



NEW YORK STATE SENATOR

Mark Grisanti

Senator Grisanti to Host Small Business Seminar on Social Media Marketing

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New York State Senator Mark Grisanti (60th District) and the Buffalo State College Small Business Development Center will host “Facebook Tips For Small Business” on Tuesday, February 19 in the Bulger Communications Building on the Buffalo State campus.

The event is scheduled to begin at 4 pm and will feature guest presenter Kevin Evanetski, the founder of “Social Yeah,” a boutique social media agency that manages Facebook marketing for several large clients based in Western New York.

Kevin Evanetski will share marketing strategies and offer “best practices” for small business owners and their employees. This seminar is designed for groups that already have an active page and need to learn more about how to increase exposure and engage an audience. Evanetski will be joined by Tony

Maggiotto of the Buffalo SBDC for a question-and-answer session.

“This is an opportunity for small business owners to interact with one another and have an open discussion about the benefits that social media websites like Facebook can provide local businesses,” says Senator Grisanti. “It is my hope that our growing small business community here in Western New York can learn from these experts and help improve their bottom line and increase their profits and awareness.”

A \$25 fee for the two-hour presentation will include refreshments, with space limited to the first 125 people to register. The fee will be waived for any Buffalo State College faculty, staff, students, alumni and United States military veterans. This event is funded in part through a cooperative agreement with the U.S. Small Business Administration.

The Small Business Development Center at Buffalo State is one of 24 SBDCs across the state, featuring a team of professional advisors led by Director Susan McCartney. The professional advisors offer confidential, 1-on-1 advising for existing or startup businesses, including special programming for internet marketing, energy efficiency, government contracting and more. The Buffalo SBDC continues to expand seminar offerings, including a monthly “Survive & Thrive” for new businesses.

For more information on the event, call 878-4030 or send an e-mail to jonesdd@buffalostate.edu.