

Business Help You Can Use!

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
Buffalo Branch National Association for
the Advancement of Colored People
Buffalo Urban League
Citizens Bank, N.A.
UB Center for Entrepreneurial Leadership
Erie County College City Campus
Erie County Medical Center Corporation
EEO County of Erie
Empire State Development Corporation
Erie County Commission on the Status of Women
Erie County Industrial Development Agency
Hispanic Heritage Council of WNY
Internal Revenue Service
NYS Department of Taxation & Finance
Resource Planning Associates, Inc.
SCORE Buffalo Niagara
Small Business Development Center at Buffalo State College
PathStone Enterprise Center, Inc.

Straight Talk: The Series

@ **MEDAILLE COLLEGE**
EVERY TUESDAY • 5:45 PM to 8:30 PM
(EXCEPTION WILL BE WEDNESDAY, FEBRUARY 8TH)

JANUARY 31, 2017

Business Plans I
Library Resources

FEBRUARY 8, 2017 (WEDNESDAY)

Business Plans II
Elements of a Financial Plan

FEBRUARY 14, 2017

Business Ethics
Affordable Care Act
Risk Management from the Legal Perspective

FEBRUARY 21, 2017

Federal Government Contracting & Home-Based Business
New York State Taxes

FEBRUARY 28, 2017

Risk Management from the Insurance Perspective
Federal Taxes

MARCH 7, 2017

Marketing Your Small Business
Getting Your Business Online

MARCH 14, 2017

Social Media & Internet Marketing Secrets
Crowdfunding and How to Borrow Money

MARCH 21, 2017

Managing Your Credit Score
Funding Your Small Business Panel

*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.



STRAIGHT TALK 2017

Small Business Education,

Training, Counseling,

Networking

SATURDAY, JANUARY 21, 2017

8:00 AM – 1:00 PM

**Buffalo Niagara
Convention Center**

REGISTER at:

www.WNYStraightTalk.org

STRAIGHT TALK 2017

Small Business Education,
Training, Counseling, Networking

Continental breakfast provided by the
Erie County Industrial Development Agency



CONFERENCE PROGRAM



JAN
21

Saturday, January 21, 2017

Buffalo Niagara Convention Center

Pre-paid: \$20

Day of event: \$25

Student: \$10 (I.D. required)

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

SORRY, NO REFUNDS.

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
- 10:50 am - 11:50 am First Seminar Choice
- 12:00 pm - 1:00 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
SBA Regional Administrator

 **INTRODUCTORY SESSION: BUSINESS BASICS**
What you need to get started or expand:
business plans and the other key parts of successful
business strategy.

 **SEMINAR 1: MAKE YOURSELF CREDIT WORTHY**
Strategies to address credit concerns.
How to build a good financial track record.

 **SEMINAR 2: ACCESSING BUSINESS OPPORTUNITIES THROUGH SBA 8(a), DBE AND MWBE CERTIFICATION**
Understand the program requirements; how to apply;
and opportunities available through Federal, State and
County business certifications.

 **SEMINAR 3: SHOW ME THE MONEY!** How
to apply for a small business loan. How to
obtain financial assistance and help.

 **SEMINAR 4: SOCIAL MEDIA MARKETING**
Understand how to market your business using
social media and what different social media plat-
forms will be most effective for your business.

 **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.

 **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.

 **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.

REGISTER TODAY!

PLAN ON ATTENDING INTRODUCTORY SESSION, BUSINESS
BASICS, AND SIGN UP FOR 2 ADDITIONAL SEMINARS.



REGISTER ONLINE:
www.WNYSTRAIGHTTALK.org

OR



MAIL YOUR CHECK

payable to SCORE Buffalo Niagara to:
SCORE • 130 South Elmwood Avenue, Suite 540
Buffalo, NY 14202