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
- 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 7, 2017
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 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, 5th Niagara Center, 130 E. Elmwood Avenue, Buffalo, NY 14222, (716) 551-4301."
SPECIAL GUESTS INVITED
Erie County Executive Mark Poloncarz
City of Buffalo Mayor Byron Brown
SBA Administrator
SBA Regional Administrator

CONFERENCE PROGRAM

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)
SPECIAL GUESTS INVITED

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

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 platforms 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 ONLINE:
www.WNYSTRAIGHTTALK.org

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

FREE PARKING
Available at the Robert D. Fernbach Parking Ramp (corner of Franklin & Court)

Continental breakfast provided by the Erie County Industrial Development Agency

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