

GETTING BACK TO BUSINESS

IN THE WAKE OF THE COVID-19 CRISIS

Center for the Women of New York



CENTER FOR THE WOMEN OF NEW YORK



YOUR HOST

VICTORIA PILOTTI,
CWNY PRESIDENT

- ◆ Good morning and welcome to CWNY's Back to Business Webinar in the Wake of the COVID-19 Crisis.
- ◆ This webinar is in partnership with Queens Economic Development Corporation (QEDC).
- ◆ Subscribe to our newsletter at cwny.org for more information about our upcoming programs.



ABOUT CWNY



Since our founding in October of 1987, the Center has shown that women working together can be an effective force. We are a voluntary, non-profit organization, dependent on dues from our members and on the volunteer efforts of business, professional and community women and men in New York City.



We advocate strongly for women's full equality by partnering with like-minded organizations and elected officials. We participate in women's marches and organize symposia on topics like domestic violence and human trafficking. We help women in crisis through referrals to social services.



At the Center for the Women of New York, we believe education is a cornerstone of women's economic independence. To that end, we offer classes in conversational ESL, computer skills, and other topics, and an annual Career Conference to enable women to gain employment and rise in the workplace.



Whether we're marching for worthy causes, celebrating women's accomplishments in leadership, the arts, or sports, camaraderie is a hallmark of CWNY. We've come a long way since the Second Wave of the Women's Movement in the latter half of the 20th century, and while there are many struggles ahead, we love getting together to celebrate how far we've come.



HOUSEKEEPING

We will send you a link for
a feedback survey



A copy of the slides will be available at the
link below after the presentation

[http://cwny.org/past-
events](http://cwny.org/past-events)

Questions and Answers

Your questions will be addressed after the presentation.

Use the Chat Box at the bottom of your Zoom meeting screen to ask a question.

