

BUFFALO DISTRICT OFFICE NEWS

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SPECIAL EDITION: SMALL BUSINESS WEEK

Franklin J. Sciortino
District Director

INSIDE THIS ISSUE:

<i>Success Story: SBA Helps Entrepreneurs Explore Innovative Approach to Healthcare</i>	1
<i>SBA Winners Announced</i>	2
<i>Women's Leadership Conference</i>	2
<i>Staff Directory</i>	3
<i>Small Business Winners continued</i>	3
<i>Small Business Winners continued</i>	4
<i>CARA Medical story continued</i>	5
<i>SBA 2011 Winners Awards Luncheon Reservations</i>	5

SBA Helps Entrepreneurs Explore Innovative Approach to Healthcare

Women-Owned Business Secures Contract with University at Rochester

Marie Rabin and Madalyn Castilone always had a passion for starting their own company! Madalyn comes from a family of entrepreneurs --five brothers and sisters, three of them owning their own business -- and after receiving her master's degree from SUNY at Buffalo she began her career as a stockbroker. Meanwhile, Marie achieved her early goal of becoming an occupational therapy assistant, partnered with an associate to establish the first OT private practice in Western New York at the age of 25, and later earned an MBA from Canisius College. Marie also comes from a family whose parents owned several businesses.



Marie and Madalyn decided to pursue their passion and go into business for themselves by starting a company that would offer a variety of medical and rehabilitation equipment and supplies. CARA Medical was formed in 1990 and has grown steadily, boasting an impressive list of customers. This NYS certified women business enterprise offers diverse products which include diagnostic equipment, pharmaceuticals, exam room furniture, rehab, OT/PT and medical/surgical equipment and supplies to non-profit agencies, group homes, clinics, occupational health, school health, physicians, municipalities and government agencies. The pair credits a powerful working relationship with the U.S. Small Business Administration for a good portion of their success.

Having little background in marketing and the need for additional knowledge in industry, the two contacted SCORE Buffalo Niagara shortly after starting their company, and were matched with a retired business executive who introduced them to the wide-range of resources and coaching services the SBA offers.

More recently, the team found the help they needed and much more after visiting one of SBA's resource partners, the Canisius College Women's Business Center. "The WBC has been instrumental in providing programming and support which has moved our business off a plateau into our current growth phase," said Marie. "Our WBC coaching mentor willingly shares his industry knowledge and expertise and has been an invaluable resource on our journey to the next level."

Continued on page 5 Contract

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Helping small businesses
start, grow and succeed.



Canisius College
**WOMEN'S
 LEADERSHIP
 CONFERENCE**

June 14, 2011

Be a part of the most attended women's event in Buffalo this year! The 2011 Canisius College Women's Leadership Conference will be a gathering of over 400 female leaders, business owners, entrepreneurs, CEOs, and executives. The day-long Conference celebrates creativity and innovation in today's dynamic work place.

For additional information or to make a reservation, please contact Laurie Zabel, via e-mail at Zabell@canisius.edu or call (716) 984-3543.

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MARCH 2011

**Lending Reports
 Available**

Reports can be viewed at:

www.sba.gov/ny/buffalo

The SBA's Buffalo District Announces 2011 Small Business Week Winners

The Buffalo district office of the U.S. Small Business Administration announced today, that eight individuals from across Western New York will be honored as the area's top small business owners and advocates of the year for 2011.

They are among the district's top entrepreneurs who will be honored at the 19th annual SBA Small Business Week awards luncheon on May 11th during the 6th annual SBA Small Business Matchmaker & Exposition.

According to SBA's Buffalo District Director Franklin J. Sciortino, the President of the United States has proclaimed National Small Business Week, since 1963, to recognize the outstanding contributions of America's entrepreneurs and small business owners.

"More than half of Americans either own or work for a small business, and they create about two out of every three new jobs in the U.S. each year, said Sciortino. As we celebrate the spirit of entrepreneurship it is important we reaffirm our support for America's entrepreneurs and honor the best and brightest from Western New York."

The Buffalo district office is comprised of the 14 western-most counties of New York State, while the agency's Region II encompasses the states of New York and New Jersey, Puerto Rico, and the U.S. Virgin Islands. The Buffalo office will celebrate National Small Business Week from May 9 -13, 2011. National Small Business Week will be celebrated in Washington, D.C., the week of May 15-21, 2011.



