

Business Help You Can Use!

Available throughout and after 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
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
Northwest Savings Bank
Resource Planning Associates, Inc.
SCORE Buffalo Niagara
Small Business Development Center at Buffalo State College
PathStone Enterprise Center, Inc.
Women's Business Center at Canisius College

Straight Talk: The Series

@ **MEDAILLE COLLEGE**
EVERY TUESDAY • 5:45 PM to 8:30 PM

FEBRUARY 5, 2019

Business Plans I
Library Resources

FEBRUARY 12, 2019

Business Plans II
Elements of a Financial Plan

FEBRUARY 19, 2019

Business Ethics
Federal Government Contracting
Risk Management from the Legal Perspective

FEBRUARY 26, 2019

Employee Life Cycle: Hiring & Firing Employees
New York State Taxes

MARCH 5, 2019

Risk Management from the Insurance Perspective
Federal Taxes

MARCH 12, 2019

Marketing Your Small Business
Getting Your Business Online

MARCH 19, 2019

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

MARCH 26, 2019

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 2019

Small Business Education,

Training, Counseling,

Networking

SATURDAY, JANUARY 26, 2019

8:00 AM – 1:00 PM

Buffalo Niagara Convention Center

REGISTER at:
www.WNYStraightTalk.org



Follow us on Twitter: @SBA_Buffalo

STRAIGHT TALK 2019

Small Business Education,
Training, Counseling, Networking

Continental breakfast provided by the
Erie County Industrial Development Agency

JAN
26

Saturday, January 26, 2019

Buffalo Niagara Convention Center

Pre-paid: \$20

Day of event: \$25

Student: \$10 (Current 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 eight 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 Linda McMahon
SBA Regional Administrator Steven Bulger



REGISTER ONLINE: www.WNYSTRAIGHTTALK.org
OR

MAIL YOUR CHECK

payable to SCORE Buffalo Niagara to:
SCORE • 130 South Elmwood Ave., Ste 540
Buffalo, NY 14202



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: MAXIMIZE OPPORTUNITIES THROUGH FEDERAL, STATE, AND LOCAL CERTIFICATIONS 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 PERMITS AND TAXES 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: HOME-BASED BUSINESS ISSUES Doing home-based business the right way: tax issues, how to present yourself professionally, information trends, and more.

SEMINAR 8: EFFECTIVELY BUILDING BUSINESS RELATIONSHIPS FOR WOMEN Learn how to speak your brand and find out who's listening.

REGISTER TODAY!

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



ADMISSION INCLUDES FREE ATTENDANCE AT

Our 8 follow-up STRAIGHT TALK SERIES CLASSES at MEDAILLE COLLEGE

Every Tuesday 5:45 – 8:30 PM • Classes starting February 5th

A savings of \$40 or \$5 per session • FOR MORE INFO PLEASE CALL 716-551-4301