



**Entrepreneurial
Assistance
Program**

Business Development Workshop

A free workshop is being offered for city businesses and entrants in the 2019 Binghamton Business Plan Competition. Topics include writing a business plan, legal structure, marketing, funding sources and financial analysis.

Wednesday, March 27th 5:00 - 8:00pm
Holiday Inn Binghamton, LaTasse Room

Robert C. Murphy, Workshop Emcee

5:00 - 5:20 **Introduction:**

Robert Murphy, Executive Director, Binghamton Local Development Corporation
Laura Holmes, Asst. Dir., Entrepreneurship & Innovation, Binghamton University
Jan Hertzog, Director of Continuing Education, SUNY Broome

5:20 - 6:00 **Business & Public Financing**

Chet Schultz, Senior Relationship Manager Business Banking, M&T Bank
Joe Roman, Empire State Development

Business Financial Analysis; Sources and Uses of Funds; Projected Income Statements; Projected Cash Flow Statement; Projected Balance Sheet OR Balance Sheet and Profit and Loss; Significant assumptions (realistic, measurable); Break-Even Analysis; Local & Public Financing Sources

6:00 - 6:30 **Break & Networking**

6:30 - 7:00 **Marketing**

Rachel Jenks, Owner, Rtistry By Design

Competitors; Niche; Competitive Advantages; Market Strategy; Marketing Plan and Budget

7:00 - 7:30 **Visualize Your Business**

William Graves, Esq., Coughlin & Gerhart, LLP

Location and Associated Expenses; Organization and Management; Legal structure; Professional Resources; Management

7:30 - 8:00 **Pitching Your Business**

Adam Sabol, Key Branding Labs

Desiree DePersiis, Owner, Tesorina Boutique

From Elevator Speech to a Full Presentation; Power Point; Social Media; How to Win the Business Plan Competition and Persuade Investors



For more information on the 2019 competition or an entry form, please call the Binghamton Economic Development Office at (607) 772-7161, or the SUNY Broome Entrepreneurial Assistance Program at (607) 777-4022

The Entrepreneurial Assistance Program, located at SUNY Broome, is made possible by the Broome Enterprise Triad - SUNY Broome, Broome-Tioga Workforce New York and the Broome County Urban League. The program is sponsored by the BLDC and the City of Binghamton.

Speakers: Business Development Workshop



Robert Murphy is Director of Economic Development for the City of Binghamton serving Mayor Richard C. David and is Executive Director of the Binghamton Local Development Corporation (BLDC). He served as Corporation Counsel from 1994-1998 and City Court Judge from 2002-2008. He graduated from the University of Notre Dame with a BA in Government with a Minor in Business and received a Juris Doctor from the University of North Carolina-Chapel Hill Law School. Established in 1982, the BLDC extends credit and advice to non-traditional borrowers and projects in the City of Binghamton and has over \$2.5 million of available funds.



Laura Holmes is the Director of Incubator Operations of the Office of Entrepreneurship and Innovation Partnerships at Binghamton University and leads the team that manages the Koffman Southern Tier Incubator. She supports the mission of the Binghamton Incubation Program by promoting start-ups through events, networking and building connections. She works closely with regional economic development organizations and represents the Incubator on a local, regional and national level. She is the lead on community outreach and economic engagement efforts and serves as a liaison between the incubator and community stakeholders.



Janet Hertzog is Director of Continuing Education and Workforce Development at SUNY Broome. She works with local companies to provide job training for skills advancement, and to assist dislocated and unemployed workers. She manages the Entrepreneurial Assistance Program that serves entrepreneurs with business plan development and ongoing support. She writes grants for workforce development and entrepreneurial assistance and handles SUNY Broome's Start-Up NY program. She worked 18 years at Link Flight Simulation in positions from finance administrator to national training manager. She has an AS in Business Administration from Broome, BS in Business Administration from SUNY Buffalo, and a Masters in Adult Education from Buffalo State.



Chet Schultz is Senior Relationship Manager for M&T Bank. He has worked in commercial banking for non-bank institutions and traditional banking for over 30 years. Chet started a home and lawn care business at age 16 and worked his way through high school and college, he and his wife Renee owned a small business for 6 years. He continues to operate a small sole proprietorship wood working business from his home shop. An avid motorcyclist, Chet enjoys giving back to the community through The Salvation Army, Junior Achievement and self-generated fundraising activities.



Joseph Roman is Acting Southern Tier Regional Director for Empire State Development where he is supervising State economic development efforts in eight counties. With 23 years in economic development he has worked on multiple economic and community development projects for large and small businesses, universities and colleges, counties, cities, towns and villages, and non-profits. He holds a Master's Degree from Nelson A. Rockefeller College of Public Affairs and Policy in Albany and a Bachelor's Degree from SUNY Geneseo. He resides in Pine City, NY with his wife and four children where he is an elected local official and volunteer with Southport Recreation Association and Southport Cinderella.



Rachel Jenks is the Founder and Art Director of Rtiistry By Design brand studio. She has worked with businesses of all sizes, start-ups, colleges, and non-profits for projects in branding, strategy, design, multi-media, 3D animation, video, and photography. Her unique journey spans multiple roles in four countries, three cities, and two states – including professional ballet, management, business consulting, marketing, design, national and international public relations. Locally, Rachel is a proud member of the Greater Binghamton Chamber of Commerce, the Emerging Leaders Society, and the Broome County Arts Council, and is an active participant in the renaissance of the Southern Tier.



William O. J. Graves, Esq. joined Coughlin & Gerhart, LLP in 2016 as an Associate. His focus is Business and Banking dealing with corporate issues, mergers and acquisitions, contracts, and company formation. He does creditor collections, civil litigation and practices municipal law with local towns, villages and school boards. At law school, Bill served as a Senior Research Associate at the NYS Science and Technology Law Center and performed research regarding market, regulatory, and intellectual property landscapes, and commercialization and business strategies. Bill is passionate about the local economy and has participated in entrepreneurial pre-seed workshop events held at Binghamton University and the Syracuse Tech Garden.



Adam Sabol, partner of Communikey and Key Branding Labs has 5+ years of experience in brand management with a focus on social media marketing and overall brand strategy. He co-founded Communikey in 2011 (2012 Binghamton Business Plan Competition winner) and Key Branding Labs to help clients tackle the challenges that their business may be facing when it comes to digital marketing, social media management/ad placement, video production, email marketing and overall digital strategy. Adam graduated from Binghamton University's School of Management and lives in Endicott, NY.



Desirée DePersiis, owner of Tesorina Boutique, was born and raised in Endwell, NY and graduated with a degree in Fashion Merchandising from SUNY Oneonta. She worked in New York City at a high end e-commerce company and decided to bring her experience and knowledge in the fashion industry back home by creating a boutique that would offer unique clothing, accessories, beauty products and home goods at affordable prices. It remains a top priority to her's to promote and support local businesses, designers and artists. As the 2017 BLDC Business Plan Competition winner, Desirée is thrilled to be a part of the revitalization of downtown Binghamton.