

# FALL 2012

New Small Business Programs



## WHAT DO WE DO?

We arm business owners with the knowledge and skills to start their business, grow and succeed.

### QUICK LOOK

- Business Plans
- Customer Service
- Sales
- Crowd Funding
- The Business of Writing
- Create Your Own Opportunities
- Marketing Pitches
- Cash Flow
- Networking thru Social Media
- Marketing Tips
- Emotional Intelligence
- Starting a Business
- HR Issues
- The Lego Workshop

### NON-PROFITS

- Board Development
- Facilitating Meetings

### PLUS

- Two 128 Venture North Breakfasts
- Four Young Entrepreneurs of the North Shore Events
- New Three-Part Baby Boomer Series on Transitions
- Our First Workshop in Spanish
- Million Dollar Women Symposium

## SEPTEMBER

### YOUR BUSINESS PLAN SOUP TO NUTS

**Tuesday, September 11, 8:30 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: Bruce Share, Principal, Bruce J. Share & Associates.** Sponsored by the MA Small Business Development Center. **FREE**

*Note: This program will be presented in Spanish on October 18th.*

### FOCUS ON NON-PROFITS

### HOW TO RUN BETTER, MORE PRODUCTIVE MEETINGS

**Thursday, September 13, 8:30 to 10:30 AM**

Effective facilitation skills help you plan and conduct more successful meetings where people communicate well, address the issues and make decisions. Learn techniques you can use to plan meetings, manage group processes and use problem-solving tools more effectively.

**Speaker: Jay Carty, Consultant, Executive Service Corps (ESC).** Program Partner: Executive Service Corps of New England. Sponsored by North Shore Bank. **FREE**



### KICK UP YOUR CUSTOMER SERVICE!

**Tuesday, September 18, 8:30 to 10:30 AM**

Great customer service is key to retaining customers and getting referrals. Learn the basics of superior customer service from the author of a gold medal-winning "how to" book on sales and selling. What's the right mindset? Are there hard and fast rules? How do you solicit referrals and testimonials? We'll cover these questions and more!

**Speaker: John Chapin, Author of Sales Encyclopedia.** Co-sponsored by the MA Small Business Development Center. **FREE**

Connect with us!



## SEPTEMBER (CONTINUED)

### HOW TO CLOSE THE SALE IN THE NEW ECONOMY

Thursday, September 20, 8:30 to 10:30 AM

In today's technology-saturated world, information is cheap. The Internet has changed everything for prospects, not to mention for the sales people who hope to win their business. Prospects no longer need that big sales pitch touting all the features and benefits of a product, and they resent old-school selling techniques. Learn how to separate yourself from the competition and close sales more quickly.

**Speaker: Marc Wayshak, Mark Wayshak Communications, LLC and author of *Game Plan Selling and Breaking All Barriers*.**

Co-sponsored by the MA Small Business Development Center. **\$10**

### FROM EMPLOYEE TO SELF-EMPLOYED

Tuesday, September 25, 8:30 to 10:30 AM

Are you ready to make the leap to being your own boss? Perhaps you've just been laid off...maybe it's just time to "do it." Learn what you need in your toolbox to recreate yourself and follow your passion to self-employment.

**Speaker: Sallie Felton, President, Sallie Felton LLC. FREE**

### CREATE YOUR OWN BUSINESS OPPORTUNITIES

Thursday, September 27, 8:30 to 10:30 AM



Don't underestimate your own ability to control your destiny and create powerful business opportunities for yourself! The author of *Lucky By Design* has worked with thousands of entrepreneurs and will share

insights and practical advice on how to 'get lucky' in business.

**Speaker: Beth Goldstein, Founder and CEO, Marketing Edge Consulting Group.** Co-sponsored by the MA Small Business

Development Center. **FREE**

### WE HAVE SOME FABULOUS PRESENTERS!

Best-selling authors, talk show hosts, consultants, executive coaches, retired CEOs... we have them all.

Check [www.enterprisectr.org](http://www.enterprisectr.org) for more info about our presenters.

Unless otherwise stated, all events are held at the Enterprise Center on the Central Campus of Salem State University, 121 Loring Avenue, Salem, MA 01970 — 978.542.7528

## OCTOBER

### PERFECTING YOUR MARKETING PITCH

Tuesday, October 2, 8:30 to 10:30 AM

A good pitch is marketing gold... if you know what to say and how to say it. Stuart Paap does. Here's an informative (and entertaining) chance to see how a former stand-up comic turned businessman can help you market yourself—clearly, succinctly and powerfully!

