

# Straight Talk 2011

Small Business Education, Training, Counseling, Networking

## CONFERENCE

Continental breakfast provided by the  
Erie County Industrial Development Agency

Saturday, January 22, 2011

Buffalo Niagara Convention Center

Pre-paid registration: \$15.00  
Day of Event: \$20.00  
Student: \$10.00  
Veterans: FREE (I.D. required)

Sorry, no refunds.

**ADMISSION INCLUDES A FREE COUPON**  
to attend our 8 follow-up SEMINAR SERIES CLASSES.  
Every Tuesday 6:00 – 8:00 pm. Classes begin  
February 8 and run to April 5, 2011. A savings of \$40.00

## Agenda

8:00 am Registration/Breakfast  
8:30 - 9:00 am Conference Introduction  
9:00 - 10:00 am Business Basics:  
Introductory Session  
10:00 - 10:45 am Networking with Vendors & Lenders  
10:45 - 11:45 am First Seminar Choice  
Noon - 1:00 pm Second Seminar Choice

Several 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 Chris Collins  
City of Buffalo Mayor Byron W. Brown  
SBA Administrator Karen Gordon Mills  
SBA Regional Administrator Jorge Silva-Puras

**FOR MORE INFORMATION OR TO REGISTER**  
**CALL 551-4301 • FAX 551-4418**  
**E-MAIL US: buffalo\_do@sba.gov**

## 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 and Clifford Bell, SBDC at Buffalo State College; Dan Caufield, Buffalo & Erie County Public Library; and Michael Heftka, Wyoming County IDA.

### 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. and Laurie Schaller, Child & Family Services Ways to Work Loan Programs.

### SEMINAR 2: ACCESS TO GOVERNMENT CONTRACTS THROUGH CERTIFICATION

The gateway to achieving business plan goals with dollars and sense. ■ Presented by: Laura McCabe, SBA 8(a) Program; Empire State Development; William Lobbins, EEO, City/County Certification; and Cattaraugus County PTAC (Procurement Technical Assistance Center).

### 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; Janell Andersen, First Niagara Bank, and John Cappellino, ECIDA.



### SEMINAR 4: BUSINESS ASSISTANCE FOR VETERANS

An overview of how to evaluate your start-up position, understand financial realities, succeed in taking advantage of government sourcing opportunities and achieving lasting success as a "vetrepreneur" within the veteran business community. ■ Patrick Welch, PhD, Sgt. USMC (Ret)/VAVE, Director, The Center for Veterans & Veteran Family Services at Daemen College; Paulette Birch, Rochester PTAC Program Director; and John McKeone, Business Advisor and Veteran Outreach Coordinator, Buffalo State, Small Business Development Center.

### SEMINAR 5: NAVIGATING YOUR BUSINESS THROUGH TAXES & PERMITS

Starting your business the right way. Answers to commonly-asked questions on: licensing, permits, IRS and NYS tax small business voluntary compliance issues. ■ Presented by: Louis Petrucci, Department of Permits & Inspection Services; Suzanne Reusch, NYS Department of Taxation & Finance; and Steven Ingraham, Internal Revenue Service.

### 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: Joan Yang, President, Rand & Jones Enterprises Inc. and Lenny Johnson, President, L&D Johnson Plumbing & Heating, Inc.

### 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 William Danesi, SCORE Buffalo Niagara.

## REGISTRATION

**PLAN ON ATTENDING BUSINESS BASICS**  
**AND SIGN UP FOR 2 ADDITIONAL**  
**SEMINARS LISTED BELOW:**

- Make Yourself Credit Worthy  
 Access to Government Contracts 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

Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

E-mail \_\_\_\_\_

**PRE-REGISTRATION DEADLINE: TUESDAY, JANUARY 18, 2011** Make your check out to **SCORE Buffalo Niagara**;  
fill out form above; and mail it with your check to: SCORE • 130 South Elmwood Avenue • Suite 540 • Buffalo, New York 14202