

Available throughout and after the conference programs:

- **One-on-one** business counseling
- Business **information** booths
- Important contacts
- **Networking** opportunities
- Advisors available to answer **your** questions
- **Straight talk** from the professionals
- **Free** resource guide
- **One-on-one** credit counseling

STRAIGHT TALK STEERING COMMITTEE MEMBERSHIP

Buffalo & Erie County Public Library	Department of Transportation State of New York	Empire State Development Corporation	LPCiminelli
Buffalo Branch National Association for the Advancement of Colored People	ECC City Campus	Erie County Commission on the Status of Women	NYS Department of Taxation & Finance
Buffalo Urban League	ECC Dept. of Workforce Development	Erie County Industrial Development Agency	Resource Planning Associates, Inc.
UB Center for Entrepreneurial Leadership	Erie County Medical Center Corporation	Evans Bank	SCORE Buffalo Niagara
Child & Family Services Ways to Work	EEO County of Erie	Hispanic Heritage Council of Western New York Inc.	Small Business Development Center at Buffalo State College
			PathStone Enterprise Center Inc.

"SBA's participation in this event is not an endorsement of views, opinions, products or services of any other person or entity." "All SBA programs are extended to the public on a nondiscriminatory basis."
"Reasonable arrangements for persons with disabilities will be made, if requested at least 2 weeks in advance. Contact SBA, 540 Niagara Center, 130 S. Elmwood Avenue, Buffalo, NY 14202, (716) 551-4301."

SBA.GOV

SCORE 
FOR THE LIFE OF YOUR BUSINESS

U.S. Small Business Administration
130 South Elmwood Avenue, Suite 540
Buffalo, New York 14202

Phone: (716) 551-4301
Fax: (716) 551-4418
E-mail: buffalo_do@sba.gov

Straight Talk 2014



**Saturday
January 18, 2014**

8:00 am - 12:30 pm

**Buffalo Niagara
Convention Center**

Small Business Education, Training, Counseling, Networking

REGISTER at: www.WNYStraightTalk.org

Straight Talk 2014

Small Business Education, Training, Counseling, Networking

CONFERENCE

PROGRAM



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 MEDAILE 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:

10:00 am - 10:30 am Introductory Session

10:30 am - 11:30 am NETWORKING

11:30 am - 12:30 am with Vendors & Lenders

12:30 pm - 1:30 pm First Seminar Choice

1:30 pm - 2:30 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

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

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.; Eri 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, ECOMC; 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 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