**Speaker: Stuart Paap.** Co-sponsored by the MA Small Business Development Center. **FREE**

### CASH FLOW YOUR WAY TO BREAK EVEN

Thursday, October 4, 8:30 to 10:30 AM

Why do bankers say, "Cash flow is king?" How is cash flow different from profit, assets and sales? This workshop and class exercise will help you understand cash flow, assess when you will need capital and position your business for bank financing.

**Speaker: Paul Shaughnessy, Owner, Lincoln Consulting Group, Inc.** Sponsored by the MA Small Business Development Center.

**FREE**

### POWER UP YOUR MARKETING WITH SOCIAL MEDIA

Thursday, October 11, 8:30 to 10:30 AM

Discover how young entrepreneurs are using social media to be successful. Learn the essentials of building and branding online communities on Facebook, Twitter, LinkedIn, Foursquare, Pinterest and more. We will highlight local companies live on the Internet. Bring your questions!

**Speakers: Ari Herzog, Principal, Digital AH; Julia Campbell, Principal, J Campbell Social Marketing.** Co-sponsored by the MA Small Business Development Center. **FREE**

### CROWD FUNDING

Tuesday, October 16, 8:30 to 10:30 AM

Join us for a primer on the opportunities, benefits and risks to investors and entrepreneurs of crowd funding, the new way to get your business funded that more and more start-ups are discovering. People are coming together via the Internet—small investors welcome!—to pool money and other resources to grow their companies. Come learn more about how this works... and whether it would work for you.

**Speakers: Timothy W. Mungovan, Partner, Proskauer Rose; Ori Solomon, Partner, Proskauer Rose.** Sponsored by Sallop Insurance. Co-sponsored by the MA Small Business Development Center. **\$15**

# HABLA ESPAÑOL?

## SU PLAN DE NEGOCIOS: DE LA A A LA ZETA

El jueves, 18 octubre, 8:30 a 10:30 AM

### YOUR BUSINESS PLAN SOUP TO NUTS

Thursday, October 18, 8:30 to 10:30 AM

El taller estará a cargo de la señora Awilda Irizarry, y se convoca a participar a quienes tengan una idea de negocio y esten actualmente manejando una empresa. El objetivo es brindar las herramientas básicas para definir cada una de las etapas a desarrollar para un plan de negocio. Se trabajará en la identificación de la idea de negocio, el análisis de pre-factibilidad, mercadeo, operaciones, el estudio de factibilidad y el análisis económico financiero con énfasis en como calificar para un préstamo.

**Orador: Awilda Irizarry, Consejera mayor de negocios, MA Small Business Development Center.** Co-sponsored by the MA Small Business Development Center. **LIBRE**

**NOTE:** This workshop will be presented in English on September 11<sup>th</sup>.

## GET MORE BANG FOR YOUR MARKETING BUCK

Tuesday, October 23, 8:30 to 10:30 AM

What exactly is “marketing” and why is it important to your business? Simply stated, marketing encompasses the activities that help get your product or service in the hands of customers. This session focuses on some of today’s most cost-effective ways to build awareness and boost sales: word of mouth, PR and social media.

**Speaker: Tim Hurley, Executive Vice President, Matter Communications.** Co-sponsored by the MA Small Business Development Center. **\$10**

## THE BUSINESS OF WRITING

Thursday, October 25, 8:30 to 10:30 AM



What kind of work can you do as a writer? It’s a wide world, from writing novels to magazine articles, websites to advertising, speeches to flyers. Or you could be an editor, proofreader or technical writer.

Can you start your own business as a writer? How do you get business? This panel features three writers who will talk about their work, how they grew their careers and what the opportunities might be for you.

**Speakers: Shelby Hypes, Principal, Scarlet Letters (Moderator); Linda A. Frahm, Freelance writer and editor; Tracey Minkin, Reporter, writer and editor; Ilene Garber MacDonald, Book editor.** Co-sponsored by the MA Small Business Development Center. **FREE**

## NOVEMBER

### FINANCING YOUR BUSINESS: DO YOU QUALIFY?

Thursday, November 1, 8:30 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 start-up venture for financing. Sources of capital, including SBA guaranteed bank loans, will be discussed.

**Speakers: Paul Shaughnessy, Owner, Lincoln Consulting Group; Banker to be announced.** Sponsored by the MA Small Business Development Center. **FREE**

### CLUES TO SUCCESS: READING PEOPLE AND SIZING UP SITUATIONS

Thursday, November 8, 8:30 to 10:30 AM

Specialists now recognize that emotions play a significant role in business. Get the latest thinking on how emotions figure into customer and employee satisfaction, motivation, transformational leadership and more... and how you can use your “emotional intelligence” to identify, assess and manage people and environments.

