

Press Release

For Immediate Release

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BoConcept New York, the purveyor of affordable design furniture honored as the 2009 Neighborhood Achievement Award, Small Business of the Year

NYC, NY (PRWEB) July 23, 2009 – BoConcept New York, the purveyor of affordable, modern design furniture, was honored with the New York City 2009 Neighborhood Achievement Award, as the Small Business of the Year by Mayor Michael R. Bloomberg and Small Business Services (SBS) Commissioner Robert W. Walsh at the Gracie Mansion on July 13, 2009.

Owners, Niki and Shaokao Cheng are extremely grateful and excited to receive this award. The Small Business of the Year Award honors entrepreneurs whose business has significantly improved its neighborhood and demonstrated outstanding commitment to the community through offering quality products and services, generating new activity on a commercial strip, attracting new businesses to the area, and providing exceptional employment opportunities.

In just six years, Niki and Shaokao have come to own eight stores, with five of them in New York City. They believed there was a need for affordable design furniture and were determined to fulfill that niche. The cornerstone of their strategy was to build beautiful stores that offered great furniture and uplifted the community by its presence and bringing the neighborhood together through in-store events. "Opening BoConcept Stores has been a vehicle for us to help shape and improve neighborhoods we live in. We are honored to be embraced by NYC through the expansion of our business and by receiving this award," says Niki. "As New Yorkers and thriving entrepreneurs, we are amazed at ways this city constantly reinvents itself and love being a part of that reinvention. Through our persistence and determination, we hope to continue our commitment to the city of New York.," says Shaokao.

About the Owners

As owners, Niki and Shaokao Cheng are the embodiment of urban New York chic. And having a business that outfits the environs of fellow stylish New Yorkers couldn't be more fitting: BoConcept, the furniture company born in Denmark in 1952, has now become a common sight on Manhattan's streets as well as those of the surrounding metropolitan areas, thanks to the couple's drive and determination.

Niki Cheng was born in Malaysia where she received her B.A. in interior design from the Malaysian Institute of Art. Shaokao Cheng, with a Bachelors and a Masters degree in Electrical Engineering from the Johns Hopkins University, has had a very successful career as an information technology executive at both Citibank and McKinsey & Company. After marrying in 2002 and starting their life together in New York City, they soon took on the renovation of their apartment. While perusing shelter magazines for ideas, a small line of type at the bottom of a BoConcept advertisement on franchise opportunities made them rethink their career choices. Taking the step to open shop was a bold one: The couple invested nearly all of their savings to get their first store up and running. Their marriage has been a perfect pairing in more ways than one: Shaokao's management skills and Niki's design background have resulted in the fastest growing BoConcept franchise, and one of the most successful BoConcept ventures in the world, with the gross revenue of their business increasing ten-fold since they opened their doors.



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12 REASONS TO CELEBRATE NEW YORK CITY

The New York City Department of Small Business Services congratulates the recipients of the 2009 New York City Neighborhood Achievement Awards, recognized by **Mayor Michael R. Bloomberg** for making the City a better place through their hard work, creativity and commitment to our neighborhoods.



Accion

IKEA Brooklyn

Pastosa Ravioli

Heart of Brooklyn

The Greene Grape

Hot Bread Kitchen

El Nuevo Delicioso

Bronx Library Center

BoConcept New York

Bishop Mitchell G. Taylor

Myrtle Avenue Brooklyn Partnership

Goodwill Industries of Greater New York & Northern New Jersey



To learn more about the 2009 Neighborhood Achievement Award honorees and New York City's Department of Small Business Services, please visit our website at **www.nyc.gov/sbs** or call **311**.

[CLOSE WINDOW](#)

FOR IMMEDIATE RELEASE**PR- 326-09****July 13, 2009****MAYOR BLOOMBERG AND SMALL BUSINESS SERVICES
COMMISSIONER WALSH PRESENT EIGHTH ANNUAL
NEIGHBORHOOD ACHIEVEMENT AWARDS*****Twelve Organizations and Individuals are Honored for their
Work to Revitalize New York City's Communities******Helping Neighborhoods Become More Inviting to Business and
Residents is Part of the Bloomberg Administration's Five
Borough Economic Opportunity Plan***

Mayor Michael R. Bloomberg and Small Business Services Commissioner Robert W. Walsh today presented the 2009 New York City Neighborhood Achievement Awards to 12 recipients in all five boroughs. Established in 2002, the awards honor organizations, businesses and individuals that have demonstrated excellence in enhancing New York City neighborhoods by fostering economic opportunity. Helping neighborhoods become more inviting to business and residents is an integral part of the City's *Five Borough Economic Opportunity Plan* to create jobs for New Yorkers today, implement a vision for long-term economic growth, and build affordable, attractive neighborhoods. The Mayor was joined at the event, which took place at Gracie Mansion, by Citi New York State Community Relations Director Eileen Auld and Con Edison Chairman and CEO Kevin Burke, whose organizations sponsored the event.

"One of New York City's strengths is the significant role local businesses and community members play in keeping our neighborhoods vibrant," said Mayor Bloomberg. "The recipients of the 2009 New York City Neighborhood Achievement Awards reflect the diversity and dedication of New Yorkers. For their commitment to helping make New York City a better place to live, work and visit, they deserve our thanks, and I'm proud to honor and celebrate them."

"Tonight we recognize twelve outstanding small businesses, community leaders and organizations whose strong commitment to their neighborhoods and entrepreneurial spirit make our City a very special place," said Commissioner Walsh.

