

FALL 2009

The Region's Small Business Growth Center



Enterprise Center

AT | SALEM | STATE | COLLEGE

FREE NEW SMALL BUSINESS PROGRAMS

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

Workshops

Entrepreneurship: Ready, Start, Launch
September 15 — 8:30 a.m. to 10:30 a.m.

Inspired, "downsized" or just ready to own your own business? Assess your entrepreneurship potential while learning the marketing, financial and operations issues involved in starting a business.

Speaker: Jane Johnson, CPA & CMA of B2B CFO.

Sponsored by the Small Business Development Center.
FREE

Networking Skills Everyone Should Know
Evening Program

September 29 — 5:00 p.m. to 7:00 p.m.

Do you attend conferences, seminars, social events and other networking gatherings to meet new people and make good contacts? Or are you uncomfortable in social settings and shy away from business social events? It *is possible* to be a good networker — and there are techniques that can help break the ice. Our speakers will tell you how they do it and in the process you will also meet a lot of new business owners. **FREE**

Pricing Your Products and Services

October 15 — 8:30 a.m. to 10:30 a.m.

Learn about pricing concepts, the role of pricing in a company's strategy and an easy four step process to determine pricing for your services or products on the basis of costs, customer goals, trends and competition.

Sponsored by the Small Business Development Center.
FREE

The Basics of Good Communication

October 20 — 8:30 a.m. to 10:30 a.m.

The single biggest problem in the workplace is failure to communicate. That's why the number one selling corporate training product to the Fortune 500 is effective communications skills. Your small business is no different. Creating an environment of honest, safe communication, where people are encouraged (and expected) to share their thoughts, concerns, ideas and opinions allows everyone to feel valued and make contributions to their work. Effective communications strategies build teams, improve morale and help increase productivity. This workshop will address the key elements of good communication including techniques to create a common purpose; resolve conflict and maintain healthy, future focused dialogue.

Speaker: Julie Mendez, Performance Strategies International Co-Sponsored by the Small Business Development Center. **FREE**

Your Company and the New Identity Theft Law

October 22 — 8:30 a.m. to 10:30 a.m.

New federal and state laws require all firms to protect consumer and employee data - or face significant fines. Consumers are asking that companies protect their personal data. The federal Red Flag Rule, FACTA, and the Massachusetts Data Breach and Identity Theft Law began May 1, 2009. Learn about the new laws and see what your firm can do to comply and protect your data and operations. **Speaker: B. Frank Pugh of ANEWTeck.** **FREE**

Marketing: Knowing Your Niche

November 12 — 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.** **Sponsored by the Small Business Development Center.** **FREE**

Bookkeeping Bootcamp: Learn Quickbooks Basics
Part of our new "Hand's on" Workshop Series

November 17 — 8:30 a.m. to 12:00 p.m.

Getting in control of your numbers is getting control of your company. If you've always meant to use QuickBooks but never had the time, this is the workshop for you. You will receive the Intuit QuickBooks Simple Start Free Edition 2009, the bookkeeping software solution for small businesses that want the basics. Learn how to set-up your QuickBooks file, track sales & expenses, set-up customer and vendor files, create invoices and receive payments, enter and pay bills, print checks, reconcile checking accounts and organize your finances. Review profit and loss statements, balance sheets, accounts receivable, and accounts payable reports. **NOTE:** We will be using QuickBooks, the basic software, not the more advanced QuickBooks Pro which is a second phase for larger companies.

Speaker: Maryann Blatsos, Certified QuickBooks Pro Advisor & owner of Blatsos CFO Solutions.

Sponsored by the Small Business Development Center.
COST \$25, Laptops Suggested (Program Limited to 40 Participants)

Cash Flow Your Way to Break Even

November 19 — 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, management consultant.

Sponsored by the Small Business Development Center.
FREE

Sales — Setting Up a Process That Works For Your Company

December 3 — 8:30 a.m. to 10:30 a.m.

Every early to mid-stage company knows that increased revenue is the key to success or even survival in this new economy. As a sales leader, are you satisfied that your selling team has a consistent sales process that can drive revenue through training and active coaching? This workshop will focus on identifying each step of the sales process, strategies for identifying and responding to objections as well as sales management structure design and coaching the sales team. **Speaker: David Lopez, Founder/CEO Sales Training 4 Start-ups.** **FREE**

Managing Your Business Through a Recession

December 8 — 8:30 a.m. to 10:30 a.m.

Learn from business expert's practical ways to strengthen your company, despite the current economic challenges. Identify tactics to better manage marketing, finances, operations and human resources. Hear from speakers who have helped hundreds of small firms survive, and even thrive, in light of dynamic markets, escalating costs, and fierce competition. Join us for an interactive discussion of strategies and tactics designed for your small business. **Speaker: Jane Johnson, CPA, CMA, Partner B2B CFO, Inc.** **Sponsored by the Small Business Development Center Business Development Center.** **FREE**

SEE OTHER SIDE FOR:

- 3 **NEW** Social Networking Workshops
- Million Dollar WomenSM Event
- Just For Non-Profits
- I28 Venture North



To register go to www.enterprisectr.org.

Workshops Continued...

