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PRESENTS

PROGRAM INFORMATION | EXHIBITOR LISTINGS

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WELCOME TO THE 2015 **PARNASSAH EXPO**

Dear Attendee,

Welcome to the 2015 Parnassah Expo, an event brought to you by the Orthodox Jewish Chamber of Commerce!

It is an honor to have you join us at this event, and enjoy the myriad resources we have gathered so that you and thousands of others can see greater success than ever.

The success of this event is solely due to the participation of such a historical level of communal participation from around the globe. You are an indispensable part of the Parnassah Expo mission, and for that we all owe you a sincere debt of gratitude.

Please take your time to discover and network with all the valuable individuals and resources on the expo floor today – and feel free to ask any question or share feedback with any Parnassah Expo staff member or volunteer.

Wishing you much success,

Duvi Honig
Founder

PARNASSAH NETWORK **MISSION**

R' DUVI HONIG FOUNDED THE PARNASSAH NETWORK ORGANIZATION, WHICH SERVES THREE CRUCIAL GOALS:

ONE

Help men and women in our community looking to enter business world or workforce do so with proper guidance and resources.

TWO

Help existing businesses and professionals reach their maximum potential, and network with the ideal people and resources to help them get to the next level.

THREE

Help men and women maintain their cherished religious, cultural, halachic and ethical standards within the business world. This will make for an enormous kiddush Hashem, and remove a common reluctance to join the business world.

OJC

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A GLIMPSE INTO THE **ORTHODOX JEWISH CHAMBER OF COMMERCE**

The **OJC,** the first ever chamber of commerce dedicated to our community, is a breakthrough development in our community's history, resulting from the vast global reach that we've amassed in our community's business sphere due to the annual **Parnassah Expo** and other **Parnassah Network** services.

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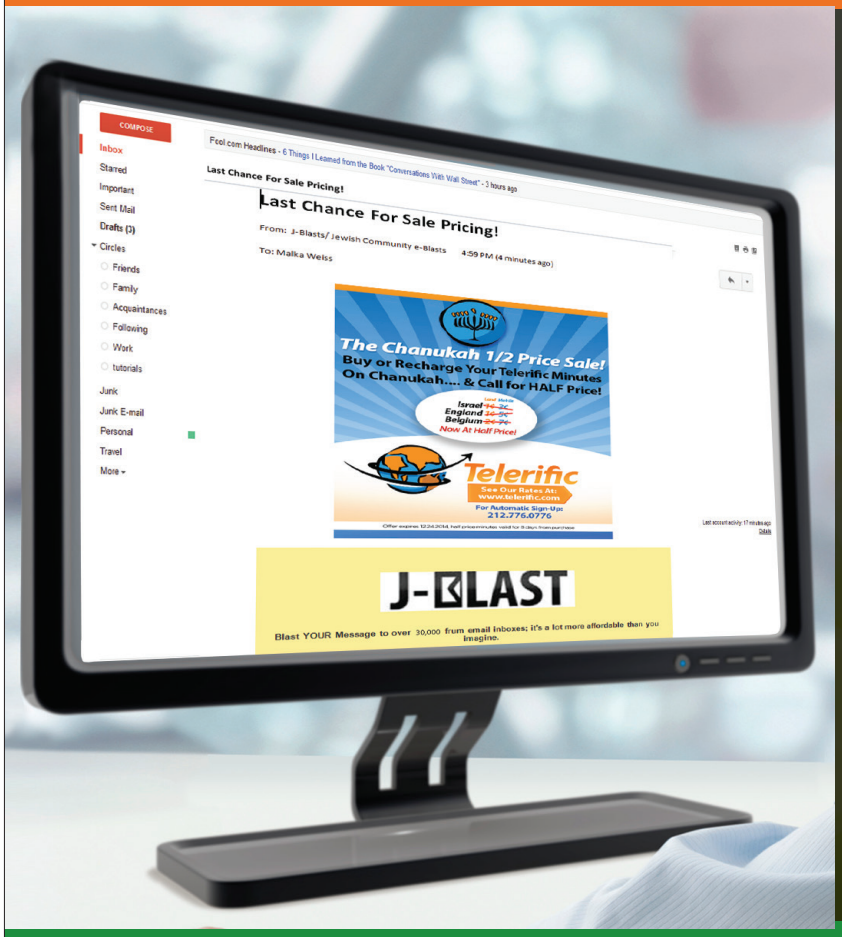

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Estie Rand

Estie Rand has been helping helping small businesses & non-profits improve on minimal budgets for over 14 years. The former CIO of Ner LeElef International, and a graduate of Baruch College Zicklin School of Business in New York, Estie is also a Certified Professional Coach. After spending many years finding fulfillment in the non-profit industry, Estie founded Strand Consulting to bring her skills of doing more with less to small business owners. Estie now enjoys every minute of her work helping others reach their earning potential, maximizing themselves, their time and of course, their profits.

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www.TheKuntris.com ..... theKuntris@gmail.com

631 ..... **THE NETWORK** (Premium) 973-778-7222
networkpublication.com ..... ads@networkpublication.com

9 ..... **THE STEP BEFORE PARNASSAH** 973-936-9006
ads@networkpublication.com .....

316 ..... **THE VOICE OF LAKEWOOD** (Premium) 732-901-5746
www.thevoiceoflakewood.com ..... info@thevoiceoflakewood.com

226 ..... **THE WEXUS GROUP LLC** (Premium) 5169025101
www.wexusllc.com ..... aweichselbaum@wexusllc.com

11 ..... **THE WILHELM AGENCY, INC** 732-813-0509
cwilhelm@wilhelmagency.com ..... www.wilhelmagency.com

7 ..... **THE YIEP** 917-209-8204
Theyiep@gmail.com .....

433 ..... **TORAH ANYTIME** 516-362-0144
info@torahanytime.com ..... www.torahanytime.com

432J ..... **TOURO COLLEGE** (Sponsor) 212-463-0400
Amy.jacobs5@touro.edu .....

308 ..... **TREBUCHETE OUTSOURCING SERVICES** 212-461-1744
eliwilner@trebout.com .....

439 ..... **VALLEY PRINTING & PROMOTIONS** 212-655-5784
steve@valleyprintingonline.com .....

619 ..... **VIVASER** 732-674-2719
adsvivaser@gmail.com .....

