

OPERATION: START UP & GROW VETERANS BUSINESS CONFERENCE MARCH 15, 2011

Inspiration Information Innovation

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2011 CONFERENCE INTERVIEW WITH VETERAN ENTREPRENEUR LEE BUTTOLPH

On March 15th at this year's Operation: Start Up & Grow veterans business conference, event emcee Donna Adamo will interview successful third-generation entrepreneur, Lee Buttolph. Much like a TV talk show, the conversation will provide attendees the opportunity to learn how Lee transitioned his military experience into successful small business ownership. Donna will interview Lee on his view of the risks and rewards, obstacles and opportunities that he handles on a daily basis as an entrepreneur. Don't miss out on this insightful interview at Onondaga Community College on March 15th!

U.S. Marine Corps veteran Lee Buttolph is the third generation of the Buttolph family to take the reins of the 47-year old Buttolph Lumber Company. Based in Oswego County, Buttolph Lumber was started by John "Lute" Buttolph in 1967 to sell lumber products. Over the years, the company expanded its customer base from residential builders to include retail lumber outlets in Central New York. John's son Ed joined the family business in 1973 and bought the company eight years later, further expanding its services by selling lumber directly to contractors and then wholesale to retail lumber yards. In 2005, Ed's son Lee started working at the business and helped expand Buttolph Lumber's customer geographical base to a

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SAVE THE DATE!

MARCH 15

9:00 am—1:00 pm

Onondaga Community College
Syracuse, NY

Registration details p. 2

Helping small businesses
start, grow and succeed.



Your Small Business Resource

2011 KEYNOTE SPEAKER J. MICHAEL HAYNIE



J. Michael Haynie,
Ph.D., SBA Region II
Veteran Small
Business Champion
for 2009.

An award-winning professor and scholar at Syracuse University's Whitman School of Management, Dr. Haynie is well-regarded for his widely published research on entrepreneurial identity and thought and as a speaker on veteran and business issues. Dr. Haynie is best known for founding the Entrepreneurship Bootcamp for Veterans with Disabilities (EBV) program at Syracuse University in 2007 and will present the keynote address on veteran en-

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OPERATION: START UP & GROW

2011 Veterans Business Conference



MARCH 15, 2011
GORDON GREAT ROOM
ONONDAGA COMMUNITY COLLEGE
SYRACUSE, NEW YORK
9:00 AM TO 1:00 PM



Do you want to start a business? Expand your existing business? Find all of the resources in one location at this FREE conference! Operation: Start Up & Grow is the premier veterans business conference in Upstate New York for our veterans and members of the military community who want to start or expand their own small business.

CONFERENCE HIGHLIGHTS:



- Keynote address from Dr. Michael Haynie, USAF veteran and National Executive Director of the Entrepreneurship Bootcamp for Veterans with Disabilities
- Interview with successful local USMC veteran entrepreneur, Lee Buttolph, President & CEO of Buttolph Lumber Company
- Social Media, Mobile Marketing, Financing and Green Economy Workshops
- Exhibitors, networking, awards, lunch and much more

REGISTER FOR THIS FREE CONFERENCE!

Call 315-471-9393 or visit www.sba.gov/ny/syracuse

Click on the **OPERATION: START UP & GROW LINK**

Presented by:



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PHOTOS FROM OPERATION: START UP & GROW 2010 VETERANS BUSINESS CONFERENCE



From left: Conference opening remarks; Moderated financing panel; Networking session with exhibitors.



From left: Donna Adamo (r.) interview with veteran entrepreneur Collins White, president and CEO of Defenshield, Inc.; Keynote speaker and veteran entrepreneur Justin Bajema, owner of Access Property Management Group, LLC; Presentation of SBA Patriot Lender of the Year Award to M&T Bank CNY President Allen Naples (l.) by SBA Syracuse District Director Bernard J. Paprocki (r.).

VETERAN-OWNED BUSINESS ACHIEVEMENT 2010 AWARD WINNER



Art Zimmer, 2010 VOBA
Award winner.

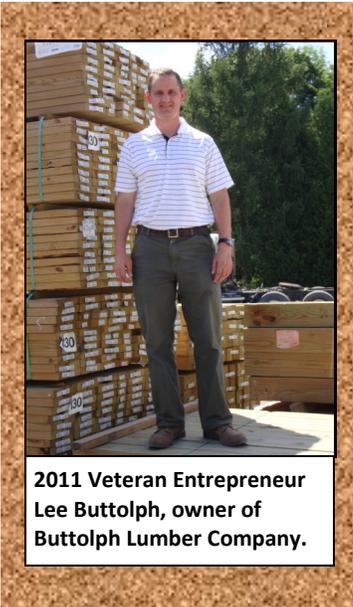
Art Zimmer has owned and operated A. Zimmer Ltd. for 26 years. Art bought the “Syracuse New Times” when it had three employees, circulation under 2,000 and sales under \$200,000.00. In 2010, Zimmer’s “New Times” employed 50 full and part time employees, had circulation over 35,000 and sales of more than \$1 million a year. Art recently sold “New Times” and continues to be very active in the Syracuse community and has been a strong supporter of over 100 community groups over the past few years. He is a regular counselor for SCORE, providing expert counseling to other business owners who can learn so much from his many years of success.

