



Starting Your Own Business

Saturday, November 6, 2010

Adelphi University

Ruth S. Harley University Center, 2nd Floor

Sponsored by: Adelphi University's the Office of Alumni Relations

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Special thanks to Adelphi's School of Business

Day's Agenda

Please note that each seminar, except for the breakfast and lunch keynotes, takes place once in the morning and then again in the afternoon. Seminars are seated on a first come, first served basis. If all seats in your first choice seminar are taken during a particular time, please choose another seminar to take during that time frame.

8:00 a.m. to 8:30 a.m.: Check in

8:30 a.m. to 9:45 a.m.: Breakfast Keynote

- **Evaluating the Potential of Your Business:** Room 203
Barry Kleiman
Business & Self Employment Coach at The Entrepreneur's Source
President & Owner of Minkman Associates

Do you have what it takes to be an entrepreneur? Have you developed your own goals, needs and objectives? Discover the advantages and disadvantages of being an entrepreneur.

9:45 a.m. to 10:00 a.m.: Session Break in Atrium

10:00 a.m. to 11:15 a.m.: Please choose the seminar most pertinent to you as all three take place simultaneously.

- **Advertising, Promoting and Marketing:** Room 202
Andy Cohen '78, M.B.A. '82
Owner/President, The A Team L.L.C.

From targeting your audience to crafting your message to using the best medium, explore how to get the most advertising bang for your buck.

- **Creating a Business Plan:** Room 201
Michael S. Dubester '69
Senior V.P. of Business Development, Sporting News (Ret.)

What is a business plan? Why do you need one? These are just some of the important questions that will be answered during this session.

- **Financing Your Business:** Rooms 215 & 216
Shepard Goldberg, M.B.A. '80
C.E.O., Cordex Pharma

Discover a variety of funding sources available to start-ups. It's not always just about the bank loan. This session will help you explore available options.

11:15 a.m. to 11:30 a.m.: Session Break in Atrium

11:30 a.m. to 12:45 p.m.: Please choose the seminar most pertinent to you as all four take place simultaneously.

- **Accounting, Payroll and Taxes:** Room 213
Kurt Kiess '86
Partner, Marks Paneth & Shron LLP

In this session, learn the ins and outs of accounting, payroll and taxes as it pertains to start-up businesses.

- **Franchises:** Room 211
William Anthony Dean '97
Owner/Manager, Exit Realty by Open Gates
Types of franchises, franchise agreements, and the advantages and disadvantages of owning a franchise and more will be discussed as part of this workshop.

- **Legal Issues and Your Business:** Room 214
James Garbus
Member and Practice Co-Chair of Corporate Finance
Meyer, Suozzi, English & Klein, P.C.
From types of legal business entities to licensing issues, this session will provide attendees with an overview of the legal concerns to be cognizant of when starting a business.

- **Risk Management:** Room 212
Stephen B. Mischo, M.S. '83
Vice President, Special Assets Department
State Bank of Long Island
This workshop focuses on the greatest risks when beginning a business and the strategies needed to manage risk.

12:45 to 2:00 p.m.: Lunch with Keynote Panel

- **The Truth from the Experts:** Room 203
All Panelists
Moderator: Brian Rothschild
Assistant Dean, School of Business, Adelphi University
Our moderator will ask some real questions and get some real answers from our panel of experts.

2:00 p.m. to 3:15 p.m.: Please choose the seminar most pertinent to you as all four take place simultaneously.

- **Advertising, Promoting and Marketing:** Room 202
Andy Cohen '78, M.B.A. '82
Owner/President, The A Team LLC
- **Creating a Business Plan:** Room 201
Michael S. Dubester '69
Senior V.P. of Business Development, Sporting News (Ret.)
- **Financing Your Business:** Rooms 215-216
Shepard Goldberg, M.B.A. '80
C.E.O., Cordex Pharma
- **Legal Issues and Your Business:** Room 214
James Garbus
Member and Practice Co-Chair of Corporate Finance
Meyer, Suozzi, English & Klein, P.C.

3:15 p.m. to 3:30 p.m.: Session Break in Atrium

3:30 p.m. to 4:45 p.m.: Please choose the seminar most pertinent to you as all three take place simultaneously.