322 ..... **VIDEO4YOURBIZ** (Premium) 732-276-9218
video4yourbiz.com ..... pskaist@gmail.com

629 ..... **VIRIDIAN** (Premium) 3472667652
gogreenenergy@gmail.com .....

421 ..... **VISTAGE** (Premium) 201-530-5097
www.vistage.com ..... howard.alt@vistagechair.com

302 ..... **VIVASER** (Premium) .....

526 ..... **WTI OUTSOURCING** 845-425-2800
www.wtioutsourcing.com ..... Abe.weinberger@wtioutsourcing.com

528 ..... **XCHANGE TELECOME** (Premium) ..... Crottenberg@xchangetele.com
848-299-9754 .....

341 ..... **YATED NE'EMAN** (Premium) 845.369.1600
editor@yated.com ..... www.yated.com

530 ..... **YH DESIGNS AND EMUNAH S. PUBLISHING** (Premium) 718-249-3420
yhdesigns@gmail.com ..... www.yhdesignsonline.com

423 ..... **YOUR OFFICE ANYWHERE** 845-877-5005
cschwimmer@yourofficeanywhereusa.com ..... www.yourofficeanywhereusa.com

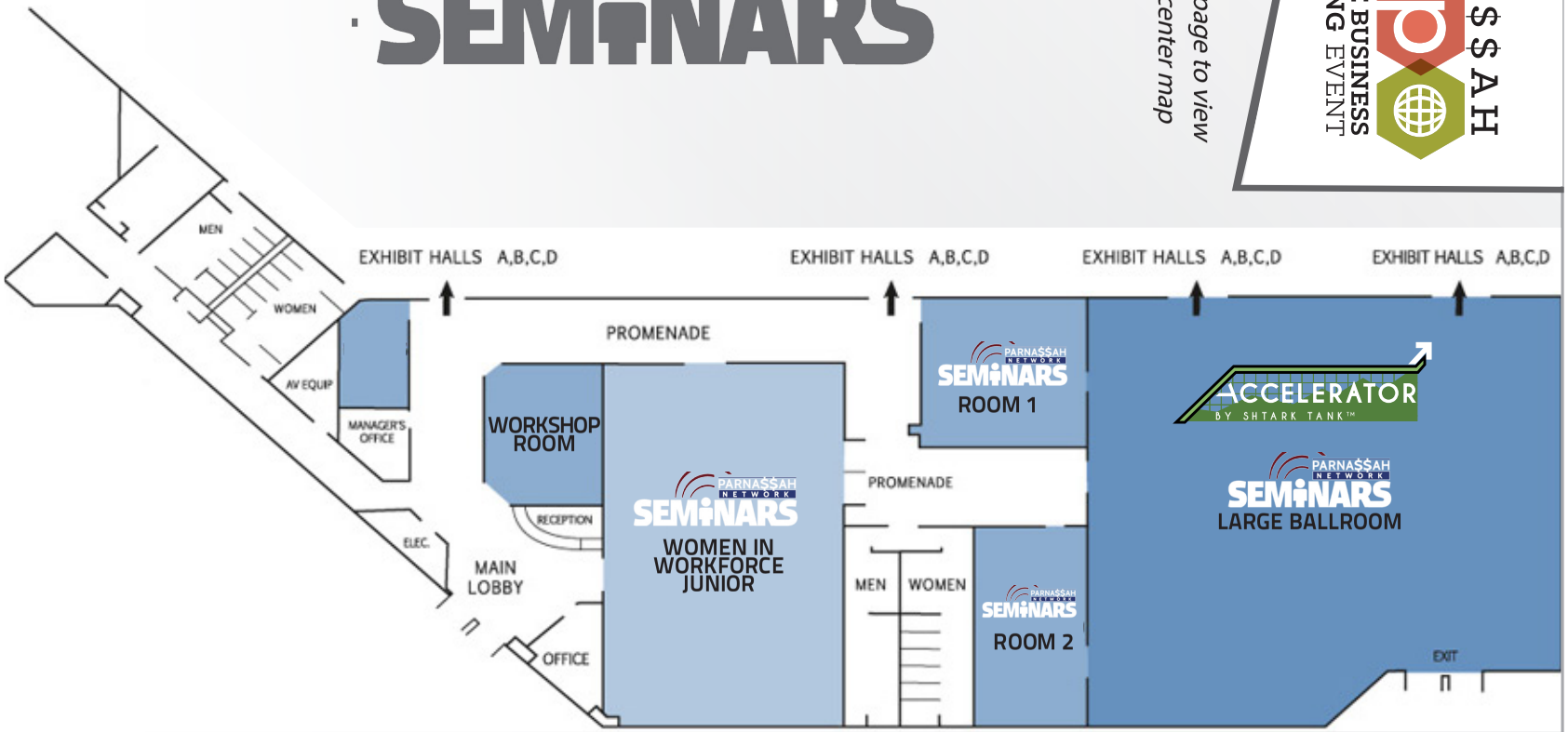
435 ..... **ZDH CONSULTING** 646-597-9023
yaakov@ydhconsulting.com ..... www.zdhconsulting.com

PARNASSAH SEMINARS AREA MAP

PARNASSAH NETWORK SEMINARS

please rotate page to view convention center map

PARNASSAH expo
NATIONWIDE BUSINESS NETWORKING EVENT



PARNASSAH PANELS

FEATURED PANELS

LEGAL PANEL
Tuesday 2:15pm

E. David Smith Esq.,
SMITH & ASSOCIATES
Ira J. Perlmutter
T5 EQUITY PARTNERS
Ed Neiger
BANKRUPTCY ATTORNEY

SECURITY PANEL
Tuesday 3:00pm

Zvi Bar-Levav
CEO OF RECURSION VENTURES.
Levi Gross
Detective Shlomo Koenig

MARKETING PANEL
Wednesday 1:30pm

Jeremy Seth Davis
MANAGING EDITOR, FAMILY OFFICE CAPITAL NETWORK AND FOUNDER, PRESSIQ
Sam Michelson
CEO, FIVE BLOCKS
Shlomo Greenwald
ASSOCIATE EDITOR, THE JEWISH PRESS
Yisroel H. Levovitz
CEO, PROFOUND MARKETING AGENCY
Robert Levin
FOUNDER AND CEO, THE NEW YORK ENTERPRISE REPORT
Joseph Blumenfeld
OWNER, GCNY MARKETING

CAREER AND EDUCATION GUIDANCE SEMINARS AND PANELS LOCATED IN THE CAREER&EDUCATION SECTION THROUGHOUT THE DAY

MEET PARNASSAH EXPO 2015 **PRESENTERS AND PANELISTS**

DUVI HONIG

Duvi Honig is all about empowerment.

