



Student & Alumni Business Expo

Want to show off your business idea to potential investors, customers or just plain everyone?

Saturday, April 26, 2003

Eligibility: Any current student or alumnus of NYU is eligible to apply. Preference will be given to new business ideas and early stage businesses over more mature businesses.

Rules: Submit a brief one page synopsis of your business idea and an executive summary of your business plan (approximately 500 words). Your submission must include your name, address, phone number, e-mail address, division of NYU, year of graduation, and the name of your business. On a separate page, describe what you would display at your booth, and any special requirements such as access to an electrical outlet, etc.

Enter by e-mail: expo@nyuconference.org. You must type EXPO on the subject line. By normal mail send three copies of your application to:

Entrepreneurship Conference Expo
New York University
Tisch Hall
40 West 4th Street, Suite 800
New York, NY 10012

Deadline: All entries must be received by **April 14, 2003**.
Selected entrants will be **notified on or near April 15, 2003**.

Questions about expo: expoinfo@nyuconference.org

Contact: [NYU conference info](#) or call 212-998-0999

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Why you should attend

Do you want to **own your own business, be your own boss**, and use the entrepreneurial mindset to take control of your future?

Then, **you must attend** New York University's 7th Annual All-University Conference on Business Ownership, Self-Employment, & Entrepreneurship.

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Where else can you find **1,000+ alumni, students and their guests** gathered together with some of the nation's top entrepreneurs? You will have a **great opportunity** to learn, interact and benefit from their years of business success. These **industry leaders** will provide you with the knowledge and insight of how they built their businesses and how you can too.

Business ownership is not limited to traditional business people. Whether you are an undergraduate student, graduate student or alumnus of **any school of NYU**, this conference will expose you to the variety of business ownership possibilities available, as well as the **information and knowledge** necessary to pursue them intelligently.

The best way to become a **successful business owner** is to learn from those who already are. The leaders of business and industry who appear as our keynote speakers and breakout session panelists are ideal candidates to show you the way.

[Register now](#) for this year's conference. We look forward to seeing you on:
Saturday, April 26, 2003, 8:00 am - 5:30 pm

Louis T. Markstrom, B.S. '92
Co-Chairman

Daniel Vaccaro, B.S. '82, M.B.A. '86
Co-Chairman

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**1- Financing Your Business
Where the Money is & How to Get It**

Julian Barnes
President & Cofounder, Barnes Enterprises, Inc.

Julian A. Barnes is the President and Cofounder of Barnes Enterprises, a management and financial consulting firm for small and mid-market businesses. Prior to forming Barnes Enterprises, Barnes was the cofounder of BLG Ventures, Inc., a company that produced trade shows for the venture capital and technology industries. At BLG Ventures, Barnes' responsibilities include overseeing the company's sales and marketing operations, legal affairs, business development and strategic planning functions.

Barnes is the co-author of BLG Ventures' 2002 Guide to Venture Capital and Angel Investors for Women and Minorities (Lewis Publishing, 2002). He is also an Adjunct Instructor at New York University where he teaches classes on small businesses and entrepreneurship and he is the Faculty Coordinator for NYU's Summer Institute in Entrepreneurship and Small Business Management. He is a graduate of Tufts University and he received his JD from the University of North Carolina at Chapel Hill School of Law.

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Marshall Kiev
Partner, Main Street Resources

Mr. Kiev is a Partner at Main Street Resources, a private equity firm comprised of over 100 individuals and institutions who provide capital and financial/strategic expertise to companies and individuals with great potential.

Main Street will invest \$2 Million to \$10 Million of equity capital in minority positions, majority stakes, or complete buyouts. Main Street is focused on strong businesses with positive cash flow in stable, bricks and mortar industries. We do not invest in high-tech companies or startups. We will invest under various circumstances including recapitalizations, spin-offs, growth capital, management buyouts, buyouts of passive/active shareholders, and family and/or management transitions. For larger transactions, Main Street has arranged \$15-20 million in equity by accessing the resources of its investor network.

Mr. Kiev joined the firm after eleven years as a principal of Family Management Corporation, a \$500.0MM asset management firm. Additionally, Mr. Kiev is an active member of the Metro Chapter of Young President's Organization Marshall received an MBA in Finance and BA from New York University.

Emanuel Martinez

Founder & Managing Director, GreenHills Ventures, LLC

Mr. Martinez has over 15 years' comprehensive CFO, investment banking, and investment management experience. Founder, GreenHills Ventures, LLC, and Managing Partner, GHV, LLC and GHV Fund, LP, a \$40 million Early Stage Private Equity Fund. He oversaw the \$125 million sale of Sixdegrees.com and the \$150 million sale of E@wonders. He executed turnaround strategies and advised on financial management for large and small companies, including American Express, Citibank, Coopers & Lybrand, Inlumen, sixdegrees.com, Coastal Oil, Dial Corporation, Seagram's Beverage Corporation, and Olsten Financial Services.

He is active on several advisory boards including the Sandy Weill Institute, High School of Economics and Finance and E-POL, Inc. (an intelligence and securities Company for which he is a Cofounder and Chief Financial Officer), and Chairman for Venture Capital and Investment Banking for Westchester Business Accelerator, LLC.

In 1994, Mr. Martinez was appointed by the Governor of Georgia, Zell Miller to be a member of Operation Legacy Project responsible for attracting major Corporations to the Revitalization Projects in preparation for the 1996 Centennial Olympics Games in Atlanta.

