



Committee for Economic Development

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Providing hands-on tools and networking opportunities...

APRIL 10TH CONFERENCE AT AUDREY COHEN COLLEGE DESIGNED TO ASSIST SMALL BUSINESS OWNERS AND EMPLOYEES

The impact of 9/11 on business -- how far have we come?

NEW YORK, N.Y., March 4, 2002 -- Business and economic experts from a full spectrum of disciplines will convene on April 10th at Audrey Cohen College to conduct a free, all-day conference for business owners and their employees.

Audrey Cohen College will co-sponsor the event with *The Wall Street Journal*, the National Urban League and the Committee for Economic Development. Leaders from these organizations will join Audrey Cohen College Business School faculty in the comprehensive conference.

Entitled *Hands-On Hope: A Post-9/11 Survival Guide for Businesses and Employees*, the conference is designed to provide the tools needed to succeed in the wake of the 9/11 attacks. It will include "best practices" learning sessions from the region's hard-hit businesses, as well as networking meetings and presentations from some of the country's foremost authorities in the public and private sectors.

Admission to the conference is free, but seating is limited. Reservations are mandatory and can be made by calling Arlene Costa at Audrey Cohen College, 212/343-1234 ext. 7025 or faxing her at 212/343-3025. Complimentary refreshments and lunch will be served.

"The 9/11 attacks wrecked the lives of families and devastated businesses here -- and the reverberations were felt throughout the country," said Stephen Greenwald, president of Audrey Cohen College. "In the months since 9/11, how have we rebounded, professionally, financially and personally? The point of the conference is to work with local entrepreneurs, provide expertise, and develop a problem-solving and networking framework for businesses as they recover from the 9/11 tragedy," Greenwald said.

The unique "shirtsleeves" symposium is designed to benefit entrepreneurs and business owners from a number of industries. These include the worlds of real estate, art and entertainment, travel and tourism, retailing, financial services, insurance, advertising and communications, education and manufacturing.

“We expect that the composition of the audience will underscore the rich diversity of business leaders from many industries, and in many communities, that continue to thrive -- despite the impact of this heinous act of terrorism,” Greenwald said.

“Some of our region’s best and brightest minds will share their expertise to independent business owners and their employees. As a result, attendees will better understand the impact of the 9/11 attacks on the business community, gain tools to plan for the future and learn of their peers’ innovative solutions to seemingly overwhelming problems.”

ABOUT THE SPONSORS

This symposium marks the latest effort of Audrey Cohen College, a private, independent college located mere blocks from Ground Zero, to bridge the gap between classroom and workplace, theory and practice, careerism and humanism. The College is renowned for its highly innovative approach to higher education and has attracted leading scholars from many fields to lecture to students and community members.

The April 10th event will be held at the College’s main campus, located at 75 Varick Street (at Canal Street), Student Lounge 12th Floor.

The Wall Street Journal, which is owned and published by Dow Jones & Co., is the leading global newspaper of business. In addition to the U.S. edition, which was founded in 1889 and is edited in New York, the company publishes *The Asian Wall Street Journal* in Hong Kong and *The Wall Street Journal Europe* in Brussels.

The Committee for Economic Development (CED) is a non-profit, non-partisan organization of more than 200 business leaders and university presidents. Since 1942, its research and policy programs have addressed many of the nation’s most pressing economic and social issues, including education reform, workforce competitiveness, campaign finance, health care, and global trade and finance. CED promotes policies to produce increased productivity and living standards, greater and more equal opportunity for every citizen, and an improved quality of life for all. More information is available at www.ced.org

The Urban League is the nation’s oldest and largest community-based movement devoted to empowering African Americans to enter the economic and social mainstream. The National Urban League, headquartered in New York City, spearheads the nonprofit, nonpartisan movement, while Urban League affiliates operate in more than 100 cities in 34 states and the District of Columbia. More information is available at www.nul.org

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