A distinctly energetic and visionary entrepreneur, Duvi has built a world class network of diverse businesses and business services in order to increase economic productivity, and enhance the business prospects of the world's Orthodox Jewish communities and its related economy.

The dual pillars that Duvi founded – the Orthodox Jewish Chamber of Commerce and non-profit Parnassah Network organization – encompass a fast growing blend of small business owners, corporate executives, major entrepreneurs, professional business coaches, officials in the federal and state governments, and others.

Through this network and projects such as the annual Parnassah Expo – Nationwide Business Networking Event, Duvi has intertwined a vibrant segment of the economy into a single global entity. Members gain exposure, new customers and vendors, professional guidance, capital, human resources, and more.

Duvi's accomplishments are without peer in the Jewish world. He has found eager partners in the halls of the White House, Congress, state and local governments, international halls of power – and in grassroots community leaders. Duvi also leads an influential Public Policy Committee comprised of leading businessmen and activists to positively influence government policy on behalf of his community's economic success.

Duvi is a man with ambition, innovation and determination. He does not rest until his goals are accomplished – and his ambition only increases along with his list of accomplishments.

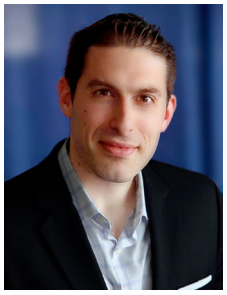
R' GEDALYAH WEINBERGER

Gedalia Weinberger is a guiding force of PCS, as Chairman of the Board of Directors. Holding a BS from Brooklyn College in mathematics and a MS from the Courant Institute at New York University, he also has Rabbinical Ordination from Yeshiva Torah Vodaas. Mr. Weinberger was a founder of American Healthware Systems, a developer of software for the healthcare industry. The company grew significantly under his guidance and merged with Siemens Corp. Mr. Weinberger sits on several boards of directors, including the boards of Yeshiva Torah Vodaath and Beth Medrash Govoha of Lakewood, and as Chairman of the Board Emeritus of Agudath Israel of America. He is Chairman of the Board of New York Community Hospital of Brooklyn, and Chairman of the Daf Yomi Commission.

MENACHEM LUBINSKY

Menachem Lubinsky is president & CEO of LUBICOM Marketing Consulting, a full-service public relations, advertising and marketing, and special events management firm. Mr. Lubinsky is a seasoned marketing executive whose successes have spanned many industries.

For 30 years, LUBICOM has served a broad cadre of clients in diverse areas, including MCI, Sprint, Coca Cola, Dannon Yogurt, Lea & Perrins, Welch's, Frito-Lay, Hospital for Joint Diseases, Maimonides Hospital, Brookdale Hospital, Metropolitan Jewish Health System, the Luggage and Leather Goods and Shoe Industries, and more than 400 other businesses and not-for-profit organizations.



MR. CHARLIE HARARY

Mr. Charlie Harary, Esq. is a prolific speaker who has traveled all over the country and abroad speaking for organizations, schools, universities and institutions on a variety of topics and to audiences of various sizes and affiliations. He has created dozens of videos that have received worldwide attention reaching hundreds of thousands of people in over 15 countries.

Mr. Harary is the CEO of H3 Capital LLC, an advisory and investment firm based in New York.

Mr. Harary is a Clinical Professor of Management and Entrepreneurship at the Syms School of Business in Yeshiva University. He is also a Senior Lecturer for the Orthodox Union, Aish Hatorah and NCSY.

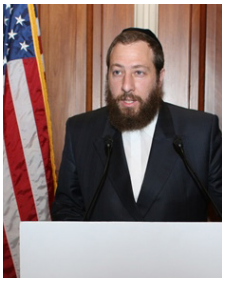
Charlie also hosts a weekly radio show, "The Book of Life" that is features on the NSN network.

Prior to H3 Capital, Mr. Harary was the First Vice President of Residential Operations and Legal Counsel of RXR Realty, a multi-billion dollar Real Estate Company based in New York. Prior to RXR, Mr. Harary was an associate in Paul, Weiss, Rifkind, Wharton & Garrison and Davis Polk & Wardwell. He received his J.D. from Columbia Law School where he was awarded the James Kent Scholar and the Harlan Fiske Stone Scholar.

In addition, he is an active community leader. He is the founder and president of Milvado Inc., an organization that develops innovative methods to teach spirituality in relevant and modern ways. He is a member of the Executive Board of the OU as well as the Founding Chairman of its Young Leadership Cabinet. He is also a member of the Conference of Young Jewish Presidents.

YANIV MEIROV

Yaniv Meirov is President and CEO of the prominent CHAZAQ organization, which has been igniting and developing the spiritual spark of thousands in the New York metropolitan area since 2006. In addition, he is very involved in many communal projects and is a board member in six community organizations. He may be contacted at YanivMeirov@gmail.com



EZRA FRIEDLANDER

For more than 15 years, Ezra has managed many complex public relations campaigns, earning a reputation for his diverse skills and broad range of knowledge. Ezra's expertise lies in understanding the unique needs of the individual client, and customizing strategies accordingly. Ezra's extensive experience has enabled him to deal proficiently with the various issues that inevitably arise in the course of challenging projects.

Prior to founding The Friedlander Group, Ezra served on the staffs of New York State Assemblyman Dov Hikind and former New York Public Advocate Mark Green, establishing a network of personal and professional contacts in the political, commercial, and non-profit sectors. Additionally, Ezra oversaw sensitive governmental foreign-relations projects.

Ezra has earned much admiration from his colleagues and associates for his strong dedication to his clients, and for always representing them in a professional manner.

RABBI ISSAMAR GINZBERG

Rabbi Issamar Ginzberg is a strategy and marketing advisor, ideas generator and action planner, mentor and friend to business professionals and entrepreneurs, to companies large and small, and to marketing specialists worldwide.

He flies between Jerusalem and New York and along the internet and telecoms highways for consulting jobs across a wide range of industries and speaking engagements to diversified groups of people looking to achieve growth.

