

BUFFALO DISTRICT OFFICE NEWS

AUGUST 2011

Franklin J. Sciortino
District Director

INSIDE THIS ISSUE:

Simple Secrets a Big WIN for Working Mom	1
District Staff	2
SBA & Agility Recovery Solutions Host Free Webinar	2
The 2011 Business Expo	2
US-China Business & Trade Development Conference	3
Announcing SBA's National Export Initiative Export Video Contest	4

Simple Secrets a Big WIN for Working Mom

If you ask Donna Scalfaro to tell you the key to being a successful small business owner, she's likely to tell you, "multitasking." It's a simple secret, but how else could she get it all done?



As a working mom, Scalfaro made the difficult transition from being an employee to a business owner in 2006 by purchasing Carpet Care Services, Inc.

This move, she says, was her biggest challenge.

"Dealing with employees, financial statements and budgets, business development, and marketing to a target group of prospective customers were instantly my daily activities to make my business a success," said Scalfaro.

Attention to detail and organizational skills are traits she cultivated in her family life helping her run a business. Donna, a Mom at the top of her game, deals with client issues, accommodating their needs and manages complex schedules to provide expected high level of service.

It is clear that when you meet Scalfaro she likes working with people. A star networker at the Women's Business Center, a member of Women-In-Networking program (WIN) since 2007, and recently transitioned into a new advanced networking program, Double WIN.

By leveraging the impact of social media, Scalfaro's networking success is out-pacing what other small businesses are able to accomplish. By developing a strong marketing plan using LinkedIn, Facebook and Twitter, Carpet Care Services, Inc., uses these platforms to build relationships with current and potential clients. Overcoming and adapting to a variety of platforms highlights her ability to quickly learn and solve complex marketing issues.

As a certified woman business owner W/MBE (Minority/Woman Business Entity) with the County of Erie and the State of New York and member of the National Association of Women Business Owners (NAWBO), Scalfaro was honored as WBC's "2010 Woman Entrepreneur."

Scalfaro said that she had many areas to learn and implement into her business and having the WBC was a great resource for advice and providing the tools to build her business.

"Always look for opportunities," said Scalfaro. "Not necessarily customers, but for opportunities."

For more information on Canisius College Women's Business center programs, please visit www.canisiu.edu/wbc

**"Like" SBA on
Facebook:
Click here!
[SBA Atlantic](#)**

Helping small businesses
start, grow and succeed.



District Staff

District Director
Franklin J. Sciortino

Deputy District Director
Victoria Reynolds

Government Contracting/
Business Development
Laura McCabe
Pamela Andolina

Lender Relations
Paul Hoffman
Barbara Krieger

Administration
Sheila Haggerty

Public Information Officer
Kelly LoTempio

District Counsel
Mollie B. Gaughan

Rochester Branch Staff Directory

Branch Manager
Malcolm Richards

Procurement Analyst
Joyce Spears

Program Support
Specialist
Tammi Bennett

SBA & Agility Recovery Solutions Host Free Webinar on Social Media Strategies for Business Disaster Recovery

A major disaster has devastated your community, and landlines are down. Will you be able to use Facebook or Twitter to keep your employees, customers and vendors aware of your status? How will you distinguish good information on post-disaster social media channels from the scams?

Business and civic leaders in Joplin, Mo., had a crash course in leveraging social media following the May 22 tornado that tore through the city, killing 160 people and damaging or destroying about 8,000 homes and businesses. Kirstie Smith, communications director of the Joplin Area Chamber of Commerce, and Mark Kinsley, creator of the Rebuild Joplin Facebook page, will join the U.S. Small Business Administration and Agility Recovery Solutions during a free webinar August 16 to talk about how they used social media tools to exchange critical information with local businesses. Social media consultant John Orlando will share practical tips for business owners to use to map out a business continuity plan that includes social media.

SBA has partnered with Agility to offer business continuity strategies for entrepreneurs via their "PrepareMyBusiness" website. Visit www.preparemybusiness.org to access previous webinars and additional preparedness tips.

The SBA provides disaster recovery assistance in the form of low-interest loans to homeowners, renters, private nonprofits and businesses of all sizes. To learn more, visit www.sba.gov/disaster.

