2012 Awardee

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We proudly support the Business Outreach Center Network and congratulate all the BOC 2012 Awardees.
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We congratulate our graduates, Cary and Meryl Gabeler of Anjolie Ayurveda, for being selected as one of the 2012 BOC Awardees.