His goal is always to empathize with the person he's listening and talking to and their goals; to want the success they want for themselves. He then then provides reliable perspective, growth-focused insights and ideas, and high-impact actions that can be implemented.

MICHAEL LANDAU

Chairman of West Side Council of Orthodox Jewish Organizations, (West Side COJO)

Michael Landau has been active in communal relations for over two decades. As founder of the West Side Council of Orthodox Jewish Organizations, (COJO) he has helped the organization become a leader in Political, Security and Community relation affairs. Mr. Landau is a noted speaker within the UN network and is recognized for his role in developmental and transformational initiatives in Africa.

CHASKEL BENNETT

Chaskel Bennett is Founder, President and CEO of MBA Supply Company of NY, a maintenance and building supply company and consulting firm servicing the NY real-estate industry. He is a noted political activist and a leading communal advocate. Mr. Bennett is a member of the prestigious Agudath Israel of America National Board of Trustees and a Co-founder and executive board member of the Flatbush Jewish Community Coalition (FJCC). Chaskel also serves on the boards of several communal organizations including Keren Aniyem, Masbia Food Pantry, 'Our Place' and COJO of Flatbush. Numerous elected officials on the local, state and federal levels of government seek Mr. Bennett's advice and counsel on Jewish communal issues.

RABBI NAPHTALI HOFF

Rabbi Naphtali Hoff provides leadership coaching, consulting and professional development services to executives and their teams. He is a sought-after lecturer who has addressed audiences on a wide range of topics. He is also a regular contributor to Hamodia, The Jewish Press, SmartBlogs and Huffington Post on such topics as leadership, education, religion and healthy living.

Naphtali holds a M.Ed. in Secondary Education from CCNY and a M.Ed. in Educational Administration and Supervision from Loyola University Chicago. He is presently enrolled in a PsyD program studying human and organizational psychology, which analyzes successful individual or organizational change and development. He received semicha from Rabbi Gedaliah Dov Schwartz, Av Bais Din of the Chicago Rabbinical Council.

S. RONALD ANSEL

S. Ronald Ansel, MBA, CPC, is the Director of Career Services at Touro College and a Certified Professional Career and Life Coach. He joined Touro College in July 2005 and has counseled hundreds of students and alumni in all aspects of the job search, including extensive experience in doing "mock" interviews with individuals and groups.

Employed by J. P. Morgan Chase for almost 26 years, he served as a Vice President in Human Resources from 1997 to 2002, specializing in executive coaching, leadership development, organizational analysis and consulting, team development, personal awareness workshops, diversity training, and the development of mentoring programs. He has more than 15 years' experience as a coach, organizational consultant, workshop designer/presenter and professional speaker.

CHAIM SHAPIRO

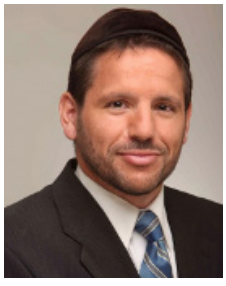
Chaim Shapiro, M.Ed s the Assistant Director of Career Services at Touro College in New York and a freelance writer, public speaker and social media consultant specializing in LinkedIn. He has presented his popular LinkedIn Workshop at National Conferences, Universities, Public Libraries and for communal organizations across the country. Chaim earned a Masters Degree in College Student Personnel from Loyola University, Chicago, and also studied in the Institutional Leadership and Policy Studies Ph.D. program at the University of California, Riverside Graduate School of Education. Chaim has more than 15 years of experience working in organizational administration.

EDWARD E. NEIGER

Edward E. Neiger is a managing Partner at ASK LLP. Prior to ASK, Edward was an attorney in the Business, Finance & Restructuring department of Weil, Gotshal & Manges LLP, one of the nation's premier restructuring practices. Edward represented clients in the bankruptcy cases of Lehman Brothers, American Airlines and General Motors, to name a few. Most recently he represented mayor-elect Bill De Blasio in the Interfaith Hospital bankruptcy.

Edward also regularly lectures on Bankruptcy law and preference actions and he writes the Bankruptcy Update column in the New York Law Journal.

Edward is admitted to practice law before the Supreme Court of the United States, the Southern District of New York, the Eastern District of New York, and in the State of New York. Edward is a member of the board of the New York Institute of Credit, and is the vice chair of the executive committee of the Future Leaders division of the New York Institute of Credit.



TZVI (CRAIG) GHERMAN

Tzvi (Craig) Gherman is a partner in the corporate, securities and private equity practice groups of Schwell Wimpfheimer & Associates (www.swalegal.com). He is an admitted attorney in both New York and Israel. His clients range from individuals and start-ups to Fortune 500 public companies, and span the globe from Lakewood to Yerushalayim. Prior to making aliyah to Eretz Yisroel and joining SWA, Tzvi spent six years as an associate in the Global Corporate/Mergers and Acquisitions Group in the NYC office of the international law firm of Milbank, Tweed, Hadley & McCloy. Tzvi learned in Yeshiva Torah Mitzion, graduated Queens College Magna Cum Laude with honors in Psychology, and received his J.D. with Distinction from Hofstra University School of Law, where he received a full merit scholarship and was a member of Hofstra Law Review. Tzvi and his family live in Ramat Beit Shemesh. Tzvi can be reached at tgherman@swalegal.com.

CHANINA KATZ

Chanina Katz is president of Bullseye Marketing, an advertising consultancy firm. He has over two decades experience in major ad agencies on the east and west coasts, developing successful strategies and campaigns for such clients as Colgate, RJ Reynolds, Hilton, Home Depot, General Mills, KFC and many others. He haas won numerous national and international awards, including the New York Advertising Club 'ANDY', and a Clio nomination.

MARK STRIMBER

Mark Strimber, Senior Manager, International Tax Summary of Experience

Mark Strimber is a senior manager who joined McGladrey from a Big Four firm's international tax practice. Based in New York, Mark advises multinational corporations on the U.S. tax implications of their cross-border operations and reorganizations and is responsible for researching complex international and domestic tax issues for inbound and outbound transactions. Mark has assisted in planning tax-efficient structures for international transactions, tax due diligence and M&A transactions and reading and applying tax treaty provisions.

He has experience managing and reviewing international tax forms and compliance for large clients and is part of our concurring review process to ensure high-quality compliance.

Mark also has experience reviewing and preparing federal, state, and local partnership and corporate tax returns and participating in technical discussions on real estate related tax matters involving REITs, partnerships, S corporations and C corporations. He has experience researching and ensuring compliance with SEC, AICPA and PCAOB independence rules.