WHO: John Orlando, John Orlando Consulting
Kirstie Smith, Communications Director, Joplin Area Chamber of Commerce
Mark Kinsley, Director of Marketing, Rebuild Joplin

WHAT: "Social Media and Disaster Recovery" will be presented by Orlando, Smith and Kinsley. A question and answer session will follow.

WHEN: Tuesday, August 16, 2011, 2:00 p.m. – 3:00 p.m. EDT

HOW: Space is limited. Register at <https://www1.gotomeeting.com/register/429536768>

The 2011 Business Expo

An opportunity to network with area firms, and honor veteran business champions

Tuesday, August 23, 2011

7:30 a.m. to 3:00 p.m.

Rochester Plaza Hotel, 70 State Street, Rochester, NY 14614

Register Now

<http://www.veteransbusinesscouncil.org>



September 20th & 21st, 2011
The Conference Center Niagara Falls
 101 Old Falls Street
 Niagara Falls, NY 14303

Please join us in Niagara Falls, NY for the 2011 US-China Business & Trade Development Conference. This is an exciting opportunity to learn how to get your business or organization involved in International Trade, focusing on China. We'll have more than 100 attendees from China representing small and medium-sized businesses and government agencies. Industries to be represented but not limited to: Agriculture, Electronics, Information Technology, Alternative Energies, Manufacturing, Food Supplements, Automotive, Biotech, Pharmaceutical/Medical and Construction.

The Conference schedule will include:

- Matchmaking group sessions for business, trade, and investment
- Networking breakouts
- Showcase of products and services of sponsors
- Introduction of opportunities for trade, business development, and investment projects
- Presentations on business and trade development from private sector and government officials
- Business and trade information briefing and updates
- Panel discussions about issues including government regulations, taxation, financial transaction, and business practice
- Simultaneous translation during conference, and translators available for matchmaking and networking

Who should attend the Conference?

- Business/trade executives and leaders
- Firms looking for importing/exporting opportunities
- International business marketing and sales managers/directors
- Manufacturers and suppliers
- Managers for purchasing, procurement, global sourcing
- Government economic development groups, chambers of commerce members
- Anyone interested in developing trade/business/investments in US and Chinese markets

For more information or to register, please visit:

www.nyssbdc.org
or call: 800-732-7232



Announcing SBA's National Export Initiative Export Video Contest

SBA is teaming up with Visa to ask small business owners: "Where will your next customer come from?" In order to recognize successful small exporters and increase awareness toward federal assistance for exporters, we're sponsoring the [SBA Export Video Contest](#). The contest, presented in partnership with the National Export Initiative and Export.gov, will award monetary prizes to five successful small business exporters representing a variety of industries.

American small businesses looking to expand are going global. There are a number of advantages to exporting: reaching new customers, increasing sales and profits, and becoming less dependent on domestic demand, to name several. In fact, over two-thirds of the world's purchasing power is based outside the U.S., where the vast majority of consumers reside. The U.S. government stands ready to help your small business get started in exporting, with an array of programs, tools and resources.

We want to hear your exporting story in a short, original video submitted to YouTube. U.S. small businesses that have completed at least one successful exporting transaction are eligible.*

Winners will receive cash prizes, an expenses-paid trip to be honored at the [National District Export Council Conference](#) in Las Vegas, Nevada from November 2-5, 2011, and \$1,000 towards a Commerce Department Gold Key service, or various other trade-related events.

To Enter:

Create one original video 3 minutes or less in high-definition format. Contest participants must end their video with the following words: "That's my exporting story. Where will your next customer come from?", along with a referral to www.export.gov for assistance. This referral can be spoken, written, embedded or delivered in any appropriate way deemed effective by the submitter.

2) All videos must have a unique title or they will not be judged. i.e., not "My Export Story."

3) Upload your video to your own YouTube account. In the description, indicate one of the following 5 categories for your video: manufacturing; consumer products; professional services; technology; agribusiness.

4) While viewing the [SBA Exporting Contest Video](#), click the comment box and then click on "Create a Video Response" and enter the URL of your video entry.

Videos may be uploaded starting Aug. 1, 2011. Entries must be received by Sept. 3.