The Development Award was presented to the *Bronx Library Center*. When the Bronx Library Center opened in January 2006, it doubled the collection of its predecessor, the Fordham Library Center. The New York Public Library's first green building, the Bronx library features an adult reading and writing center, technology workshops

for all ages, career counseling, a children's reading room, an outdoor reading terrace and a performance space. In an effort to reflect the ethnically diverse community around it, the library's collection has materials in Chinese, French, Russian and Vietnamese. The building also houses a Latino and Puerto Rican Cultural Center. Located in the heart of the Bronx, the library serves as a vital resource to the immigrant community and as a center for literature, culture and art.

The Placemaking Award was presented to the *Myrtle Avenue Brooklyn Partnership*. The Myrtle Avenue Brooklyn Partnership created the Home Grown & Locally Owned marketing campaign to showcase Myrtle Avenue's business community. Featuring the personal stories of entrepreneurs who have invested their time, energy and money in building their small business, the campaign leverages the historic "mom and pop" character of Myrtle Avenue. Launched in January 2007, the campaign has increased local awareness of new business openings on Myrtle Avenue, broadened residents' familiarity with local business owners, and increased foot traffic on Myrtle Avenue. Pedestrian counts have increased by nearly 30 percent over the last two years. The Home Grown & Locally Owned campaign brands the corridor as the local "Main Street" of choice in downtown Brooklyn.

The Partnership Award was presented to the *Heart of Brooklyn (HOB)*, a partnership of the leading cultural institutions in central Brooklyn, including the Brooklyn Botanic Garden, the Brooklyn Museum, the Brooklyn Children's Museum, the Brooklyn Public Library, Prospect Park and the Prospect Park Zoo. HOB is committed to strengthening the neighborhoods of central Brooklyn and making its world-class collections and historic treasures more visible and accessible. HOB transformed Washington and Vanderbilt Avenues by organizing a new merchants association and spearheading district marketing efforts. Their efforts have proved extremely successful, with over 40 new businesses opening in the area since 2005. Heart of Brooklyn is a unique example of how cultural institutions and communities can work together to catalyze community development and stimulate the local economy.

The Leadership Award was presented to *Bishop Mitchell G. Taylor*. Bishop Mitchell G. Taylor is a 40-year resident of Long Island City, and has dedicated his life and career to serving his community. Bishop Taylor is the Senior Pastor of the Center of Hope International, a non-denominational church adjacent to the Queensbridge Houses, one of the largest public housing developments in the country. In 2004, convinced that a single church would not be able to handle all the issues facing public housing residents, Bishop Taylor founded the East River Development Alliance, a coalition of local leaders, educators, business owners and residents. Under Bishop Taylor's leadership, the organization has provided residents in four public housing neighborhoods with the tools and resources necessary for self-sufficiency and economic mobility. Bishop Taylor's organizations have produced measurable outcomes for some of the most underserved people in Queens.

The Minority/Women-owned Business Enterprise Advocate of the Year Award was presented to *ACCION USA*. ACCION provides loans and financial literacy for disadvantaged business owners throughout New York City. About 94 percent of ACCION's customers

are minorities, 75 percent are immigrants and 40 percent are women. ACCION targets entrepreneurs who do not qualify for loans from mainstream banks; many borrowers do not even have bank accounts. Since 1991, ACCION has made over 11,000 loans, awarding more than \$76 million to low-income individuals. Without ACCION, these entrepreneurs might be forced to abandon their business or turn to loan sharks for funding. ACCION gives them the opportunity to start and grow their business, provide diverse goods and services and contribute to the rich culture of New York City.

The Workforce Innovation Award was presented to *Goodwill Industries of Greater New York and Northern New Jersey*, an organization that seeks to improve the lives of people through job training, job placement and educational advancement programs. Goodwill has a strong presence throughout all five boroughs. Goodwill manages the Workforce1 Career Center in downtown Brooklyn and the Back to Work Center in Hunts Point in the Bronx. Both centers provide a full array of employment services including career advisement, job search counseling, and skills training. New Yorkers can also access training opportunities so that they can find employment, earn higher wages and become more self-sufficient. Annually, Goodwill Industries of Greater New York and Northern New Jersey serve over 75,000 people and places over 10,000 in jobs.

The Norman Buchbinder Award for Neighborhood Beautification was presented to *IKEA in Brooklyn*. During its first year of operation, IKEA Brooklyn has demonstrated an exceptional commitment to its surrounding Red Hook neighborhood by creating a public esplanade along the waterfront. Visitors and residents now enjoy the esplanade, which features a paved bike and walkway, extensive new foliage and landscaping, well-lit seating areas and a publicly accessible pier extending into the Erie Basin. IKEA restored cranes, preserved shipyard artifacts, and constructed maritime mementos to highlight the unique past of the site. To improve transportation options and reduce customer reliance on automobiles, IKEA Brooklyn secured extensions of bus lines from the MTA, partnered with New York Water Taxi for ferry service and provided its own dedicated shuttle buses and bike parking.

Small Business of the Year Awards were presented to five businesses.

Greene Grape Provisions and Greene Grape Wine Store – Greene Grape Provisions and Greene Grape Wine Store opened at a time when there were many vacant storefronts in Fort Greene, bringing products such as fresh meat, fish, bread, cheese and quality wines to the neighborhood for the first time. The two stores employ over 50 people, many of them local residents, and offer livable wages, access to healthcare, paid time off, and training opportunities. By offering the best, freshest ingredients, and developing a knowledgeable staff to teach customers tips on cooking, the Greene Grape stores help encourage healthy eating in the Fort Greene community. The Greene Grape stores have contributed to the overall renaissance of Fort Greene, and have helped inspire other businesses to open in the now-vibrant neighborhood.