- **Accounting Payroll and Taxes:** Room 213
Kurt Kiess '86
Partner, Marks Paneth & Shron LLP
- **Franchises:** Room 211
William Anthony Dean '97
Owner/Manager, Exit Realty by Open Gates
- **Risk Management:** Room 212
Stephen B. Mischo, M.S. '83
Vice President, Special Assets Department
State Bank of Long Island

4:45 p.m. to 5:30 p.m. Opening Networking/End of Conference

Presenter Biographies

Andy Cohen '78, M.B.A. '82

Owner/President, The A Team LLC

With more than 25 years of experience creating innovative promotions, and eight years as president of The A Team LLC, Andy Cohen has brought many great ideas to life. Promotions for Jaguar Cars and Ricola cough drops are just a few examples of his innovative approach to promotional marketing.

Mr. Cohen founded The A Team LLC in 1999. With 22 employees and offices in New York City and Irvine, California, the company has worked with major brands including vitaminwater, Weight Watchers, American Express, and Hess Express. The A Team was honored in 2006 with a gold Reggie Award and a Pro Award in Event Marketing.

Prior to founding The A Team, Mr. Cohen was a founding partner of Diamond Promotions. An avid sports fan, he pioneered the development of customized baseball fantasy camps for corporations, as incentives or contests.

His creativity also extended to the hardwood. Where most people saw basketball star Dennis Rodman's eye-catching hairstyles as a distraction, he saw an opportunity. Soon thousands of fans were tuning in to see if Rodman's hair color matched the color of their Mystic beverage caps.

Mr. Cohen credits part of his success to his experiences in the marketing departments of major corporations such as Nabisco and PepsiCo. In his five years with the soda giant, he worked on product placement contracts, television shows, sponsorships, and high-profile events, including The Grammy Awards.

A native of Brooklyn, Mr. Cohen was drawn to Adelphi's small campus and strong reputation in business education. His favorite memories include serving as president of Pi Lambda Phi fraternity, and competing in a charity dance marathon with well-known radio DJ Jim Kerr.

Mr. Cohen lives in Manalapan, New Jersey with his family. He is an adjunct professor of marketing and advertising at Pace University. In his spare time, he manages his children's softball teams and enjoys cheering for the Yankees and all things New York sports.

William Anthony Dean '97

Owner/Manager, Exit Realty by Open Gates

Born and raised in Maryland, and having spent the last eight years working as an investor and six years in the real estate business in Long Island, New York, William Anthony Dean has the qualities of a southern gentleman and the go-get-it mentality of a New York business man. His years of experience have provided a range of opportunities to work with people of many different cultures and backgrounds, and each client is serviced with the utmost of attention. With eight languages spoken in his office, Mr. Dean is able to ensure quality service and results for every client.

Mr. Dean has a passion for real estate. As an investor turned realtor, he loves working in all aspects of real estate. He has the patience and knowledge to walk first-time buyers through the entire process of finding a home, securing financing and closing the deal. His experience makes buying or selling a smooth process for seasoned buyers, sellers, and investors as well.

In his free time, Mr. Dean trains for and participates in 220+ mile bike ride fundraisers for breast cancer awareness.

Michael S. Dubester '69

Senior V.P. of Business Development, Sporting News (Ret.)

At the end of 2006, Michael Dubester completed his tenure at Sporting News and Times Mirror Magazines, most recently as senior vice president of business development for Sporting News, a wholly owned subsidiary of American City Business Journals (Advance Publications, Inc). Previously as president of Times Mirror Interzines, Mr. Dubester had full profit and loss responsibility for the internet division of Times Mirror Magazines. TMI ran all 15 websites and all online products and services, with a staff of 65 editorial, technical, production, and ad sales employees. Sites included sportingnews.com, the 1998 winner of the American Society of Magazine Editors (ASME) Award for General Excellence in New Media, golfonline.com, in conjunction with *Golf Magazine*, and a group of outdoor, snow sport, and teen-oriented sites in cooperation with *Ski* and *Skiing* Magazines and the TransWorld Group.

He currently serves on the Board of Directors of Foothold Technologies, a New York based provider of sophisticated management information systems for not-for-profit organizations, and is a senior counselor with the Service Corps of Retired Executives (SCORE), providing guidance to start up and early stage businesses in the Nassau/Suffolk area in cooperation with the Small Business Administration.