**Speaker: Gavriel Meirovich, Associate Professor of Management, Salem State University.** **FREE**

## SAVE THE DATE FOR...

### MILLION DOLLAR WOMEN SYMPOSIUM

*They climbed the corporate ladder and crashed the glass ceiling. Come hear their stories.* **\$50, includes full breakfast**

Wednesday, November 14, 8:00 to 11:30 AM

**Note location: The Hawthorne Hotel, Salem MA**

The Eighth Annual Million Dollar Women Symposium features women who have worked their way up through the ranks to become the leaders of their companies. This is the career path many women follow... hearing how our speakers navigated it successfully is sure to be enlightening! They’ll answer your questions, drawing on their own experience and wisdom. Most important, they’ll empower you with the message that has made them successful. Register soon!

**Keynote speaker: Karen Andreas, Publisher, Salem Evening News; Panelists to be announced.** Sponsored by Beverly Cooperative Bank.



# FALL 2012

## New Small Business Programs

### ATTENTION! HR ISSUES YOU NEED TO KNOW ABOUT!

Thursday, November 15, 8:30 to 10:30 AM



What you don't know about employment law *can* hurt you! Get up to date on existing, new and pending state and federal laws that, if ignored, can have serious repercussions. Delivered by a skilled human resource

professional, this is a practical workshop dealing with real-world situations—hiring, firing and medical leaves, for example—where these laws and regulations apply.

**Speaker: Lori Harrigan, Managing Principal, Human Resource Solutions.** Co-Sponsored by the MA Small Business Development Center. **FREE**

### FOCUS ON NON-PROFITS

#### RECRUIT, RETAIN AND ENGAGE A GREAT BOARD OF DIRECTORS

Wednesday, November 28, 8:30 to 10:30 AM

How can you make your non-profit board more effective? This workshop looks at everything from board functions and structure to group dynamics and best practices to help you recruit (and retain) members, and manage an engaged and active board.

**Speaker: Theresa Hamacher, Consultant, Executive Service Corps.** Program Partner: Executive Service Corps of New England. Sponsored by North Shore Bank. **FREE**



### BECOME A SPONSOR

Great way to get noticed!

Great way to support the Enterprise Center!

Online workshops? A new initiative? We've got great ideas, but we need your help to make them happen. Sponsor a workshop, an event or a series! (Or just make a donation). Learn more about sponsorship opportunities at [www.enterprisectr.org](http://www.enterprisectr.org)

## DECEMBER

### A LEGO WORKSHOP? YOU BET.

Tuesday, December 4, 8:30 to 10:30 AM

Lego Serious Play™ is an innovative thinking and communication tool that leads to open dialogue and helps teams build better solutions together. This is hands-on, minds-on learning that creates a level playing field where differences in age or status won't get in the way. And, yes, we play with legos.

**Speakers: Donna Denio, Principal, S&D Global Partners; Carla Suijkerbuijk, Founder and Principal, S&D Global Partners.** Co-Sponsored by the MA Small Business Development Center. **\$10**

### AUTHORITY MARKETING

Thursday, December 6, 8:30 to 10:30 AM

Gone are the days of "yell and sell" marketing, where a business could rave about how great its product or service was, and customers would buy. Thanks to the Internet and, specifically, social media, companies must now build customer trust and respect by educating them on why their products and services are a wise investment. Learn more about how to build "authority," and make it part of your marketing strategy.

**Speaker: J.T. O'Donnell, CEO, Careerealism.** Co-Sponsored by the MA Small Business Development Center. **FREE**

### BUSINESS INSURANCE: WHAT KIND AND HOW MUCH DO I NEED?

Thursday, December 13, 8:30 to 10:30 AM

Is liability insurance all you need? What about worker's comp? Do you have enough insurance? Minimize your investment of time in this area by understanding the whole insurance picture. A good insurance plan can provide peace of mind. This workshop will help you learn how to protect your business and personal assets, and how to select the right plan to manage potential risks and contract needs. It will cover property, liability, workers compensation, vehicle and other commercial insurance products.

**Speaker: Marc Slafsky, Vice President and Insurance Broker, Salem Five New England Heritage Insurance.** Sponsored by the MA Small Business Development Center. **FREE**

## 128 VENTURE NORTH BREAKFAST SERIES

### BREAKFAST MEETINGS FOR INVESTORS AND ENTREPRENEURS.

Entrepreneurs and management candidates. **\$25**  
Investors and service providers. **\$35**

### HOW TO NEGOTIATE A TERM SHEET

Friday, September 28, 7:30 to 10:00 AM

How do you negotiate a term sheet? What do you need to keep in, take out and be careful about when you look for outside funding? Listen to experts who have looked at hundreds of term sheets to learn the do's and don'ts.