Hot Bread Kitchen, Ltd. – Hot Bread Kitchen provides a range of

ethnic specialty breads to New Yorkers while enabling immigrant women to break the cycle of poverty. Owner Jessamyn Waldman founded Hot Bread Kitchen in an effort to create more opportunities for immigrant women, who often have limited job prospects due to language barriers and lack of education. At Hot Bread Kitchen, female immigrant employees bake breads using traditional recipes from their home countries. Proceeds from the sale of the breads are then used to train these employees in the skills necessary to succeed in the culinary industry. Hot Bread Kitchen improves the lives of employees, customers, and community members by employing a market-based approach to social justice.

Pastosa Ravioli of Staten Island – Vincent D’Antuono built Pastosa Ravioli, the restaurant he owns in the West Brighton area of Staten Island, into an extremely successful business; lines often stretch around the corner during the holiday season. But rather than simply focus on his own business, Mr. D’Antuono has become an advocate for the West Brighton community, consistently finding ways to help other local businesses succeed. Not only was Mr. D’Antuono instrumental in the creation of Staten Island’s first Business Improvement District, he also taken the time to help local business owners find new ways to improve their bottom line. Mr. D’Antuono has worked tirelessly to make his community a better place to live, work and shop.

El Nuevo Delicioso Restaurant – El Nuevo Delicioso provides the South Bronx community with healthy and delicious alternatives to the fast food establishments that dominate the neighborhood. In 1993, Ruperto Morocho, an Ecuadorian immigrant, opened El Nuevo Delicioso on 149th Street and Third Avenue. He opened a second location around the corner in 2005. The two restaurants employ 12 people full time, many of them recent arrivals to the United States. Mr. Morocho has cultivated personal relationships with residents, neighborhood-based organizations and his local church in his efforts to unify and strengthen the South Bronx community.

BoConcept New York – Niki and Shaokao Cheng opened their first BoConcept store in 2003 to offer minimalist, chic furniture to New Yorkers. During the first year, the couple worked around the clock, with no heat in the store because they could not afford it. They have since opened four more BoConcept stores in Manhattan and Brooklyn. When opening a new location, the couple often chooses under-developed neighborhoods. BoConcept stores have proven to be retail anchors, paving the way for other stores to open, improving commerce and increasing economic opportunity all around.

The Bloomberg Administration’s *Five Borough Economic Opportunity Plan* is a comprehensive strategy to bring New York City through the current economic downturn as fast as possible. It focuses on three major areas: creating jobs for New Yorkers today, implementing a long-term vision for growing the city’s economy, and building affordable, attractive neighborhoods in every borough. Taken together, the initiatives that the City has launched to achieve these goals will generate thousands of jobs and put New York City on a path to economic recovery and growth. To learn more about the plan, visit nyc.gov. Recently, the City has announced:

- A record 10,500 job placements through the first half of 2009.

- A plan to convert unoccupied apartments and stalled sites into affordable housing.
- Eight initiatives to strengthen the media industry in New York City.
- The opening of New Mount Hope Community Center in the Bronx.
- The purchase of the Hunter's Point South site to create a new, affordable neighborhood.
- New initiatives to help support Hispanic-owned small businesses.
- A public campaign to help more New Yorkers get free foreclosure prevention services.
- The start of services of the Park Slope 5th Avenue Business Improvement District.
- A stimulus-funded bond program to spur commercial and industrial projects citywide.
- The opening of China Construction Bank's New York City office.
- The opening of the first section of the High Line.
- The opening of West Harlem Piers Park.
- The City will use nearly \$32 million to train 10,000 New Yorkers for jobs.
- New space for 20 small businesses in Bushwick, creating more than 80 industrial jobs.
- The citywide "Fashion's Night Out" event to support retailers in all five boroughs.
- The start to construction of the International Gem Tower, which will house 3,000 jobs.
- Start of review process for Kingsbridge Armory project creating 1,200 permanent jobs.
- City's Workforce1 Centers in Harlem and Jamaica received awards for innovation.
- Food Retail Expansion to Support Health (FRESH) program to encourage grocery stores.
- City-supported loans unavailable from banks to help small businesses stay in operation.
- Three new Financial Empowerment Centers offering free, one-on-one financial coaching.
- Stimulus funding to help the City provide summer jobs for 51,000 young New Yorkers.
- The opening of New Hope Walton Project, housing for low-income residents in Harlem
- New affordable housing at Gateway Building, a long-vacant structure in the South Bronx.
- The Harlem Business Assistance Fund to help businesses relocate to the 125th Street area.
- The expansion of NYC Business Express to help businesses obtain permits and licenses.
- New international cruise activity, growing New York City's 13,000-job cruise industry.
- Steps to help New York City's bioscience companies compete for Federal funding.
- The "Nine in '09" campaign to promote economic activity in diverse neighborhoods.
- A Center for Economic Opportunity program put 4,000 low-income New Yorkers in jobs.
- Stimulus-funded community development projects that will strengthen neighborhoods.
- Stimulus-funded Housing Authority projects that will create jobs for 3,255 New Yorkers.
- The start of construction of 103 units of affordable housing in Brownsville.
- A plan to protect area character and expand commercial

