

# 3<sup>RD</sup> Annual Million Dollar Women<sup>SM</sup> Symposium,

Tuesday, November 6, 2007

Location: In Salem, specific location to be announced | Sponsored by the Beverly Cooperative Bank



Million Dollar Women — our annual event showcasing women who have started and led companies with over \$1,000,000 in revenue. If you've ever wondered how these women do it, come to our third annual Million Dollar Women program and find out. They will share their experiences, answer your questions; inspire, guide and help you reach the level you are striving for.



8:30 a.m. to 9:00 a.m. Registration

9:00 a.m. to 10:00 a.m. Keynote Speech — **Vicki Donlan**, Founder and Publisher of Women's Business: Boston and author of "Her Turn: Why It's Time for Women to Lead in America"

10:00 a.m. to 10:30 a.m. Break

10:30 a.m. to Noon Panel discussion with our Million Dollar Women who will talk about their lives and answer your questions:

- **Ann Bailey Berman**, CEO, Chadwick Martin Bailey, market research and analytics, Boston

- **Wendi Goldsmith**, President, Bioengineering Group, "Building Sustainable Communities on an Ecological Foundation", Salem
- **Julie Palen**, Founder and CEO, Internoded, wireless application management services for carriers, operators and large organizations, Waltham
- **Roseann Tully**, CEO & Founder, Intermezzo Magazine, the nation's fast-growing magazine for fine food, wine, home décor and renovation, and travel

Co Sponsored by the Small Business Development Center.

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.

**:: TO REGISTER ::**

[www.enterprisectr.org](http://www.enterprisectr.org)

or call 978-542-7528

THE NORTH SHORE'S SMALL BUSINESS INCUBATOR AND GROWTH CENTER

FALL 2007

## Enterprise Center

AT SALEM STATE COLLEGE

## 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 this Fall!

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

NEW this Fall!

### Enterprise Center Workshops Available Online 24/7

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

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 allowed us to purchase 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.



AT SALEM STATE COLLEGE

The North Shore's Small Business Incubator and Growth Center

121 Loring Avenue, Salem, MA 01970

PRESORTED  
STANDARD  
U.S. POSTAGE  
PAID  
PERMIT NO. 71  
ASHLAND, MA

- **Entrepreneur Alley Opens for Start-ups**
- **Workshops Available Online Starting in September**
- **New Fall Programs including first for Mid Size Companies**

SEE INSIDE FOR DETAILS ►►

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

## 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	<b>Mike Micciche</b> , Circle Lending
Seed \$ Investments	<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 events 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**



## Meeting the Challenges of Growth in Mid-Size Companies

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:**

**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

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

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