He is an adjunct associate professor at Baruch College teaching international tax in the MST program and was an adjunct professor at his alma mater, Touro College, teaching Individual Income Taxation in the undergraduate accounting program.

Professional Affiliations and Credentials

Admitted to practice law in the states of New York and New Jersey Member, New York State Bar AssociationEducationJuris Doctor, cum laude, Brooklyn Law School Bachelor of Science, cum laude, accounting, Touro College

IRA J. PERLMUTER,

Ira currently serves as head of Private Equity and Venture Capital for the Triple Five Group, a family office, www.triplefive.com. In addition, he is also Managing Director of T5 Equity Partners LLC, a lower middle market distressed buyout fund which he started with the exclusive financial backing of Triple Five.

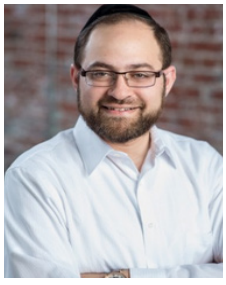
Ira is also non-executive Chairman of five companies which he acquired for the family, Wayne Industrial Holdings, LLC, Wayne Sweepers, LLC, Advanced Manufacturing & Power Systems, Inc., Admiral Valve, LLC and Admiral Filter Company, LLC. Ira also serves on the Board of Community Federal Savings Bank, a bank which he bought for the family; he is also Chairman of the Bank's Credit and Compliance Committees. He has

also advised the family extensively regarding their oil and gas investments, including assisting to take one of the companies private.

Prior to starting T5, Ira founded and ran Cove Capital Advisors, Inc. Cove Capital is a boutique financial restructuring, turnaround and distressed/bankruptcy M&A advisory firm. Cove Capital advised on over $5.5 billion of assignments, serving clients such as JP Morgan Chase, the Republic of Korea, Fleet Bank and others.

Before that, Ira was a Vice President in The Chase Manhattan Bank's elite Restructuring Group. Ira was with Chase for over seven years focusing primarily on corporate loan restructurings to middle market and international companies. In that capacity, he restructured and/or sold over $1.5 billion of troubled debt. In addition to the above, Ira served as Liaison to Chase's Global M&A Group with a mandate to identify bankrupt or distressed M&A opportunities for Chase's top-tier clients. Further, Ira assisted in the formation of, and was an advisor to Knightbridge Capital Partners LLC, an investment bank established to do private placement transactions for growth and/or distressed companies.

Previously he served on the Advisory Board of Fairbanks Equity Funding Ltd., a hedge fund. For several years, Ira gave the keynote address to the world-wide, senior management of the Korea Exchange Bank at a Credit Analysis and Loan Classification seminar. In addition, in March 2000, Ira was chosen as one of the TOP 40 UNDER 40 by Business News New Jersey, a statewide, weekly business journal. Ira also is a member of the Turnaround Management Association.



YISROEL H. LEVOVITZ

Mr. Levovitz, a Marketing Consultant and Business Content Writer, is the CEO of Profound Marketing Agency, a Creative Marketing and Communication firm specializing in assisting businesses and entrepreneurs with the formulation and dissemination of their messages via conventional as well as online and social media marketing methods. He can be reached at YHL@ProfoundMarketingAgency.com.

STEVE SHAIN

Steve Shain-Director of Client Relations Management at LTC Consulting Services LLC

Steve currently leads the Client Relations Department managing the full Customer Experience for over 75 healthcare facilities around the country. He recently spearheaded his companies Implementation Department which works alongside their customers upon purchase of newly acquired facilities, navigating the regulatory maze of setup and credentialing needed. When not on site at client facilities, Steve conducts regular training for the LTC staff of over 200, and at industry conventions. His recent engagements of this past year include the Healthcare Association of NJ, and Pennsylvania Healthcare Association where he lectured on this topic of customer care along with other concepts focusing on maximizing your customer experience. Although his area of expertise is in health care, the concepts of customer care are in best interest of every companies 'health'!

MARC VORCHHEIMER

Marc Vorchheimer President at INTEGRATED FINANCIAL CONSULTING, LLC.

Marc has a unique ability to understand his clients financial needs and find creative solutions best suited for them and their families. He pays attention to all details of clients life situations and helps them optimize their investments and increase their net worth. Mr. Vorchheimer is a good listener and a professional with the highest level of honesty and integrity. Marc emphasizes sophisticated tax saving strategies to preserve and increase his clients wealth. He helps individuals crystalize their objectives and guides them to achieve the personal and financial goals that are important to them.

HERSCHEL LEINER

Herschel Leiner of H. LEINER & CO. Corporate & Nonprofit Solutions is renowned for his winning seminars on management, marketing, branding and positioning of small businesses and nonprofit organizations. With extensive background in the nonprofit sector, his popular "Dinner In A Day" and Capital Campaign seminars won hundreds of his clients soaring revenues by much as 300%. H. LEINER & CO. is presently consulting for projects across North America that exceed $100 million.

In addition, for over 25 years, the company has specialized in the marketing, branding and re-branding of young startup ventures. H. LEINER & CO. has a diverse team of talented professionals that are on the cutting edge of today's fast-paced environment. Their track record of scores of successful clients has made them a trailblazer in the field. Constantly studying trends in the industry and blending it with decades of experience, Herschel Leiner brings to the podium fresh perspectives and results-driven ideas so leaders can walk away with the tools they need to aim even higher.

ALLAN H. GLAZER

Allan H. Glazer is founder and CEO of AHG Consulting, a high powered business consulting company with no nonsense approach to networking and marketing. Allan has used his wide range of Business and Technology experience to bring his clients an unprecedented level of exposure. Allan has worked closely with business owners and sales representatives for the last 20 years to improve their marketing capabilities and then convert those contacts to clients.

Years of success have made Allan H. Glazer among the most sought after business professionals on the East Coast business scene. Allan has a fresh eye and is able to see several immediate solutions that are obvious yet invisible to you. Not only does Allan bring solution but helps a person accelerate towards that solution.

MOSHE KRAVITZ

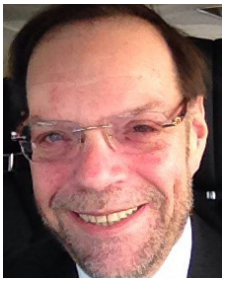
Moshe Kravitz, Certified Career Coach - Five O'Clock Club

Director of Finance - IDT Telecom

Moshe guides his clients in selecting appropriate targets and in marketing themselves effectively.

