

FALL 2007

## 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

**:: TO REGISTER ::**

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



## FREE NEW SMALL BUSINESS PROGRAMS

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

### Workshops

#### Your Business Plan Soup to Nuts

Tuesday, September 11: 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. **Speaker: Management Consultant Bob Vieira. Presented by the Small Business Development Center. FREE**

#### Quality Improvement in Small Businesses Products and Services

Tuesday, September 18: 8:30 a.m. to 10:30 a.m.

Learn why quality is crucial for success of small businesses. Find out how much glitches in quality cost you and how to boost your profits by systematically and continuously improving both dimensions of total quality — quality of design and quality of conformance. **Speaker: Professor Gavriel Meirovich from Bertolon School of Business, Salem State College. Co sponsored by the Small Business Development Center. FREE**

#### How to Succeed At Sales and Really Like It

Tuesday, September 25: 8:30 a.m. to 10:30 a.m.

You know that getting business involves selling. Maybe you think some folks are born sales people and you're not one of them. But did you know that selling skills can be learned? If you're having trouble finding buyers or getting them to actually buy from you, this seminar is for you. You will learn how to overcome these obstacles, make sales an enjoyable part of your normal workday, and succeed better than you ever imagined. **Speaker: Herb Fox, MultiTrack Sales Consulting. FREE**

#### NEW! ENTREPRENEUR ALLEY — NEW OFFICES FOR START-UP COMPANIES

Are you a start-up company looking for a small space with other start-ups in a dynamic and supportive environment? Entrepreneur Alley is just what you need.

Designed specifically to help startup companies thrive by interactions with experts in business and other startups experiencing similar challenges, Entrepreneur Alley consists of eleven new offices with a shared meeting area. And it's part of our dynamic and leading business incubator with more than 70 programs a year to help small business owners reach their goals. We've got free on-site parking, three conference rooms available free on a first come first serve basis, and a shared kitchen.

Space is available in September.

Call Cathy at 978-542-7528 to reserve your space. Plans can be seen on our website at [www.enterprisectr.org](http://www.enterprisectr.org).

#### NEW! ENTERPRISE CENTER WORKSHOPS AVAILABLE 24/7 IN SEPTEMBER

Enterprise Center Workshops to be audiocast from our website 24/7.

If you've ever looked at this schedule and wished you could go to a session but had a conflict, the problem is now resolved. Just go to our website and listen at a time that fits your needs.

Thanks to a grant from the Massachusetts office of Small Business and Entrepreneurship that allows us to purchase the equipment for recording our workshops, you can hear them any time, anywhere.

Go to [www.enterprisectr.org](http://www.enterprisectr.org) and click to listen.

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The North Shore's Small Business  
Incubator and Growth Center

121 Loring Avenue, Salem, MA 01970

**NEW Fall Programs Inside!**

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

