
From the Office of Secretary of the State Susan Bysiewicz

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SECRETARY OF THE STATE TO HOST SMALL BUSINESS SHOWCASE IN ENFIELD

14th Connecticut Showcase expected to draw hundreds of businesses

ENFIELD – The Secretary of the State's Small and Minority Business Unit will hold its 14th Connecticut Showcase on August 17th at Asnuntuck Community College in Enfield. This is the only state program designed especially for new and developing small businesses, and Secretary of the State Susan Bysiewicz said she expects hundreds of businesses to take part in the August 17th event.

The keynote address, entitled "The Power of Collaboration," will be delivered by nationally known entrepreneur Andrew Morrison, who has appeared on the Oprah Winfrey Show and many other syndicated television programs. The event will take place from 10 a.m. to 7 p.m. on August 17th.

"Small businesses in Connecticut are responsible for 96 percent of the new jobs created over the past ten years, and the growth of these businesses helps to grow our state's economy and job base. We need to continue in our efforts to promote the establishment and enhancement of our small and minority-owned businesses if we are to truly commit ourselves to quality job growth," Secretary Bysiewicz said. "These business showcases provide 'one-stop-shopping' for small business owners in the areas of marketing, networking, funding, and developing partnerships with local businesses and elected officials. The CTShowcase has helped thousands of people to grow their businesses."

The CTShowcase is sponsored by Webster Bank and supported by Black Enterprise Magazine, State Farm Insurance, Microsoft, IBM and many others. This showcase will feature more than 100 small businesses from throughout the state and country, whose owners can gain priceless information, create new networking opportunities, and receive constructive feedback at the event, Secretary Bysiewicz said.

"We have found this program very successful in supporting the efforts of

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entrepreneurs and others who want to grow or start a business," Harland Henry, Manager of Community Advocacy of the Secretary of the State's Office, said. "The differing needs and stages of business growth of small and minority businesses require that we make it as simple as possible for them to access the resources and information they need. The time of the entrepreneur is precious and limited. The CTShowcase makes the most of their time."

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