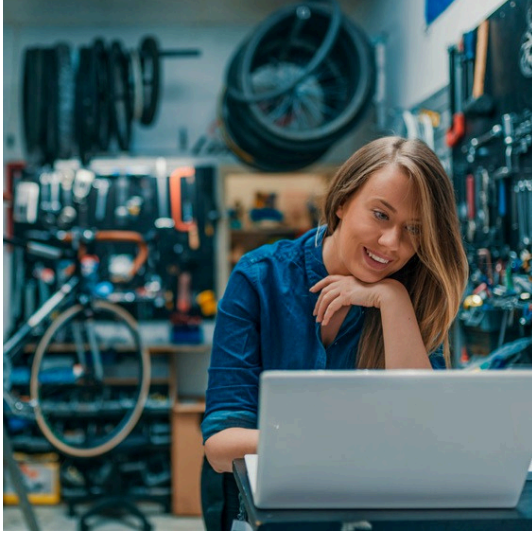




ENTREPRENEURSHIP 101

WORKSHOP SERIES



This Buffalo State University certificate program, by the Greater Buffalo SBDC, is designed to provide Essentials for Starting Your Own Business

Program Speaker: Kerry Collard, MBA



Kerry Collard brings a strong foundation in financial analysis and business strategy. For more than twenty years, Kerry has taught Business Administration and Entrepreneurship at colleges, schools, and nonprofit organizations throughout the Buffalo area, sharing extensive industry knowledge and a passion for developing future business leaders.

Program Outcomes:

- Local Resources & Support
- Essential Start-Up Steps
- Funding Sources & Financing Options
- Understanding Financial Statements
- Start-Up Expenses & Planning
- Developing Pricing Strategies
- Identifying Your Business Team
- Choosing the Right Business Entity
- Business Planning Fundamentals
- Conducting Market Analysis



START DATE: FEBRUARY 23RD, 2026

Program Duration: 4 consecutive Mondays
(February 23rd, March 2nd, March 9th, March 16th)

Program Schedule: Mondays at 4:30 pm Networking | Training 5:00 pm to 6:30 pm

Location: Buffalo State University Bacon Hall Room 117,
1300 Elmwood Ave, Buffalo, NY 14222

Registration Fee: \$25.00 (Registration is free for Buffalo State students)

Scan [Here](#) to Register!



Contact Ms. Bailey Brouillard at 716 878-3573 or brouilbw@buffalostate.edu with any questions or concerns.

Mail check payable to *Research Foundation* to: SUNY Buffalo State, SBDC, 1300 Elmwood Avenue, Cleveland Hall Room 206, Buffalo, NY 14222.