



# 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 23<sup>RD</sup>, 2026**

**Program Duration:** 4 consecutive Mondays  
(February 23<sup>rd</sup>, March 2<sup>nd</sup>, March 9<sup>th</sup>, March 16<sup>th</sup>)

**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**)

Contact Ms. Bailey Brouillard at 716 878-3573 or [brouilbw@buffalostate.edu](mailto: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.

**Scan Here to Register!**