- opportunities in Sunset Park.
- The opening of Home Depot in the South Bronx creating 200 new permanent jobs.
 - Legislation that will green buildings and create 19,000 construction jobs.
 - The latest round of training funds to help small businesses train their employees.
 - The final tally of 1,673 additional jobs created at the new Yankee Stadium.
 - The placement of 50 laid-off New Yorkers into positions at entrepreneurial companies.
 - New York City achieved a record 5,000 job placements through the first quarter of 2009.
 - Help for a beer distributor to create 55 permanent and 30 construction jobs in the Bronx.
 - Green projects at the Brooklyn Navy Yard are creating more than 1,700 permanent jobs.
 - Comprehensive initiatives to support the nonprofit sector and its 490,000 jobs.
 - Federal stimulus transportation projects that will create or preserve 32,000 jobs.
 - New automated water meter readers that could help businesses retain or create 550 jobs.
 - New programs to provide training and resources for City's future entrepreneurs.
 - Steps the City is taking to help small businesses adapt to conditions and avoid layoffs.
 - More than 50,000 New Yorkers claimed the City's Child Care Tax Credit in its first year.
 - 11 new initiatives to support the financial services sector and promote entrepreneurship.
 - A plan to create and retain 400,000 jobs over the next six years.
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Mayor Bloomberg awards NYC small biz owners that go extra mile

BY [LORE CROGHAN](#)
DAILY NEWS STAFF WRITER

Tuesday, July 14th 2009, 4:00 AM

Jessamyn Waldman pays for English classes for the bakers at Hot Bread Kitchen in Long Island City, Queens. Ecuadorian immigrant Ruperto Morocho opened two Latin restaurants where South Bronx residents can nosh for nice prices.

Despite recession, they're doing their part to revitalize city nabes. Mayor Bloomberg thanked them and a select crew of other small-biz owners and nonprofits yesterday with Neighborhood Achievement Awards, which are presented annually by the city's Small Business Services Department.

"Great cities are built on great neighborhoods," the Mayor said at a ceremony on the lawn of Gracie Mansion.

Other winners include Greene Grape Provisions and Greene Grape Wine Store, which led the charge in filling vacant storefronts in Fort Greene, Brooklyn, and Pastosa Ravioli, an Italian food store whose owner helped start Staten Island's first Business Improvement District.

Niki and Shaokao Cheng, who opened five BoConcept furniture shops in Manhattan and Brooklyn, were also honored, along with Accion USA, a nonprofit lender for small business owners who can't qualify for bank financing.

Morocho, 51, draws diners to his two eateries, Delicioso and Nuevo Delicioso, with cheap prices and recipes that awaken nostalgia for the food back home. Food bloggers rave about his rotisserie chicken.

Waldman, 33, who formerly worked at the United Nations, said Hot Bread's customers support her efforts to offer immigrants jobs and training despite the economic slump.

"If you're going to spend a dollar and you can't afford to give to charity, you have to buy bread anyway," she told the Daily News.

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Staten Island Advance

Staten Island entrepreneur honored at City Hall

Vincent D'Antuono, Pastosa owner, among recipients of Neighborhood Achievement Award

Tuesday, July 14, 2009

By **STEPHANNA F. CLEATON**

Staten Island Advance

STATEN ISLAND, N.Y. -- For more than four decades, West Brighton entrepreneur Vincent D'Antuono has worked to make his community a better place in which to live, work and shop.

For all his work, D'Antuono was among 12 organizations, businesses and individuals honored last night with a New York City Neighborhood Achievement Award by Mayor Michael Bloomberg at Gracie Mansion.

D'Antuono, who has owned and operated Pastosa Ravioli on Forest Avenue for nearly 45 years, said the award came as a pleasant surprise.

"It's wonderful to receive such a wonderful award from the mayor," said D'Antuono, 68, who was a recipient of a Small Business of the Year Award. "It's real important to our neighborhood and especially my customers, whom I've been doing business with for almost 45 years. I am grateful."

D'Antuono's success in business was one of the reasons he was chosen to receive the award. Lines often stretch around the corner during the holiday season. But rather than simply focus on his own business, D'Antuono became an advocate for the West Brighton community, consistently finding ways to help other merchants succeed.

Not only was D'Antuono instrumental in the creation of Staten Island's first Business Improvement District -- The Forest Avenue Business Improvement District (BID) -- and served as its first president, he also has taken the time to help local business owners find new ways to improve their bottom line.

"Vincent deserves the recognition," said JoAnn Regan, deputy director of the West Brighton Local Development Corp. (LDC), who attended last night's event. "He has been a wonderful, wonderful spokesperson for the Forest Avenue merchants and the BID."

Pastosa Ravioli launched in the mid-1960s, when Pastosa founder Anthony Ajello, father of D'Antuono's wife, Elizabeth, decided to expand his Brooklyn business to Staten Island. D'Antuono personally operates the Pastosa Ravioli store in West Brighton, which is one of five on Staten Island. There are 11 Pastosa stores in all, with locations in metropolitan New York, Long Island and New Jersey.

The New York City Neighborhood Achievement Awards, established in 2002, every year honor organizations, businesses and individuals that have demonstrated excellence in enhancing New York City neighborhoods by fostering economic opportunity.

"Tonight we recognize 12 outstanding small businesses, community leaders and organizations whose strong commitment to their neighborhoods and entrepreneurial spirit make our city a very special place," said NYC Small Business Services Commissioner Robert W. Walsh.

Stephannia F. Cleaton is the business editor at the Advance. She may be contacted by e-mail at

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The Neighborhood Achievement Awards annually honor the individuals, businesses and groups who share SBS's commitment to building neighborhoods, creating jobs, and opening opportunities for New Yorkers.

[The Development Award](#)

[The Partnership Award](#)

[The Workforce Innovation Award](#)

[The Small Business of the Year Award](#)

[The M/WBE Advocate of the Year Award](#)

[The Placemaking Award](#)

[The Leadership Award](#)

[Norman Buchbinder Neighborhood Beautification Award](#)

The Development Award

The Development Award honors a business or organization that has completed a new real-estate development or re-adaptive use project that has delivered tangible benefits for the neighborhood, such as greater employment opportunities and economic or cultural activity.

