

February 2011

U.S. Small Business Administration

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# IT'S YOUR BUSINESS

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## E200 INITIATIVE ARRIVES IN SYRACUSE

The U.S. Small Business Administration will expand the e200 Emerging Leaders executive-level training initiative to Syracuse and seven other new cities and communities in 2011. The expansion means the successful program will be available to entrepreneurs in 27 cities across the United States.

The seven-month training includes approximately 100 hours of classroom time per

participant and provides the opportunity for small business owners to work with experienced mentors, attend workshops and develop connections with their peers, city leaders, and financial communities. The curriculum covers business and strategy assessment, financials, marketing and sales, resources for accessing capital and pursuing government contracts. Each entrepreneur leaves the program with

a three-year strategic growth plan that has been vetted by peers and business experts and is based on their individual business goals.

Local recruitment for the 2011 training cycle will start in February through the SBA Syracuse district office and classes are scheduled to begin in April at the Tech Garden in downtown Syracuse.

The

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## Follow SBA at



Sign up to receive our Syracuse District monthly e-newsletter, *It's Your Business*, at

[www.sba.gov/ny/syracuse](http://www.sba.gov/ny/syracuse)

Helping small businesses **start, grow** and **succeed**.



Your Small Business Resource

## OPERATION: START UP & GROW VETERANS BUSINESS CONFERENCE



The fourth annual Operation: Start Up & Grow will be held on Tuesday, March 15, 2010 at Onondaga Community College in

Syracuse, New York. Operation: Start Up & Grow is the premier veterans business conference in Upstate New York for veterans and members of the military community who want to start or expand their own small business.

This FREE conference features speakers, workshops, networking, ex-

hibitors, lunch and much more (agenda on p.2).

Event emcee Donna Adamo will interview successful third-generation entrepreneur Lee Buttolph, owner of Buttolph Lumber Company. Much like a TV talk show, the conversation will provide attendees the opportunity to learn how Lee transitioned his military experi-

*Cont. on p. 2*

# E200 INITIATIVE ARRIVES IN SYRACUSE

*Cont. from p. 1*

e200 Emerging Leaders initiative has helped more than 600 promising small business owners across the country grow their businesses since 2008. Results gathered from a recent survey of past e200 graduating classes show dramatic advances for these small businesses.

More than half of the businesses that have completed the e200 training have shown an increase in revenue of

over \$7 million. Nearly 60 percent have reported creating new jobs in their communities. Surveyed entrepreneurs also reported having secured nearly \$10 million in new financing for their businesses, with an increase in confidence when applying for government contracts. As a result, post-trainees have reported securing nearly 500 federal, state and local contracts, worth more than \$112 million.

Participation in e200 is free for up to 18 quali-

fying businesses on a first-come, first-serve basis. Criteria for participation includes having been in business for a minimum of three years, \$400,000 or more in gross annual revenues, and a business location within the city of Syracuse.

To learn more about e200, please contact Cathy Pokines at [cathy.pokines@sba.gov](mailto:cathy.pokines@sba.gov) or 315-471-9393 x 241 or James Quackenbush at [james.quackenbush@sba.gov](mailto:james.quackenbush@sba.gov) or 315-471-9393 x



### Offers Targeted Business Strategies For Participants To

- > Accelerate Growth
- > Explore Financing
- > Diversify Markets
- > Expand Networking

Hear what past e200 participants are saying at



## OPERATION: Start Up & Grow

- 9:00 Registration & Networking
- 9:20 Welcome ~ Donna Adamo, Emcee
- 9:30 Keynote Address ~ Dr. J. Michael Haynie, USAF Veteran, National Executive Director of the Entrepreneurship Bootcamp for Veterans with Disabilities
- 10:00 Networking Break
- 10:30 Workshops
  - Social Media-Bootstrap Marketing*
  - Financing-Overview for Small Business*
  - Going Green-Impact on Bottom Line*
- 11:15 Workshops
  - Social Media-Mobile Marketing*
  - Financing-Business Loan Case Study*
  - Marketing-Tools to Increase Market Share*
- 12:00 Lunch
- 12:25 Award Presentations
  - SBA Syracuse District Veterans Lender Award*
  - 2011 Veteran-Owned Business Achievement Award*
- 12:30 Donna Adamo's Conversation with Veteran Entrepreneur ~ Lee Buttolph, USMC Veteran, President & CEO, Buttolph Lumber Company, Inc.
- 1:00 Closing Remarks

## OPERATION: START UP & GROW CONFERENCE

*Cont. from p. 1*

ence into successful small business ownership.

USAF veteran Dr. J. Michael Haynie will present the keynote address on veteran entrepreneurship at this year's conference. An award-winning professor and scholar at Syracuse University's Whitman School of Management, Dr. Haynie is best known for founding the Entrepreneurship Bootcamp

for Veterans with Disabilities (EBV) program at SU.

More than 100 veterans with an idea for a business or already in business found valuable information and resources to take their business to the next level at last year's conference.

Please contact SBA with questions at 315-471-9393 or register online at [www.sba.gov/ny/Syracuse](http://www.sba.gov/ny/Syracuse) through the Operation: Start Up & Grow link.



## SBA ANNOUNCES GRANT TO NYS SMALL BUSINESS DEVELOPMENT CENTERS TO SUPPORT JOB CREATION

Small businesses in New York's eastern, central, western, Long Island and targeted areas of New York City, working in partnership with leading SUNY, CUNY and private institutions, will soon have greater access to critical resources to help them start or grow their businesses and create jobs, thanks to a \$3 million grant to SBA's Small Business Development Center.

