

# BUFFALO DISTRICT OFFICE NEWS

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Franklin J. Sciortino  
District Director

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Helping small businesses  
start, grow and succeed.



## SBA Calls on Participating Lenders to Attend 2011 America East Conference in Buffalo and Niagara Falls, Aug. 15 - 17

The U.S. Small Business Administration Region II regional office invites all SBA participating lenders to attend the 2011 America East Conference, scheduled for August 15 through 17 at the Hyatt Regency Buffalo, in Buffalo and Niagara Falls, NY.

With access to senior SBA staff and industry specialists from across the country, updates on all SBA programs and initiatives, and the opportunity to network with other SBA lenders and resources, America East offers lenders the opportunity to hone their skills on SBA-related topics, and to build their small business lending network.

“As the economy evolves, knowledge of SBA loan programs and other credit risk mitigation tools becomes more significant than ever,” said SBA Region II Regional Administrator Jorge Silva-Puras. “America East is designed to provide intensive training to both new and seasoned SBA lenders, resulting in better delivery of our programs and expanded access to credit for the small business community.”

This year’s America East Conference topics will include: Supporting Your Exporter; Eligibility; Servicing your SBA Customer: Franchise Eligibility & the Franchise Registry; Expediting your SBA Approval; SBA Advantage & Community Advantage; and many more. The conference will also include a day on Goat Island in Niagara Falls, with educational sessions on international trade opportunities.

SBA’s premier lender conference, last year’s America East attracted over 400 lenders and SBA resource partners from Maine to Florida on the Eastern Seaboard. Registration for this year’s event is \$299.00, and includes all meals and conference materials. Those interested in attending may register online by logging on to [www.sba.gov/ny/buffalo](http://www.sba.gov/ny/buffalo) and clicking on **“America East Conference for SBA Lenders”** on the right-hand side of the screen.

For more information, please contact Buffalo Deputy District Director Victoria Reynolds at [victoria.reynolds@sba.gov](mailto:victoria.reynolds@sba.gov) or (716) 551-4301, ext. 311.

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## SBA and Agility Recovery Solutions Host Webinar on Disaster Recovery Best Practices

Find out what business owners learned after nearly losing their companies to small scale disasters like a sprinkler system malfunction or catastrophic events like widespread flooding during a free webinar on July 19 hosted by Agility Recovery Solutions and the U.S. Small Business Administration.

Agility Recovery CEO Bob Boyd will share real stories of entrepreneurs whose business continuity strategies emerged while recovering from major disasters. He'll also outline some practical applications of disaster preparedness tips, focusing on the concept of not only putting a plan together, but testing it periodically.

Recent events serve as a reminder that disasters have a far-reaching effect in terms of undermining small business success and the revival of local economies. Being prepared for any worst-case scenario will lessen the financial losses and business failures that typically accompany a natural or man-made emergency.

SBA has partnered with Agility to offer business continuity strategies for entrepreneurs via their "PrepareMyBusiness" website. Visit [www.preparemybusiness.org](http://www.preparemybusiness.org) to access previous webinars and for more preparedness tips.

Since 1953, the SBA has provided more than \$48 billion in disaster recovery funds to 1.9 million homeowners, renters and businesses of all sizes in the form of low-interest loans. To learn more about the disaster assistance program, visit [www.sba.gov/disaster](http://www.sba.gov/disaster).

**WHO:** SBA, Agility Recovery Solutions

**WHAT:** "Disaster Recovery Best Practices & Lessons Learned" will be presented by Bob Boyd, CEO, Agility Recovery Solutions. A question and answer session will follow.

**WHEN:** Tuesday, July 19, 2011, from 2:00 p.m. – 3:00 p.m. EDT

**HOW:** Space is limited. Register at:

<https://www1.gotomeeting.com/register/799917864>



**The BSC Small Business Development Center is welcoming Google Trainer Seth Meyerowitz to campus to present very valuable internet marketing "best practices" for small business.**

**Tuesday, July 26, 2011 —4:30-7:30 p.m.**

**Bulger Communications Building, Buffalo State College**

**Seminar Cost: \$50.00 per person\***

**To Register: <http://ubebuff.eventbrite.com> or call 716-878-4030**



**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](http://www.nyssbdc.org)**  
**or call: 800-732-7232**



# AMERICA EAST

Conference for SBA Lenders

The SBA invites you to attend and learn valuable information for small business clients that need capital to expand, opportunities to learn how to maximize your organization’s participation in SBA’s lending programs and networking with small business lenders from 21 states on the Eastern Seaboard, District of Columbia, Puerto Rico and Virgin Islands! The Buffalo office of SBA will host the America East 2011 Conference for SBA Lenders from August 15-17 in Niagara Falls and Buffalo, N.Y.

**Don't Miss this Opportunity to grow your SBA Knowledge & Network!**

The 2011 theme for America East is “Paving the Road for Growth”, which will connect a day of training in international trade credit and opportunities, a day highlighting SBA initiatives and success stories, and a day focusing on serving underserved small business communities. A series of intensive training programs on SBA Policies and Procedures will be woven into the conference. The overall conference message will be to reinforce the strength of the Small Business Administration’s partnership with lenders and urge participants to accept the charge to empower the small business community for growth.

Register for this annual event is a low \$299.00 and includes all meals and conference material. Each conference day will also offer a key note address and expert panel discussions with the first on August 15 in Niagara Falls on Goat Island!

Visit our online brochure for more details at [America East Conference for SBA Lenders](#) .

**America East Sponsors & Exhibitors**



SBA’s participation or support of this event is not an endorsement of the views, opinions, products or services of any co-sponsor or other person or entity. All SBA programs or co-sponsored programs are extended to the public on a non-discriminatory basis. Reasonable arrangements for persons with disabilities will be made if requested at least two weeks in advance by calling Franklin Sciortino at SBA, (716) 551-4301. Co-sponsorship Authorization # 11-0296-96