Bronx Library Center, Bronx

Leslie Harrison, Chief Librarian

"Utilizing green building technology and providing space for mixed uses, the Bronx Library Center is an icon for the community. We are proud to deliver community-building programs and services to the 1 million plus visitors that we serve each year." -Michael Alvarez



When the Bronx Library Center opened in January 2006, it tripled the size and doubled the collection of its predecessor, the Fordham Library Center. The New York Public Library's first green building, the Center features an adult reading and writing center, technology workshops for all ages, career counseling, a children's reading room, an outdoor reading terrace and a performance space. In an effort to reflect the ethnically diverse community around it, the library's collection has material in Chinese, French, Russian and Vietnamese. The building also houses a Latino and Puerto Rican Cultural



Center. Located in the heart of the Bronx, the library serves as a vital resource to the immigrant community and as a center for literature, culture and art.

The Partnership Award

The Partnership Award honors a joint endeavor between businesses, or civic, commercial, or development organizations, whose partnership has brought new benefit and services to the community. Examples include local hiring programs, business/education partnerships, cultural events, the rehabilitation of a park or public space, or a unique community outreach effort.

Heart of Brooklyn: A Cultural Partnership

Ellen Salpeter, Director, Heart of Brooklyn; Carol Enseki, President, Brooklyn Children's Museum; Scot Medbury, President, Brooklyn Botanic Garden; Daniella Fairbairn, Community Outreach Manager, Heart of Brooklyn

"Heart of Brooklyn, working together with local stakeholders, has broken new ground for community development, as well as cultural partnerships. This award recognizes that business-cultural collaborations can provide the backbone for sustained economic revitalization, and acknowledges Prospect Heights as a vibrant cultural and commercial destination." -Ellen Salpeter



Heart of Brooklyn (HOB) is a partnership of the leading cultural institutions in central Brooklyn, including the Brooklyn Botanic Garden, the Brooklyn Museum, the Brooklyn Children's Museum, the Brooklyn Public Library, Prospect Park and the Prospect Park Zoo. HOB is committed to strengthening the neighborhoods of central Brooklyn and making its world-class collections and historic treasures more visible and accessible. HOB transformed Washington and Vanderbilt Avenues by organizing a new merchants association and spearheading district marketing efforts. Their efforts have proved extremely successful, with over 40 new businesses opening in the area since 2005. Heart of Brooklyn is a unique example of how cultural institutions and communities can work together to catalyze community development and stimulate the local economy.

The Workforce Innovation Award

The Workforce Innovation Award honors an organization or business that, through pioneering a creative and effective approach to workforce development (e.g. training programs, recruitment and hiring), has developed a model that has enhanced their community and provided a model for others to emulate.

Goodwill Industries of Greater New York and Northern New Jersey

William J. Forrester, President/CEO

"Goodwill Industries promotes the dignity of work, encouraging 'a hand up, not a hand out.' Through our workforce development services and our commitment to the communities we serve, Goodwill Industries has enhanced the quality of life for our constituents." -

William J. Forrester



Goodwill Industries of Greater New York and Northern New Jersey seeks to improve the lives of people through job training, job placement and educational advancement programs. Goodwill has a strong presence throughout all five boroughs. In Brooklyn and the Bronx, Goodwill manages the Workforce1 Career Center in downtown Brooklyn and the Back to Work Center in Hunts Point. Both Centers provide a full array of employment services including career advisement, job search counseling, and skills training. New Yorkers can also access training opportunities so that they can find employment, earn higher wages and become more self-sufficient. Annually, Goodwill Industries of Greater New York and Northern New Jersey serves over 75,000 people and places over 10,000 in jobs.

The Small Business of the Year Award

The Small Business of the Year Award honors an entrepreneur whose business has significantly improved its neighborhood or demonstrated outstanding commitment to the community through offering new or enhanced products and services, generating new activity on a commercial strip, attracting new businesses to the area, or providing exceptional employment opportunities.

El Nuevo Delicioso Restaurant

Ruperto Morocho, Owner

"My experience as a business owner demonstrates that success cannot be achieved without a strong commitment to improving your community." -Ruperto Morocho



El Nuevo Delicioso provides the South Bronx community with healthy and delicious alternatives to the fast food establishments that dominate the neighborhood. In 1993, Ruperto Morocho, an Ecuadorian immigrant, opened El Nuevo Delicioso on 149th Street and Third Avenue. He opened a second location around the corner in 2005. The two restaurants employ 12 people full time, many of them recent arrivals to the United States. Mr. Morocho has cultivated personal relationships with residents, neighborhood-



based organizations and his local church in his efforts to unify and strengthen the South Bronx community.

The Greene Grape

Jason Richelson, Owner

"The Greene Grape makes eating healthy convenient and easy by bringing fresh, seasonal, handcrafted food and wine from around the world to a corner store in Fort Greene, Brooklyn." -Jason Richelson



Greene Grape Provisions and Greene Grape Wine Store opened at a time when there were many vacant storefronts in Fort Greene, bringing products such as fresh meat, fish, bread, cheese and quality wines to the neighborhood for the first time. The two stores employ over 50 people, many of them local residents, and offer livable wages, access to healthcare, paid time off, and training opportunities. By offering the best, freshest ingredients, and developing a knowledgeable staff to teach customers tips on cooking, the Greene Grape stores help encourage healthy eating in the Fort Greene community. The Greene Grape stores have contributed to the overall renaissance of Fort Greene, and have helped inspire other businesses to open in the now-vibrant neighborhood.