His prior experience includes 14 years at Capital Cities/ABC, Inc, most recently as vice president of Multimedia Group, where he created the initial business arrangement for and managed the early operations of ABC Online, in conjunction with America On Line.

Additional previous experience has included serving on the Board of Directors of Vialta, Inc (VLTA), a marketer and manufacturer of leading edge consumer electronics products, operating roles at Teleprompter Corporation, then the largest cable MSO in the country, and at CBS, Inc.

A graduate of Adelphi University, 1969 (B.B.A.) and Hofstra University, 1973 (M.B.A.), he is married with two grown children. He resides in Locust Valley, New York.

James Garbus

Member and Practice Co-Chair of Corporate Finance
Meyer, Suozzi, English & Klein, P.C.

James D. Garbus is a member of Meyer, Suozzi, English & Klein, P.C., practicing in the firm's corporate department and is co-chair of the Corporate Finance group. Mr. Garbus represents established as well as start-up businesses, providing day-to-day general corporate representation including legal and business advice to management on strategic planning (including exit strategies) and operational issues as they arise. Mr. Garbus specializes in mergers and acquisitions and corporate finance (representing both issuers

and investors and including seed, private equity, and venture capital transactions and mezzanine and acquisition financing). Mr. Garbus also has experience in lending transactions (including senior secured and subordinated debt facilities) representing both borrowers and lenders. He has experience in structuring and forming complex joint ventures, limited partnerships and limited liability companies.

Prior to joining the firm, Mr. Garbus was in private practice since 2003. Before that, Mr. Garbus was a partner at *Jenkins & Gilchrist Parker Chapin, LLP* (successor to *Parker Chapin LLP*) and an associate at *Breed Abbott & Morgan LLP* where he practiced in the corporate department.

Mr. Garbus is also the co-founder of a film finance and production company. He is the producer of several independent film and other productions.

Mr. Garbus is a member of the American Bar Association, the Bar Association of the City of New York, the Nassau County Bar Association and the Business Advisory Board of the Touro College Jacob D. Fuchsberg Law Center. Mr. Garbus is a former member of the Board of Naked Angels theater company in New York City.

Mr. Garbus is admitted to practice law in New York State.

Shepard Goldberg, M.B.A. '80

C.E.O., Cordex Pharma

Shepard Goldberg received his B.S. in electrical engineering from Polytechnic Institute of NY (now NYU) and an M.B.A. from Adelphi University.

Mr. Goldberg served as president of Hydrovalve Co. Inc., a manufacturing and distribution company of replacement parts and repair products. He also founded, grew, and eventually sold Computer Network Inc., a computer systems integrator. In 1998 he joined Emisphere Technologies, Inc., a public biotech company as senior vice president of operations helping grow the company from 35 to 250 employees while advancing its goal of transforming injectable drugs into oral medications.

For the last three years Mr. Goldberg has been consulting for a number of small and medium size public companies, helping them to not only survive but prosper in the current economic down cycle. Currently, he is CEO of Cordex Pharma, Inc., a public company developing ATP based technologies.

Kurt Kiess '86

Partner, Marks Paneth & Shron LLP

Kurt S. Kiess, CPA, is a partner at Marks Paneth & Shron LLP. He provides audit and tax services to clients in a variety of industries, with concentrations in retail, real estate, insurance brokerage, and manufacturing. He has developed specialties in estate planning and taxation matters as well as in mergers and acquisitions.

Prior to his current position at Marks Paneth & Shron, Mr. Kiess was a partner in the firm of Grossman, Brozman & Agrin before it combined with Marks Shron & Company in the summer of 1997. He became

a partner at Marks Shron & Company in 2000 and maintained that role as the firm evolved through a merger into Marks Paneth & Shron.

Mr. Kiess is a member of the American Institute of CPAs and the New York State Society of CPAs (NYSSCPA). A favorite source for local reporters, he is often quoted in *Crain's New York Business* regarding tax and accounting matters.

In his spare time, Mr. Kiess trains for and participates in Swim Across America, an organization focused on long distance swimming in the Long Island Sound to raise money for cancer research.

Kurt Kiess holds a Bachelor of Arts in accounting from Adelphi University and a Masters of Taxation from Baruch College of the City University of New York. Additionally, he is a certified Business Valuation analyst. Mr. Kiess is licensed to practice public accounting in New York. He resides in Manhasset, Long Island.

