



## Scarsdale Non-Profit Offers Speed Consulting Workshop for Small Businesses



AROUND TOWN

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*Margot Milberg, TAP Talent Management Director; Jane Veron, TAP CEO; Dwayne Brown, Mt. Vernon Chamber of Commerce President; Tracy Jaffe, TAP COO; Nikki Hahn, TAP Client/Partner Development Director*

Last month, The Acceleration Project (TAP), a Scarsdale based not for profit organization, partnered with the Mount Vernon Chamber of Commerce to offer a speed-consulting workshop for small businesses in need of strategic and tactical advice.

The idea was the brainchild of TAP CEO Jane Veron, TAP Client/Partner Development Director Nikki Hahn, and Dwayne Brown, President of the Mount

Vernon Chamber of Commerce. "We were proud to work together with business leaders from Mount Vernon," said Hahn.

Following a roundtable format, nine TAP consultants met with a dozen small business owners at Fleetwood Diner in Mount Vernon to discuss issues local businesses face. Attendees received advice on how to refine their elevator pitch and improve their core messaging. TAP consultants coached attendees to focus on their unique value proposition to differentiate themselves from competitors. Businesses left with concrete strategies for implementation. Said TAP Consultant Giselle Weissman, "I believe the two businesses we consulted came away with some tangible, actionable steps to improve their messaging."

TAP prides itself on offering innovative ways to provide well-structured,

accessible, results-oriented programs to help boost local economic development. The model appears to be working well, with programs ranging from the successful "Shop the Dale" campaign to TAP's cornerstone Strategic Advisory Program. "We are thrilled by our momentum, with a record number of clients and consultants applying to participate. We are also attracting an incredible internal team to support the organization as it expands in reach and scope," Veron said. TAP is committed to helping small businesses grow and flourish by

linking the talents of highly skilled professionals with the advisory needs of local small businesses. TAP empowers professionals to make a meaningful impact in their community while



advancing their skills. If you *TAP Consultants Rachel Dugoff and Joan Hendell brainstorm with Mt. Vernon businesses*

are interested in working with TAP as a client or as a consultant, applications are available on [TAP's website](#). TAP is supported by donations from individuals, foundations and businesses. Contact CEO Jane Veron at [jane@theaccelerationproject.org](mailto:jane@theaccelerationproject.org) or COO Tracy Jaffe at [tracyj@theaccelerationproject.org](mailto:tracyj@theaccelerationproject.org) for more information.

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