The local winners will receive their awards during a small business recognition ceremony, which will be held in Buffalo on May 9. They will also be recognized on May 11, 2011 at the SBA Small Business Week Awards Luncheon. The luncheon will be held at the Buffalo Niagara Convention Center from 12:30-2:00 p.m. Tickets cost \$40 per seat or \$400 per table of 10. Please contact Kelly LoTempio, Business Development Specialist/ Public Information Officer at (716) 551-4301 ext. 309 or by e-mail at Kelly.lotempio@sba.gov for reservations. You may also register on-line at: [Small Business Matchmaker, Awards Luncheon & Exposition](#).

The following is a list of the SBA's 2011 Buffalo District Office Small Business Week award winners and their profiles:

**SBA YOUNG ENTREPRENEUR
 OF THE YEAR AWARD FOR
 REGION II, NEW YORK
 STATE, AND THE BUFFALO
 DISTRICT AWARD**

***Carolyn Denise Soldo, Solmac
 Inc., Williamsville, NY***

Carolyn Soldo immigrated to the U.S. from Germany in 2001, and at age 24 started Solmac Inc., a precision CNC

since 2005, Solmac Inc. provides a good mix of machining services, quality and pricing, as well as customer service.

Carolyn, who is now a U.S. citizen owns the business with her husband Boris. As majority owner, she runs the administrative side of the business which includes all marketing, finances and human relations issues.

As this young entrepreneur continues to run her business, she is also enrolled in the Canisius College Women's Business Center coaching program. The WBC matched Carolyn with a business professional who for one year will take personal interest in helping her with particular areas of the business.

This proud mother of two boys is also the founder of NannyPro.com, the premier online matchmaker for families seeking nannies and babysitters in the U.S. and Canada.

**BUFFALO DISTRICT SMALL
 BUSINESS PERSON OF THE
 YEAR**

***Anthony Angotti, Angotti
 Beverage Corporation dba
 Beers of the World, Roches-
 ter, NY***

Continued next page....

2011 SBA Small Business Week Winners

Beers of the World opened in Batavia, NY in 1983. That’s when Anthony Angotti’s vision of making a **retail** and wholesale empire specializing in introducing beer drinkers to imported and domestic beverages came true.

As he travelled daily 70 miles from Henrietta, NY to make his vision a success, he decided that an additional location was needed, and maybe this time, closer to home. In 1987, Beers of the World, a dba of Angotti Beverage Corporation was introduced to the Rochester area.

It was not until 2001 and after the building he was leasing was sold that Tony, once again, gave back to the community and construction began to have a new building erected and relocated to where it resides today, at the corner of Jackson and Ellicott Street.

Through the many years of hard work and a simple labor of love, his visionary dream for expansion of his business to an empire where the name, Angotti Beverage Beers of the World would be world renowned, Anthony continues to give back to the community. He recently purchased the Wegman’s Plaza in Henrietta, NY for yet another expansion.

BUFFALO DISTRICT SMALL BUSINESS EXPORTER OF THE YEAR

Robert Stevenson, Eastman Machine Company, Buffalo

Eastman Machine Company is the world’s oldest manufacturer of fabric cutting machinery and has been located in Buffalo, New York since 1888. The company has been selling to the global market place since 1901 and currently has customers in nearly one hundred different countries. Eastman manufactures a range of fabric cutting and material handling machinery and sells into diverse markets that include aerospace, apparel, automotive, energy products, and furniture, and industrial textiles, marine and recreational products.

A fourth generation of his family to have the business, Robert L. Stevenson is President and CEO of EMC. In addition to his career at EMC, Mr. Stevenson has served his community in a number of different capacities. He has served as Chairman of the World Trade Center of Buffalo, Child and Family Services Foundation and was also recently appointed to the Federal Reserve Advisory Board for upstate New York.

BUFFALO DISTRICT VETERAN SMALL BUSINESS CHAMPION OF THE YEAR

John McKeone, Buffalo State Small Business Development Center, Buffalo

Veteran Outreach Coordinator and 2011 veteran champion John McKeone helps veterans reach their entrepreneurial goals. As veterans describe their dreams and concerns of operating their own business, he listens and offers help and guidance as needed.

John provides one to one counseling to U.S. Veterans and active military personnel who are interested in starting a business or for those veterans who are in business and seek assistance with expanding or sustaining their business. McKeone also develops training programs and workshops that assist veterans and active military personnel who are involved in entrepreneurship.

