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STRAIGHT TALK 2011



The Straight Talk 2011 conference offers business help for entrepreneurs sponsored by SBA and SCORE: an event offering education, training, counseling and networking. Includes one-on-one business counseling, business information booths, important financial contacts and networking opportunities, advisors available to answer your questions, and a free resource guide of conference presenters, lenders, and important contacts.

Straight Talk 2011 will be held on **Saturday, January 22, 2011** from **8:00 a.m. to 1:00 p.m.** at the **Buffalo Niagara Convention Center**, Buffalo.

Cost (Sorry, no refunds, includes a continental breakfast)

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

**Admission includes a FREE coupon to attend 8 follow-up SEMINAR SERIES CLASSES held Tuesdays 6:00 – 8:00 p.m. Classes begin February 8 and run to April 5, 2011. This is a savings of \$40 on the follow-up series.*

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 is available at the Robert D. Fernbach Parking Ramp (corner of Franklin & Court).

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.

Continued on page 7

january 2011

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2011 program

Program is subject to change

Location Sean Patrick's Restaurant
3480 Millersport • Getzville, NY 14068

Time 5:30 p.m. Networking
6:00 p.m. Dinner

Cost \$30 Member
\$35 Prospective member

RSVP Cancellations 48 hrs in advance.
"No shows" will be billed

make your dinner reservation online at: www.nawbowny.org

Please include your full name, telephone number, dinner choice, and if a guest, the name of the NAWBO member who invited you. Mail pre-payment (check payable to NAWBO) to: NAWBO, P.O. Box 1165, Orchard Park NY 14127. We now accept paypal: log onto our Web site and follow the prompts for payment.

Questions? – Please contact our Chapter Administrator Jeanne Hellert at 238-2461 or nawbowny@gmail.com.

Please RSVP by the afternoon of the Friday before the Wednesday night meeting.

january 12, 2011

The Busy Woman's Guide to Virtual Life

How can you possibly manage your virtual life on a real life schedule? First it was Web sites and understanding Google searches. Now Facebook, LinkedIn, Twitter and other social media networks demand even more of our time and attention! What's most important? And how much time does it really need to take? Learn how to quickly assess your "virtual personality" and make a realistic plan to manage your online persona and business on the web. Our speaker, Karen Renzi, is the Executive Director for Marketing & Sales at Beyondus Design & Marketing, which specializes in online marketing.

thursday january 13, 2011

Breakfast Bunch

Our member-only group meets each month for business talk, problem solving and fellowship on the first **Thursday morning of the month at 8:00 a.m.** at **The Original Pancake House, 5479 Main Street in Williamsville** (www.originalpancakehouse.com). A room at the back of the restaurant has been reserved for NAWBO. Our discussion will be "How Did You Start Your Business?" this month.

niagara university family business breakfast forums

tuesday, february 1, 2011

Setting the Pace - Knowing and Leading your People

Presented by NAWBO Buffalo Niagara member **Maria T. DiPirro**, LPI, Corporate Screening Consulting, LLC. Some of the topics she will cover include: Why conduct pre-employment screening and background investigations?; The "parade of horrors" of not conducting screening; post hire screening; Worker's Comp fraud investigations; red flags; information gathering; and workplace violence.

Through a scholarship program with Niagara University, NAWBO Buffalo Niagara members can attend the The Center's Breakfast Forums **free of charge**. Space has been allotted for **up to 5 NAWBO members to participate at each forum**, held monthly at **Sonoma Grille, 5010 Main Street in Snyder**. Breakfast & networking: 7:30 – 8:15 a.m.; presentation: 8:15 – 9:30 a.m. **To register you MUST CONTACT:** Jeanne Hellert at info@nawbowny.org (otherwise you will be charged for attending). Please RSVP by January 21, 2011.

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www.nawbowny.org calendar

Did you know the NAWBO Buffalo Niagara Web site will list YOUR business events in the chapter's calendar? Having a sale? Are you having an open house? Is a charity or community group you're involved with having a special event or fundraiser? E-mail the details of your upcoming event to Renee Cerullo at cerullo@rlcomputing.com for inclusion in NAWBO's online calendar.

womanink

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Do not follow where
the path may lead.
Go instead
where there is
no path and
leave a trail.

- Muriel Strode

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The Value of Compartmentalizing

by Amy Remmele

Only an inexperienced manager or owner would just dismiss someone's personal life and say, "You can't let your personal problems follow you to work." This kind of manager is at least naïve and at most living in a fantasy. Like it or not our personal lives occasionally "bleed" into our professional lives. Sometimes our personal lives just bump our work life, other times they come crashing in. Either way, it can become very difficult to separate the two lives in a way that keeps us functional. So, are there ways to make it easier to stay focused and on-task? Yes, there are. Both sides can help. Management can follow a certain protocol when it knows that an employee is in "strife" and there are definite behavioral steps each of us can take to help ourselves to keep our two lives in line.

