Chef Aaron McCargo, Jr. from Food Network to Address Entrepreneurs at LAEDA's Business & Networking Expo

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CAMDEN, NJ (rushPRnews) 06/06/14 — The Latin American Economic Development Association, Inc. (LAEDA) and its Entrepreneurial Development Training Program (EDTP) Alumni Group are hosting its first "Business Expo & Networking Event" on June 19, 2014 from 6 – 9pm at the LAEDA office building. Aaron McCargo, Jr., the host of ***Big Daddy's House*** on Food Network and an alumnus of EDTP will be on hand to address the Alumni Group and business leaders.

"I am so excited about this event", says Montez Petrose, co-chair of the event committee. "Having the opportunity to showcase our Alumni businesses and building connections among the Alumni Group is so important." The Business Expo & Networking Event will showcase EDTP Alumni Businesses from all types of industries; including restaurateurs, artisans, clothing and jewelry retailers, massage therapy, bakeries and much more.

Aaron McCargo, Jr., the host of Food Network's Big Daddy's House and alumnus of EDTP will join the event to impart his lessons learned through his experience as a restaurateur, reality show contestant and TV personality. "Having one of our most prominent Alumni on hand for this event is such an honor," said Michelle Smith the co-chair for the event. "This says so much

about LAEDA and the quality of the individuals who have graduated from EDTP."

The evening's festivities will include a Speed-Networking session that will include instruction on effective networking strategies. Attendees will have 1 minute to promote themselves and their business before having to move on to the next business owner. "In today's business environment, being able to network and promote your business is invaluable," says Kyle Santoferraro, EDTP Coordinator. "Most business deals begin with a short conversation that starts a relationship that is mutually beneficial."

"I am so impressed with our Alumni Group but not surprised," says Raymond L. Lamboy, President & CEO of LAEDA. "These individuals are the hardest working and most creative people you'll meet. LAEDA is proud of their success and will continue to encourage and support these types of events For Alumni By Alumni."

The LAEDA Entrepreneurial Development Training Program has trained more than 900 individuals in the process of developing

a business idea and starting a business. The LAEDA Alumni Group made up of graduates of the program was formed in 2013 to begin to connect them to each other and the wider business community.

About the Latin American Economic Development Association, Inc. (LAEDA) The Latin American Economic Development Association, Inc (LAEDA) is a non-profit economic development organization dedicated to the creation of small business ownership opportunities for all minorities, to contribute to the growth and success of small businesses and the development of the marketplace in the communities we serve.

LAEDA was founded in 1987 by a group of business and community leaders who recognized the importance of business assistance to the success of Latino owned business. During the interceding years, LAEDA's mission has

expanded to include entrepreneurial training, commercial real estate development and marketplace development in low to moderate income communities. LAEDA is the only Bi-lingual/Bi-cultural organization providing entrepreneurial training and technical assistance in the Latino community. Visit www.laeda.com for more details.

The Entrepreneurial Development Training Program was implemented in 1990 in response to the need to provide alternate routes to employment to residents through business ownership. EDTP has generated an impressive record of outcomes; graduating 887 participants, creating 506 businesses, generating 1,169 jobs. Approximately half or 271 are still in business today. EDTP's alumni body reflects the rich diversity of the communities it serves with 53% of our alumni are African American, a majority of which are female and 43% are of Latin descent.

About Aaron McCargo, Jr.

Mr. McCargo, Jr. is a Camden Native and is well respected and admired by his old neighborhood for his accomplishments and possessing that "Never Give Up" spirit. McCargo, Jr. is proof that you don't have to be a victim of your environment, if you stay focused and work hard, you can achieve anything. The star of "Big Daddy's House", airing Fridays at 9:30 am on Food Network, will discuss overcoming career challenges and the *Importance of Networking* .

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