



For Immediate Release

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NEW YORK, Nov. 18, 2015 --Imagine, Innovate...Succeed! This was the theme that provided inspiration and guidance to do just that at the 12th Annual NMBC (National Minority Business Council) Leadership Conference held at the BNY Mellon Center.

It was a day filled with distinguished guests speakers and workshops panelist that provided invaluable information. They shared their stories and expertise throughout the day. The room was packed with minority and women small business owners.

One of the keynote speakers was Geri Stengel CEO of

Ventureneer and well-known author. She spoke in detail to the entrepreneurs about how to take their vision to reality, develop their business plan, and learn the strategies and tactics they need to grow their business. Geri stressed the point they need to be seen and heard in social media. They also need to become experts in their respective fields. She said start writing blogs. Send in important information to various magazines and become a contributing writer. This will help fast track your business. When the media needs an expert you will be on the top of their go to list.

Another keynote speaker was Dr. Nilda Pérez who is the CEO and founder of Aspire 4 Life Inc., an umbrella, which houses, counseling, trading, coaching, and consulting services. She explained one key to success is to think outside the box. Dr. Pérez presented an example of a client who was doing poorly when difficult times hit the real estate market. Her client was a real estate stager and home designer. Dr. Pérez had her join divorce and bereavement groups. These are clients who want to change their existing homes. Her client immediately tripled her business.

Other key points that were brought out at the NMBC conference were making sure your websites work with smartphones. Make sure your ecommerce is simple to use. Ensure your email correspondence and transactions are secure and encrypted or else you will lose your customers trust and they will not come back. Other speakers also provided insight into how to attract the right customers to your business. Google explained their accelerated program geared specifically towards the small business supplier

diversity program. It is an exciting plan which allows you to receive payments quickly, create and make your website easy to find. It also allows some employees of Google known as "Googlers" to purchase your products first before looking to outside vendors.

Thanks to Mr. John F. Robinson, who is the President and CEO of the National Minority Business Council, many entrepreneurs walked away with a wealth of information.

For more information about the NMBC you can send an email to info@nmbc.org or call 347-289-7620.

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