

FOR IMMEDIATE RELEASE

Media Contact:

Gina Guarino, Director of Marketing & Events
Princeton Mercer Regional Chamber
(609) 924-1776, ext. 108
Gina@princetonmercer.org

Independent Business Summit Keynote Speakers Announced

Princeton, NJ – May 30, 2019 – The Princeton Mercer Regional Chamber’s **5th Annual Independent Business Alliance [IBA] Summit** will focus on the State of Small Businesses in today’s economy and the growing entrepreneurial market. The Summit will be held on **Thursday, June 13th**, 8:00 a.m. – 10:45 a.m. at The College of NJ [TCNJ], Education Building in Ewing, NJ.

The Chamber has announced the **Keynote Speakers** of the 2019 IBA Summit will include:

- **Karen Kerrigan, *President & CEO, Small Business & Entrepreneurship Council in Washington, DC***
- **Chris Kuenne, *Founder & Managing Director, Rosemark, Entrepreneurship Specialist, Keller Center for Innovation in Engineering Education, Princeton University, and Author: "Built for Growth"***

“Over the past five years, our regional Independent Business Summit has presented key figures and resources to assist local businesses and entrepreneurs in succeeding in the independent business marketplace and this year will feature the best speakers yet,” said Peter Crowley, President and CEO of the Princeton Mercer Regional Chamber. “This is one of the most important events for small and independent businesses to attend in Central New Jersey, where you will hear the answers to tough questions and walk away with information you can’t get anywhere else.”

The IBA promotes local independent businesses and facilitates networking and education with a focus on developing growth strategies to maximize exposure for local businesses and the Chamber is excited to welcome these speakers to the region.

Tickets for the IBA Summit, can be purchased at PrincetonMercerChamber.org at a Member price of \$35, and Future Member rate of \$45. The Summit is organized by the Princeton Mercer Regional Chamber with Presenting Sponsor: First Bank, and additionally supported by: Mrs. G Appliances, StimulusBrand Communications, Princeton Air Conditioning, Inc., and America's Small Business Development Center.

The Princeton Mercer Regional Chamber– The Princeton Mercer Regional Chamber is a membership organization committed to promoting business growth within the Mercer County region and surrounding areas. With more than 10,000 individual contacts and more than 1,600 member companies, the Chamber membership is primarily focused in five central New Jersey counties and stretches as far as New York, Philadelphia and Canada. More information about the Chamber can be found at www.princetonmercerchamber.org