

2014 Parnassah Expo to Shatter All Records

BY SHIMMY BLUM

The common expression “The sky’s the limit” may be an understatement when it comes to the ambitions of the Parnassah Expo.

The Expo, the brainchild of the Parnassah Network and its founder, Reb Duvi Honig, was launched two years ago as a local Lakewood event. The turnout astounded organizers, so the event was held at the Meadowlands Exposition Center last year, with exhibitors and attendees filling the 60,000-square-foot floor to capacity.

For 2014, Parnassah Network will take another leap — the greatest one yet. The expo, *iy”H*, will be well over double in size, a full 150,000 square feet at the New Jersey Convention and Exposition Center in Edison, New Jersey, near the Outerbridge Crossing. It will also last twice as long, running for two days, March 25 and 26.

“This is the largest general B2B expo in the entire New York area, perhaps in the country,” said Reb Duvi. “The fact that the *frum* community can make something like this happen is a tremendous *kiddush Hashem*.”

Last year the Parnassah Network made history by successfully organizing the largest *frum* community event of its kind. Newcomers to the business world, startups, small businesses and established corporations all made invaluable contacts and found an array of useful resources.

In the weeks and months since the last

expo, Reb Duvi Honig and the Parnassah Network’s office fielded a steady stream of feedback from exhibitors and attendees sharing their success stories. To this day, Reb Duvi and his top lieutenants rarely



walk down the street or attend a *simchah* without being approached by someone raving about the expo’s results — businesses launched, revenue doubling, employees hired, customer lists mushrooming, multimillion-dollar deals sealed, investment capital secured. These are common experiences of those who have attended the expo.

The upcoming expo promises to put yet more ventures, and the individuals and families they support, in positive territory, *b’ezras Hashem*.

A full 110,000 square feet will be dedicated to the event’s flagship B2B expo, where businesses and vendors from a cross-section of industries will showcase their products and services, talk to participants and host industry-specific networking sessions. The range of exhibitors promises to be significantly larger than last year’s group, which included presti-

gious banks and mom-and-pop ventures. Organizers expect at least 500 booths, double the number of last year’s expo.

In addition, 25,000 square feet of floor space will be dedicated to a job fair, academic and vocational courses, career counseling and business-enhancement services. An adjacent 15,000-square-foot convention center will be used for seminars and workshops by key experts in a variety of business-related areas, as well as for private networking.

It’s hard to think of anyone who is a breadwinner, or who is looking to be one, who will not gain immensely from the 2014 Parnassah Expo. A variety of businesses have already signed up for coveted floor space and sponsorship opportunities, and the energy is building. Attendance is expected to far surpass last year’s numbers, with participants coming from across the tristate area and North America.

They are promised a very pleasant experience. With nearly a year of advance planning, every detail of this massive operation has been perfectly coordinated. Admission badges will be printed in advance in order to minimize wait time at the entrance.

Rooms at the nearby five-star Sheraton Hotel have been reserved for visitors from out of town, with a complimentary shuttle to the expo hall.

A booklet called “How to Network at the Parnassah Expo” is being compiled, to ensure the smoothest, most productive experience possible. And the admission cost will remain extremely affordable.

“The Parnassah Expo does not cater to any particular segment of *Klal Yisrael* to the exclusion of others,” said Reb Duvi Honig. “We can only help some if we are ready to help all.”

For more information or to reserve a spot please contact info@parnassah-expo.com or call (732) 987-7704.

Pre-Election Breakfast to Bring Together VIPs and Community Activists

BY SHOSHANA BERNSTEIN

On Monday morning, November 4, the most important meal of the day will be taken to a whole new level, as key government figures break bread and break ground with community movers and shakers at the Agudath Israel of America’s special Pre-Election Legislative Breakfast.

Agudath Israel of America sponsors a broad range of projects in the fields of religion, education, children’s welfare and social action affecting the lives of young and old throughout the Americas and overseas.

Strategically scheduled to dovetail with Tuesday’s local and citywide elections, this timely event presents a unique and valuable opportunity for informed and involved Jewish community members to hear from noted political figures on highly relevant matters of concern to the Jewish community both locally and abroad.

Prominent litigation attorney, Joseph Zelmanovitz, a partner in Stahl and Zelmanovitz, will serve as chairman of the event. The featured speeches will include: former CIA Director James Woolsey, whose keynote address will cover security issues in the Middle East and the role of democracies; New York State Attorney General Eric Schneiderman, who will share his insights on religious rights and economic justice; and Benjamin M. Lawskey, New York State Superintendent of Financial Services, who is slated to speak about New York banking laws and the enforcement of Iran sanctions.

The breakfast, hosted by Agudath Israel, is being coordinated by The Friedlander Group, whose CEO, Mr. Ezra Friedlander, views the organization’s ongoing working relationships with political leaders as pivotal to its mission.

The event is being sponsored by Flushing Bank and Pomegranate, long recognized for their involvement within the Jewish community, as well as a wide range of prestigious, dynamic, and community oriented business groups.

Ruskin Moscou Faltischek, the preem-

inent Long Island law firm, represents all major practice areas of law including: corporate and securities, financial services, commercial litigation, health care, real estate, employment, and trusts and estates. Their diverse and sophisticated clientele includes large and mid-sized corporations, privately held businesses, institutions and individuals. Superior knowledge of the law, polished business acumen and proven credentials, have earned Ruskin Moscou Faltischek a reputation for excellence and success since its founding in 1968.

MedReview, a subsidiary of New York County Health Care Review Organization (NYCHSRO), is celebrating its 40th anniversary. Operating in 12 states, MedReview identifies inappropriate medical care and excessive, unnecessary charges, recovering million of dollars for its clients. MedReview’s President and CEO, Mr. Joseph B. Stamm, will serve as co chairman of the event.

The Atlantis Organization’s co-founders, Raymond & Radni Davoodi, recently received their title insurance underwriter’s license from the New York State Department of Financial Services, under the name Ameristract Title Insurance Company, Inc.; the first time in 15 years that such licensing was granted in New York. Ameristract’s centralized business model and proprietary technology will eliminate liabilities, fraudulent activities, unethical practices and most importantly escrow defalcations.

The significance of the Legislative Breakfast is summed up by Rabbi David Zwiebel, Executive Vice President of Agudath Israel: “Our annual Pre-Election Legislative Breakfast gathering serves as an impressive demonstration of the high level of involvement of the Orthodox community and creates a timely and vital reminder that the Orthodox Jewish community cares deeply about where our government leaders stand on the issues of the day.”

For more information please contact Ezra Friedlander Ezra@TheFriedlanderGroup.com or at (212) 233-5555 x 101

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FIVE TOWNS: Motzei Shabbos, November 2, 8:45 PM Englander Family - 163 Harborview North, Lawrence (516) 424-5988

LAKEWOOD: Sunday, November 3, 2:00 PM Senderovits Family - 1211 North Lake Drive (908) 670-2209

MONSEY: Sunday, November 3, 8:00 PM Oppenheim Family - 18 Mariner Way (845) 362-2247

BROOKLYN: Monday, November 4, 8:00 PM Karman Family - 956 East 18TH Street (Between J and J) Flatbush (718) 377-1577

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