

BUFFALO DISTRICT OFFICE NEWS

FEBRUARY 2011

DISTRICT DIRECTOR'S CORNER



Franklin J. Sciortino
District Director

Entrepreneur Keeps Business in Buffalo, New York

Lender Helps Small Business Owner Purchase Family-Owned Business, Create Jobs

Born and raised in East Aurora, New York, Eric Naber acquired a little bit of local history when he acquired Battistoni Italian Specialty Meats from Rich Products in February 2010. Battistoni (formerly Bison Sausage Company) has been a downtown landmark for more than 80 years.

Known as Battastoni Italian Specialty Meats since 1931, the business was sold by Rich Products due to the company not being a strategic long term fit. They were committed to selling the business to a local company or individual that would keep the business operating here. Eric had just moved back to Western New York and the opportunity was a perfect fit. Battistoni has remained a family-owned business and produces Italian Specialty Meats such as gourmet salami, cappocola, and pepperoni.



Eric met with Vincent Cutrona, commercial loan officer and assistant vice president of Evans Bank, who informed him about the U.S. Small Business Administration's loan programs and Small Business Jobs Act of 2010. "Vince told me 'SBA has new features to help entrepreneurs; enhanced loan provisions offer a 90 percent guarantee and reduced fees on your loan. You will save thousands of dollars,'" Eric says. "He provided me with some great advice and I learned that these are fees that borrowers like I would normally pay on loans that they get under the program, so it's lowered the cost for borrowers."

Battistoni originally utilized the SBA 7a loan program under the Recovery Act of 2009 for the purchase of the business in early 2010. The company then furthered the use of SBA and received an Express line of credit. In late 2010 and early 2011, the company increased its Express line of credit availability due to changes in the program and, under the Jobs Act, has received additional funds to fund its growth.

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JANUARY 2011

Lending Reports

Available

Reports can be viewed at:

www.sba.gov/ny/buffalo

Helping small businesses
start, grow and succeed.



About the Company



Company:

Battistoni Italian Specialty Meats

Location:

Buffalo, NY

Acquired:

February 2010

Phone:

(716) 826-2700

Website:

www.battistonibrand.com

Business Type:

Corporation

Job Creation: 3

Best Advice to Someone Starting Out: "Upfront planning is vital—set realistic goals and seek advice from industry experts".

Battistoni

The growth of the company has already created three new jobs and is expected to increase by another five or 10.

"Business continues to build, and we have expanded our customers and kept the local ones," says Eric. "It's much the same as before – including local customers such as Wegmans, Tops and some newer customers in both retail and food service markets. But we are also very distinctive and we hope the start of the new Battastoni will last another 80 years."



From October 1 to December 31, 2010, the SBJA supported more than \$63 million in lending to small business in WNY to help them grow and create jobs. SBJA enhancements have been a vital resource for hundreds of small businesses locally at a critical time and as the SBA transitions back to its standard guarantees and fee rates, the agency's loan programs continue to play an important role, as they have for decades, in helping entrepreneurs and small business owners start and grow their business.

America's entrepreneurs and small business owners continue to grow their businesses and create jobs due to unprecedented tax cuts that have been signed into law over the past two years. Learn more about SBA at www.sba.gov.

Business Matchmaking

Do you want contacts? Do you want contracts? If so, then you need to come to the SBA Business Matchmaking. Meet well over 100 buying representatives from federal, state, and local government agencies and national businesses over one full day at this value-added feature to Small Business Week Awards Luncheon and Exposition 2011. Six years and running, business matchmaking is a unique and valuable way to meet one-on-one with buyers looking to purchase specifically from small businesses.

Additional information and registration is available online at: [Small Business Matchmaker, Awards Luncheon & Exposition](#).

Tax Help for Small Business & Self-Employed

<http://www.irs.gov/newsroom/article/0,,id=234938,00.html>

SBA Introduces Regional Facebook And Twitter Access to Small Businesses



Existing and potential small business owners all across New York State, New Jersey, Puerto Rico and the U.S. Virgin Islands now have increased access to the latest news, information, events, articles and hot topics from the U.S. Small Business Administration's Region II, thanks to its newly established presence on Facebook and Twitter.

"We see social networking having a far-reaching effect on the way the SBA communicates with its customers and stakeholders," said SBA's Regional Administrator Jorge Silva-Puras. "The region's new social media tools will allow us to market our programs, services and initiatives in ways that we never thought possible."

Recently, the SBA announced an expanded online presence with the creation of Twitter accounts and Facebook pages devoted to its 10 regional offices throughout the country. With the expansion to its regional offices, the SBA is trying to reach more businesses with locale-specific information, enhancing efforts to ensure entrepreneurs have greater access to the resources and information they need to start and grow their small business and create jobs.

Under the name SBA Atlantic, Region II district offices in New York, New Jersey and Puerto Rico and the U.S. Virgin Islands can now promote events and exchange information with their customers in real time. This new social media presence also allows the SBA to receive customer feedback and to respond to questions on a variety of small business topics and issues.

"We are in the initial stages of building a regional social network that will change the way SBA communicates with the small business community," said Silva-Puras. "We live in a mobile society where people want instant access to information. We feel this is a necessary step in meeting those demands."

To gain access to SBA's regional Facebook page, visit www.facebook.com/SBAAtlantic or if you would like to become a follower of SBA's Region II on Twitter, then visit www.twitter.com/SBAatlantic.

District Staff

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Tammi Bennett

Straight Talk Series

Straight Talk Series is an Eight Part Business Start-Up and Management Workshop Series that Includes:

- February 15th Business Plans—Part II
- February 22nd Marketing
- March 1st Taxes: Federal and State
- March 8th Funding your Business
- March 15th Financial Statements
- March 22nd Make Yourself Credit Worthy and Business
- Home Based
- March 29th Risk Management/ and Legal Insurance
- April 5th SNOW DAY



LOCATION

Medaille College, 18 Agassiz Circle, Buffalo NY

TIME

INDIVIDUAL SEMINARS HELD FROM 6-8:30 p.m.
REGISTRATION BEGINS AT 6 P.M.

COST

Cost: \$30 for all (8) Sessions
(PRE-PAID ONLY)

or

\$5.00/Session

or

FREE ADMISSION WITH COUPON FROM

STRAIGHT TALK ATTENDANCE ON 01/22/2011

NO REFUNDS

For More Information call (716)551-4301 or e-mail Buffalo_DO@SBA.GOV

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