

## 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  
Five Star Bank  
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  
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

**JANUARY 30, 2018**

Business Plans I  
Library Resources

**FEBRUARY 6, 2018**

Business Plans II  
Elements of a Financial Plan

**FEBRUARY 13, 2018**

Business Ethics  
Federal Government Contracting  
Risk Management from the Legal Perspective

**FEBRUARY 20, 2018**

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

**FEBRUARY 27, 2018**

Risk Management from the Insurance Perspective  
Federal Taxes

**MARCH 6, 2018**

Marketing Your Small Business  
Getting Your Business Online

**MARCH 13, 2018**

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

**MARCH 20, 2018**

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 2018

Small Business Education,

Training, Counseling,

Networking

SATURDAY, JANUARY 20, 2018

8:00 AM – 1:00 PM

Buffalo Niagara  
Convention Center

REGISTER at:

[www.WNYStraightTalk.org](http://www.WNYStraightTalk.org)

# STRAIGHT TALK 2018

Small Business Education,  
Training, Counseling, Networking

Continental breakfast provided by the  
Erie County Industrial Development Agency

JAN  
20

Saturday, January 20, 2018

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 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 Linda McMahon  
SBA Regional Administrator



REGISTER ONLINE: [www.WNYSTRAIGHTTALK.org](http://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.

## 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 January 30th

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