This is not an issue that will only affect some of us. We all have personal lives and we are all on the bad end of tragedy throughout those personal lives. It is important to understand how to manage our personal issues so that our professional lives do not become part of the tragedy. Most of us cannot afford to take off the time that it actually takes to recover from some tragedies. We can only hope to get just enough time to come back and survive an environment that makes us work but is sympathetic and gentle.

There are steps that can be taken and skills that can be honed that allow us to minimize the impact of our personal issues while we are "on the job." And most of the same skills that allow us to compartmentalize the day to day problems that could add-up and paralyze us also work for those times that the issues are huge and insistent on invading.

You have probably all noticed those people who seem to keep their lives separate naturally and those other people who seem to have some invasive problem "all the time." People have different styles and some people keep their feelings "under wraps," while others are "drama queens." Both types can take some advice. Depending on how the wrapped-up type achieves this feat, they may be keeping their feelings too tight. It is probably working very well at work to appear "okay," but if they

cannot take this façade off when they are in a safe zone, at home and with loved ones, they may suffer some consequences. These people may have some physical symptoms that express their feelings or they may snap at others or "blow up" inappropriately. In my business, we call this, "feelings coming



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out sideways." The other type of person may be disconcerted or distracted or weeping much of the time at work. The "wrap" for their feelings is very thin and lightweight. Unfortunately from the perspective of management, this type is the one that appears to create more work problems.

Here are a few tips. When someone who works for you or with you is having trouble, do not just ignore it. Make some time to help. The time you spend mindfully now slowing the "leak" will save you much time later on with "gushers." Carve out a space to talk and debrief with this person. Find out if they can perform their tasks. Make sure that they took enough time off. Cut them some slack while helping them and encouraging them to focus. Give them some tips to mentally separate parts of their

lives. This is called compartmentalizing. There are steps we can take to "lock up" some things in our minds until it is convenient and appropriate to pull them out later. It is not the same as "stuffing" problems because our mind knows that we are not just ignoring the problem, rather we are putting it on hold. Depending on how a person processes information, there are many different methods of compartmentalizing. They do work, however.

A brief workplace presentation on "How to compartmentalize the aspects of our lives" is recommended for everyone. While it is not something we usually plan for, learning how to manage life in the face of tragedy is like fire drills, preparation is useful. Learning the cognitive restructuring techniques that are part of this can improve productivity for the rest of life and the workplace also. In other words, these skills come in handy now and forever, regardless of your life circumstances.

Keep in mind that none of us can judge what will upset others. Each of us is invested in different things. And much of what bothers us depends on how much space it takes up or took up in our lives. None of this advice is to say that people can afford to "fall apart" at work or not to be held accountable. Just that all this is easier when being given a bit more leeway than at other times. Make it clear that there will be time set aside for "issues" but that it

must be planned, controlled and mindful.

Especially at this time of year, all of our issues usually come to visit us. People who are sad or grieving see everyone else enjoying the season and they remember how they enjoyed the season at good times. So, do not be surprised if there is much "leaking" of personal issues into your work places. The upside is that good can leak too. For some reason it does not leak quite as quickly or easily as bad does, but still it is possible. I highly recommend boxing whatever "good cheer" you can take with you from a happy, healthy workplace to home when things are rough. And everyone needs to keep in mind that regardless of what the problem or issue is, the people in our lives are the most valuable resource.

front page, continued

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.

FOR MORE INFORMATION OR TO REGISTER

PHONE 551-4301 • FAX 551-4418 • E-MAIL: buffalo_do@sba.gov

PRE-REGISTRATION DEADLINE: TUES., JANUARY 18, 2011

Make your check out to **SCORE Buffalo Niagara**; fill out form above; and mail it with your check to:
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ALL PARTICIPANTS ATTEND BUSINESS BASICS. PLEASE SIGN UP FOR 2 ADDITIONAL SEMINARS LISTED BELOW:

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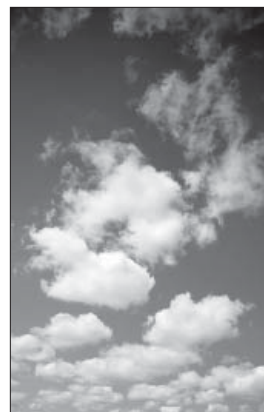
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