Barry Kleiman

**Business & Self Employment Coach at The Entrepreneur's Source
President & Owner of Minkman Associates**

Mr. Kleiman grew up on the Upper East Side of Manhattan and moved to the Upper West Side at 15. After graduating Tufts University he returned to NYC to work towards an M.B.A. at night while starting as a runner on the floor of the New York Stock Exchange. While completing his M.B.A. in Finance & Investments at Baruch College, Mr. Kleiman had moved upstairs to the Institutional Equity Trading Desks at various Global Investment Banks. Tenures include lengthy stints at Lehman Brothers and Credit Suisse and shorter periods at Bear Stearns and Needham & Company.

Barry's successes included being a director and sector head of health care while at CS/FB generating trading revenues of \$40-\$50 million annually with P&L responsibility, profitable integration of DLJ employees into his trading team post merger, and helping design, test and implement an entirely new customized trading platform while at Needham & Company.

Today, Mr. Kleiman is a national consultant and coach to individuals interested in exploring self-employment options. He is a graduate of the Entrepreneur's Source Academy, which is an intense and rigorous training curriculum on coaching, franchising and self-employment options. Mr. Kleiman attends more than four hours of continuing-ed training per week to refine and improve his skills. He presents twice monthly entrepreneurship workshops at Connect-to-Care (a not-for-profit outplacement in White Plains, NY), is a guest speaker at ExecuNet and served on an entrepreneurship panel for Financial Executives International (FEI).

Presentations include: entrepreneurship workshop at JPMorgan/Chase Career Services, entrepreneurship workshop for NY Junior League, "Franchising 101" workshop for Woman's Enterprise Development Center (WEDC) and a home-based franchising seminar at the Hudson Valley Franchise Expo.

Member: Business Council of Westchester

Member: Westchester County Association

Member: Women's Enterprise Development Ctr

Member: Westchester Business Owners

Member: BCW's Small Business Council

Member: Hudson Valley Gateway Chamber

Stephen B. Mischo, M.S. '83

Vice President, Special Assets Department
State Bank of Long Island

Mr. Mischo is a commercial loan workout officer for State Bank of Long Island's Credit Administration/Risk Management Group, headquartered in Jericho, NY. He has more than 35 years of commercial bank experience, 20 of which is in Loan Workout and Recovery.

He served as a member of Adelphi University's School of Business as a member of its adjunct faculty for more than twenty years. Currently, he is a member of the Business School's Advisory Board and a past *Executive in Residence*. Mr. Mischo has also served as a member of the C.O.A.C.H. program speaking team. Outside of Adelphi, he is a member of Turnaround Management Association's International Board of Directors and immediate past chairman of its Education Task Force for all Chapters (consisting of more than 46 chapters and 9,800 members) around the world. His commitment to education does not end there. Steve is a frequent guest lecturer on topics associated with corporate crisis management, throughout the United States.

Steve was awarded *The Liberty Award* by the New York State Senate for assembling and leading a team of state and federal regulators to New Orleans in the wake of Hurricanes Katrina and Rita, to provide recovery guidance to bankers from the states of Louisiana, Mississippi and Texas. He received similar awards from these states as well as Illinois, where TMA is based.

Brian Rothschild

Assistant Dean, School of Business, Adelphi University

Assistant Dean Brian Rothschild provides personalized academic and career advising to graduate business students, working closely with them to map out schedules, select courses, and find jobs and internships. He also meets regularly with prospective applicants. Since joining Adelphi in 2003, he has contributed to Adelphi's expanded ties to the Long Island business community and increased the number of internships and employment opportunities available to graduate and undergraduate students.

Dean Rothschild holds an endowed chair at the Turnaround Management Association and is on the board of the Young Professional's Chamber of Commerce, a subsidiary of the Huntington Chamber of Commerce, and is a founding member and on the board of the Organizational Development Network of Long Island.

Dean Rothschild has extensive experience in higher education and technology, having served as director of Internet strategies at Fordham University and having taught as an adjunct professor at Dowling College, John Jay College, and Iona College. He was also manager of business development at Itochu Technology, where he led a higher education marketing team for the world's leading reseller of Sun Microsystems.

He holds an M.B.A. and B.A. in economics from Iona College and an M.S. in education from Fordham University.

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