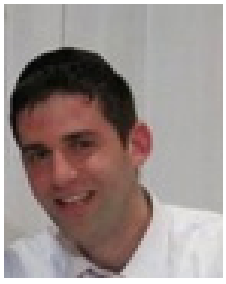
His experience includes many years as an educator, actuarial positions at CNA Insurance and Buck Consultants and his position as Director of Financial Planning and Analysis at a major telecommunications-energy company.

Everywhere he works, Moshe demonstrates a passion for helping others to improve their skills and efficiency. With this passion he helps job seekers to hone their job search skills, enabling them to land offers more quickly and at higher salaries.



SHIMMY BRAUN

Shimmy Braun has been involved in Healthcare Sales for 25 years. His experience has been focused on physicians in private practice, concentrating on capital equipment sales, consumable items, & practice management. For the past two years his experience has proven valuable towards his position of Regional Director of Physician Outreach for Maimonides Medical Center in Brooklyn.



SHLOMO TRACHTENBERG

Shlomo Trachtenberg manages conversion rate optimization at Laureate International Universities, a nine figure international corporation, headquartered in Baltimore, Maryland. In his position, Shlomo develops and implements innovative marketing strategies and oversees a digital marketing firm on Laureate's payroll, with a team of several dozen. Shlomo is also the CEO of Digital Trax, LLC, a digital marketing agency focused on adapting corporate digital marketing strategies and strategically applying them to small and intermediate businesses.

Shlomo is also on the Board of JET Tech, a non-profit business development center, located in

Baltimore, Maryland. He focuses on helping community members integrate into the technology field, particularly digital marketing field. With his expertise in his field and his warm personality, Shlomo has helped many.

JEFFREY FOLGER

Jeffrey Folger has more than 14 years of commercial and securities experience in numerous business transactions for public and private clients.

He was an associate at Sullivan & Cromwell from 2000 until he joined Oscar Folger in 2003 to form Folger & Folger. He is a graduate of Columbia Law School with Kent Scholar recognition. He can be reached at jeff@folgerlegal.pro

ANDREW J. LAUER

Andrew J. Lauer, Esq. Vice President for Legal Affairs, Secretary and General Counsel andrewlauer@yu.edu

Mr. Lauer serves as Vice President for Legal Affairs, Secretary and General Counsel of Yeshiva University. In this capacity, Mr. Lauer is responsible for all legal matters pertaining to the University and its affiliates within the United States and abroad. Mr. Lauer also serves as counsel to the President of the University.

Prior to his appointment at YU, Mr. Lauer was a Partner at the international law firm of Thelen Reid Brown Raysman and Steiner LLP where he maintained a large and diverse practice while also serving as an active member of Thelen's Labor and Employment Law Department. Mr. Lauer served as relationship partner to numerous clients in relation to various areas of legal specialty, including corporate, real estate, litigation, technology, outsourcing, bankruptcy, patent and trademark and he often functioned as outside general counsel to many companies. Mr. Lauer also established and maintained an extensive Israel Practice at Thelen and he worked with many Israeli owned and/or affiliated companies and regularly traveled to Israel to meet with his Israeli clients and contacts.

Mr. Lauer also has prior professional experience as Senior Employment Counsel in the Office of General Counsel of PricewaterhouseCoopers Consulting (PwC Consulting), where he was responsible for all employment law related matters affecting the firm and its 30,000+ employees. In addition, he was responsible for all in-house employment law related matters pertaining to the planned IPO and the ultimate sale of PwC Consulting to International Business Machines (IBM). Before joining PricewaterhouseCoopers, he served as Assistant General Counsel of Deloitte & Touche USA, where he was employment counsel to both Deloitte & Touche LLP and Deloitte Consulting L.P. Prior to working at Deloitte, Mr. Lauer was an Assistant District Attorney in the Kings County District Attorney's Office in Brooklyn, New York, where he conducted numerous trials and investigations and was assigned to several bureaus including the elite Trial Cadre unit of the Homicide Bureau.

Mr. Lauer has been certified as a Master Facilitator in Employment and Management Training by a nationally recognized training vendor. He is a frequent speaker and lecturer, has published numerous articles and has conducted training and seminars in various areas of business, communal issues and the law throughout the United States and abroad. He serves on the Audit and Finance Committee of the National Association of College and University Attorneys (NACUA). He also serves as a Dayan (religious court Judge) on the Beth Din of America with a particular focus on matters pertaining to corporate, commercial and employment law.

As an Adjunct Professor at Yeshiva University, he conducted undergraduate lectures in Business Law. He is currently teaching a class entitled, Corporate Entrepreneurship and the Management of Change, in the EMBA Program of Sy Syms School of Business.

RICK KESTENBAUM

Rick Kestenbaum is Chief Operating Officer and General Manager of New Jersey Jewish News, one of the largest Jewish media organizations in the country. Rick brings over 25 years of experience to this role, having served in the past as Advertising Director for leading publishers including Media News Group, Forbes and Advance Publications and having worked with a mix of mainstream publications ranging from local weekly newspapers to regional daily newspapers to one of the top 20 newspaper websites in the country, NJ.com. At NJJN, Rick oversees all aspects of the business operation of the paper, including advertising sales, marketing, production and accounting. Rick has been recognized with multiple industry awards and has been speaker and panelist on the topic of print and online marketing at a number of industry events. He also wrote the popular column, "Inch by Inch", which appeared in trade publications nationwide for many years, and currently serves as 1st Vice President of the American Jewish Press Association.

NACHUM KLIGMAN

Nachum is the founder of Ideago StartUp Lab, a launching pad for business ideas of his clients as well as his own. He is the Co-Founder of RoadShows.co which brings together product creators and store owners that creates value for both sides. He is also the Founder of Viewbix, an interactive video platform which is a VC funded company he launched in 2005. He is also the President of Zip Up For Special Needs, an awareness project inspired by his special needs son Moishy. He holds two technology patents and just launched his first Podcast, The Frum Entrepreneur. The Podcast features interviews from around the world with frum entrepreneurs inspiring and giving back to the Jewish community. He lives with his wife & children in Ramat Bet Shemesh, Israel.

