



From the News Office



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**BARUCH COLLEGE, THE FLATIRON 23RD ST. PARTNERSHIP,
AND TD BANK CO-SPONSOR**

***ROLLING WITH THE PUNCHES:
SMALL BUSINESS SURVIVAL FOR 2009***

(New York, NY, Feb. 23, 2009) Throughout New York City, small business owners are struggling to adjust to dramatically altered economic circumstances. The changes have been sudden and swift, and they have affected everything from retail sales, to banking and commercial real estate.

To address the concerns of local business owners, Baruch College, the Flatiron 23rd St. Partnership, and TD Bank have jointly organized **Rolling with the Punches: Small Business Survival in 2009**, a forum bringing together experts from business, government, academia and banking.

While this event is targeted to the Flatiron District community, the workplace issues addressed are broadly applicable to neighborhoods throughout the City of New York and beyond. An opening panel discussion will be followed by four breakout sessions dealing with specific aspects of the current business crisis.

**Rolling with the Punches takes place on Wednesday, February 25, 2009,
8 am – 10 am, in Baruch College's Newman Conference Center, 151 E. 25th Street, 7th floor.
Free and Open to the Public. Press Coverage Invited.**

Panelists: **John Grathwol**, Assistant Director, NYC Office of Management and Budget

Dr. Ramona Heck, Academic Director, the Lawrence N. Field Programs in Entrepreneurship, Baruch College

Evan Margolin, Corporate Managing Director, Studley

Joel L. Naroff, PhD, Chief Economist, TD Bank

Martha Soffer, Business Development Specialist,
US Small Business Administration

Moderator: **Annika Pergament**, Anchor, FORTUNE, Business Report, NY1 News

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Baruch College **President Kathleen Waldron** will deliver welcoming remarks and **John Elliott, Dean of Baruch's Zicklin School of Business**, will introduce the panel. Other participating organizations include the NYC Department of Small Business Services; Retensa, an employee retention and research organization; and Studley, a global tenant advisory firm.

To see the complete **Rolling with the Punches** program, visit:
http://www.flatironbid.org/documents/RWTP_Full_Program_Info_2.pdf