If you dialed in, email your questions to events@cwny.org



AGENDA



Workforce 1
Job Search

Queens
Economic
Development
Corporation

Questions
&
Answers

CWNY Current
and Upcoming
Events

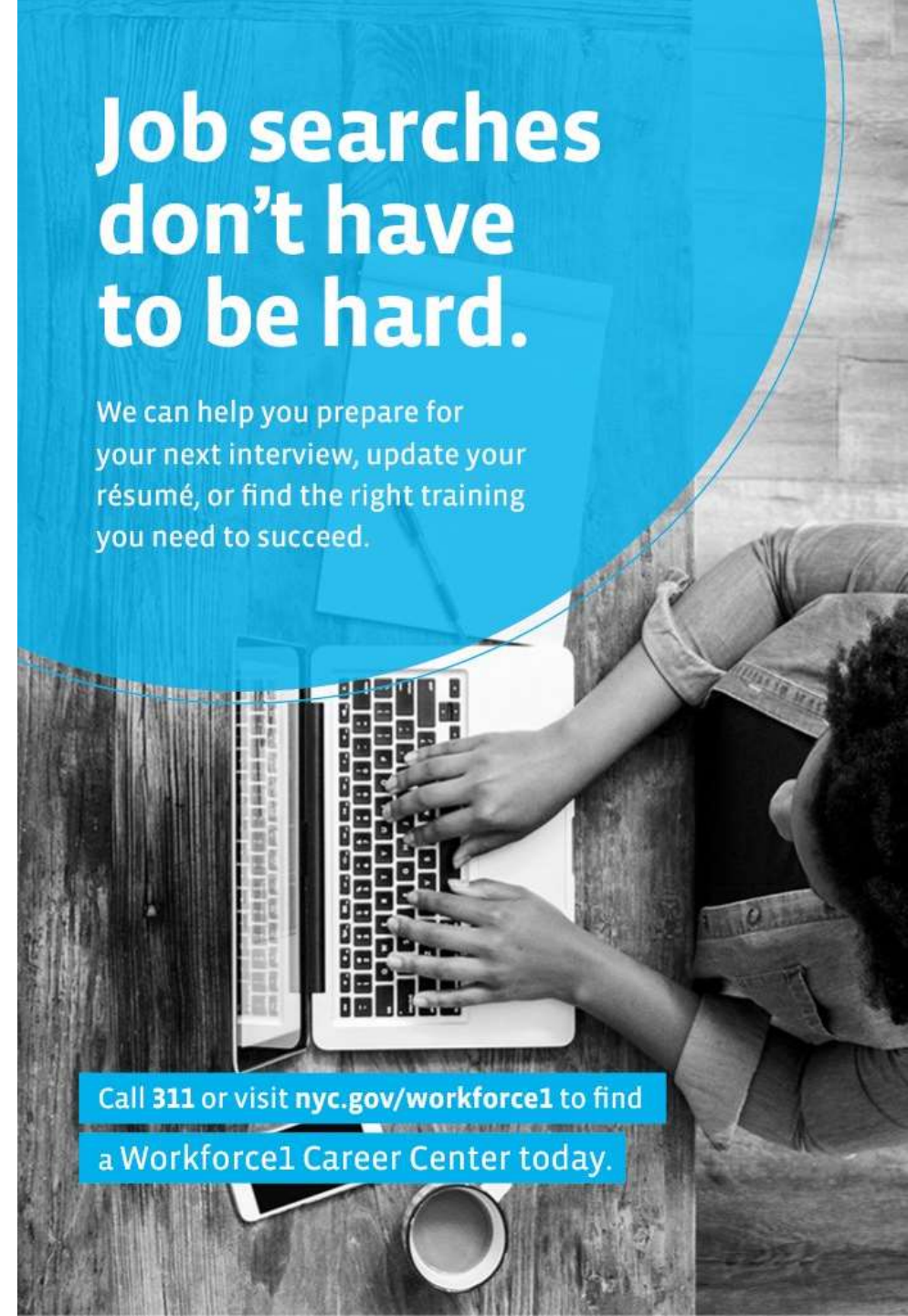
WORKFORCE 1

Workforce1 is a service provided by the **NYC Department of Small Business Services** to prepare and connect qualified candidates 18 and older to job opportunities across New York City. Last year, Workforce 1 placed New Yorkers in over **25,000 jobs.**

**Job searches
don't have
to be hard.**

We can help you prepare for your next interview, update your résumé, or find the right training you need to succeed.

Call 311 or visit nyc.gov/workforce1 to find a Workforce1 Career Center today.





WORKFORCE **1**

A PROUD PARTNER OF THE
AMERICAN JOB CENTER NETWORK

Workforce 1 has a network of 18 Career Centers located across all five boroughs providing easy access to employment opportunities throughout the city. This network includes 6 hub centers that offer our full set of services (job matching, career development services, and connection to training), 6 expansion centers that focus exclusively on job matching, and 6 sector centers focused on jobs in healthcare and the industrial and transportation industries.

Once you are a registered member of Workforce1, you can visit any of the Workforce 1 centers.

WORKFORCE 1 LOCATIONS

Primary 1 Liberty Plaza New York, New York 10006, US 57-17 Shore Front Parkway Arverne, NY 11692, US	1029 East 163rd Street 3rd Floor Bronx, NY 10459, US	41-17 Main Street 3rd Floor Flushing, NY 11355, US	215 West 125th Street 6th Floor New York, NY 10027, US
400 East Fordham Road Fordham Place, (entrance on Webster) Bronx, NY 10458, US	9 Bond Street 5th Floor Brooklyn, NY 11201, US	168-25 Jamaica Avenue 2nd Floor Jamaica, NY 11432, US	516 West 181st Street 5th Floor New York, NY 10033, US
901 East Tremont Avenue 2nd Floor Bronx, NY 10460, US	140 58th Street Brooklyn Army Terminal, Building "B" Lobby Brooklyn, NY 11220, US	168-46 91 Avenue 2nd Floor Jamaica, NY 11432, US	110 William St New York, NY 10038, US
14 Bruckner Boulevard 3rd Floor Bronx, NY 10454, US	2619 Atlantic Avenue Brooklyn, NY 11207, US	47-10 Austell Place 3rd Floor Long Island City, NY 11101, US	120 Stuyvesant Place 3rd Floor Staten Island, NY 10301, US
	1906 Mermaid Avenue 2nd Floor Brooklyn, NY 11224, US	14 Wall Street 17th Floor New York, NY 10005, US	1972 Richmond Terrace Staten Island, NY 10302, US

Advantages of becoming a Workforce 1 member

- Over the years, Workforce 1 systematically developed strong relationships with employers throughout NYC. These relationships have allowed Workforce 1 to understand the types of skills, experience and qualifications employers look for in prospective candidates.
- Employers trust Workforce 1 to provide them with top-notch referrals. When a client is referred to an employer through Workforce 1, they have a distinct advantage in the hiring process.
- Workforce 1 wants each client to succeed. They provide clients with general interview tips and employer-specific advice. They match clients to opportunities that best fit their skills to help them land a job.



Veterans receive priority of service

Translate your military experience and training

Identify jobs with hundreds of businesses committed to hiring talented veterans

Access one-on-one support from dedicated Veteran Specialists throughout your job search

Connect with veteran service organizations and other community partners for resources

PRIORITY ONE SERVICES

The Workforce 1 Process

To ensure that Workforce 1 refers the right candidates for each employer and matches jobseekers to the best opportunities, they will conduct a screening interview.

