

Straight Talk 2015

Small Business Education, Training, Counseling, Networking

CONFERENCE

Continental breakfast provided by the
Erie County Industrial Development Agency



Saturday, January 24, 2015

Buffalo Niagara Convention Center

Pre-paid registration: \$20.00

Day of Event: \$25.00

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

Veterans: FREE
(I.D. required - DD-214)

Sorry, no refunds.

ADMISSION INCLUDES FREE ATTENDANCE

at our 8 follow-up SEMINAR SERIES CLASSES at
MEDAILLE COLLEGE every Tuesday 5:45 - 8:30 pm.
Classes start February 3, 2015. 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 - 10:45 am **NETWORKING
with Vendors & Lenders**

10:45 am - 11:45 am **First Seminar Choice**

11:45 pm - 12:45 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 Byron Brown
SBA Administrator Maria Contreras-Sweet
SBA Regional Administrator Kellie LeDet



**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

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 Andrew Delmonte, SBDC at Buffalo State College and Suzanne Colligan, 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; 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; William Gartz, Bank of America; 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 Robert Novak 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 Dolly Randle, CASNY and Jeff Ware, Resurgence Brewery Company.



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 ON-LINE AT: www.WNYSTRAIGHTTALK.org
or

MAIL CHECK PAYABLE TO SCORE TO:

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

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

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



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**Saturday
January 24, 2015
8:00 am - 12:45 pm
Buffalo Niagara
Convention Center**

**19th
annual**

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REGISTER at: www.WNYStraightTalk.org