BUFFALO DISTRICT JEFFERY BUTLAND FAMILY-OWNED BUSINESS OF THE YEAR

Galbato Family, Brigiotta’s Farmland Produce and Garden Center, Inc., Jamestown, NY

Dedication, hard work, and creative entrepreneurial spirit began in 1955 when Frances and Thomas Galbato took over operations of Brigiotta’s Farmland Produce and Garden Center, Inc. from Frances’ family. Frances and Tom had one of the finest corner groceries in the area and customer always knew they could find a touch of Sicily here.

The business has moved a few times over the years but now stands at the property on Fairmount Avenue in Jamestown, N.Y. Today it is a multi-million dollar operation. Operations include a large wholesale produce warehouse shipping business as well as a retail grocery, specialty deli, floral shop and green house.

While Frances and Tom were building their business, they were raising their three children who all work in the business today. Tom, the eldest son, is the director of perishables and handles all the wholesale marketing of the produce section of the business. Tim is director of operations and oversees the business including the front end retail store. Tim also manages the greenhouse operations at an additional location and Carla manages the Deli.

SBW Winners continued next page...

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Franklin J. Sciortino

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Branch Manager
Malcolm Richards

Procurement Analyst
Joyce Spears

Program Support
Specialist
Tammi Bennett

This third generation business was always encouraged to pursue their own interests and because of this, Frances and Tom Galbato are being recognized for their many years of service to the local community and beyond.

BUFFALO DISTRICT HOME-BASED BUSINESS OF THE YEAR

Michelle Cerrone, Naturally Nuts, LLC, Newfane, NY

One day while antiquing in Ellicottville, N.Y., Naturally Nuts owner, Michele Cerrone found an old cookbook with a recipe for Pecan Pralines. She brought it home, made the recipe her own by updating and adding some ingredients. Soon her pralines became favorites to her friends and family and quickly her goodies were in such demand people started to offer to pay her for them. After decades of being a homemaker and raising three children, Michelle became a home-based business selling a variety of nuts, barks, brittles and other delicious treats.

Michelle credits a majority of her success to the Niagara Small Business Development Center who assisted her in the many aspects of owning and operating her home-based business. Additionally, the Niagara SBDC developed a how-to guide for food entrepreneurs where Michelle tells her story to those considering getting into the food business. Her real life tips add a rich depth to the guide!

BUFFALO DISTRICT FINANCIAL SERVICES CHAMPION OF THE YEAR AWARD

James Sullivan, Lumber City Development Corporation, North Tonawanda, NY

James Sullivan has been the executive director of the Lumber City Development Corporation since its founding in 2003. This not-for-profit economic development agency is committed to providing opportunities for new growth in the city of North Tonawanda. Efforts include the creation of jobs in many industries from manufacturing to medicine, retail to the technical sector. While they have a complete list of financial products to offer, they are also willing to think outside of the box to custom fit packages to the needs of each project.

Mr. Sullivan has spent 38 years in economic and community development throughout Western New York and even initiated the Center City Development Corporation in Niagara Fall, N.Y. He also served as the community director for Lockport and spent thirteen years as a business developer for the ECIDA.

BUFFALO DISTRICT WOMEN IN BUSINESS CHAMPION OF THE YEAR

Maggie Burkard, Canisius College Women's Business Center, Buffalo, N.Y.

Formerly the program coordinator for the Canisius College Women's Business Center, Maggie Burkard has interfaced with hundreds if not thousands of women business owners each year.

Ms. Burkard has been the bridge between the college and the WBC, encouraging businesses to become case studies for graduate business classes, assisting them in coaching programs and activities, educational classes, scholarship applications for tuition assistance and more.

The continued success and growth of the Canisius College WBC is in no small part due to the hard work and dedication of Maggie Burkard who focused on the success of small businesses in WNY.

Also, SBA District Director Franklin J. Sciortino has announced two local awards which are designed to honor individuals, organizations, agencies and/or businesses which have made significant contributions to the local small business community and the SBA.

2011 District Director's Small Business Week Special Award for Distinction & Achievement.

Clifford Bell, senior business advisor, Buffalo State Small Business Development Center

Clifford Bell, known to many as "Brother Bell" is a Senior Business Advisor with the Buffalo State College Small Business Development Center. He brings to his position 50 years of entrepreneurial experience.