BoConcept New York

Niki and Shaokao Cheng, Co-owners

"The expansion of BoConcept not only allows us to offer design furniture to five New York City neighborhoods, but also has become a vehicle for us to help shape and improve communities. We are honored to be recognized by New York City and to receive this award." -Shaokao Cheng



Niki and Shaokao Cheng opened their first BoConcept store in 2003 to offer minimalist, chic furniture to New Yorkers. During the first year, the couple worked around the clock, with no heat in the store because they could not afford it. They have since opened four more BoConcept stores in Manhattan and Brooklyn. When opening a new location, the couple often chooses under-developed neighborhoods. BoConcept stores have proven to be retail anchors, paving the way for other stores to open, improving commerce and increasing economic opportunity all around.

Hot Bread Kitchen, Ltd

Jessamyn Waldman, Executive Director

"We are honored to receive this award as we strive to preserve foreign culinary traditions, diversify the local organic food industry and ultimately create better lives for foreign-born women in New York City." -Jessamyn Waldman



Hot Bread Kitchen (HBK) provides a range of ethnic specialty breads to New Yorkers while enabling immigrant women to break the cycle of poverty. Owner Jessamyn Waldman founded HBK in an effort to create more opportunities for immigrant women, who often have limited job prospects due to language barriers and lack of education. At HBK, female immigrant employees bake breads using traditional recipes from their home countries. Proceeds from the sale of the breads are then used to train these employees in the skills necessary to succeed in the culinary industry. HBK improves the lives of employees, customers, and community members by employing a market-based approach to social justice.

Pastosa Ravioli Of West Brighton

Vincent D'Antuono Sr., Owner

"This honor reflects not only the hard work and dedication of myself, my family and my staff but also the loyalty, appreciation and patronage of my West Brighton customers. I pride myself on being an instrumental visionary supporting small local businesses which leads to a community rich in loyalty, tradition and growth." - Vincent D'Antuono Sr.



Vincent D'Antuono has built Pastosa Ravioli, the restaurant he owns in the West Brighton area of Staten Island, into an extremely successful business; lines often stretch around the corner in the holiday season. But rather than simply focus on his own business, Mr. D'Antuono has become an advocate for the West Brighton community, consistently finding ways to help other local businesses succeed. Not only was Mr. D'Antuono instrumental in the creation of Staten Island's first Business Improvement District, he also takes time to help local business owners find new ways to improve their bottom line. Mr. D'Antuono has worked tirelessly to make his community a better place to live, work and shop.

The M/WBE Advocate of the Year Award

The M/WBE Advocate of the Year Award honors an individual, business, or organization whose leadership within the M/WBE community has encouraged entrepreneurship among other women and minorities and whose success has strengthened New York City's small business landscape.

ACCION USA

Gina Harman, President and CEO

"It has been ACCION's honor to serve NYC's small business community for nearly two decades. By providing affordable credit and financial education services, we will continue to empower local entrepreneurs to build strong businesses, create jobs and be a force for positive change in our city's neighborhoods." -Gina Harman



ACCION provides loans and financial literacy for disadvantaged business owners throughout New York City. About 94 percent of ACCION's customers are minorities, 75 percent are immigrants and 40 percent are women. ACCION targets entrepreneurs who do not qualify for loans from mainstream banks; many borrowers do not even have bank accounts. Since 1991, ACCION has made over 11,000 loans, awarding more than \$76 million to low-income individuals. Without ACCION, these entrepreneurs might be forced to abandon their business or turn to loan sharks for funding. ACCION gives them the opportunity to start and grow their business, provide diverse goods and services and contribute to the rich culture of New York City.

The Placemaking Award

The Placemaking Award honors an individual or organization that has completed a project which increased the visibility, stature, and overall identity of a neighborhood, resulting in greater visitation and economic activity. Examples include: capital improvements, special events, promotional campaigns, or other unique efforts that have attracted significant attention and participation.

Myrtle Avenue Brooklyn Partnership

Michael Blaise Backer, Executive Director

"The 'Home Grown and Locally Owned' campaign reinforces the reality that the success of our small businesses and the vitality of our neighborhood are closely intertwined." -Michael Blaise Backer



The Myrtle Avenue Brooklyn Partnership created the Home Grown & Locally Owned marketing campaign to showcase Myrtle Avenue's business community. Featuring the personal stories of entrepreneurs who have invested their time, energy and money in building their small business, the campaign leverages the historic "mom and pop" character of Myrtle Avenue. Launched in January 2007, the campaign has increased local awareness of new business openings on Myrtle Avenue, broadened residents' familiarity with local business owners, and increased foot traffic on Myrtle Avenue. Pedestrian counts have increased by nearly 30 percent over the last two years! The Home Grown & Locally Owned campaign brands the corridor as the local "Main Street" of choice in downtown Brooklyn.

The Leadership Award

The Leadership Award honors an individual or organization who has demonstrated outstanding leadership over the course of their career in advancing the development or overall economic welfare of a New York City neighborhood. Candidates may be from the business or civic community, and must demonstrate success at bringing together different stakeholders.

Bishop Mitchell G. Taylor

"Public housing neighborhoods should be places of true opportunity where every child has access to a first-rate education, every worker has access to a job that pays a living wage and all residents have access to basic goods and services. It has been my life's work to achieve this vision and I remain steadfast in my belief that together we can and will achieve it." -Bishop Mitchell G. Taylor



Bishop Mitchell G. Taylor is a forty-year resident of Long Island City, and has dedicated his life and career to serving his community. Bishop Taylor is the Senior Pastor of the Center of Hope International (COHI), a non-denominational church adjacent to Queensbridge Houses, one of the largest public housing developments in the country. In 2004, convinced that a single church would not be able to handle all the issues facing public housing residents, Bishop Taylor founded the East River Development Alliance (ERDA), an alliance of local leaders, educators, business owners and residents. Under Bishop Taylor's leadership, ERDA has provided residents in four public housing neighborhoods with the tools and resources necessary for self-sufficiency and economic mobility. Bishop Taylor's organizations have produced measurable outcomes for some of the most underserved people in Queens.

