

STRAIGHT TALK 2010

**Small Business Education,
Training, Counseling, Networking**

Conference

Continental breakfast provided by the Erie County Industrial Development Agency

When? Saturday, January 23, 2010

Where? Buffalo Niagara Convention Center

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

Sorry, no refunds.

Agenda

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|------------------|--|
| 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 is available at the Robert D. Fernbach Parking Ramp (corner of Franklin & Court)

**FOR MORE INFORMATION OR TO REGISTER
CALL 551-4301 ■ FAX 551-4418
E-MAIL US: pamela.andolina@sba.gov**

SPECIAL GUESTS INVITED

Erie County Executive, **CHRIS COLLINS**
City of Buffalo Mayor **BYRON W. BROWN**
SBA Deputy Administrator, **KAREN GORDON MILLS**
SBA Regional Administrator
REV. WILLIAM GILLISON, Mt. Olive Baptist Church

**ADMISSION INCLUDES A FREE COUPON
to attend our 8 follow-up SEMINAR SERIES CLASSES.
Every Tuesday 6:00 – 8:00 pm. Classes begin
February 2 and run to March 23, 2010. A savings of \$40.00**



Program

SEMINAR 1: 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 2: 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 3: ADVANTAGES & BENEFITS OF BEING CERTIFIED

Certification: the gateway to achieving business plan goals with dollars and sense. ■ Presented by: Laura McCabe, SBA 8(a) Program; Gerald McDuffie, Empire State Development Corporation; Mohamed Mohamed, NYS Department of Transportation; and Adrian Rodriguez, MBE Coordinator, EEO, City/County Certification.

SEMINAR 4: 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; David Young, Five Star Bank, John Cappellino, ECIDA, Richard Spula, BEREC.

SEMINAR 5: BUSINESS ASSISTANCE FOR VETERANS

A veterans perspective on what it takes to be a successful small business person. 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 “vetpreneur” within the veteran business community. How to prepare your existing small business for deployment, along with the SBA’s Military Reserve Economic Injury Deployment Loan (MREIDL) program will also be discussed. ■ Presented by: Patrick Welch, Director of Veteran Services for Erie County and John McKeone, Business Advisor and Veteran Outreach Coordinator for the Buffalo State, Small Business Development Center.



SEMINAR 6: TAXES, PERMITS, AND LICENSES, OH MY!

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 7: HOME-BASED BUSINESS ISSUES

Doing home-based business the right way: tax issues, how to present yourself professionally, support systems, information trends, and more. ■ Presented by: Scott Smith, SCORE Assistant Director WNY District, SCORE Buffalo Niagara and John Eagan and Russell Grosjean, Erie Community College.

REGISTER TODAY!

PLAN ON ATTENDING SEMINAR # 1: BUSINESS BASICS AND SIGN UP FOR 2 ADDITIONAL SEMINARS LISTED BELOW:

- Make Yourself Credit Worthy
- Advantages & Benefits of Being Certified
- Show Me the Money
- Business Assistance for Veterans
- Taxes, Permits, Licenses, Oh My!
- Home-based Business Issues

Name _____ Phone _____

Address _____

City _____ State _____ Zip _____

E-mail _____

PRE-REGISTRATION DEADLINE: WEDNESDAY, JANUARY 20, 2010

Please 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

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

Black Chamber of Commerce of WNY
Buffalo & Erie County Public Library
Buffalo Economic Renaissance Corp./City of Buffalo
Buffalo Branch National Association for the Advancement of Colored People
Buffalo Urban League
UB Center for Entrepreneurial Leadership
Child & Family Services Ways to Work
ECC City Campus
ECC Dept. of Workforce Development
Empire State Development Corporation
Erie County Industrial Development Agency
Erie County Equal Employment Opportunity Office
Erie County Veterans Service Agency
Five Star Bank
Internal Revenue Service
LA-Z-BOY Furniture Galleries
NYS Department of Taxation & Finance
NYS Department of Transportation
Rayford Enterprises, Inc. DBA University Equipment & Supplies
Resource Planning Associates, Inc.
SCORE Buffalo Niagara
Small Business Development Center at Buffalo State College
The PathStone Enterprise Center

U.S. Small Business Administration
130 South Elmwood Avenue, Suite 540
Buffalo, New York 14202

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14th Annual STRAIGHT TALK 2010

- Small Business Education
- Training
- Counseling
- Networking



**Sat., January 23, 2010
8:00 am - 1:00 pm**

**Buffalo Niagara
Convention Center**

For more info:

**716-551-4301 or
Pamela.andolina@sba.gov**