KEITH CHAMISH

Keith Chamish known as a ' Curator All Things Digital' . Established as a computer network & security expert within the financial industry. While leading Information Technology department at National Securities and than Laidlaw & Co. LLC . Keith was continually selected from a group of Beta testers during Nasdaq system releases .

In 2011 added app development to his toolbox by creating mobile apps and solutions for leading Advertising agencies.

Keith further pushed his breadth of technical skills by becoming an expert in E-Commerce marketplaces via Digital Marketing and Analytic Data analysis -- improving month over month online sales for a leading watch brand and the third largest supermarket in the NYC metro area.

Today Keith remains the founder of InstaTrade . InstaTrade is the # 1 ranked app in the Apple App store under the keyword Barter. InstaTrade remains the fastest and most secure mobile marketplace to post , discover , buy and trade new and used goods.

To learn more download the iPhone app at instatrade.me/getapp

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INTENSIVE SEMINAR PROGRAM FOR WOMEN IN THE WORKFORCE

March 17th Schedule:

11:30-12:00 ***Registration, Networking***

12:00 - 12:05 ***Welcoming Remarks,***
TOVA HERSKOVITZ
LSW Coordinator of WIW

12:05-12:40 ***Panel Discussion "Frum Woman in the Workplace: Secrets for Success and Perspective", Moderated***
CHAYA APPEL FISHMAN
Founder and President "The Jewish Woman Entrepreneur"
RIVKA SENDER, CPA
Senior Manager at KPMG, Founder of "HaSviva"
NECHAMA BASSER
Director of Product Delivery and Strategy for American Express

12:45- 1:15 ***"Doing It All: Time Management Skills for the Busy Woman",***
ESTIE RAND
Coach and Consultant at
Strand Consulting

1:15-1:30 ***Networking Break***

1:35-2:20 ***Panel Discussion "A Career for the Klal: Working in Jewish Nonprofits" Moderated by***
SHARON GREEN,ESQ.
LEAH ZAGELBAUM
Director of Communications, Agudath Israel of America
CHANIE JACOBOWITZ

Director of Government Affairs, Beis Medrash Govoha
CHAVIE GLUSTEIN
CBIS, Founder and Director of BINA Stroke and Brain Injury Assistance

2:25-3:10 ***"Women and The Evolving Workplace"***
JEANETTE LEVEY FRISCH, ESQ.

3:00-5:00 PM ***Individual Business Consultations with***
ESTIE RAND
Coach and Consultant at Strand Consulting

March 18th Schedule:

11:30-12:00 ***Registration***

12:00-12:10 ***Welcoming remarks***
TOVA HERSKOVITZ
LSW Coordinator for Women In The Workforce

12:10-1:10 ***"Ready, Set, Go: Strategies for Planning and PursuingYour Career" Moderated by***
REBBETZIN FAIGIE HOROWITZ
Coordinator Touro College Career Services.
SUZANNAH RAFF
CHIEF EXECUTIVE OFFICER AT RAFFBUSINESS.COM
SARA BREJT, ESQ.,
career coach The Step Before Parnassah

1:15-2:00 ***"Launch: From Idea to Business"***
ESTIE RAND
coach and consultant at Strand Consulting

2:10-3:00 ***Break for Keynote Address in Main Ballroom***
RABBI ISSAMAR GINZBERG

3:15- 3:40 ***"Secrets to Writing a Great Resume"***
SORI LESHKOWITZ
Stellar Resumes

WOMEN IN THE WORKFORCE
PRESENTERS

ESTIE RAND

Estie Rand has been helping helping businesses and non-profits improve on minimal budgets for over 14 years. A graduate of Baruch College Zicklin School of Business in New York, Estie is also a Certified Professional Coach. After spending many years finding fulfillment in the non-profit industry, Estie founded Strand Consulting to bring her skills of doing more with less to small business owners. Estie now enjoys every minute of her work helping others reach their earning potential, maximizing themselves, their time and of course, their profits.

REBBETZIN FAIGIE HOROWITZ

Faigie Horowitz A veteran community activist, Faigie Horowitz has spent more than twenty years in social services both as an executive and as a board member of several non-profits. She holds a Masters in Management Science. She currently is the program coordinator in Touro College's Career Services Department and is a columnist for Hamodia and Binah Magazine. She serves as the rebbetzin of Congregation Agudas Achim in Lawrence, NY and frequently lectures on life skills and Torah topics. She can be reached at Faigie.Horowitz@touro.edu.

RIVKA SENDER

Rivka Sender is a wife, mother, rebbetzin, and a CPA/ Senior Manager with KPMG. She has recently moved to the US after spending 18 years living in Eretz Yisrael, and working primarily for the KPMG member firm there. Rivka's first love is teaching, with experience both in the US, and in a seminary in Eretz Yisrael, as well a coordinator of touring programs there. She recently founded HaSviva, an organziation geared to supporting frum women in the workplace, in response to the spritiual challenges that she, and others, have faced.

NECHAMA BASSER

Nechama Basser is the wife of Rabbi Yitzchok Basser, a maggid shiur and Rosh Chaburah in Lakewood, NJ, and mother of 7. She started college at Case Western Reserve University as a music major but somehow ended up with a BA in Comp. Sci. from Touro College. Mrs. Basser started her career as a programmer and technical writer in tech startups. For the last 10 years she has worked at American Express Co. in project management, product development, marketing, and strategy roles, with an odd detour to set up a subsidiary in China. Mrs.Basser sits on the Board of the Center for Health Education, Medicine, and Dentistry of Lakewood, NJ and the steering committee of HaSevivah. In her spare time she enjoys – never mind, the last time she had spare time was 2003.

JANETTE LEVEY FRISCH

Janette Levey Frisch, Founder of The Emplawyerologist Firm, has over 20 years' experience as an attorney, has worked as in-house counsel in the temporary staffing industry, has authored articles on many different employment law issues for many publications, and works with employers on most any

employment law issue, -acting as the Employer's Legal Wellness Professional- to ensure that employers are in the best position possible to avoid avoid litigation, audits, employee relations problems, and the attendant, often exorbitant costs. Janette can be reached by phone at 732-902-0728 and by email at theemplawyerologist@gmail.com. You can visit Janette's blog at www.theemplawyerologist.com.