SOCIAL NETWORKING SERIES

Creating a Social Networking Friendly Site

September 17 — 8:30 am to 10:30 am

The explosion of social networking is changing the business world. This new form of communication is affecting the way business relationships form and grow; as well as altering the way day-to-day business is conducted. There are hundreds, possibly thousands, of social networks/sites available to small businesses. In addition to this, many companies overlook their most important social networking tool — their website. From the way content is updated to the addition of "follow us" links, we'll discuss how to optimize your site for social networking. **Presented by CommonPlaces e-Solutions, LLC. Co-Sponsored by the Small Business Development Center. FREE**

Making Social Networking Work for your Business

Part of our new "Hand's on" Workshop Series

September 24 — 8:30 a.m. to Noon (Half day program)

A two part workshop to get you started on Twitter, Facebook, and LinkedIn and how to use these social networks to build your business. Setting up a Twitter, Facebook, or LinkedIn account is just the first step. Learn how to take the next step and make these networks work for your business. You'll learn the critical conceptual foundations of how social networking tools can help build your business in ways that traditional networking can't. Using hands-on tips and examples of businesses that have used social networking successfully, you'll get the information needed to better understand this new way of interacting with customers and peers. NOTE: The second part of the workshop will include Apple Small Business representatives to help teach you the mechanics of online account setup for these social networks using your own computer or PDA.

Speakers: Chris Clark, Cave Dog Studio and J. Michael Wheeler, Media Spoon. Co-Sponsored by the Small Business Development Center.

Cost: \$25, Laptops Suggested (Program Limited to 40 Participants)

INFORMATION OVERLOAD!

How to Manage Your Time On Social Networks

October 6 — 8:30 a.m. to 10:30 a.m.

Get control of your social networks. Today the advantage of social sites can be great but keeping control of it can be like managing THE WILD WILD WEST! Come see the cowboys from Neal Advertising and let them show you how to WRANGLE-UP all your sites with very little effort.

Speaker: Neal Bocian, Neal Advertising. Co-Sponsored by the Small Business Development Center. FREE

128 VENTURE NORTH BREAKFAST

"FINDING ALTERNATE FUNDING SOURCES"

October 8 — 7:15 a.m. to 10:00 a.m.

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. October's breakfast will cover ways to find alternative funding sources. Join us to hear from this expert panel and network with other entrepreneurs and investors.

PANEL MEMBERS:

- Margaret Somer (Moderator), Regional Director, MA Small Business Development Center (SBDC)
- Dina Routhier, Principal, MTDC - MA Technology Development Corporation
- Andres Lopez, President, MCDFC - MA Community Development Finance Corporation
- Phil Holberton, President, Differential Proteomics, Inc. (Ipswich), awarded multiple SBIR federal R&D grants; technology co.; and winner of 2008 North of Boston Business Plan Competition

Cost: \$45 for Entrepreneurs and Management Candidates; \$55 for Investors and Service Providers

FIFTH ANNUAL MILLION DOLLARSM WOMEN EVENT

November 5, 2009

Networking and Panel Discussion:

9:00 a.m. to 12:00 p.m.

Lunch: 12:00 p.m. to 1:30 p.m.

MILLION DOLLAR WOMEN PANEL

- Linda Bennett, O.D., Owner, Belmont Optometrists
- Kelly Delaney, Founder & CEO, Cakes for Occasions
- Melanie Olson Giles, Owner, Master Imaging, LLC and Speech Therapy Group, LLC
- Meg Spencer, CEO and Chairman of Hamilton Thorne, Inc.
- Kim Woods, Founder & CEO, Sea Change Enterprises, Inc.

KEYNOTE SPEAKER

- Wendi Goldsmith, Member - National Women's Business Council, President & Founder, The Bioengineering Group

PLUS meet and speak with many of the Million Dollar Women from our past year's events.

Special Location: Hawthorne Hotel: Salem, MA

Cost: \$50.00 prepaid and \$55.00 after October 1, 2009.

Sponsored by Beverly Cooperative Bank Co-sponsored by the Small Business Development Center.

JUST FOR NON-PROFITS

Setting Priorities For Your Non-Profit

October 5 — 8:30 a.m. to 10:30 a.m.

This workshop focuses on aligning an organization's programs with its mission, identifying the financial impacts of each program, and ensuring that each program has measurable outcomes. In addition, this workshop reviews the way in which management and the board of directors should be using this information to make strategic, long term decisions to build a high impact, sustainable organization. The workshop covers: Eight step process for evaluating and prioritizing programs, Output v. Outcome measurement approaches, Strategies for developing outcomes, Key Indicator Report and Board and management roles and responsibilities in strategic decision making. **Speaker: Mike Stauff, Executive Service Corps Consultant. FREE**

Measuring Outcomes: Are Your Programs and Funding Working For You?

December 1 — 8:30 a.m. to 10:30 a.m.

This workshop is designed to help organizations develop and implement measurements of program outcomes — the expected results or impacts of program activities and services. The session addresses how to identify and measure outcomes, and how to analyze and report on them. The interactive nature of the session will allow participants to apply the concepts to their own organizational outcomes, and several handout tools are provided to help their staff in future discussions. This workshop covers: Outputs vs. Outcomes, Identifying outcomes and indicators, linking outcomes to measures, Measurement design and collection options and Methods for analyzing and presenting outcomes. **Speaker: Barry Seltser, Executive Service Corps Consultant. FREE**

All events are held at the Enterprise Center, located on the Central Campus of Salem State College, 121 Loring Avenue, Salem, MA 01970.



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