



At
LaGuardia,
We
Mean
Business.

Centers For Economic Development

LAGUARDIA
COMMUNITY COLLEGE

CU
NY



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Business.**

Dear Business Owners:

LaGuardia Community College has been a catalyst for development in Western Queens for over 35 years. Today, the College's **Centers for Economic Development** are leaders in creating business resource programs for entrepreneurs throughout the metropolitan region. Each of the Center's entities specializes in crafting the integral pieces of a successful business.

The **Center for Corporate Education** offers training solutions tailored to help your employees sharpen their skills and develop new ones. We can help you build an exceptional team from a pool of qualified job applicants through our **Business Employment Services Center**. Our **Cooperative Education Department** helps you access the next generation of talent by utilizing our students as interns.

LaGuardia's **Small Business Development Center** provides a range of support services, from writing business plans to securing financing, and is especially knowledgeable about serving immigrant entrepreneurs.

The experts at our **Procurement Technical Assistance Center** and **Small Business Transportation Resource Center** teach you how to secure government contracts to expand your client base. At **NY Designs**, LaGuardia's business incubator, you can build and test your products in our prototype laboratory, or attend classes that will enhance your business.

Community colleges have a uniquely American history of supporting local businesses while educating the next generation of workers. LaGuardia is no exception. Let us help you succeed.

Sincerely,

Gail O. Mellow, President



Creating Success, One Business at a Time

LaGuardia Community College's Centers for Economic Development are dedicated to creating and retaining jobs through specialized programs designed to meet the needs of the rapidly changing business community.

At LaGuardia, our goal is your success.

CENTER FOR CORPORATE EDUCATION + BUSINESS EMPLOYMENT SERVICES
CENTER + COOPERATIVE EDUCATION DEPARTMENT + SMALL BUSINESS
DEVELOPMENT CENTER + PROCUREMENT TECHNICAL ASSISTANCE CENTER
+ SMALL BUSINESS TRANSPORTATION RESOURCE CENTER + NY DESIGNS
= CENTERS FOR ECONOMIC DEVELOPMENT



Experts in each of our specialized programs are dedicated to working with you to meet the specific needs of your business. Acting as account representatives, our business outreach teams can recommend the appropriate program for your business needs, provide follow-up information, review and discuss feedback and make referrals for additional services.

Global Corporate College

A World of Difference in Corporate Training

LaGuardia Community College is a member of Global Corporate College, a network of community colleges in every major U.S. market, that ensures a consistent, high-quality learning experience for all of your employees without all the logistical challenges.

Teach Them Well

A dynamic workforce armed with cutting edge skills is an invaluable asset for both employer and employee. **The Center for Corporate Education (CCE)** provides customized training and consultative services for corporations, public sector agencies and nonprofit organizations.

CCE's training and organizational development professionals assess, design and deliver training in areas such as management and leadership, interpersonal and communication skills and workplace safety programs. They can identify workforce skill gaps and create classes to meet specific on-the-job needs of your staff.

Target Your Strengths

In the best of times keeping a business afloat can be difficult, and launching a new business can be daunting for even a seasoned entrepreneur. **LaGuardia's Small Business Development Center (SBDC)** can advise you in all areas of business, whether you're a new or existing business owner.

From legal issues to marketing strategies and financial planning, you can get the advice you need to keep your business on the right track. SBDC provides one-on-one professional and in-depth counseling in English, Spanish, Korean, and Chinese.

Access the Next Generation of Talent

You can help launch a young adult's career dreams and fill support services roles within your organization when you hire student interns. For over three decades, the **Cooperative Education (Co-op) Department** at LaGuardia Community College has played a major role in educating students for the workplace.

Co-op provides a cost-effective way to meet human resource needs with pre-screened, achievement-oriented, multilingual interns who are eager to learn.





Build an Exceptional Team

Hiring the right employees is as vital as providing training for new and existing workers.

LaGuardia's Business Employment Services Center can help you find the best and the brightest employees to meet your hiring needs.

We will work closely with you to ensure a full understanding of job specifications and requirements, including pre-screening of job candidates. Qualified job seekers in the New York metropolitan area utilize the **Workforce1 Career Center** and **Employment and Career Services Center's** employment services every day, so there's never a shortage of potential employees to choose from.

Expand Your Client Base

Clients are the lifeblood of any business, and developing new leads is as important as maintaining current relationships. The **Procurement Technical Assistance Center (PTAC)** and **Small Business Transportation Resource Center (SBTRC)** offer assistance with the intricacies of contracting with government agencies, including reviewing certification applications, proposal preparation and bid matching.

PTAC is recognized as one of the leading government contracting resources for small business in the New York metropolitan area.

Test Drive Your Ideas

Renting space, learning new skills and finding a workshop can be a challenge in any venture.

NY Designs Business Incubator is the first business center in the region devoted to the needs of emerging designers.

NY Designs provides studio space, classes and a prototype lab that includes woodworking, rapid prototyping and laser cutting equipment. The workshop is open on a fee basis to the entire design community.

To make an appointment, or to learn more about the offerings at LaGuardia's Centers for Economic Development, contact:

Seth Bornstein
Assistant Dean for Economic Development
(718) 482-5039
sbornstein@lagcc.cuny.edu

or visit

Centers for Economic Development
LaGuardia Community College
31-10 Thomson Avenue
Long Island City, NY 11101
C-Building Room 404

www.lagcc.cuny.edu/main/business_services/

Center for Corporate Education

CCE offers training in five distinct areas such as leadership and management, English language skills, and customer service, and has worked with over 150 businesses in the past five years.

Small Business Development Center

2,200 entrepreneurs have received counseling from the SBDC, and over \$23 million has been invested in or loaned to the business community as a direct result of the SBDC's assistance.

Cooperative Education Internships

Co-op has coordinated over 55,000 internship placements in partnership with hundreds of organizations representing New York City's major corporations, government agencies and nonprofit organizations.

Business Employment and Career Services Centers

The Centers have placed 5,200 job seekers and served over 800 employers in the NYC metropolitan area.

Procurement Technical Assistance & Small Business Transportation Resources Center

Over 65 businesses have been awarded \$60 million in contracts through PTAC assistance.

NY Designs Business Incubator

14 businesses are housed in state-of-the-art studio space and over 600 designers have taken classes and used the prototype lab.



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**CONTINUING
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People, Changing

