

# BUFFALO DISTRICT OFFICE NEWS

DECEMBER 2010

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**The SBA Buffalo  
District Office  
would like to wish  
everyone "Happy  
Holidays" and a  
very "Happy New  
Year".**

**May the new year  
bring you more  
happiness and  
better business  
ventures! ...**



## DISTRICT DIRECTOR'S CORNER

### Seniors Learning to Connect to the World in a New Way



Franklin J. Sciortino  
District Director

#### The Net Cracker Seeks Business Advice at Straight Talk 2011

NORTH TONAWANDA, NY: School teacher Kim Tomaszewski received a call from a close friend last spring. After watching a documentary about an elderly man helping his friend learn how to use the computer, he thought of Kim. "He knows my affinity for seniors and thought this would be a great fit," Tomaszewski said.

Following her friends advice, Tomaszewski began business counseling with SCORE counselor Dennis Arcangel and regularly attended SCORE workshops. "As a high school English teacher, I knew about education and believed in the importance of individualized tutoring, but I didn't know the first thing about starting and managing my own business."

The Buffalo - Niagara SCORE chapter roster includes businessmen and women who have been or are now successful entrepreneurs, small business owners, senior corporate executives and experienced professionals. They are ready to put that experience and expertise to work for you as they have for business owners and would-be owners in service operations, manufacturing, retailing, consulting, food service, communications and more.

At each meeting, SCORE counselors provided Tomaszewski with expert advice such as checking out the competition, reviewing her brochure, tracking customers and marketing potential. She compared SCORE with other business counseling and says that SCORE counselors have real working knowledge of the business world. "They were like angels from heaven – if it wasn't for SCORE, I don't know if I'd have the confidence I have now."

The Net Cracker opened its doors in August 2009 offering seniors basic computer skill tutoring such as searching the internet, using e-mail, opening photos and connecting with friends. Tomaszewski marketed The Net Cracker to senior facilities. She used direct mailings, and door to door sales, but her presentation to the Ken-Ton Presbyterian senior facility proved to be the most effective. She visited the facility and presented The Net Cracker. The senior facilities were very receptive and soon her calendar was full of presentation dates and lessons.

Many children and grandchildren are interested in having their older loved ones connect and are willing to assist them in receiving lessons and computers for them to use. Certificates are available for group and private lessons by contacting "The Net Cracker" at [www.thenetcracker.com](http://www.thenetcracker.com).

## District Staff

District Director  
Franklin J. Sciortino

Deputy District Director  
Victoria Reynolds

Government Contracting/  
Business Development  
Laura McCabe  
Pamela Andolina

Lender Relations  
Paul Hoffman  
Barbara Krieger

Administration  
Sheila Haggerty

Public Information Officer  
Kelly LoTempio

District Counsel  
Mollie B. Gaughan

## Rochester Branch Staff Directory

Branch Manager  
Malcolm Richards

Procurement Analyst  
Joyce Spears

Program Support  
Specialist  
Tammi Bennett

## Net Cracker

Tomaszewski says, "Seniors are intimidated by the computer. They have specific needs and have to be treated with patience, understanding and most of all humor!" "Using the internet is fun! It keeps our minds, hands and memories active." The Net Cracker's motto "Laugh while you Learn". Her clients say that she has a talent for teaching and they love learning to search for recipes and medical information, reading the news, connecting with friends and loved ones, and playing games. She says, "They are learning to connect with the world in a new way."

SCORE helped Tomaszewski transform her business idea into reality. They provided her with assistance in all aspects of developing the business, including developing marketing and sales strategy and managing cash flow. SCORE's mentoring and Tomaszewski's diligence soon paid off. What once seemed like a far-fetched idea became a true business venture.



Tomaszewski may already be successful, but she is not finished yet. These days she plans to attend SBA's Straight Talk 2011 event. Straight talk 2011 is the 15<sup>th</sup> annual presentation of this program which over the years has attracted thousands of participants. The upcoming half-day seminar will be held on Saturday, January 22, 2011. Available seminars are "Make Yourself Credit Worthy", Access to Government Contracts through Certification", "Show Me the Money", "Business Assistance for Veterans", "Navigating Your Business through Taxes & Permits", "We Did It! You Can Too!" and "Marketing Your Small Business".

"It was scary to start a business, and I am happy to feel the excitement that is out there for this service," Tomaszewski said. "I look forward to attending Straight Talk where I can receive the essential tools needed to achieve my small business success!"

**For more information and registration for Straight Talk 2011, please visit the SBA Buffalo district homepage at [www.sba.gov/ny/buffalo](http://www.sba.gov/ny/buffalo) or visit [www.wnystraighttalk.org](http://www.wnystraighttalk.org).**



SCORE can help you successfully start a business, guide you in securing financing for your business and assist you in developing an effective business plan - the first step in securing your business loan. SCORE volunteers provide [face to face counseling](#) on small business needs, tailored to your particular situation or industry, with skilled business professionals. Counseling can also be provided via [email](#) with the same level of assistance.

