

SPRING 2007



# Enterprise Center

AT | SALEM | STATE | COLLEGE



## FREE NEW SMALL BUSINESS PROGRAMS

THE ENTERPRISE CENTER :: 121 LORING AVENUE :: SALEM, MA 01970

### Workshops

#### Guerilla Marketing

March 13 — 8:30 a.m. to 10:30 a.m.

Unconventional ways you can get your name and your services recognized — without breaking your budget. Guerilla marketing is a proven winner, particularly for small businesses who want results on a shoestring. **Presented by the Creative Economy Association of the North Shore. FREE**

#### Starting A Business: Build It, Buy It or Go Franchise!

March 27 — 8:30 a.m. to 10:30 a.m.

Looking for a dessert? You can make it from scratch, buy it from a bakery, or buy a cake mix. It is the same with starting a business. You can build it, buy it, or go franchise! Learn how to evaluate the best business model for your startup. The moderator is Margaret Somer, Regional Director of the Small Business Development Center. **Panelists are Michael Harrington of Entrepreneurs Source, Heather McPhee of Sunbelt Business Advisers, and Patricia Towler of Common Crow Natural Health. Sponsored by the Enterprise Center and the Salem State College Small Business Development Center. FREE**

#### Your Business Plan: Soup to Nuts

April 5 — 8:30 a.m. to 10:30 a.m.

Learn an easy approach to developing a business plan to manage all aspects of your business, including marketing, finance, operations, personnel, and overall strategy. Existing business owners and pre-ventures will learn to test the feasibility of a new company or a new direction, and discover how to use their plan to raise capital. Participants will receive a copy of the SBDC Business Planning Guide. **The speaker is Management Consultant Bob Vieira. Presented by the Small Business Development Center. FREE**

#### Managing a Family Business

April 24 — 8:30 a.m. to 10:30 a.m.

Family businesses represent a significant portion of small companies in our society and in the world today. However, balancing family dynamics within the daily work environment and the ownership structure often results in conflict. **Doug Baumel, Founder of Continuity Family Business Consulting**, will present his proven strategies needed to manage these conflicts and enable your business to thrive. **Co sponsored by the Small Business Development Center. FREE**

#### Building Your Business on E-Bay

May 4 — 8:30 a.m. to Noon

Interested in getting started in the exciting world of eBay? This workshop covers basic concepts of eBay selling. It focuses on ideas for starting an eBay business or adding eBay to your current business. It

### 3RD ANNUAL TECH EDGE WORKSHOP

MARCH 15 — 8:30 TO NOON

Are you confused by all the new technologies available to your business? This is the workshop for you. We are pleased to bring you our third annual session on new technologies (and advances in old technologies) that will give your business a competitive edge.

Session 1 — 8:30 a.m. to 9:30 a.m.

**The New Media — Blogs, Vlogs, Flogs, Buzz, Experiential & Viral marketing.**

If the 30 second spot is slowly receding as the advertising unit of choice, what will replace it? The answer is a whole array of new marketing techniques, most web-based, and many comparatively inexpensive for small businesses. Advertising agency veteran **Richard Earle** will present an **up-to-the-minute survey of the New Media, and how to use it.**

Session 2 — 9:45 a.m. to 10:45 a.m.

**Online Marketing for Smaller Businesses**

How to apply the tricks, techniques and smarts big companies use to develop measure and guide online marketing programs. From product/service introductions or announcements, event invitations, customer cross-selling/relationship building, to lead generation programs, the web can be a critical resource for growing your business. Learn the fundamentals behind successful marketing communication on the web and how to apply them to your business. **Presented by Jeff Bard, Bard Integrated Marketing**

Session 3 — 11:00 a.m. to 12:00 p.m.

**E Commerce: Are you ready to sell on the Web?**

As long as you feel comfortable using the Internet, you don't have to be technically trained to run an Internet Business. At this workshop you will examine what your needs are and how to proceed to attract new customers locally and world wide. **Facilitated by Billie Phillips, Harbor Sweets**

**Co-sponsored by the Small Business Development Center**

**Cost for this workshop is \$25. You can go to our web site and use PayPal or pay by cash or check at the door.**

will cover auctions, fixed price sales, and eBay stores, as well as pricing, inventory and listing management software and services. The speaker is Mr. Chris Damionacus, President, Soiree Group. Presented by the Small Business Development Center — **PLUS** — **As part of this workshop we are pleased to offer a tour of the Microsoft Across America bus.** The bus displays some of the latest technology and software and offers demonstrations of new technology for small and mid-range businesses. Sponsored by the **Enterprise Center** and the **Salem State College Small Business Development Center. FREE**

All events are held at the Enterprise Center, located on the new Central Campus of Salem State College, 121 Loring Avenue, Salem, MA 01970. Call us at 978-542-7528 or visit us at [www.enterprisectr.org](http://www.enterprisectr.org).

### Ask the Expert

ONE-ON-ONE counseling sessions with local business experts who will provide **FREE business analysis** on a wide variety of topics. These sessions are designed to help you get personalized answers to your questions and help point you in the right direction to **grow your business and increase profits.**

Topics may include writing a business plan, marketing, traditional and non traditional financing, increasing sales, and small business legal issues.

