



### 128 Venture North

Are you an entrepreneur looking for investors? Are you an investor, manager or service provider looking for growth enterprises? You are invited to attend 128 Venture North, sponsored jointly by the Enterprise Center and the 128 Innovation Capital Group. **This popular breakfast series is designed to bring together investors and entrepreneurs and will provide time for networking and a speaker.**

#### HOW TO RAISE YOUR FIRST \$1 MILLION

**Thursday, September 27: 7:15 a.m. to 10:00 a.m.**

Investors and Banks are often willing to invest upwards of \$3 million in a new venture; the problem is getting your first \$1 million. Come listen to business experts who will tell you where to look for that first million.

#### Panelist includes:

Friends and Family Seed \$ Investments	<b>Mike Micciche</b> , Circle Lending
	<b>Jean Hammond</b> , Launchpad Venture Group, Hub Angel Investment Group and Golden Seeds.
Banks: Loan options from Equity to Cash	<b>Michael Wheeler</b> , Beverly Cooperative Bank
State & Federal Business Loan Programs	<b>Margaret Somer</b> , Small Business Development Center

#### BUILDING YOUR "A" TEAM SO INVESTORS WILL BET ON YOU

**Tuesday, December 4: 7:15 a.m. to 10:00 a.m.**

You've heard it said before and it's true: investors would rather put money into a company with a B product and an A Team than a company with an A product and a B Team. Learn how to build an outstanding Board of Directors and Management Team.

#### Panelist includes:

<b>Richard Langevin</b>	Langevin Management Advisors
<b>Anthony Coia</b>	Bioventuresinvestors
<b>Rick Lucash</b>	Eckert, Seamans, Cherin & Mellott LLC
<b>Tom Riley</b>	ConnectEDU

**Admission to these event is \$45 for entrepreneurs, and \$55 for investors and service providers**

### Marketing: Knowing Your Niche

**Thursday, October 11: 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. Speaker: Ellen Kaplan of Possibilities@Work. **Presented by the Small Business Development Center. FREE**

### Communications: How to Frame and Focus your Message

**Thursday, October 25: 8:30 a.m. to 10:30 a.m.**

**Business Presentations for the 21st Century: Avoiding Death by PowerPoint**

An effective presentation can make or break an organization. This workshop is designed to give you an overview of business presentation preparation, rehearsal and delivery. The business presentation "bar" is very low (text on PowerPoint). You will learn how the most effective leaders use effective tools which insure their credibility and success, while saving time in presentation preparation. **Speaker: Tom Kennedy, The Kennedy Group. FREE**

### Calling All Sole Proprietors — Networking Event

**Thursday, November 1: 6:00p.m. To 8:00 p.m.**

Did you know that in 2004 there were **49,494 sole proprietors in Essex County**? Many sole proprietors earn excellent livings working from home. But the isolation is tough, They say they would like to meet others and possibly do business together. The issue is how to find one another. Please join us for a unique evening designed to help you to meet and greet other local sole proprietors, tell others what you do (give them your Elevator Pitch.) and find potential business allies. **FREE**

### Cash Flow Your Way to Break Even

**Thursday, November 15: 8:30 a.m. to 10:30 a.m.**

Why do bankers say "cash flow is king?" How is cash flow different from profit? This workshop and its simple but realistic class exercise will help you understand cash flow, assess when you will need capital, and position your business for bank financing. Speaker: Management Consultant Bob Vieira. **Presented by the Small Business Development Center. FREE**

**NEW  
this Fall!**

### Half day program for Mid-Size Company CEO's and Management Team

By popular demand we've decided to expand our program offerings to a half-day event for mid-size company leaders. **Mid-size companies have different problems from smaller companies and different solutions. Many of you have asked for programs specifically directed to these needs. So here we go with our first Mid-Sized company offering:**

#### MEETING THE CHALLENGES OF GROWTH IN MID-SIZE COMPANIES

**Tuesday, October 16: 8:30 a.m. to Noon**

**8:30 a.m. to 9:00 a.m.:** check in and networking — continental breakfast

**9:00 a.m. to 10:30 a.m.:** Managing Growth in Mid-Size Companies.

Every company experiences growing pains at various stages of development. And certain levels of sales trigger new growth challenges. This session outlines the patterns of growth, how to anticipate challenges and overcome them, traps and pitfalls to avoid as you grow and how to develop your own successful growth strategy. Speaker: Al Ireton, Manchester Partners Ltd, an expert in growing mid-sized companies and in coaching those companies on their growth strategies and implementation.

**10:30 a.m. to 10:45 a.m.:** Break

**10:45 a.m. to Noon:** How We Did it: Growth Stories From Four Successful Mid-Size Company CEO's

Panel of mid-size company CEO's who have successfully grown their businesses and will tell their real life stories of the ups and downs of their own growth.

**Brian C. Cranney**, President and CEO, Cranney Companies

**Jim Crosby**, Owner/Operator, Crosby's Markets, Inc

**Sarah Byrne Ducharme**, Owner and CEO, New England Network Group, Inc.

**Phyllis LeBlanc**, Owner and CEO, Harbor Sweets

**Cost for this event is \$25. Please visit our website at [www.enterprisectr.org](http://www.enterprisectr.org) to use PayPal or you may pay cash or check at the door.**

### Sales: The Art and Science of Selling

**Thursday, December 6: 8:30 a.m. to 10:30 a.m.**

Innovative and practical approaches to sales will quickly improve your company's bottom line. Learn about cold calling, closing sales, getting that first appointment, making presentations and developing positive long-term relationships with customers. Note: this workshop does not cover marketing. Speaker: Jay Wallus of StreetSmart. **Presented by the Small Business Development Center. FREE**

### Negotiation Skills

**Thursday, December 13: 8:30 a.m. to 10:30 a.m.**

Skillful negotiating is not merely a series of conflicts and compromises. Negotiation is not a competitive sport. Unless the parties collaborate to reach agreement, even short-term solutions may fall apart. Collaboration requires clear understanding of the 'whys' of your objectives and as good an understanding of the 'whys' underlying the objectives of other parties. We will look at key communication tools as part of this workshop which includes role playing to understand the distinction between interests & positions. **Speaker: Steven P Cohen, President, The Negotiations Skills Company and author of Negotiating Skills for Managers (McGraw-Hill) Co Sponsored by the Small Business Development Center. FREE**

### 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.**