MBA, Finance and BA, Accounting from St. John's University, New York; Executive Management Program in Mergers & Acquisitions and Corporate Finance from Harvard University; CPA, NY State. Proficiency in Spanish, Italian and Hebrew.

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2 - Turning Your Business Idea into a Reality

Professor Jeremy Wiesen

NYU Stern School of Business

Former Chairman & Co-CEO Financial News Network (Now CNBC)

Jeremy Wiesen is Associate Professor of Business Law and Accounting at the Stern School where he has taught business law, entrepreneurship and other subjects. He has also taught in the business schools at Columbia, Stanford, UCLA, Berkeley and at The Wharton School from which he graduated. Professor Wiesen is also a graduate of Harvard Law School, was Chairman and CO-CEO of Financial News Network (acquired by CNBC), and was counsel to SEC and AICPA committees.

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3 - The Upside to the Downside

Starting, Growing & Maintaining Your Business in Troubled Times

Philip Drudy

Mintz Rosenfeld & Company, LLC

With over 15 years of tax and estate planning experience, Philip Drudy, Esq., CPA, is the Director of Mintz Rosenfeld & Co, LLC's tax department and plays a key role in their financial planning organization, Strategic Advisory Group.

Over his career, Philip has worked for national, "Big 5" firms as well as regional firms in the New York Metropolitan area. This broad range of experience helped him build substantial expertise in the areas of estate planning, business succession planning and international tax matters. These skills make him a valuable advisor to our closely-held business clients, high net-worth individuals, and clients in the sports and entertainment industries.

As a recognized authority on tax and estate planning issues, Philip is a frequent speaker at seminars and conferences across the country and is often called upon by national and local media for contribution on current topics in these areas. For instance, Philip has been quoted in *The Wall Street Journal*, *The New York Times* and several Bloomberg financial publications. He has also published estate planning manuals and newsletters dealing with business succession, charitable giving and estate administration issues. On the international front, Philip is recognized for his skills in planning for individuals and businesses entering the United States as well as developing comprehensive exit strategies.

He is the chairman of the Partnership Committee of the New York Society of Certified Public Accountants (NYSSCPA) and a member of the American Institute of Certified Public Accountants (AICPA). He received his BS degree from Brooklyn College and his JD from Brooklyn Law School. He resides in New City, New York with his family.

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Kaleil Isaza Tuzman

Founder & Partner, Recognition Group, LLC

Mr. Isaza Tuzman is an expert in corporate restructuring and an influential voice on entrepreneurship.

He has overall responsibility for his company's corporate restructuring advisory practice, as well as its proprietary investment activities. In his role at Recognition Group, Isaza Tuzman has served as an interim CEO for troubled companies in the software, technology services, media and business services fields. Prior to founding Recognition Group, Isaza Tuzman was the cofounder and CEO of govWorks, Inc., a leading software services firm serving the state and local government marketplace. govWorks (now called govONE Solutions, Inc.) was a pioneer in the e-government field, and has been backed by over \$60 million in venture financing. Isaza Tuzman navigated govWorks through a reorganization in the turbulent markets of late 2000, ultimately resulting in a sale of the company to First Data Corporation (NYSE: FDC).

Previously, Isaza Tuzman cofounded Enicial Ventures, a venture capital firm investing in Latin American and Hispanic-focused technology companies. Isaza Tuzman spent five years at Goldman, Sachs & Co., where he worked in the Investment Banking and

Equities Risk Arbitrage areas in the New York office.

Isaza Tuzman has appeared in numerous national media outlets, including CNN, NBC News, CNBC, The New York Times, The Wall Street Journal, Fortune, Barron's, Charlie Rose and most recently, he was profiled on ABC's Nightline UpClose. Isaza Tuzman is also active in the realms of public policy and Hispanic issues. He is a member of the Council on Foreign Relations, an Advisor to the World Bank's Gateway Development Project, a Sponsor of the David Rockefeller Center for Latin American Studies at Harvard University, and a Board member of the MicroMentor Program of the Aspen Institute. He is also a member of the Board of Junior Achievement of New York. Isaza Tuzman is on the faculty of the American Bankruptcy Institute, and a member of both the Turnaround Management Association and the American Bankruptcy Association.

Isaza Tuzman graduated magna cum laude from Harvard University with a degree in Government and a Certificate in Latin American Studies. He is fluent in Portuguese and Spanish.

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4 - Importing & Exporting Circling the World for Profit

Racine Berkow

President & Founder, Racine Berkow Associates, Inc.

Ms. Berkow is President and Founder of Racine Berkow Associates, Inc., licensed customs brokers and freight forwarders specializing in handling fine arts, antiques and museum exhibitions. In addition to serving the art world, RBA also provides logistic services to government agencies and the public sector. RBA holds the distinction of having created the special packaging for the most valuable work ever sold at auction (the 82 million dollar Van Gogh) and having handled such world treasures as the Dead Sea Scrolls.

Prior to establishing RBA in 1987, Ms. Berkow served as Registrar of The Jewish Museum in New York and held executive positions at two international shipping companies - one based in London and one in New York. During her tenure at the museum, she was a founding member of the Registrar's Committee of The American Association of Museums and a regional officer.

Ms. Berkow holds a BFA from Ohio State University and professional certificates from The School of Visual Arts, and The World Trade Institute. She is a member of Arttable, Inc. (Professional Women in the Arts) and is on the Board of Directors of The Tel Aviv Museum of Art.

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