Art began his journey by enlisting in the U.S. Army after high school. He served four months in the active reserve, three years in the regular Army, and three more years in the reserves. His tour of duty in the Army took him from the family farm in Hamilton, NY to Ft. Dix, NJ; Ft. Monmouth, NJ; Ft. Slocum, NY; Ft. Chaffee, AR; White Sands Missile Range, NM; and Ft. Bliss, TX. After serving in the Army, Art embarked on his first entrepreneurial venture with Zimmer’s Pure Maple Sugar Company, a maple sugar candy manufacturing and distributing company back home on the family farm. After spending the earnings he made from that business on a boat trip with an unexpected ending, he hitch-hiked to Syracuse penniless.

Along this incredible path, Art owned and operated extensive real estate, hotel and resort properties. He owned restaurants, a graphics arts company and a commercial printing business. He created and was the director for 16 years of the Syracuse Ski Show - a show that grew to be the largest pure ski show in the U.S. He also owns and operates a ultra-luxury motor car company, manufacturing the vehicles in Syracuse.

2011 CONFERENCE INTERVIEW WITH VETERAN ENTREPRENEUR LEE BUTTOLPH

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100-mile radius of Syracuse. In January 2010, Lee used SBA's Patriot Express veterans loan program to buy the business and a line of credit to purchase inventory and meet payroll obligations.

Since Lee started working for the family business, he has made important changes to the company's business plan to better compete in this cutthroat commodity industry. For the past four years, Buttolph Lumber has used a Vendor Managed Inventory Program to keep inventory of lumber owned by the vendor, allowing Lee to keep inventory on hand but not on the books. Buttolph Lumber purchases the specially tagged lumber when they have an order, which enables just-in-time inventory that positively impacts cash flow and keeps customers satisfied with quick delivery of orders.

Prior to working at Buttolph Lumber, Lee earned his degree in manufacturing management from Clarkson University, attended Officer Candidate School and served in the U. S. Marine Corps as a communications officer. Lee's time spent as a Captain and company commander with the 6th Communication Reserve Battalion in Brooklyn prepared him well for his new leadership role at Buttolph Lumber.

Even though Lee worked with his father for five years, coming on board as the sole owner of Buttolph Lumber has been a new experience and led to a new way of thinking. "It's a family business and you feel an enhanced responsibility to it. Nothing really prepares you for when it is truly your business. I have increased awareness of each decision I make and the decisions I would have easily made before now have a lot more meaning," explained Lee.

2011 KEYNOTE SPEAKER J. MICHAEL HAYNIE

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trepreneurship at the 2011 conference.

In recognition of the challenges many American service members face returning to traditional employment, Dr. Haynie designed, developed, and directed the EBV program to offer world-class training in entrepreneurship and small business management to men and women disabled as a result of their service in Iraq and Afghanistan. Originally, the program included an online four-week course, a nine day residency at Syracuse University, and 12 months of continuing support and mentorship from faculty experts. Dr. Haynie worked to raise the funds necessary to deliver the program at no cost to the veteran attendees, including travel and accommodations. The success of the EBV program has motivated America's college of business and management to embrace this social mission, and since 2008, the EBV program has grown to a network of seven world-class business schools across the United States that included Syracuse University, UCLA, Florida State University, Purdue University, Texas A & M University, the University of Connecticut, and Louisiana State University. At each bootcamp session, participants learn how to write business plans, raise capital, attract customers, manage employees, and more. The success of EBV is truly inspiring-not only have many of the injured veterans launched a successful business; they are also able to redefine themselves as an entrepreneur instead of through their military career. Building from the success of the EBV, Dr. Haynie and the Whitman School, in partnership with the SBA, will develop and deliver two new national training programs for veterans in entrepreneurship – one for women veterans, and another for Guard & Reserve members and their families. Both of these new programs will launch in the spring of 2011.

Before beginning his academic career, Dr. Haynie served as an officer in the U.S. Air Force for 14 years. Dr. Haynie earned his BAAS at the University of Delaware, MBA at the Lundquist College of Business at University of Oregon, and Ph.D. at the Leeds College of Business at University of Colorado at Boulder. Prior to joining Syracuse University, Dr. Haynie was an assistant professor at the United States Air Force Academy in Colorado Springs.