

To: College Council of Buffalo State College

From: Susan A. McCartney, Director, Buffalo State College Small Business Development Center

Re: Overview of **Small Business Development Center**

Date: March 15, 2011

The Small Business Development Center is part of the college's **School of the Professions** and reports to Dean Kevin Mulcahy. The **Buffalo State center was founded in 1984** as a pilot project that included Buffalo State and centers at SUNY Binghamton and SUNY Albany. Today there are 24 SBDC's throughout New York State, with centers located within SUNY colleges and universities, CUNY colleges, and two private colleges, Columbia and Pace Universities. Further, the New York State SBDC is part of a national network of 1000 SBDC's located within every state in the union.

The mission of the center is to **assist entrepreneurs to start, sustain, and grow** locally owned enterprises. The service is provided through **one- to- one, confidential counseling**. The counseling is provided by a team of professional business advisors. All advisors are proficient in strategic planning. Each advisor, additionally, contributes through their area of specialization, such as accounting, marketing, e-commerce, veteran's business assistance, and minority/women business assistance.

For the past year's federal contract period (10/1/09- 9/30/10), the **Buffalo State SBDC was ranked the number one center in New York State** based on criteria that includes number of clients served, client evaluations, financial impact, jobs created and jobs saved.

Since its **inception in 1984**, the **Buffalo State College SBDC has counseled 19,101 entrepreneurs**. Through the direct assistance of the SBDC, those clients have secured \$196,310,602 in financing. **During the past year**, the center provided counseling to **948 entrepreneurs**. Advisors provided over **6059 hours of counseling**. \$13,187,716 in financing was secured.

The center includes an **award winning team of advisors**. During the past year, two of the center's advisors were recognized in the top 5 of business advisors amongst the State's business advisors. In addition to the center director, the center includes 3 full time general business advisors, 1 part time advisor, and three coordinators for special projects: veterans' entrepreneurial assistance, energy assistance, and entre-skills for high schools students. The center also employs one office support person and two Buffalo State students.

Special Projects:

**Restaurant Institute:** managed in collaboration with the **Department of Hospitality and Tourism** and the **Research Foundation**. RI provides a two week “boot camp” and a series of seminars over a five month period to help individuals successfully start or expand a restaurant.

**Entrepreneurship TV program – *Minding Your Business*,** a thirty minute cable program hosted, written, and produced by the SBDC with the college’s **Department of Instructional Resources**.

**KidBiz:** a nationally recognized program, trains young entrepreneurs to start a business (ages: 9-12). The program has been running throughout the summer months for the last fifteen years.

**Minority and Women Contractor Bonding and Finance Program** – Its purpose is to help MWBE contractors better navigate the financial and management systems required to secure bonding, and ultimately for the contractor to be more competitive in securing contracts.

**Veteran’s Commerce Club** – a new initiative lead by the SBDC veteran’s coordinator that includes programs for veterans who are Buffalo State College students.

**Seminars:** Annually the center conducts approximately **25 educational seminars**. Topics include financing a small business, business planning, marketing, social media networking for small business, innovation, and business ethics.

Other activities:

The center director, Susan McCartney, is part of the Buffalo State’s collaboration with the **University of Quintana Roo**, located within the Yucatan region of Mexico. McCartney has been a guest speaker at two Quintana Roo conferences and has hosted several visitors from the university.

McCartney is a member of the Association of Small Business Development Centers Congressional committee. Annually, McCartney spends a week in Washington meeting with members of the New York State Congressional delegation. She was asked to testify this past summer before the **United States Senate Committee on Small Business**.