Norman Buchbinder Neighborhood Beautification Award

Norman Buchbinder Neighborhood Beautification Award recognizes an individual, business or organization that has demonstrated an exceptional commitment to highlighting and enhancing the look and feel of a neighborhood. The award is presented in memory of Norman Buchbinder, a co-founder of the Union Square Partnership, the city's first Business Improvement District, and founder of the Village Alliance BID.

IKEA Brooklyn

Luis Fernandez, IKEA Brooklyn Deputy Store Manager

"One of IKEA's core philosophies is 'To create a better everyday life for the many'. We believe that we will only achieve this hand in hand with our community. Involvement in our neighborhood is not something cosmetic to offer an impression of good corporate



character but rather an essential part of IKEA's mission."

-Luis Fernandez



During its first year of operation, IKEA Brooklyn has demonstrated an exceptional commitment to its surrounding Red Hook neighborhood by creating a public esplanade along the waterfront. Visitors and residents enjoy the esplanade, which features a paved bike and walkway, extensive new foliage and landscaping, well-lit seating areas and a publicly accessible pier extending into the Erie Basin. IKEA restored cranes, preserved shipyard artifacts, and constructed maritime mementos to highlight the unique past of the site. To improve transportation options and reduce customer reliance on automobiles, IKEA Brooklyn secured extensions of bus lines from the MTA, partnered with New York Water Taxi for ferry service and provided its own dedicated shuttle buses and bike parking. By working in partnership with its residential and business neighbors, IKEA Brooklyn has fostered a unified community.

SPECIAL THANKS TO OUR GENEROUS SPONSORS

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彭博表彰傑出商業機構及商業英才

程紹杲夫婦獲年度小商業獎

【明報記者吉希報導】紐約市長彭博昨(13)日在市長官邸頒發嘉獎令，表彰傑出商業機構和商業英才。華裔程紹杲、張迪慧夫婦創辦和成功經營紐約 Boconcept 公司獲得「年度小商業獎」。他們是此次頒獎典禮上唯一獲獎的華裔企業家。目前 Boconcept 公司在紐約及新州共有 8 家分店，年利潤達 150 萬元。



程紹杲(左一)、程顯鈞(左三)、張迪慧(左四)與家屬在頒獎典禮上。

(吉希攝)

張迪慧與程紹杲是都市「時尚達人」，他們經營的丹麥品牌的紐約 Boconcept 家具公司以「經濟的奢侈」著稱，走著紐約客現代的個性化風格路線。他們的家具可以隨意拼接，為紐約客的狹小居室營造出無限創意。在 2003 年麥迪遜大道開了第一家店後，他們在接下的 6 年裏陸續於雀兒喜、Carle place、Paramus、蘇豪區、DUMBO、上東城以及新澤西開了 7 家分店。其中在 57 街位於 2、3 大道之間的店面達 5000 平方呎，位於室內設計行業的中心地帶。

張迪慧出生於馬來西亞，畢業於馬來西亞藝術學院，專修室內設計，在 1998 年來赴美從事過家具銷售的工作。程紹杲台灣出生，日本長大，1989 年來美

，在約翰霍普金斯大學電機取得本科學位後，先後在花旗銀行與麥肯錫公司出任資訊技術執行官。程紹杲從小就對經商很有興趣，在 2002 年與妻子結婚後，一拍即合，準備建立自己的家具公司。他們分析了紐約的家具市場形勢，認為當時沒有即經濟質量又上乘的家具品牌。張迪慧憑著自己多年的設計靈感，發現丹麥 Boconcept 公司的產品非常適合紐約的生活品味，毅然成為了他們在紐約的經銷商，從此成立了自己的公司。

經營 8 間公司 未解僱 1 人

如今他們已擁有 8 家分公司，60 名員工，市值 400 萬元，年銷售額 2000 萬，純利潤 150 萬。即使在經濟如此蕭條的

情況下，他們沒有出現財政赤字，沒有辭退任何一名員工，而且去年年底在新澤西開了第八家分公司。

作為在本次獲得紐約市年度小商業獎的唯一華裔人士，夫婦倆表示很感意外，也很開心。他們總結成功的秘訣就是特別勤奮、從失敗中總結教訓、廣結人脈和僱用好員工。他們同時也很謙虛地

將部分成功歸為運氣不錯。

張迪慧表示，他們在紐約的店面擴張已經基本告一段落，最近一段時間的任務就是要在頂住經濟危機的壓力下增加利潤。她在將來想開一家賓館，全部採用自己公司的家具，不過還要視年底出世的小孩情況而定。他們現在有一個 3 歲的女兒程顯鈞，一家三口其樂融融。

大紐約商機峰會周五召開

聯邦力助少數族裔企業分享政府合同

【明報專訊】聯邦商務部國家商業發展總署日前在華府凱悅大酒店召開奧巴馬上任以來，首次針對少數族裔商業發展最高階的全國性工作會議。

華裔聯邦商務部部長駱家輝對所有出席會議的聯邦官員及商務代表表示，在美國的少數族裔企業是提供工作機會和營建少數族裔社區更好生活水平起著關

鍵作用，也是所有在美國創新理念和發揚企業精神的大本營。同時，商務部與商業發展總署將藉此平台探索並提供新的服務方式，來促進少數族裔商業發展各方面的成長及在全面性的競爭能力。

