



NEW YORK STATE SENATOR

Patrick M. Gallivan

## Gallivan Hosts 30 Area Businesses at Seminar in East Aurora

PATRICK M. GALLIVAN | October 22, 2013

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*EAST AURORA* - Senator Patrick M. Gallivan (R-C-I, Elma) joined with the Greater East Aurora Chamber of Commerce Tuesday morning to host a small business seminar and networking event at the Glead Auditorium at the Aurora Town Hall.

Nearly 30 local businesses from East Aurora and surrounding communities took part in the ninety minute session that featured presentations from Sen. Gallivan and business development and marketing consultant Frank Swiatek.

Gallivan discussed initiatives he is pushing in Albany to improve New York's business climate and spoke at length about his recently completed series of ten industry-specific forums that took place across the state designed to identify and eliminate 1,000 overly burdensome, antiquated or redundant state rules and regulations.

"Today's seminar was intended to be mutually beneficial for all parties involved. I was able to speak to business owners about some of the things I believe need to be addressed and at the same time hear directly from them about the challenges in New York that are preventing their businesses from growing," said Gallivan.

Mr. Swaitek's presentation drew upon his more than 30 years of experience as a private sector consultant for Fortune 500 companies, outlining numerous strategies every small business can employ to improve marketing, sales and profits.

Some of the area business that participated in Gallivan's seminar include: Taste, Go Green Auto Detailing, Business Technology, Purrfect Tea, Firefly Cupcakes, Diversified Controls, Westermeier Martin Dental Care, Wells Fargo Advisory, Independent Nursing Care, the Aurora Historical Society, and many others.

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**Photo Caption:**

Senator Patrick Gallivan (right) enjoys a cup of coffee from Taste sandwich café with owner Yvonne Evilsizor (center) and Gary Grote (left), Executive Director of the Greater East Aurora Chamber of Commerce, following a small business seminar hosted by Senator Gallivan in East Aurora.