



BUFFALO STATE

The State University of New York



Straight Talk 2020! January 25th, 8:30am – 1pm, Buffalo Convention Center.

Picture of speakers from 2018: Clifford Bell, Susan McCartney, Arba Cooper and Dan Caufield.

Annually, the Western New York Office of the US Small Business Administration produces an event intended to inspire, inform, and help launch a small business. It is called *Straight Talk*. Always held the Saturday following Martin Luther King's Birthday celebration, the program attracts hundreds of aspiring entrepreneurs and existing small business owners seeking information and assistance for advancing their business.

The Buffalo State Small Business Development Center has been engaged with the program since its inception over 20 years ago. The SBDC assists in the coordination of the plenary session, entitled, *Business Basics*. Until his retirement this past June, the Honorable Clifford Bell led the session, along with SBDC Director, Dr. Susan McCartney. McCartney will lead the session this year, along with presenting information on business planning. Adding further strength to the discussion is Ms. Arba L. Cooper – a private marketing consultant, and the region's most respected business researcher, Mr. Daniel Caufield, the Chief Business Information Specialist, with the Buffalo and Erie County Public Library.



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Straight Talk 2020! January 25th, 8:30am – 1pm, Buffalo Convention Center – *continuation*

The welcome includes Buffalo Mayor Byron Brown, Erie County Executive Mark Poloncarz and the SBA District Director - Mr. Franklin J. Sciortino, plus the Chapter Chair for SCORE, Mr. John Redman. SCORE assists the SBA in managing the program.

Following *Business Basics* is an extremely valuable portion of the program: a 30 minute meet and greet – where various small business resource organizations (including the SBDC) and lenders are available for a one to one, plus a chance to gather great information, and in some cases sign up for a future events or workshops. All the regional banks are represented, plus various micro-enterprise lenders. It is a very efficient way to gather information and make beneficial contacts.

Additional high- quality break -out sessions round out the morning, including sessions on financing your business, MWBE certification, and marketing.

For more information:

- Call the SBA District Office at 716.551-4301 or email SBA@buffalo.com
- Register [here](#)



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