For several decades Brother Bell owned and operated Bell's Brothers Cleaners. Drawing upon this experience, he has helped hundreds of small business owners to start and expand their businesses.

For 25 years he coordinated and led the Martin Luther King Celebration then held at the Shea's Buffalo Theatre.

Prior to joining the Small Business Development Center, he served as a Council Member -At -Large for the City of Buffalo, where he chaired the City's Committee for Economic Development. Brother Bell has been the recipient of over 100 awards and recognitions. They include the US Small Business Administration, The Urban League, and Buffalo State College.

He has been happily married for 55 years, and is a proud father, grandfather, and great grandfather. In his leisure he writes poetry. His favorite poems have recently been published into a book, fittingly titled, "A Full Life."

2011 District Director's Small Business Week Special Recognition Award

Richard Hannis, district director of SCORE Upstate New York

Mr. Hannis is the district director for the SCORE Association, and Upstate New York. A long time advocate for small business in our community, he has also shown consistent support for SBA's programs and services and is an active member of SBA's Buffalo District Advisory Council. His eager support, advice and opinions regarding the effectiveness of and need for SBA programs, particularly the Buffalo district throughout the years has become a foundation from which we have generated many SBA Buffalo successes. This year, he will be given the 2011 District Director's Small Business Week Special Recognition Award for her years of service and dedication to area small businesses, SCORE Buffalo Niagara and his ongoing support of Buffalo SBA.

Contract

As CARA Medical grew, the two decided to explore another potential business opportunity: attending the SBA Business Matchmaker program in Buffalo in May 2010. Since Marie’s responsibilities include sales, marketing and networking, she was intrigued when she heard of the event and wanted to learn more about securing government contracts.

Business Matchmaking is a co-sponsored event with SCORE Buffalo Niagara and Business First of Buffalo . It provides opportunities for small businesses to hold face-to-face appointments with government and procurement officials regarding potential contracts. The program’s events also include networking and education sessions, awards luncheon and exposition where small businesses can also reach potential customers throughout the day.

Marie was impressed by the large number of meetings she attended with government and national businesses. Even more important was her meeting with University of Rochester. Working together on a request from U of R for an exam table, CARA Medical was contacted and received the contract. One month later, U of R placed another order for a transfer board. “We have established a good working relationship with CARA Medical and if it wasn’t for the Matchmaker and SBA we never would have had made contact with them,” said Dan Leyrer of the University of Rochester.

“We can’t say enough about how helpful the SBA people and WBC have been, or how fortunate we were to have Marie attend the Business Matchmaker event,” Madalyn said. “They have been the spring board for our current growth. They really want to help and look out for small businesses, and if programs like this were not in place we would never have had this fabulous opportunity.”

Thanks to input from SBA, WBC, and SCORE, Marie and Madalyn have more than just a niche of customers to help spread the word about CARA Medical. Their company continues to work with University of Rochester and SBA to improve their growing business. “It’s nice to know that they can put you in touch with so many diverse and valuable resources.”

The SBA Buffalo District Office, SCORE Buffalo Niagara and Business First will host the 6th Annual Small Business Matchmaker on Wednesday, May 11, 2011. For more information and to view this year’s brochure, please visit SBA at www.sba.gov/ny/buffalo.

The SBA provides small business counseling and training through a variety of programs and resource partners. For more information, please contact your local SBA Buffalo district office at (716) 551-4301 or visit us online at www.sba.gov.

Please join us in honoring SBA’s Small Business Week Winners on May 11 from 12:00—2 p.m. at the Buffalo Niagara Convention Center



Women in Business Champion of the Year
Maggie Burkard, Canisius College



Home-Based Business of the Year
Michelle Cerrone, Naturally Nuts, LLC



SBA Young Entrepreneur of the Year
Carolin Denise Soldo
Solmac Inc.



Veterans Small Business Champion of the Year
John McKeone, Buffalo State College SBDC



Small Business Exporter of the Year
Robert Lord Stevenson
Eastman Machine Co.



Small Business Person of the Year
Anthony Angotti,
Angotti Beverage Corp. dba
Beers of the World



Financial Services Champions of the Year
Lumber City Development Corp.



Jeffrey Butland Family-Owned Business of the Year
Galbato Family, Brigotta’s
Farmland Produce and Garden Center, Inc.