Spring 2009

The region's small business incubator and growth center

Enterprise Center AT SALEM STATE COLLEGE

FREE NEW SMALL BUSINESS PROGRAMS

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

Workshops

Getting Publicity for Your Organization: How Can You Step up the Buzz?

May 5 — 8:30 a.m. to 10:30 a.m.

Times are tough. Budgets are cut. But PR is a valuable tool that yields solid results. It costs you time, but not money. This 2-hour program is a step-by-step guide to creating a public relations plan and executing it. Learn from a veteran, award-winning reporter and successful public relations professional how to get media coverage for your organization the public attention it deserves. From From newspapers briefs to on-air radio spots to blog mentions and television segments, find and communicate with your intended audience by developing an effective public relations strategy. **Speaker: Anne Driscoll, freelance reporter for Boston Globe, New York Times and People.** FREE

Hiring and Managing Employees and Subcontractors

May 12 — 8:30 a.m. to 10:30 a.m.

Some of the most challenging issues facing small business owners involve their most important assets – people! Developing and retaining a loyal, productive team while complying with employment laws is a critical management task. This workshop will help your Massachusetts business better manage employee and contractor issues, and assist you in avoiding legal issues.

Speaker: Laurie LaBrie of Integrated Staffing, Inc. Sponsored by the Small Business Development Center. FREE

Contingency Planning for Non-Profits during this Recession

June 1 — 8:30 a.m. to 10:30 a.m.

Now more than ever every non-profit needs to have a clear, reality based plan to cope with the ups and downs of our economy. This workshop will provide a step by step process to assess the current status of your organization, how to plan for the unknown and what actions may be taken to strengthen your organization.

Speakers: Judith Allen, ESC Consultant, Don Hodgman, ESC Consultant and John Hogan , ESC Consultant. FREE

Marketing Skills on a Budget: What Everyone Needs to Know

May 28 — 8:30 a.m. to 10:30 a.m.

Learn how to squeeze the most value out of every marketing dollar.
This workshop will help you figure out the most efficient channels for communicating with your customers, how to prioritize your marketing initiatives and how to take advantage of tried and true guerilla techniques. **Speaker: Vashti Brotherhood, Brotherhood Creative Services.** Co sponsored by the Small Business Development Center. FREE

Volunteer Management for Non-profits

May 19 — 8:30 a.m. to 10:30 a.m.

Bethany Kendall, Executive Service Corps

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128 Venture North

June 16 — 7:15 a.m. to 10:00 a.m.

Where To Go and What To Do To Get Financing for Green Companies

A panel of experts and entrepreneurs will talk about the issues facing biotech companies and how to make them more investment ready.

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

Going Green with Your Company

June 4 — 8:30 a.m. to 10:30 a.m.

90% of consumers say they prefer eco-conscious products and services.Sustainable business practices can help small firms shrink expenses while increasing sales. No matter what you sell, learn how to build a sustainable and successful green business while helping to eliminate toxins and improve the environment. **Speaker: Margaret Somer, Regional Director, Small Business Development Center.** Sponsored by the Small Business Development Center. FREE

The Art and Science of Sales

June 11 — 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.** Sponsored by the Small Business Development Center. FREE

To register go to www.enterprisectr.org.

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**
or call 978-542-7528

Workshops Continued

128 Venture North Breakfast
June 16 — 7:15 a.m. to 10:00 a.m.

Where To Go and What To Do to Get Financing for Green Companies 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 **Cost: $45 for Entrepreneurs and Management Candidates; $55 for Investors and Service Providers**

How to Help Your Service Company Survive and Thrive in a Down Economy
June 18 — 8:30 a.m. to 10:30 a.m.

This has been a tough year but our panel of successful North Shore business professionals will share their strategies and tactics for surviving this recession. From real estate to home repair, you will hear a cross section of our finest business owners who discuss their experiences and expertise to help weather this storm.

Co sponsored by the Small Business Development Center. FREE

Time Management — How to Get Things Done
July 14 — 8:30 a.m. to 10:30 a.m.

Feeling overwhelmed, time-starved, frazzled—you are not alone. Managing time requires a workable plan that is unique to you, a plan that builds balance for you so that you can finish what you set out to do while having a life. In this workshop, you will take a close look at your time, and create a plan that works best for you. **Speaker: Ginny Maglio, Optimum Development FREE**

Career Management
July 21 — 8:30 a.m. to 10:30 a.m.

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Speaker: Jocelyn Snell FREE

How to Run Effective Meetings
August 18 — 8:30 a.m. to 10:30 a.m.

Do you think your meetings are a waste of time? Does everyone complain that they are spending too much time in meetings? Do the same old, same old dynamics derail your meetings? Is it hard to get real buy in to decisions? Meetings don't have to be that way. This workshop will help you make your meetings, fast, productive and interesting. We will present best practices and facilitation tips for managing meetings and making group decisions and we'll also discuss real life "meetings from hell" and strategies for changing ose dynamics that are unproductive and even dysfunctional at times. **Speaker: Deborah Slobodnik, Principal, Options for Change**
FREE

2009 North of Boston Business Plan Competition FINALE!

May 13 — 4:00 p.m. to 6:30 p.m.
$20,000 in prize money will be awarded.
Are you curious about who writes winning business plans? Are you curious about people who start growth businesses? Then this night is for you. See presentations of three new growth companies who are finalists in our annual business plan competition. Celebrate the winner of this fifth annual competition. Our judges decide that night. Central Campus Recital Hall, 71 Loring Ave. Salem, MA 01970
RSVP a must — 978-542-7528 or go to www.enterprisectr.org.
FREE

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