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# Small Business Owners Discuss Economic Survival

By: NY1 News



Baruch College held a conference Wednesday in Manhattan's Flatiron District for small business owners to address how their businesses can survive the economic downturn.

The conference, called "Rolling with the Punches," was organized with The Flatiron 23rd Street Partnership and hosted by NY1's own Annika Pergament.

The free event began with a panel featuring experts from business, government, academia and banking, who discussed practical ways to keep up with a slow economy.

"It's not just about money and space and products, it's also very, very important to look at the processes that you involve yourself in your businesses," said Dr. Ramona Heck, Baruch College's academic director. "How you deal with your customers, is that an efficient way that you're doing that?"

The break-out sessions offered topics on redeveloping business plans, working with and retaining employees and getting credit from lenders.