



For Immediate Release:

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## **DR. NILDA BUSINESS FORESIGHT RADIO KICKS OFF JANUARY RADIO PROGRAM FINANCIAL SERIES**

*Financial Experts will share financial secrets to succeed in small business and make sound financial decisions*

POUGHKEEPSIE, NY – January 7, 2017 -- According to Dr. Nilda Perez, President/CEO and host of Foresight Business Radio (FBR), carried on Juan 95.7 and La Super Latina, nearly 80 to 90 percent of start-ups will fail in the first five years. In an effort to provide small business owners an edge and the opportunity for success, DR NILDA RADIO will host its January 2017 series with a focus on finances.

“Business Finances are one of the most crucial concerns to small businesses. And especially those seeking growth. Making a wrong decision can determine the demise of a small business. Therefore, understanding financial operations is imperative and starting the New Year on this topic paramount” said Dr. Nilda Perez.

DR NILDA RADIO is dedicated to the development of small businesses providing them with short trainings by spotlighting outstanding businesses and giving them the essential tools for growth. The businesses that she features have obtained notable achievements through demonstrating innovation, trend-setting, foresight, strategies and thought leadership. In addition to being on the radio, the Dr. Nilda show is carried live on Facebook at <https://www.facebook.com/nilda.perez>, as well as live each Saturday morning at 11:00 AM EST on the Greater Hudson Valley on Juan 95.7 FM or <http://JuanHudsonValley.com>. The show is also encoded on La Super Latina an online streaming platform Tuesdays from 4-5 PM – EST and archived on SoundCloud.com/drnildaradio and YouTube.com/DrNildaPerezTV.

This month's lineup includes the following guests and dates:

**January 7 – Edwin Rivera** CEO of New York Fitness and Boxing in Northport, NY and the innovator of the Aqua Punching Bag, an innovative water based heavy-bag used by novice and pro-athletes boxers. His facility is not just another gym, they offer boxing inspired classes to help build muscle, stamina, strength, and weight loss.

Edwin Rivera's other hat is, VP of Client Lifecycle Management at Commerzbank AG. Here he is a anti-money laundering compliance expert. He has over 20 years' experience in the banking and broker dealer industry. He maintains an SEC series 99 certification.

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**January 14 – Ramona Ortega.** is the CEO of My Money My Future/Mi Dinero Mi Futuro a mission-driven financial tech company that merges tailored content and simple to use tools to help Millennials manage their money with confidence.

Prior to leading MMMF Ortega was a corporate securities attorney in New York. Spending over a decade working on policy initiatives involving economic inequality and human rights. She was named one of six Latina founders to watch and is a member of the [Closing the Racial Wealth Gap Initiative](#), Experts of Color Network and board member of the Latino Startup Alliance. She is a contributor to [TechCrunch](#) and [Huffington Post](#) on issues of law, tech and diversity.

**January 21 – Dr. Nilda Perez** is the CEO and Founder of Foresight Strategies Group futurist and business strategist, author and consultant. She has delved into the trends that shape the future of businesses for more than six years.

She leverages her skills as futurist, foresight strategist, to equip entrepreneurs for sustainable growth. She teaches strategic business intelligence regarding trends, innovation, and forecasting that will position businesses to lead in their industry and beyond.

Dr. Perez holds a Doctorate of Global Business Leadership & Foresight, an MSW in Clinical Social Work and a BS in Social Science. She is a Certified Coach specializing in Business Strategies, Executive and Personal and Professional Coaching. She is also an active member of the Association of Professional Futurist. She has been awarded the Muriel F. Siebert Business Leadership Award.

**January 28 – Edwin Rivera,** is CEO of New York Fitness and Boxing. He is returning to Dr. Nilda Radio to discuss venture and loan capital. This topic is in great demand for those businesses seeking notable and sustainable growth.

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About: Dr. Nilda Perez is an academically trained Futurist with a Doctorate in Strategic Foresight from Regent University. She is a member of the Association of Professional Futurists. She uses targeted strategies to position businesses in the 21st century with ease and efficiency.

Her goal is to help businesses of any size align themselves for longevity, an uncontested market space, increased profits, and maximum growth using a variety of tools, methods, and approaches. For more information, visit <http://DrNildaPerez.com>