Sessions are held from **3-4 p.m.** and **4-5 p.m.** on Wednesdays and **require reservations.** A listing of topics will be posted on our web site monthly or in our e-mail newsletter.

To register, go to: [www.enterprisectr.org](http://www.enterprisectr.org) or call us at **978-542-7528.**



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The North Shore's Small Business Incubator and Growth Center

## Workshops Continued

### Obstacles to Running a Small Business in Massachusetts

May 8 — 8:30 a.m. to 10:30 a.m.

This is your chance to talk with elected and state officials and tell them what's holding you back—health care, onerous laws on hiring and being contractors, funding, and more. Join the conversation as we explore issues and solutions. **Presented by the Creative Economy Association of the North Shore. FREE**

### Reaching the Hispanic Market

May 10 — 8:30 a.m. to 10:30 a.m.

**Eduardo Crespo**, a nationally recognized speaker, will present a framework, case studies and insights that will lead to successful marketing, advertising and public relations campaigns in reaching out the fastest growing market in America. **Co sponsored by the Salem State College Small Business Development Center. FREE**

### Marketing: Finding Your Niche

May 22 — 8:30 a.m. to 10:30 a.m.

Effective marketing — the process of identifying, reaching, capturing, and retaining your customers — is essential to business success. This workshop will provide simple, cost effective, and practical approaches to marketing your business. Our experienced presenter will explore and discuss a wide range of marketing resources, tools and tips. **The speaker is Ellen Kaplan of Possibilities@Work. Presented by the Small Business Development Center. FREE**

### 3RD ANNUAL NORTH SHORE BUSINESS PLAN COMPETITION FINALE

MAY 16, 2007— 4:30 p.m. to 7:00 p.m.

**Are you curious about who writes winning business plans? Are you curious about people who start growth businesses? Then this night is for you. See presentations of three new growth companies who are finalists in our annual business plan competition. Celebrate the winner of this third annual competition. Our judges decide that night. Central Campus Recital Hall, 71 Loring Ave. Salem, MA 01970**

**RSVP a must — (978) 542-7528 or go to [www.enterprisectr.org](http://www.enterprisectr.org) FREE**

### I28 VENTURE NORTH BREAKFAST MEETINGS

APRIL 26 — 7:15 a.m. to 10:00 a.m.

**Angel Investors and Your Business: Equity, Risk and Opportunity.** You have an innovative product and are building a company positioned for growth. How do you find angel investors, private investors who are often former entrepreneurs? How do you develop your pitch, your value proposition and your financials? Meet our panel of experienced investors and consultants and learn how to raise capital for your company. **Co sponsored by the Small Business Development Center.**

JUNE 19 — 7:15 a.m. to 10:00 a.m.

**Marketing Your Company to Outside Investors.** While you need a good management team, a good and innovative product or service, and a well written business plan, you also need to know how to market all of this to investors. How do you get in front of investors? How do you get investors to read your plan? How do you make effective presentations to investors? All this and more will be covered in this essential presentation.

**Admission to these events is \$45 for entrepreneurs and \$55 for investors and service providers.**

### Employees & Subcontractors: Recruit, Retain and Comply

June 7 — 8:30 a.m. to 10:30 a.m.

Some of the most challenging issues facing small business owners involve their most important assets — people! Developing and retaining a loyal, productive team while complying with employment laws is a critical management task. This workshop will help your Massachusetts business better manage employee and contractor issues, and assist you in avoiding legal issues. **Presented by the Small Business Development Center. FREE**

### Websites that Work for Your Business

June 14 — 8:30 a.m. to 10:30 a.m.

How effective is your website? If you don't have one, what's holding you back? This workshop will provide practical help on assessing and improving your website as a business tool., reduce operating costs and increase sales. This program is designed for non-technical people who want to leverage their business presence online. **Presented by Jane Bright, Brightworks, Inc. FREE**

**TO REGISTER** go to [www.enterprisectr.org](http://www.enterprisectr.org) or call **978-542-7528**

### About The Enterprise Center at Salem State College

The Enterprise Center at Salem State College is both a **business incubator** where startup small businesses may lease space in the center's building and a **virtual center for entrepreneurs** throughout the North Shore at every stage of business development. The Center provides small business owners with the **knowledge** they need to **maximize success** whether they are just starting, growing, fighting for market share in a tough economy or looking for exit strategies. The Center helps match business owners with the best advice and resources available, provides programs and conferences, conference facilities and other resources to help owners learn what they need to **grow**.

The center also sponsors CEO groups that owners of non-competing businesses may join to help each other better run their businesses. The Enterprise Center manifests the commitment of Salem State College to be a **major force in the economic and cultural development** of the North Shore in the 21st Century and a "good neighbor" in the City of Salem.

The Enterprise Center is located in the Michael J. Agganis building on the new Central Campus of Salem State College at 121 Loring Avenue, Salem, MA 01970



**NEW Spring Programs Inside!**

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Incubator and Growth Center  
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