

# WINTER 2010

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

### 2010 Winter Workshops

#### **Your Business Plan: Soup to Nuts**

**Tuesday, January 12 – 8:30 am to 10:30 am**

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: Bob Vieira, Management Consultant**

**Sponsored by the Small Business Development Center**

**FREE**

#### **Getting Publicity for Your Business in Print and Digital Media**

**Thursday, January 14 – 8:30 am to 10:30 am**

With so many messages vying for attention in our wired world, how do you get your company noticed, whether in digital or print media? You must craft your message so that it catches the attention of the media gatekeepers like editors, reporters, and bloggers, and make it appealing to your target audience. Panelists David Thomson of Thomson Communications and Kate Victory Hannisian of Blue Pencil Consulting will offer specific tips and strategies for getting your business noticed.

**Speakers: Kate Victory Hannisian, Blue Pencil Consulting; David Thomson, Thomson Communications**

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

**FREE**

#### **Doing More With Less Working Smarter in a Down Economy**

**Thursday, January 21 – 8:30 am to 10:30 am**

We all recognize that this is a tough economy with people and resources stretched to capacity. This workshop looks at how to work smarter—not harder—to run your business. Learn how to streamline your business, when to outsource or find part-time help, how to use technology more effectively, and how to use the economic climate as an opportunity to identify and fix some of the flaws inherent in your organization.

**Speaker: Michael Salach, President of the Bay State Coaching & Consulting Group, Inc.**

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

**FREE**

#### **Non-Profit: Cultivating the Individual Donor**

**Tuesday, January 26 – 8:30 am to 10:30 am**

Now that foundation giving and grants are drying up, it's time to do better with individual donors. Learn how to differentiate between high and low individual donors and maximize donor gifts in today's economy. You'll leave with new ideas to improve the efficiency and effectiveness of your development operation.

**Speaker: Alexander Dippold, ESC of New England**

**FREE**

#### **Tradeshows: How to Get Leads that Turn into Sales**

**Tuesday, February 2 – 8:30 am to 10:30 am**

Did you know that you only have three seconds to attract a potential customer into your booth? That's right—three seconds. We'll provide you with the necessary tools to prepare for your next tradeshow and maximize your trade show presence. Learn skills that will help you choose the right show, draw attendees to your booth, design your exhibit, train your staff, follow up with leads, and measure your ROI.

**Speaker: Robert Butler, of Skyline Boston**

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

**FREE**

#### **Financing Your Business: Do You Qualify?**

**Tuesday, February 9 – 8:30 am to 10:30 am**

Learn from a banker and a consultant how a lender looks at your loan request. Credit quality, cash flow and collateral are key. This presentation will focus on preparing your existing business or startup venture for financing. Sources of capital, including SBA guaranteed bank loans, will be discussed.

**Speaker: Bob Vieira, management Consultant and Banker**  
**Sponsored by the Small Business Development Center**

**FREE**

### March Is Tech Month

#### **The Latest Trends in Social Media: Creating Online Communities to Drive Business**

**Thursday, March 4 – 8:30 am to 10:30 am**

With hundreds of social media sites cropping up, a social media plan is essential. Learn how to incorporate social media into an effective marketing strategy, how to create online communities to drive business, and which of the latest trends will work for your business.

**Speaker: Ari Herzog, Ari Herzog & Associates**

**Co-sponsored by the Small Business Development Center and The Creative Economy Association of the North Shore**

**COST: \$10.00**

#### **Internet Marketing Basics**

**Thursday, March 11 – 8:30 am to 10:30 am**

Proven online strategies can help attract customers and increase sales. You will learn how to launch and maintain your company's web presence, email newsletter or blog, and how to sell goods or services online. In addition, we will cover how to track your marketing and sales progress through web analytics. This workshop will touch on natural and paid search engine marketing, developing keywords, shopping carts, web graphics and building your email list to reach your target market.

**Speaker: Carol Sanger, The Web Division**

**Sponsored by the Small Business Development Center**

**COST: \$10.00**

#### **Principles of Effective Email Marketing**

**Tuesday, March 16 – 8:30 am to 10:30 am**

Email provides one of the best returns on investment in the standard marketing arsenal, but are you doing all you can to get the most out of this medium? This workshop is geared towards businesses seeking to improve their email marketing techniques and maximize the return on their email investments. The discussion will cover various approaches, email marketing techniques, email design do's and don'ts, content relevancy, effective segmentation, animations and video in email, reporting & analytics, testing techniques, nurturing campaigns, autoresponders, techie terminology, and email's love-hate relationship with social media.

