

# NEW INITIATIVE HELPS GENESEE COUNTY BUSINESSES ACCESS MILLIONS IN REGIONAL PURCHASING OPPORTUNITIES

*Finger Lakes SBDC at SUNY Brockport  
Opens Applications for Procurement  
Readiness Program Supporting Small  
Businesses*

ROCHESTER , NY, UNITED STATES,  
August 7, 2026 /EINPresswire.com/ --  
The [Finger Lakes Small Business  
Development Center](#) (SBDC) at SUNY  
Brockport today announced the launch  
of the [Finger Lakes Procurement  
Initiative \(FLX PI\)](#), a new business  
growth program designed to help small  
businesses in Genesee County and  
western Monroe County become  
procurement-ready and compete for contracts with larger organizations.



The Finger Lakes Procurement Initiative (FLX PI) helps small businesses prepare to do business with larger organizations.

Supported by the [Ralph C. Wilson, Jr. Foundation](#), the initiative will help businesses expand into new markets by providing practical training, expert guidance, and connections to procurement professionals. Participants will learn how to pursue opportunities with major employers, healthcare systems, colleges and universities, manufacturers, municipalities, and other large purchasers across the Finger Lakes region.

Applications are now open for the inaugural eight-week cohort, which begins Wednesday, September 16, 2026. Applications will be accepted through Sunday, August 30, 2026.

While organizations across the region collectively spend millions of dollars each year purchasing goods and services, many qualified local businesses never compete for these opportunities because they are unfamiliar with the procurement process or unsure how to become approved suppliers.

The Finger Lakes Procurement Initiative was created to close that gap.

Through a hands-on curriculum, participants will learn how procurement departments evaluate suppliers, strengthen their capability statements, understand supplier requirements and



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*Lindsay Ward, Regional Director of the SBDC at SUNY Brockport.*

certifications, identify procurement opportunities, and develop strategies for building long-term customer relationships. Businesses will also engage directly with procurement professionals, industry experts, and experienced business advisors.

"Small businesses are the backbone of our regional economy, and many already have the products, services, and expertise that larger organizations need," said Lindsay Ward, Regional Director of the Finger Lakes Small Business Development Center at SUNY Brockport. "The challenge isn't capability—it's understanding how to access these opportunities. The Finger Lakes Procurement Initiative is designed to help business owners navigate the procurement process, build meaningful relationships with

buyers, and position themselves for long-term growth."

The program is intended for established businesses in Genesee County and western Monroe County that are looking to grow beyond their current customer base. Manufacturers, construction firms, engineering companies, technology providers, logistics companies, professional service firms, agricultural businesses, food and beverage companies, maintenance providers, marketing agencies, and other business service organizations are encouraged to apply.

Applicants will complete a short online application followed by an interview to determine program fit. Accepted participants will be notified on a rolling basis through August 30. A \$40 program fee will be collected upon acceptance to reserve each participant's place.

### How to Apply

Applications are open now through Sunday, August 30, 2026.

To learn more or apply, visit:

<https://www.sbdcbrockport.org/flx-procurement-initiative.html>

### About the Finger Lakes Small Business Development Center

The Finger Lakes Small Business Development Center (SBDC) at SUNY Brockport provides no-cost, confidential business advisement, training, and research to entrepreneurs and small businesses throughout the Finger Lakes region. Serving Genesee, Livingston, Monroe, Ontario, Wayne, Wyoming, and Yates counties, the Finger Lakes SBDC helps entrepreneurs start, manage, and

grow their businesses through one-on-one advisement, educational programming, and access to critical business resources. The Finger Lakes SBDC is part of the New York Small Business Development Center Network, administered by the State University of New York and funded in part through a cooperative agreement with the U.S. Small Business Administration, the State of New York, and other partners.

#### About the Ralph C. Wilson, Jr. Foundation

The Ralph C. Wilson, Jr. Foundation is a grantmaking organization dedicated to strengthening communities across Western New York and Southeast Michigan through investments in economic opportunity, youth development, community vitality, caregiving, and parks and trails.

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