



U.S. Small Business
Administration

Success Story

| BUFFALO DISTRICT

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Rural Manufacturing Company Moves into Fast Lane for Survival with Help from SBA

Paycheck Protection Program/EIDL Funds Saves Jobs; Keeps Production Flowing

BUFFALO, NY – Located in rural Falconer, New York, Falconer Electronics was formed 35 years ago for the sole purpose of manufacturing quality electrical products including heavy ground straps, wire harnesses, commercial grade power straps, circuit boards and more. Today, the company has expanded its growth, exporting to Mexico, Canada, and South America.

Roger Hall; an energetic entrepreneur who started Falconer in a neighbors garage those many years ago was hit in March 2020 by the COVID-19 pandemic, and like many other small businesses needed to find a way to keep his production lines flowing.

Through consultation sessions Economic Development Specialist Gregory Lindberg of the U.S. Small Business Administration’s Buffalo District Office, Falconer Electronics was able to position itself and obtain an SBA-backed Paycheck Protection Program and Economic Injury Disaster Loan.

“These resources provided invaluable assistance in a great time of need,” said Hall. “While the country was filled with uncertainty and fear regarding this quickly spreading disease, the federal government completely stepped up to the plate.” “We extend our deepest gratitude to Gregory Lindberg and the SBA Buffalo team. Greg was incredibly supportive, informative, patient, and emphatic. Greg made himself readily available through tough questions as the PPP program was evolving and walked my company through the process.”

Deemed an essential business, Falconer continued securing subcontract work through Walmart, Target, Lowe’s, and many other larger corporations. Although fixture and electrical supply power supply products weakened as a top priority for the larger corporations, Falconer was able to continue providing products to consumers.

New news at Falconer is their Instant Wire Harness Estimator. If you are looking for a wire harness assembly project, visit Falconer’s website which allows customers to build their product to specific customer specifications from wire details, terminals, color, wrap length, expandable sleeving and more. Ordering is also made easy, allowing companies to build their own ground strap and receive a quote in under 60 seconds. Need more technical information? Falconer has helpful resource guides and blogs to

assist at <https://falconerelectronics.com/>

As a way to help more, Hall reminds small businesses seeking assistance to reach out to the SBA. He said, “so many entrepreneurs are skeptical of government agencies and don’t understand the resources and value they bring. Don’t be hesitant to reach out, they will bend over backwards.”

SBA is here to help small businesses overcome the challenges created by this health crisis. We offer assistance in financing, education and training and government contracting. We aim to help entrepreneurs start and grow their businesses and keep them thriving. For more information, please contact your local SBA Buffalo district office at (716) 551-4301 or visit us online at sba.gov/ny/buffalo.

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