

Straight Talk 2014

Small Business Education, Training, Counseling, Networking

CONFERENCE

Continental breakfast provided by the
Erie County Industrial Development Agency



Saturday, January 18, 2014

Buffalo Niagara Convention Center

Pre-paid registration: \$20.00

Day of Event: \$25.00

Student: \$10.00 (I.D. required)

Veterans: FREE (I.D. required)

Sorry, no refunds.



ADMISSION INCLUDES A FREE COUPON

to attend our 8 follow-up SEMINAR SERIES CLASSES at
MEDAILLE COLLEGE every Tuesday 5:45 - 8:30 pm.
Classes start in February. A savings of \$40.00

Agenda

8:00 am - 8:30 am **Registration/Breakfast /Networking**

8:30 am - 9:00 am **Conference Introduction**

9:00 am - 10:00 am **Business Basics:
Introductory Session**

10:00 am - 10:30 am **NETWORKING
with Vendors & Lenders**

10:30 am - 11:30 am **First Seminar Choice**

11:30 pm - 12:30 pm **Second Seminar Choice**

All seven seminars will be held during each time slot

FREE PARKING

Available at the Robert D. Fernbach
Parking Ramp (corner of Franklin & Court)

SPECIAL GUESTS INVITED

Erie County Executive Mark Poloncarz
City of Buffalo Mayor
SBA Administrator
SBA Regional Administrator

**FOR MORE INFORMATION
Please call 716-551-4301**

**TO REGISTER AND MAKE PAYMENT,
please visit:
www.WNYStraightTalk.org**

PROGRAM



INTRODUCTORY SESSION: BUSINESS BASICS

What you need to get started or expand: business plans and the other key parts of successful business strategy. ■ Presented by: Susan McCartney, Clifford Bell, and Tony Maggiotto, Jr., SBDC at Buffalo State College and Dan Caufield, Buffalo & Erie County Public Library.

SEMINAR 1: MAKE YOURSELF CREDIT WORTHY

Strategies to address credit concerns. How to build a good financial track record. ■ Presented by: Dolores McCarley, Resource Planning Associates Inc.; Erl James, Child & Family Services Ways to Work Loan Programs; and Mike Florczak, Consumer Credit Counseling Service of Buffalo, Inc.



SEMINAR 2: ACCESSING BUSINESS OPPORTUNITIES THROUGH SBA 8(a), DBE AND MWBE CERTIFICATION



The gateway to achieving business plan goals with dollars and sense. ■ Presented by: Gregory Lindberg, SBA 8(a) Program; Angela Rossi, Empire State Development; Janique Curry, ECMC; Jesse Burnette, EEO, City/County Certification; Cattaraugus County (PTAC) Procurement Technical Assistance Center; and Mohamed A. Mohamed, Department of Transportation State of New York.

SEMINAR 3: SHOW ME THE MONEY!

How to apply for a small business loan. How to obtain financial assistance and help. ■ Presented by: Paul Hoffman, SBA; Paul Leone, I.D.A. Consultant; Robert Smith, Evans Bank; and Jerry Manhard and Michael Alexander, ECIDA.



SEMINAR 4: BUSINESS ASSISTANCE FOR VETERANS

An overview of how to evaluate your start-up position, build a solid business plan, understand financial realities, succeed in taking advantage of government sourcing opportunities and achieving lasting success in your business ventures. ■ Presented by: John McKeone, Buffalo State Small Business Development Center and Rob Banas, Buffalo Veterans Business Council.

SEMINAR 5: NAVIGATING YOUR BUSINESS THROUGH TAXES & PERMITS

Starting your business the right way. Do you know if your business is required to get a permit, license or registration with the City of Buffalo or the NYS Department of Taxation and Finance? Come to this seminar and you will get the answers. ■ Presented by Gary Ziolkowski, Department of Permits and Inspection Services and Suzanne Reusch, NYS Department of Taxation & Finance.



SEMINAR 6: WE DID IT! YOU CAN TOO!

Successful small business owners share their stories, inspiration, survival tips, and the ups and downs of their business success. ■ Presented by Tom Lorentz, Main Mobility and Nicole Beringer, U.S. Traffic Control Inc.

SEMINAR 7: MARKETING YOUR SMALL BUSINESS

One of the greatest needs of a small business is to understand marketing strategies. Learn about cost effective strategies and tactics that work. ■ Presented by: John Eagan and Russell Grosjean, Erie Community College and SCORE Buffalo Niagara Certified Mentors.



REGISTRATION ONLINE AT: www.WNYSTRAIGHTTALK.org
or

MAIL CHECK PAYABLE TO SCORE TO:

130 South Elmwood Avenue, Suite 540 • Buffalo, New York 14202

**PLAN ON ATTENDING BUSINESS BASICS AND SIGN UP FOR
2 ADDITIONAL SEMINARS LISTED BELOW:**

- Make Yourself Credit Worthy
- Accessing Business Opportunities through SBA 8(a), DBE & MWBE through Certification
- Show Me the Money
- Business Assistance for Veterans
- Navigating Your Business through Taxes & Permits
- We Did It! You Can Too!
- Marketing Your Small Business