The funding was provided under a key provision of the Small Business Jobs Act of 2010 signed by the President last September, which

provided \$50 million in grants to SBA's Small Business Development Centers (SBDCs) across the country to support job creation and retention within the small business community by providing in-depth business counseling and advice to entrepreneurs and small business owners.

The Jobs Act grants are a one-time funding intended to meet the critical need for business expansion and job creation, and are not intended to replace the core funding or the matching funds that the

SBDCs require to sustain the program annually.

This one-time only grant to the New York State SBDC will allow it to: support statewide initiatives in federal procurement, technology, international trade and energy efficiency; and hire seven additional business advisers in Eastern N.Y., four advisers in Central N.Y., five advisers in Western N.Y., and 11 additional advisers in New York City and Long Island, and also three part-time administrative personnel to assist in the initiatives.



*"SBA's extensive network of Small Business Development Centers continues to play a critical role in helping our NYS business owners grow and create jobs,"* said SBA Syracuse District Director Bernard J. Paprocki.

## WISE ENTREPRENEURSHIP ROUNDTABLE IN SYRACUSE

FEB.  
22

In celebration of Black History Month and in anticipation of Women's History Month, SBA and the WISE Women's Business Center will be hosting a Roundtable Discussion on changing your family history through entrepreneurship.

The roundtable will incorporate several well-known businesswomen

who will discuss overcoming obstacles, finding the right financing, the benefits of the creating teams and learning how to sell their idea, no matter how unique.

The event will take place at the WISE Center on Tuesday, February 22, at noon. The event is free and light refreshments will be served. To register, please call the WISE Center at 315-443-8634.

## SCORE FINANCING SEMINAR IN ALBANY

MAR.  
2

Are you seeking start-up funds for your new or existing business opportunity?

If so, make your plans to attend the Albany SCORE Chapter financing seminar on March 2 from 6:00 to 8:00 p.m.

"Finding the Money To Start or Expand Your Business" will offer a panel discussion from

financing experts including area representatives from the U.S. Small Business Administration, Community Loan Fund, and NBT Bank.

This is a free program for the public that will be held at the Sanford (Colonie) Library at 629 Albany-Shaker Road. Reservations are appreciated at [seminars@scorealbany.org](mailto:seminars@scorealbany.org) or 518-446-1118 ext. 233.

## SBDC INSURANCE WORKSHOP IN ELMIRA

MAR.  
2

Is your small business prepared for the unexpected? If you'd like to learn more about insurance, the Corning SBDC is presenting "Small Business Insurance 101" workshop on March 2 from 9:00 to 11:00 am at the Academic & Workforce Development Center in Elmira.

The workshop will

cover different types of insurance—property, liability, commercial, auto, worker's compensation and disability—and the latest industry trends related to credit scoring, identity theft and geo-tracking.

Pre-registration is required by February 28. For more information or to register for \$10, please contact the SBDC at 607-937-6861 or [sbdc@corning-cc.edu](mailto:sbdc@corning-cc.edu).



**SYRACUSE**

**May 2**

Doubletree Hotel

**ALBANY**

**May 9**

The Desmond

11:30 a.m. to 1:30 p.m.

## Excellence Awards Luncheon

*Don't miss out! Tables are limited!*

For information, contact Cathy Pokines at SBA at (315) 471-9393, ext. 241 or [cathy.pokines@sba.gov](mailto:cathy.pokines@sba.gov)

## SBA EXTENDS DEALER FLOOR PLAN FINANCING PILOT PROGRAM

SBA has re-launched a pilot loan program aimed at increasing access to inventory financing for auto, boat, RV and other dealerships that will be effective through Sept. 30, 2013.

The Small Business Jobs Act of 2010 included a provision for re-launching SBA's Dealer Floor Plan (DFP) Pilot Loan program, which first became available in July 2009. The pilot is part of the SBA's overall 7(a) loan guarantee program. The Jobs Act also increased the maximum size for 7(a) loans to \$5 million, up from \$2 million, which includes loans made through the DFP pilot program.

"As a result of the credit crunch in late 2008 and early 2009, dealerships saw a significant decline in the availability of this type of inventory financing," SBA Deputy Administrator Marie Johns said. "SBA's original DFP pilot program was launched as a way to expand the availability of floor plan financing and the Jobs Act added further enhancements to that program, including allowing for larger loan sizes.

"Dealerships are a cornerstone of local business communities," Johns continued. "As we continue to see our economy recover, the re-launch of this pilot provides another tool, alongside SBA's other pro-

grams, to help them succeed and create jobs in their local communities."

Floor plan financing is a revolving line of credit that allows a dealership to obtain financing through SBA's 7(a) program for inventory that can be titled, such as autos, RVs, manufactured homes, boats and trailers. As each piece of collateral is sold by the dealer, the loan advance against that piece of collateral is repaid. As the loan is repaid, the dealer can borrow against the line of credit to add new inventory.

The program is available to qualifying small businesses, including new and used automo-

bile, motorcycle, RV, manufactured homes and boat dealers. SBA has issued a new maximum alternative size standard to allow businesses with \$15 million net worth and \$5 million in net income measured over two years to have access to the program.

All SBA-approved lenders may make DFP loans. Borrowers interested in obtaining a DFP loan should contact their lender or the Syracuse District Office at 315-471-9393 to get a list of SBA-approved lenders in their area who may be participating in the program.