



The support to power your success

The Canisius College Women's Business Center is just that – a center. As the region's most comprehensive resource for business and professional women, we provide the real-world expertise to help you grow step by step. We exist solely to help you gain practical knowledge, fortify critical skills, make important connections, and power up your ability to succeed.

This brochure describes the many ways you can tap into the WBC for actionable answers and a network of support. Our programs, our services and our connections will expand as our clients' needs evolve. So as your business grows, you can continually turn to us. There will always be more the Women's Business Center can do to help.

Our mission

The Women's Business Center provides entrepreneurs and small business owners, with a focus on women, the critical skills, knowledge, tools and support network to increase their success and positively impact the economic development in their communities.



Canisius College Women's Business Center

**Real businesses.
Real people.
Real answers.**



Women's Business Center
2365 Main Street | Buffalo, NY 14214
716-888-8280
www.canisius.edu/wbc



The Forum Series

Our Forum Series is skillfully designed to capture the collective ingenuity and wisdom of equals in a confidential manner. In expertly facilitated meetings with non-competing business and professional peers, you will share pertinent issues and concerns, while obtaining real-world ideas and solutions to help you improve and grow your business or practice.

To learn more, visit www.canisius.edu/wbc or call 716-888-8280 and ask for our Forum Series brochure.

Coaching

In our proven year-long program, an experienced business coach will provide one-on-one guidance to help you grow your business to new levels of success. You will benefit from your coach's expertise and ongoing counsel as you work together to develop a success plan, strengthen your skills and build for the future. You will also have access to the extensive network of valuable contacts through Canisius and the WBC.

For full details and to apply, visit www.canisius.edu/wbc or call 716-888-8280 and ask for our Coaching Program brochure.

Education

Clients enjoy an enormous advantage – access to Canisius College's Business Courses. In addition to one of the region's top MBA programs, Canisius offers particular expertise in entrepreneurship. And whether they are renowned Canisius faculty or successful professionals, all of our instructors are respected authorities in their field.

In classes that range from introductory to advanced, you can acquire and build core competencies such as management, marketing and finance. Innovative specialty workshops provide practical knowledge that can immediately impact your business.

Visit www.canisius.edu/wbc for the most up-to-date course information and to register online, or call 716-888-8280.

Networking

The Women In Networking (WIN) program is specifically designed to connect providers with buyers. WIN groups gather monthly to practice the skills and art of networking, exchange leads and share details of each member's products or services. In professionally facilitated meetings, you will join women in non-competing businesses to discuss issues, fine-tune your selling messages, and cultivate beneficial business relationships. WIN groups are located across the Buffalo Niagara region.

For complete information, including meeting times, dates and locations, call 716-888-8280 or visit www.canisius.edu/wbc.

Counseling

Whether you currently own a business or are just starting out, you can take advantage of free counseling from noon until 1:00 p.m. every Wednesday at the Women's Business Center. Informal yet substantive sessions are conducted by professional business advisors, including representatives from the SBA's SCORE program and New York State's SBDC. Sessions typically cover start-up and new venture information, funding and loan sourcing assistance, international trade and government contracting resources, business plan development and many other essential topics.

Counseling for new and existing businesses takes place on alternate weeks, and advance registration is required. Visit www.canisius.edu/wbc to register or obtain more details, or call us at 716-888-8280.



Conferences

A major event on the Buffalo Niagara region's calendar, the annual fall conference presented by the Canisius College External Business Programs Division, attracts hundreds of participants. Each day-long program features keynote speakers and panelists of national stature. Canisius faculty members and guest experts present informative and educational seminars and workshops. A Women's Marketplace trade show showcases products and services offered by women entrepreneurs.

For details and reservations, visit www.canisius.edu/wbc or call 716-888-8280.

Affiliate with the Women's Business Center

WBC affiliates are the first to hear about new programs, courses, podcasts, workshops and other worthwhile offerings, including scholarship assistance. As an affiliate, you will be our guest at a variety of social and other special events, including speed networking. You will receive our newsletter and your business will be profiled in our online directory.

For more information, visit www.canisius.edu/wbc or call 716-888-8280.

Take the most important step

The Women's Business Center is an invaluable resource for every business and professional woman. Call 716-888-8280 today for a personal consultation and let's discuss how you can gain maximum benefit for yourself and your business.