

Spring 2008



Enterprise Center

AT | SALEM | STATE | COLLEGE

FREE NEW SMALL BUSINESS PROGRAMS

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

Introducing Audio@Enterprise

Where you can hear **FREE** audiocasts of many of our workshops 24/7. Imagine listening to marketing, sales, negotiation, cash flow and other important topics whenever you want — wherever you are. If you can't attend in person go online and click www.enterprisectr.org and then click on **Audio@Enterprise** — enjoy, learn and prosper.

Workshops

Running a Virtual Company

June 5 — 8:30 a.m. to 10:30 a.m.

Running a virtual company — leveraging technology to eliminate physical and geographic boundaries. This is a seminar that focuses on how to work in the new global economy not where to work. Come learn how to:

- Build an infrastructure to support a virtual enterprise (including support of contractors)
- Recruit and retain top-talent — provide ultimate flexibility
- Automate tasks that waste people's time
- Create central document management and workflow processes and tools
- Manage by results — monitor performance and reporting
- Communicate effectively — need to make people feel connected
- Motivate and compensate based on results

Come learn how technology is tearing down the walls and allowing you to build a truly global enterprise for the 21st century.

Speakers: Timothy A Guyre, Thoughtware Worldwide, LLC and Rich Chadwick, MultiMedia Pros. FREE

Cash Flow Your Way to Break Even

June 10 — 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: Bob Vieira.**

Presented by the Small Business Development Center. FREE

Going International-Developing Export Markets

July 22 — 8:30 a.m. to 10:30 a.m.

Are you currently doing business internationally? We've assembled a panel of experts to discuss the international market development process and government resources available to Massachusetts exporters and help you go international. **Presenter: Paula Murphy, Director, Massachusetts Export Center, Dorothy Zur Muhlen-Tomaszewska, Director, U.S. Department of Commerce and John Joyce of the SBA Trade Finance Office for New England. FREE**

What You Don't Know About the Law Will Cost Your Company Money

July 10 — 8:30 a.m. to 10:30 a.m.

Each error on an I-9 form could cost you \$1,000.00? YES, per error. Learn this and other essential information in this workshop geared toward business owners, CEO's and key managers who handle legal decision for their companies. The workshop will tell you what your obligations are under the law, help you identify what you are doing correctly and what you need to correct and how to mitigate these problems so they won't cost you money in the future. **Presenter: Brenda Smith, Brenda J Smith Consulting. FREE**

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All events are held at the Enterprise Center, located on the new Central Campus of Salem State College, 121 Loring Avenue, Salem, MA 01970. To register go to www.enterprisectr.org.