Based on the employer's interviewing format, Workforce 1 may conduct one-on-one or group screenings to simulate the interview processes and help their clients prepare.

Once it is determined that the candidate is a match, Workforce 1 will explain the next step in the interviewing process; sometimes it may mean completing a required online application or assessment before the interview.

After the screening, the clients will be informed if they were referred to an employer. Workforce 1 will work with candidates who have not been selected for a job.



ADDITIONAL SERVICES

- ◆ Workforce 1 offers workshops and services which are designed to improve a candidate's employment opportunities. These services are available to all members.
- ◆ Create a Resume Workshop
- ◆ Interview Skills Workshop
- ◆ Career Advisement which is available through their Community Partner Program
- ◆ Training opportunities including training grants



To learn more about
Workforce 1 visit

<https://www1.nyc.gov/site/sbs/careers/virtual-wf1cc.page>



*Queens Economic
Development Corporation*

Andrea Ormeño



Andrea Ormeño currently serves as the Women's Business Center Director and the Director of Business Services at the Queens Economic Development Corporation (QEDC). At this role, her responsibilities center on overseeing individual, group and agency-wide efforts to help female entrepreneurs launch and improve their businesses. As the Director of Business Services, she manages and participates in the administration, and decision making to ensure the QWDC delivers top-notch services to their clients and their stakeholders.

Serving over 600 clients, Ormeño's areas of expertise are on start-up businesses, business development, finance management and grant management. She has become QEDC's leading expert on permits and licensing, especially working with women and the Hispanic immigrant community.

Andrea is a 2013 graduate of Queens College with a Bachelor's Degree in Accounting and is a GrowthWheel certified advisor. She can be reached at aormeno@queensny.org.



QUEENS ECONOMIC DEVELOPMENT CORPORATION

WWW.QUEENSNY.ORG/

- ◆ Our mission is to help entrepreneurs start and maintain successful small businesses by partnering with local organizations to develop commercial districts and promote Queens as a destination for residential, business, and visitor growth.
- ◆ During the COVID pandemic, QEDC will provide a wide array of resources, promote small businesses, help food makers in the Entrepreneur Space prepare meals for Front Line caregivers, and offer virtual counseling and webinars to guide business owners as they reopen.

SBA'S COVID-19 ECONOMIC INJURY DISASTER LOAN (EIDL) AND EIDL ADVANCE

- ◆ The SBA is offering low interest federal disaster loans for working capital to small businesses and non-profit organizations that are suffering substantial economic injury as a result of COVID-19 in all U.S. states, Washington D.C., and territories.
- ◆ These loans may be used to pay debts, payroll, accounts payable and other bills that can't be paid because of the disaster's impact, and that are not already covered by a Paycheck Protection Program loan. The interest rate is 3.75% for small businesses. The interest rate for non-profits is 2.75%.
- ◆ To keep payments affordable for small businesses, SBA offers loans with long repayment terms, up to a maximum of 30 years. Plus, the first payment is deferred for one year.
- ◆ In addition, small businesses and non-profits may request, as part of their loan application, an EIDL Advance of up to \$10,000. The EIDL Advance is designed to provide emergency economic relief to businesses that are currently experiencing a temporary loss of revenue.
- ◆ Apply here: <https://covid19relief.sba.gov/#/>

PAYCHECK PROTECTION PROGRAM

(DEADLINE EXTENDED TO AUGUST 8TH)

- ◆ The Paycheck Protection Program is a loan designed to provide a direct incentive for small businesses to keep their workers on the payroll.
- ◆ SBA will forgive loans if all employee retention criteria are met, and the funds are used for eligible expenses.
- ◆ Forgiveness is based on the employer maintaining or quickly rehiring employees and maintaining salary levels. Forgiveness will be reduced if full-time headcount declines, or if salaries and wages decrease. The loan forgiveness form and instructions include several measures to reduce compliance burdens and simplify the process for borrowers. More details please check the SBA website: <https://www.sba.gov/funding-programs/loans/coronavirus-relief-options/paycheck-protection-program>
 - The loan will be fully forgiven if the funds are used for payroll costs, interest on mortgages, rent, and utilities (due to likely high subscription, at least 60% of the forgiven amount must have been used for payroll).
 - PPP loans have an interest rate of 1%.
 - Loans issued prior to June 5 have a maturity of 2 years. Loans issued after June 5 have a maturity of 5 years.
 - Loan payments will be deferred for six months.
 - No collateral or personal guarantees are required.
 - Neither the government nor lenders will charge small businesses any fees.

WHO CAN APPLY?