SHARON GREEN

Sharon Green is an experienced attorney who counsels and advises clients on a variety of legal matters and issues. Core to her practice is her work with nonprofit and charitable organizations, assisting them in state incorporation and compliance matters, drafting articles and bylaws, litigation matters, applying for tax-exempt status, and IRS audits. With an LL.M in taxation and an MBA, Sharon is able to successfully advise start up charitable organizations on corporate structure, business plans, fundraising and marketing programs, grant applications, and government contracts.

CHANIE JACOBOWITZ

Chanie Jacobowitz has been the Director of Government Affairs at Beth Medrash Govoha since 2002. BMG, "The Lakewood Yeshiva", is the country's largest Yeshiva with more than 6,800 students, and Mrs. Jacobowitz is involved with internal management and compliance as well as initiatives and advocacy to benefit the Lakewood community as a whole. In this capacity, Mrs. Jacobowitz supervises the managers of several departments that together comprise more than 55 full and part-time employees. Mrs. Jacobowitz is also a Board Member of CHEMED/LRRC, a Federally Qualified Health Center and social services organization serving more than 22,000 patients and clients.

Previously, Mrs. Jacobowitz was the Site Director of the Shorefront Jewish Community Council serving the needs of the low-income Russian immigrant community in Brighton Beach, Brooklyn, a role which enabled her to draw on her experience over several summers as a volunteer counselor at a kiruv camp in the Ukraine. She attended BJJ seminary and went on to earn her B.A. in Psychology from Touro College in 1998 and her Master's in Social Work with a concentration in Community Organization and Administration from Yeshiva University - Wurzweiler School of Social Work in 2002.

SUZANNAH RAFF

Suzannah Raff, MScA, MSW is a Career Coach and Marketing/Digital Media Consultant in private practice in Rockland County, NY. Suzannah has a broad range of Human Resources, Marketing and Technology expertise having worked through the years with NASDAQ technology start-up companies like Net2Phone designing software and websites for her clients as well as creating viral marketing and social media campaigns. Suzannah has had the pleasure of working with big brands such as Walgreen's, Costco, MiracleSuit, the US Navy Exchange and Nike as well as smaller niche brands such as Jew in the City, The Sephardic Legacy Series, and OmniChannel Health Media. Suzannah is also the creator of her own successful niche blog, The Kosher Shophaholic. Today, she combines her education and experience counseling clients on career paths and strategies as well as teaching Management and Entrepreneurshipclasses for college. Suzannah holds a Bachelor of Commerce degree from McGill University in Montreal, Canada as well as a Master of Science in Administration from Concordia University in Canada and a Master of Social Work degree from Adelphi University in New York. She can be reached at www.raffbusiness.com.

SARA BREJT

Sara Brejt, Esq., CPC, a Career/Life Coach with The Step BEFORE Parnassah, is certified to administer today's popular career-assessment tools. Having worked formerly as both a practicing attorney and a kiruv professional, she integrates strong professionalism with solid hashkafic-grounding. And, as a woman who is herself returning to the workforce - after a hiatus to raise her family, ka"h - she guides her clients through the process of self-assessment and career choice, in a warm, accepting atmosphere."

SORI LESHKOWITZ

Sori Leshkowitz is founder and writer-in-chief at Stellar Resumes. She develops high-impact resumes, cover letters, and LinkedIn profiles that help professionals and executives take their careers to the next level. With her highly acclaimed personal-level service, Sori has perfected the art of capturing each client's personal brand and communicating that value to employers. You can reach her at sori@stellarresumes.net.

CHAYA (APPEL) FISHMAN

Chaya (Appel) Fishman is the Founder and President of The Jewish Woman Entrepreneur. While pursuing a law degree, Chaya catapulted her vision into reality; she launched The JWE, and in just a few short years, has built an organization with more than 1,000 members and 12 local chapters across America. Currently, Chaya is in her final semester at the University of Maryland School of Law, where she was a Rubin Scholar. Chaya will be working in the corporate practice group at Miles and Stockbridge, LLP, beginning September 2015. Previously, Chaya worked as a financial analyst at Eternity Asset Management and as Founder of Appel Adventures, a creative arts program for girls. She graduated magna cum laude from Lander College for Women, with a BS in Finance. Chaya's achievements are recognized by many: she is the recipient of the Touro Service Award, was named to the Daily Record's "Twenty in their Twenties" list, and was chosen as a Forward 50. Chaya resides in Baltimore with her husband, Rabbi Ariel Fishman, and their rambunctious two-year old son.

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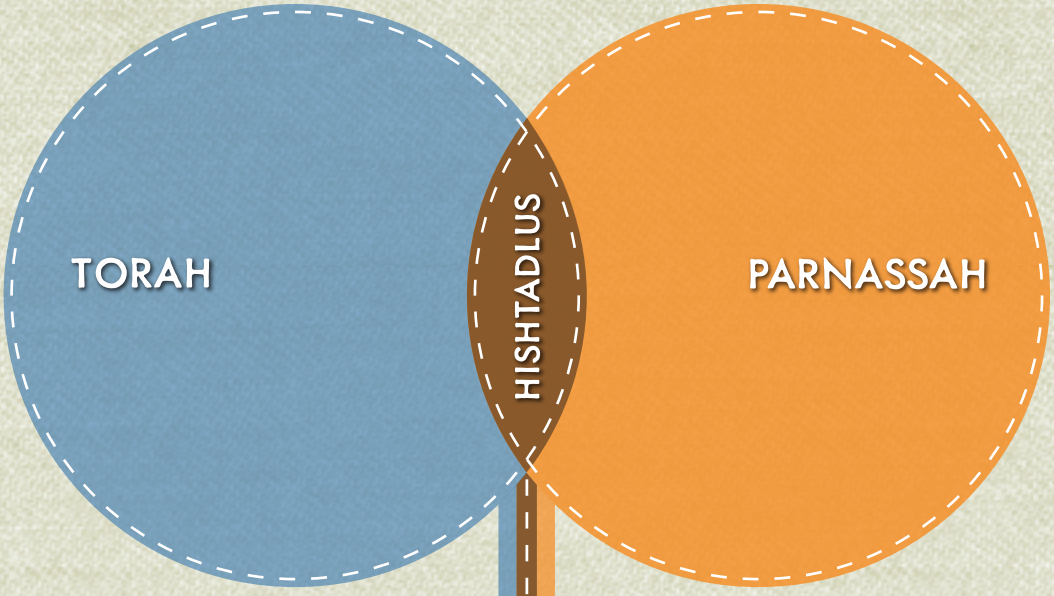

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