這次國家商業發展總署最高階的全國性工作會議與對話，除商務部的官員外，還邀請其他相關的聯邦政府部門主管及專家學者代表共同對話、座談，一起省思及評論如何提升目前政策的效率，研擬能適應 21 世紀，未來 20 年的美國少數族裔商業發展的大樣及藍圖，俾增加少數族裔企業的競爭性和能持續成長的使命，並藉此提出促進少數族裔企業發展的具體方案與建言，作成紀錄呈送白宮以供奧巴馬施政的參考。

會議中，奧巴馬的特別顧問及副總統拜登的高級幕僚愛德華表示，在他的權限範圍，奧巴馬政府的經濟復蘇計劃的總投入資金約 5500 億美元，目前還有約 870 億美元以每天約 10 億美元的速度在

投入經濟復蘇計劃中，這些救市及經濟復蘇項目涵蓋很廣，包括健保、幫助特殊需要、創造就業機會、恢復經濟復蘇、協助州政府與地方政府避免稅制失衡、協助新的科技產業發展、公共建設、環保、綠色能源、快速運輸系統等等，欲了解聯邦政府採購商機的少數族裔企業家們，可訪問 www.FedBizOpps.gov 網址。

百大企業應邀解答採購商機

國家商業發展總署將於 17 日(周五)上午 8 時 30 分至下午 2 時 30 分，在紐約曼哈頓下城聯邦大樓六樓(26 Federal Plaza, 6 Floor, New York, NY 10278)，舉辦 2009 年大紐約地區商機洽談峰會活動，邀請所有聯邦政府部門、下屬相關機構及美國百大企業與會設席位，釋出採購商機並當場解答問題，協助少數族裔企業共同參與取得政府合同，分享經濟復蘇計劃的權益，以創造美國少數族裔的就業機會和財富。有意參加商機洽談峰會的少數族裔企業家，可電郵：ruba@mbda.gov 報名，或洽詢：(212) 264-3481/3262。



國家商業發展總署東部 14 州總執行長戴文波(右二)、亞裔商業名譽顧問委員會主席朱林麟(右一)、國家商業發展總署芝加哥全球商務顧問梅振球(左一)及聯邦商務專員 Ron Uba(左二)在會議上合影。(主辦單位提供)




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| 樂透彩券號碼 | | 2009 7月13日 (星期一) |
| 三宇獎 | 00001573 | 四宇獎 |
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| 紐約州 | 十宇獎 | 11011 |
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| | 41 45 48 56 58 65 67 69 72 79 | |
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| 美國部分城市天氣預測 | | 世界部分城市天氣預測 | |
|-------------|-----------|------------|----|
| 溫度 (°F) | 概況 | 溫度 (°F) | 概況 |
| 波士頓 64 至 77 | 多雲 | 香港 82 至 88 | 陣雨 |
| 費城 60 至 83 | 晴天 | 台北 83 至 82 | 陣雨 |
| 華盛頓 64 至 85 | 晴天 | 上海 82 至 88 | 下雨 |
| 芝加哥 69 至 81 | 多雲 | 廣州 82 至 90 | 多雲 |
| 三藩市 67 至 74 | 晴天 | 福州 81 至 88 | 下雨 |
| 洛杉磯 69 至 83 | 晴天 | 溫州 80 至 85 | 下雨 |
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| 晴天 | 多雲 | 多雲 | |
| 60°F至81°F | 69°F至81°F | 68°F至81°F | |

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程紹皋夫婦獲小商業獎

記者劉爽紐約報導

July 14, 2009 12:00 AM | 109 觀看次數 | 1   

程紹皋(左二)、張迪慧(右四)夫婦與家人13日在市長官邸慶祝得獎。(記者劉爽 / 攝影)
紐約市小商業局(SBS)13日在曼哈坦瑰西園(Gracie Mansion)頒發2009年度社區成就獎(Neighborhood Achievement Awards)表揚全市五區的12位獲獎者，其中程紹皋和張迪慧夫婦因經營連鎖家俱店BoConcept有方，代表曼哈坦區獲得年度小商業獎(Small Business of the Year Award)。市長彭博主持頒獎典禮。

彭博強調小商業的重要性，認為這是紐約市的經濟支柱，他還號召小商業者也加入NYC Service行列，為社區事務貢獻力量。社區成就獎共有八個獎項，包括發展獎(Development Award)、合作獎(Partnership Award)、勞動力創新獎(Workforce Innovation Award)等。

程紹皋和張迪慧昨日與家人一起出席頒獎禮。程紹皋是台灣移民，獲約翰霍普金斯(John Hopkins)大學電子工程碩士，對商業一直很有興趣，張迪慧是馬來西亞華僑，學的是室內裝潢。六年前兩人翻修自己公寓的時候，得知丹麥的BoConcept家具要進入美國市場，正在尋找代理，倆人決定辭掉當時的工作，接下BoConcept家具的代理工作，將兩人所感興趣的事情轉換為事業。現在夫妻倆已經在大紐約地區開了八家分店，其中四家在曼哈坦。

短髮幹練的張迪慧認為，在經濟低迷的時候，小商家可以分析過去的得與失，總結經驗教訓，調整工作班底，優化工作效率。他們夫婦都不是學商業出身，在開店和經營時也遇到問題，犯過錯誤，就正好在現階段進行調整和總結，從過去的錯誤中學習進步。

程紹皋和張迪慧認為員工是小商家成功的重要因素，員工不能覺得工作只是為了領薪水，還應該覺得快樂，覺得自己是公司的一份子。夫婦倆常邀請員工參加自己家庭的活動或共進晚餐；公司引進新產品的時候，也會聽員工的建議；還帶員工一起度假旅遊。