



Press Release Contact Information:

Laura Allen
15 Second Pitch
Co-Founder
E-Mail: [Email us Here](#)
Website: [Visit Our Website](#)

**15SECONDPITCH.COM CO-FOUNDER LAURA ALLEN TO BE FEATURED ON THE
"HOW TO TRANSFORM YOUR BUSINESS IN 40 MINUTES" PANEL
AT THE HIA BUSINESS TRADE SHOW AND CONFERENCE**

Panel Experts will present Small Business Trade Secrets at the HIA Business Trade Show and Conference on May 22nd.

/24-7PressRelease/ - NEW YORK, NY, May 15, 2008 — At a time when many business owners are not sure what tomorrow will bring, the Hauppauge Industrial Association will host their 20th Annual trade show on May 22nd, 2008, to help small business owners identify where their businesses are today and plan for a prosperous future.

15SecondPitch.com co-founder Laura Allen will be a featured expert on the "How to Transform Your Business in 40 Minutes" panel, which promises to be one of the most popular seminars of the event. Each of the four experts from the panel will present ten minutes on their specific area of business expertise. Ms. Allen will illustrate 'How to Pitch your Business in Just 15 Seconds.' She says, "I'm excited to share some of my secrets on how to pitch your business in just 15 Seconds. Being able to explain who you are and what you do is a skill that is essential for all small business owners, yet so many people lack confidence when it comes to introducing themselves."

Adrian Miller, founder of Adrian Miller Sales Training will also be on the panel, speaking about 'How Technology Can Boost Sales.' Miller says, "The HIA Trade Show is an amazingly worthwhile event with thousands of attendees and over 350 exhibitors. I've been attending for 15 years and always make new connections."

Rounding out the panel are Marshall Makstein, President & Founding Partner of eSlide, who will demonstrate "How to Prepare & Give a Winning Presentation" and Jennifer Shaheen, an eMarketing and Technology Therapist who will show business owners, "How to Tame Your Technology."

About the HIA Trade Show and Conference:

The Hauppauge Industrial Association, a 29 year young business organization with a membership of over 1,000 Long Island companies, in partnership with the Long Island Forum for Technology (LIFT), and Suffolk County Community College, will present its 20th Annual Business Trade Show & Conference, "Where your Business Is & What the 20 year future will bring." The show will be held at Suffolk County Community College's 60,000 square foot Sports & Exhibition Complex (L.I.E. Exit 53) 1/4 mile south on Wicks Road and will feature major industries and processes that have the potential to accelerate Long Island's growth to unprecedented levels.

What the 15SecondPitch Is :

- A tool to help you discover who you are and what you really want
- A way to focus your thinking on what is most important
- A great introduction and conversation starter
- A way to organize the thinking process for any new venture
- An effective multi-channel personal marketing tool to communicate consistently via email, on the telephone, in person, or on your business cards.