

# Town of North Hempstead Business & Tourism Development Corporation

## SEMINAR SERIES

Helping Town of North Hempstead  
businesses grow and prosper.



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For Further Information call  
Louise Fishman, Program Director  
516-869-7759

## Business Development Seminar Series

Get the information you  
need to enable your  
business to grow and  
prosper.



Topics to be presented  
during the 2010 North  
Hempstead Business  
Development series:

- Global & national war on terrorism, emergency management, business preparedness, crime prevention & reduction, internal controls for threats such as merchandise theft, security fraud & embezzlement
- Using social media (FaceBook, Twitter, Flickr) as communication tools
- 5 best practices that should be employed to manage a business through an economic downturn

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The Town of North Hempstead

## **FREE BUSINESS SEMINARS**

Town of North Hempstead  
Business & Tourism Development Corporation  
Business Seminar Series  
220 Plandome Road  
Manhasset, New York 11030

Emergency Management/Crime  
Prevention & Crime Reduction  
Techniques for Your Business

«Full Name»

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Port Washington, NY 11050

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# Emergency Management/Crime Prevention & Crime Reduction Techniques for Your Business

## Purpose:

To inform North Hempstead businesses on how to effectively protect themselves in today's hostile environment

## Location:

Harbor Links Club House  
One Fairway Drive  
Port Washington, NY 11050

## Date and Time:

May 25, 2010 between 8:00 am - 10:00 am

## Speakers:

### **Dr. Barbara H. Sude**

Senior Political Scientist, RAND Corporation  
Former 33-year CIA Analyst, part of Pre & Post 9/11 team tracking al-Qa'ida; Served at the National Counterterrorism Center, Washington, DC

### **Robert Beckmann**

Deputy Sheriff Lieutenant  
Community Emergency Response Team Director  
Nassau County Office of Emergency Management



### **Sergeant William Leahy**

Commanding Officer, Division of Homeland Security, Nassau County Police Department

### **Sinai Megibow**

Director, Investigative Services  
Venture Risk Investigations, a Division of the Draco Group, Melville, New York

## **Presentation Topics for "Emergency Management/Crime Prevention & Crime Reduction Techniques for Your Business"**

With the advent of the internet, search engines, computer literacy, commercial aviation & strident militant fundamentalism, events on the other side of our world can have a major impact on your business, yourselves and the lives of your employees. More likely, the threats are domestic. How real are the threats? What can you do to protect your investment and the lives of all of those involved in running your business?

We have assembled a top team of experts in their fields to assess your vulnerabilities, develop a business preparedness plan, teach you crime prevention & reduction techniques and set-up internal controls to avoid embezzlement, merchandise theft & other employee issues.

This seminar is a must for all those who are interested in keeping their business safe in our harsh business climate.

A question and answer session will follow.

## **Plan Now for Future Seminars**

**How to Use Social Media to Grow Your Business** September 21, 2010 (8:00 am -10:00 am)  
FaceBook, Twitter, Linked-In, FourSquare and Flickr have become great communication tools that can and should be added to a company's marketing mix, no matter what the size. Come learn about each of these internet sites and what they can do for your business.

## **Managing Through Tough Times**

November 18, 2010 (8:00 am -10:00 am)  
Review the 5 best practices business owners should employ to manage their business through an economic downturn; Marketing that Drives Sales, Knowing Your Customers, How to Capture Incremental Sales and much, much more.

## **FREE REGISTRATION FOR Emergency Management/Crime Prevention & Crime Reduction Techniques for Your Business**

**Tuesday, May 25, 2010 at 8:00 am**  
**Free Continental Breakfast**

### **To Register:**

Call 516-869-7759

### **OR**

Register online: at [www.northhempstead.com](http://www.northhempstead.com)  
or [www.btdc.biz](http://www.btdc.biz)

### **OR**

Fax this form to: 516-869-2468

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*Please save this form as confirmation of your faxed registration.*

For further information, please contact:

Phone: 516-869-7759

## **Town of North Hempstead Business & Tourism Development Corporation**

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Chair

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