# Straight Talk 2011

## Small Business Education, Training, Counseling, Networking

### CONFERENCE

Continental breakfast provided by the Erie County Industrial Development Agency

Saturday, January 22, 2011

Buffalo Niagara Convention Center

- Pre-paid registration: \$15.00
- Day of Event: \$20.00
- Student: \$10.00
- Veterans: FREE (I.D. required)

**Sorry, no refunds.**

**ADMISSION INCLUDES A FREE COUPON** to attend our 8 follow-up SEMINAR SERIES CLASSES. Every Tuesday 6:00 – 8:00 pm. Classes begin February 8 and run to April 5, 2011. A savings of \$40.00

### Agenda

- 8:00 am Registration/Breakfast
- 8:30 - 9:00 am Conference Introduction
- 9:00 - 10:00 am Business Basics: Introductory Session
- 10:00 - 10:45 am Networking with Vendors & Lenders
- 10:45 - 11:45 am First Seminar Choice
- Noon - 1:00 pm Second Seminar Choice

Several 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 Chris Collins
- City of Buffalo Mayor Byron W. Brown
- SBA Administrator Karen Gordon Mills
- SBA Regional Administrator Jorge Silva-Puras

**FOR MORE INFORMATION OR TO REGISTER**  
**CALL 551-4301 • FAX 551-4418**  
**E-MAIL US: buffalo\_do@sba.gov**

### PROGRAM



#### INTRODUCTORY SESSION: BUSINESS BASICS

What you need to get started or expand: business plans and the other key parts of successful business strategy. ■ Presented by: Susan McCartney and Clifford Bell, SBDC at Buffalo State College; Dan Caufield, Buffalo & Erie County Public Library; and Michael Heftka, Wyoming County IDA.

#### SEMINAR 1: MAKE YOURSELF CREDIT WORTHY

Strategies to address credit concerns. How to build a good financial track record. ■ Presented by: Dolores McCarley, Resource Planning Associates Inc. and Laurie Schaller, Child & Family Services Ways to Work Loan Programs.

#### SEMINAR 2: ACCESS TO GOVERNMENT CONTRACTS THROUGH CERTIFICATION

The gateway to achieving business plan goals with dollars and sense. ■ Presented by: Laura McCabe, SBA 8(a) Program; Empire State Development; William Lobbins, EEO, City/County Certification; and Cattaraugus County PTAC (Procurement Technical Assistance Center).

#### SEMINAR 3: SHOW ME THE MONEY!

How to apply for a small business loan. How to obtain financial assistance and help. ■ Presented by: Paul Hoffman, SBA; Paul Leone, I.D.A. Consultant; Janell Andersen, First Niagara Bank, and John Cappellino, ECIDA.



#### SEMINAR 4: BUSINESS ASSISTANCE FOR VETERANS

An overview of how to evaluate your start-up position, understand financial realities, succeed in taking advantage of government sourcing opportunities and achieving lasting success as a "vetrepreneur" within the veteran business community. ■ Patrick Welch, PhD, Sgt. USMC (Ret)/VAVE, Director, The Center for Veterans & Veteran Family Services at Daemen College; Paulette Birch, Rochester PTAC Program Director; and John McKeone, Business Advisor and Veteran Outreach Coordinator, Buffalo State, Small Business Development Center.

#### SEMINAR 5: NAVIGATING YOUR BUSINESS THROUGH TAXES & PERMITS

Starting your business the right way. Answers to commonly-asked questions on: licensing, permits, IRS and NYS tax small business voluntary compliance issues. ■ Presented by: Louis Petrucci, Department of Permits & Inspection Services; Suzanne Reusch, NYS Department of Taxation & Finance; and Steven Ingraham, Internal Revenue Service.

#### 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. ■ Presented by: Joan Yang, President, Rand & Jones Enterprises Inc. and Lenny Johnson, President, L&D Johnson Plumbing & Heating, Inc.

#### SEMINAR 7: MARKETING YOUR SMALL BUSINESS

One of the greatest needs of a small business is to understand marketing strategies. Learn about cost effective strategies and tactics that work. ■ Presented by: John Eagan and Russell Grosjean, Erie Community College and William Danesi, SCORE Buffalo Niagara.

## REGISTRATION

**PLAN ON ATTENDING BUSINESS BASICS AND SIGN UP FOR 2 ADDITIONAL SEMINARS LISTED BELOW:**

- Make Yourself Credit Worthy
- Access to Government Contracts through Certification
- Show Me the Money
- Business Assistance for Veterans
- Navigating Your Business through Taxes & Permits
- We Did It! You Can Too!
- Marketing Your Small Business

Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

E-mail \_\_\_\_\_

**PRE-REGISTRATION DEADLINE: TUESDAY, JANUARY 18, 2011** Make your check out to SCORE Buffalo Niagara; fill out form above; and mail it with your check to: SCORE • 130 South Elmwood Avenue • Suite 540 • Buffalo, New York 14202

# Coming Soon: The Next SBA.gov. Redesigned. Refocused. Renewed.

## What We're Doing

Our goal is to build a personalized and dynamic web presence that proactively delivers essential information and services to our customers. So that small business owners,

## Why We're Doing It

The core components of the SBA's mission (helping small businesses acquire capital, counseling, government contracts and disaster assistance) all require access to timely, accurate and reliable information. SBA is expanding its overall web presence and redeploying its Web site as its primary mission platform for distributing information and providing services.

## Where to Learn More

See our [Frequently Asked Questions \(FAQs\) page](#) for all the details on how we're enhancing SBA.gov. We'll be updating the FAQs regularly during the transition, so check back for the latest news.

## Donald Butzek Retires After 38 Years of Federal Service

Donald Buzek, who served as SBA's lead business development specialist for the past 23 years, was honored at a retirement party held in his honor on November 19.

"I can hardly believe this day has come," said Don. "I will miss the SBA and all of the clients and partners I have come to meet over the years."

Staff praised Butzek for his leadership qualities, his innovation and his daily imitations of the many television icons of our time.

Don will dedicate his retirement time mostly to being with his children at his new home in North Carolina and his "free time" to his passion for music and playing the guitar.