**Speaker: Eric Salerno, President Red Ember Marketing**

**Co-sponsored by the Small Business Development Center and the Creative Economy Association of the North Shore**

**COST: \$10.00**

#### **Mobile Marketing Primer: Create powerful mobile marketing programs that drive revenue and transform customer relationships**

**Tuesday, March 23 – 8:30 am to 10:30 am**

The mobile phone has become one of the most social, intelligent and personal devices. With over 270 million mobile phone subscribers in the US and growing, mobile marketing is the next big trend in marketing. Learn how to use mobile marketing to acquire customers, increase sales, improve customer satisfaction and build loyalty. Tactics include SMS (text) campaigns, mobile applications (e.g., iPhone, BlackBerry apps), mobile web advertising and many more sophisticated technologies.

**Speaker: Heather Sears, President of Mobile Synergies**

**Co-sponsored by the Small Business Development Center and the Creative Economy Association of the North Shore**

**COST: \$10.00**

### SEE OTHER SIDE FOR:

- 128 Venture North
- North of Boston Business Plan Competition
- Ask the Expert

To register:

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

## Enterprise Center Special Programs

### 128 Venture North Breakfasts

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.**

**Next Breakfast: Thursday, January 28, 2010**

**See Website for Details. [www.enterprisectr.org](http://www.enterprisectr.org)**

**COST: \$45 FOR ENTREPRENEURS  
\$55 FOR INVESTORS**

### 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 pm** and **4–5 pm** 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

## About the Enterprise Center at Salem State College

The Enterprise Center at Salem State College is both a **business incubator** where startup small businesses may lease space in the center's building and a **virtual center for entrepreneurs** throughout the North Shore at every stage of business development. The Center provides small business owners with the **knowledge** they need to **maximize success** whether they are just starting, growing, fighting for market share in a tough economy or looking for exit strategies. The Center helps match business owners with the best advice and resources available, provides programs and conferences, conference facilities and other resources to help owners learn what they need to **grow**.

The center also sponsors CEO groups that owners of non-competing businesses may join to help each other better run their businesses. The Enterprise Center manifests the commitment of Salem State College to be a major force in the economic and cultural development of the North Shore in the 21st Century and a "good neighbor" in the City of Salem.

### The Enterprise Center is located on:

Central Campus of Salem State College  
121 Loring Avenue  
Salem, MA 01970

## All events are held at the Enterprise Center

Located on the Central Campus of:  
Salem State College  
121 Loring Avenue  
Salem, MA 01970

All Programs Sponsored by:



## 2010 North of Boston Business Plan Competition

**Are you ready to start that new business you always dreamed about? Do you want to grow your recently established company?**

We **INVITE** you to **ENTER** the **2010 North of Boston Business Plan Competition**. The Enterprise Center at Salem State College in conjunction with leading business organizations throughout Essex County and Merrimack Valley, is proud to announce the sixth annual North of Boston Business Plan Competition. Submit your business plan to a panel of judges, many of whom are early stage investors, venture capitalists and bank investors.

**First prize \$5,000  
Second prize \$3,000  
Third prize \$2,000**

Visit [www.enterprisectr.org/bpc](http://www.enterprisectr.org/bpc) to find out if you are eligible.

Entry forms are due no later than **January 28, 2010** and all business plans are due no later than **February 26, 2010**.

### Business Plan Competition Timetable

<b>January 28, 2010</b>	Plan overviews and entry forms are due no later than 5:00 pm
<b>February 4, 2010</b>	Writing a Competitive Business Plan Workshop. Held by the Small Business Development Center at the Enterprise Center, Salem 8:30 am – 10:30 am
<b>February 26, 2010</b>	Final Business Plans are due to the Enterprise Center no later than 5:00 pm
<b>March 18, 2010</b>	Semifinalists announced
<b>March 31, 2010</b>	Judges interview semifinalists and select finalists
<b>April 1, 2010</b>	Finalists announced
<b>April 12, 2010</b>	Public presentations at Central Campus Recital Hall, Salem State College, 71 Loring Ave., Salem, MA 3:00 pm – 6:00 pm

### Criteria

- Only startups (not yet operational) and emerging businesses (less than THREE YEARS OLD ) may apply
- Existing early stage businesses must be located in Essex County or Merrimack Valley, or commit to locating on the North Shore or Merrimack Valley. If the plan is for a startup business, that business must commit to being located on the North Shore or in the Merrimack Valley
- Businesses with existing professional venture investment are not eligible
- Contestants shall have no more than \$200,000 investment (exclusive of real estate) from outside sources other than professional venture capital
- Business must have plans to grow to at least 5 full time or FTE employees within two years.
- Your business idea must be original work that you'll be able to fully disclose



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