

Business Help You Can Use!



Available throughout and after conference programs – Straight Talk from the professionals

- **One-on-one** business counseling
- Business **information** booths
- Important **contacts**
- **Networking** opportunities
- **Free** resource guide

Registration includes participation in the follow on Straight Talk Series for free!

Straight Talk Steering Committee Membership

Black Chamber of Commerce of WNY
Buffalo & Erie County Public Library
Buffalo Branch National Association for the Advancement of Colored People
Buffalo Urban Development Corp.
Buffalo Urban League
City of Buffalo
Empire State Development Corporation
Erie County Industrial Development Agency
Erie County Economic Development
Hispanic Heritage Council of WNY
Ibero American Investors Corporation
Pathstone Enterprise Center, Inc.
Small Business Development Center at Buffalo State University
UB Center for Entrepreneurial Leadership
Westminster Economic Development Initiative

Straight Talk: The Series

Buffalo and Erie County Central Library Auditorium

1 Lafayette Square, Buffalo, NY



Sessions held 5:30 PM to 8:30 PM

SESSION 1: JANUARY 30, 2024

Business Planning and Strategy

SESSION 2: FEBRUARY 1, 2024

What's in a Marketing Plan

SESSION 3: FEBRUARY 6, 2024

What's in a Financial Plan

SESSION 4: FEBRUARY 8, 2024

Managing Small Business Risk

SESSION 5: FEBRUARY 13, 2024

Taxes: Rules of the Road and Compliance

SESSION 6: FEBRUARY 15, 2024

Looking Forward: How Small Businesses can use AI

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, S. Elmwood Avenue, Buffalo, NY 14202. (716) 551-4301.



U.S. Small Business Administration



FOR THE LIFE OF YOUR BUSINESS

Buffalo Niagara

STRAIGHT TALK 2024

Small Business Education

Training Counseling

Networking



SATURDAY, JANUARY 20, 2024

8:00 AM – 1:00 PM

Buffalo Niagara Convention Center

REGISTER at:

www.WNYStraightTalk.org



Follow us on X: @SBA_Buffalo

STRAIGHT TALK 2024

Small Business Education

Training Counseling

Networking

CONFERENCE



Saturday, January 20, 2024

Buffalo Niagara Convention Center

Pre-paid: \$20

Day of event: \$25

Student: \$10 (Current I.D. required)

Veterans & Military: FREE (I.D. required)

SORRY, NO REFUNDS.

Agenda

8:00 am - 8:30 am **Registration / Breakfast / Networking**

8:30 am - 9:15 am **Featured Speakers**

9:15 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**

Noon - 1:00 pm **Second Seminar Choice**

**You have a choice of TWO seminars:
All eight seminars will be held
during each time slot.**

SPECIAL GUESTS INVITED

Erie County Executive

City of Buffalo Mayor

SBA Administrator

SBA Regional Administrator



REGISTER ONLINE www.WNYSTRAIGHTTALK.org

INTRODUCTORY SESSION: BUSINESS BASICS

What you need to get started or expand: business plans and the other key parts of a successful business strategy.

SEMINAR 1: BOOST YOUR CREDIT SCORE

Learn why your credit score matters, how to build a good financial track record and how to protect it.

SEMINAR 2: FIND OPPORTUNITIES IN GOVERNMENT CONTRACTING

Explore whether government contracting is for you, learn about different certifications and get tips on how to be successful.

SEMINAR 3: FINANCING YOUR BUSINESS

Find answers to frequently asked questions on how to obtain financing for your small business.

SEMINAR 4: SOCIAL MEDIA MARKETING AND E-COMMERCE

Success in business includes operating in both a physical and a virtual environment. Learn E-Commerce basics and how to market via social media.

SEMINAR 5: PASOS ESENCIALES PARA INICIAR UN NEGOCIO

Exitoso Asista a este seminario para aprender sobre los aspectos esenciales en lo que uno debe pensar al iniciar y administrar un negocio exitoso. Este seminario se presenta totalmente en español.



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: FINDING THE RIGHT IDEA

Sometimes inspiration isn't the problem, it's determining whether you actually have a good idea or not. Does it solve a problem? Will people pay for it? Is there a market for it? Learn how to determine if you have a good foundation for success.

SEMINAR 8: BRAND BUILDING AND REPUTATION MANAGEMENT

Learn how to communicate your value proposition and competitive advantage by building and protecting your brand.

Plan on attending introductory session, Business Basics, and sign up for 2 additional seminars.



**ADMISSION INCLUDES FREE ATTENDANCE AT
6 FOLLOW-UP SESSIONS AT BUFFALO AND ERIE COUNTY CENTRAL LIBRARY
5:30 – 8:30 PM • January 30, February 1, 6, 8, 13 & 15
FOR MORE INFORMATION PLEASE CALL 716-551-4301**