- ◆ Any small business concern that meets SBA's size standards (either the industry based sized standard or the alternative size standard)
- ◆ Sole proprietors, independent contractors, and self-employed persons
- ◆ Any business with a NAICS Code that begins with 72 (Accommodations and Food Services) that has more than one physical location and employs less than 500 per location
- ◆ Any business, 501(c)(3) non-profit organization, 501(c)(19) veterans organization, or Tribal business concern (sec. 31(b)(2)(C) of the Small Business Act) with the greater of:
 - 500 employees, or
 - That meets the SBA industry size standard if more than 500

REBOOT & RESTART:

NAVIGATING ENTREPRENEURSHIP POST COVID-19

- ◆ **Workplace Health & Safety During COVID-19**
- ◆ **Finding Hidden Markets: Growing Your Business Amidst Uncertainty**
- ◆ **Credit: An Essential Building Block for Your Business**
- ◆ **Smart Money Moves for Small Business Owners to Make During Uncertain Times**
- ◆ **Legal and HR Advice as You Reopen Your Small Business**
- ◆ **How to Keep Customers—And Even Add New Ones—When Your Business is in Quarantine**
- ◆ **Collaborative Negotiation: Working Successfully with Landlords, Suppliers and Customers**
- ◆ **Reimagine Your Business Finances Using the Profit First Method**
- ◆ **Workplace Hygiene Post COVID-19: Tips from a Professional**
- ◆ **How Social Media Can Help Reset Your Business**

REBOOT & RESTART:

NAVIGATING ENTREPRENEURSHIP POST COVID-19

- ◆ IT Considerations for Small Businesses Post COVID-19
- ◆ Hospitality Industry – Returning to Work: One Step at a Time
- ◆ Reopening a Small Office Post COVID-19
- ◆ Reopening a Retail Store Post COVID-19
- ◆ Think Like a Designer: How to Use Web Design to Tell Your Brand Story
- ◆ Reopening Your Restaurant/Bar/Cafe: A Post COVID-19 Survival Guide for Independent Food Service Operations
- ◆ Digital Marketing 2020 Tune-Up for Small Businesses on a Budget
- ◆ To access our library, please create an account at: <https://videos.queensny.org/videos/?mode=private>



- ◆ Check out our free videos from the Reboot & Restart series, now available to view in our [video library](#).
- ◆ The Resource Guide details programs that assist small businesses. These include loans, grants and other aid available through Federal, State, City, and Private agencies. The Resource Guide can be accessed [here](#). It is updated as we receive new information.
- ◆ Assistance in filling out applications and all other client services can be done remotely. To request an appointment, email info@queensny.org and you will be contacted within 24 hours. Please know our office in Kew Gardens is closed.
- ◆ The Entrepreneur Space Commercial Kitchen Incubator is fully operational and staff is taking additional steps to ensure that it is a safe environment for our clients. For more information, please call 718 392-0025.
- ◆ Women's Business Center - Instagram/Facebook/twitter: @QueensWBC,
- ◆ QEDC - Instagram/Facebook/twitter: @Queens_EDC

NYC Business Reopening Guide

- New York City has begun to reopen in phases. These phases are based on seven metrics outlined by the Governor's Office, as well as the three additional metrics outlined by the Mayor's Office. Click the hyperlink to be directed to the [NYC Business Reopening Guide](#) website.
- If you are unclear which phase your business is included in, you can use [this tool](#) to check. These guidelines and requirements may change, so please check the [New York Forward site](#) regularly.
- If you have any questions, you can call the NYC Business hotline, 888-SBS-4NYC (888-727-4692).
- You can also visit nycsmallbizcourses.eventbrite.com and search "Reopening Guidelines" to sign up for an upcoming webinar to learn about State requirements, recommendations, and resources available to help businesses reopen in NYC.



This concludes
our presentation.

Next up: Our Q&A Section

We thank our sponsor



WH&A

**WISSELMAN, HAROUNIAN
& ASSOCIATES, P.C.**

Protecting Your Family's Future

UPCOMING CWNVY EVENTS

- BOOK CLUB
- COMPUTER CLASSES
- LEGAL CLINIC
- TRAFFICKING PANEL DISCUSSION
- WOMEN ARTIST EXHIBIT
- WOMEN PERFORMING ARTIST EVENT
- WALKING GROUP

CURRENT SERVICES

- CAREGIVERS PHONE SUPPORT GROUP
- CONVERSATIONAL ENGLISH AS A SECOND LANGUAGE (ESL) CLASSES
- REFERRAL SERVICES
- WEBINARS



Center for the Women of New York



Help CWNY continue providing educational programs

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THANK YOU

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