



2009-2010 BALCONY ACCESS FOR SMALL BUSINESS

July 29, 2009

The Business and Labor Coalition of New York is in discussions with **WCBS NewsRadio880** to conduct a series of forums throughout New York State to assist small business owners and small business organizations gain access to the information they need to weather this economic storm and plan for a rapidly changing business future. **BALCONY** will co-Host a series of at least **5 forums** throughout New York State. These forums sponsored by **BALCONY** members, will deliver to small business owners critical information, products and services. We will also work with key New York legislators to strengthen our relationships and act as a conduit for programs.

One forum will be held in each of the following strategic areas

- **The Capital Region**
- **Buffalo/Rochester/Syracuse**
- **New York City**
- **Westchester**
- **Long Island**

BALCONY Access for Small Business includes:

- **Access to capital**
- **American Recovery Act and procurement opportunities**
- **Access to health care and other vital benefits for employees and families**
- **Lowering energy costs**
- **Advancements in technology**

BALCONY will work our coalition members that are leading small business membership organizations throughout New York State to ensure that we have reached small business owners who are interested in staying on the cutting edge of new information. Members include:

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| □ The Greater New York Chamber of Commerce | Mark Jaffe |
| □ The New York Hispanic Chamber of Commerce | Nick Lugo |
| □ BALCONY Rochester | Tom Gillett |
| □ Saratoga / Capitol Region | Marty Torrey |
| □ Buffalo Visitors & Convention Bureau | Linda D'Agastino |
| □ South Bronx Board of Trade | Jeffrey Richardson |
| □ Long Island AFL-CIO | John Durso, Sr. |
| □ American Cancer Society - Westchester | Lillian Jones |
| □ Greenwich Village/Chelsea Chamber of Commerce | David Lehman |

BALCONY SPONSORS & PRESENTORS:

BALCONY will partner with Sponsors that share this mission of leveling the playing field for small business owners by delivering important information directly to the end user. This sponsorship also gives our members and opportunity to show small business their commitment to resolve the challenges that these small business owners face these days about how to stay in business in these trying times. Possible Sponsors and Co-hosts such as:

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| □ Verizon | Technology advancements | Tom McCarroll |
| □ Technisource | Technology advancements | Kevin Yarbrough |
| □ United Healthcare | Health Care opportunities | Peter Beerman |
| □ EmblemHealth | Health Care opportunities | Roz Yasser |
| □ AETNA | Health Care opportunities | Joe Scibilia |
| □ Atlantis Health Plan | Health Care opportunities | Ernie Vitolo |
| □ Magnacare | Health Care opportunities | Joe Morrone |
| □ National Health Administrators | Health Care opportunities | Joseph Fiegoli |
| □ American Cancer Society | Employee Wellness Program | Peter Slocum |
| □ Saratoga Capital Management | Access to capital | Bruce Ventimiglia |
| □ Creative Merchants Funding | Access to capital | David Kornfeld |
| □ NY AREA | Energy issues | John Durso |
| □ ActionCoach | Business development | Josh Slavitt |
| □ Related State and Federal agencies | | for access procurement |

BALCONY, is a coalition of more than 1000 businesses, trade associations, labor unions and non-profits working to find common ground on key public policy issues in New York State. Since its inception in 2006, BALCONY has contributed key policy suggestions for affordable health care coverage for all New Yorkers, for infrastructure and mass transit initiatives, and for "greening" the small business economy of New York State.

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