**Speaker: Paul Pedevillano, Founder, VE Advisors; Bill Stone, Managing Member, Outside GC LLC/Patent GC LLC; Kent Bennett, Vice President, Bessemer Venture Partners.**

### DEAL SYNDICATION

Thursday, November 29, 7:30 to 10:00 AM

Early-stage companies often require more funding than any single angel group can supply. This workshop will look at how entrepreneurs should understand this, how they can get multiple investors on the same deal and the issues to watch out for.

**Speakers: Ben Littauer, Boston Harbor Angels; other speakers TBD.**

128 Venture North Breakfasts are presented in partnership with 128 Innovation Capital Group and North Shore Technology Council.



## CEO GROUPS

Register now for groups beginning this fall.

CEO Groups meet monthly for facilitated peer-group discussions where business owners can share challenges and exchange ideas in a confidential setting. Currently, we offer CEO groups for both emerging and established companies, for million-dollar companies and for non-profit organizations. **To learn more and to register, visit our website: [www.enterprisectr.org](http://www.enterprisectr.org).**

## YOUNG ENTREPRENEURS OF THE NORTH SHORE

YENS is a series of skills-based workshops and networking events for business owners and prospective entrepreneurs **under the age of 40.**

### NETWORKING IN NEWBURYPORT

Tuesday, September 25, 5:30 to 7:30 PM **FREE**

**The Port Tavern, 84 State Street, Newburyport, MA**  
**Free hors d'oeuvres – Cash bar**

### SPEED CONSULTING

Thursday, October 18, 5:30 to 8:30 PM

**North Shore Music Theatre, 62 Dunham Rd, Beverly, MA**  
Focus on key challenges in short, 15-minute consulting sessions with business experts. **Free hors d'oeuvres – Cash bar**

### WORKSHOP

Thursday, November 15, 5:30 to 7:30 PM **FREE**

**Enterprise Center**  
Event information and speaker to be announced.  
**Free hors d'oeuvres, beer and wine**

### HOLIDAY MEETUP IN LYNN

Wednesday, December 12, 5:30 to 7:30 PM **FREE**

**Location to be announced.**

**Free hors d'oeuvres – Cash bar**

YENS is made possible by a grant from Eastern Bank Charitable Foundation.



**Register at [www.enterprisectr.org](http://www.enterprisectr.org)**



**Enterprise Center**  
AT SALEM STATE UNIVERSITY

**FALL 2012**  
New Small Business Programs

**BABY BOOMER TRANSITION SERIES –  
NEW SEASON, NEW SERIES!**

**LIFE COMPASS TRANSITION PLANNING  
PROGRAMS™ FOR BABY BOOMERS**

*The best is yet to come! Explore new opportunities, new adventures, new challenges and a dynamic lifestyle. This series, based on personal insights, experiences and years of working with baby boomers, can help you plan the transition from your current mind and place into the next chapter of your life. Each workshop costs \$15, or \$40 if you register in advance for the whole series.*

**STRATEGIC THINKING ABOUT YOUR FUTURE**

**Wednesday, October 10, 7:00 to 9:00 PM**

It's time to start thinking about leaving your current job, even if you don't know what questions to ask! How will your identity change? What are your concerns? Your transition goals? Get mentally and emotionally prepared for the adventure ahead. **\$15**

**SEVEN STEPS FOR CREATING  
A SUCCESSFUL TRANSITION PLAN**

**Wednesday, November 7, 7:00 to 9:00 PM**

Concerned about too much free time? Don't be! Come explore 10 different aspects of the next chapter of your life, then brainstorm and select the most satisfying choices to help you create your own personal strategic plan for living a dynamic and purposeful new life. **\$15**

**SEVEN R'S FOR CREATING A NEW YOU  
FOR YOUR NEW LIFE**

**Wednesday, December 5, 7:00 to 9:00 PM**

Learn about the 7 A's—your old negative tapes and conditions, like Aversion—that can keep you from experiencing an expansive and dynamic new life after retirement. Then learn the corresponding 7 R's, such as Re-identify, that can free you from the past, actualize your potential and help you develop a new sense of self-worth when you are no longer in your full-time work. **\$15**

All sessions will be presented by Jack Beauregard, Founder/CEO of Successful Transition Planning Institute (STPI) and Paul Cronin, Partner/Director of Business Development for STPI.

**NEW! – TAKE YOUR BUSINESS  
TO THE NEXT LEVEL!**

The Enterprise Center's Next Level Initiatives are designed for business owners who have successfully navigated the shoals of starting a business and are looking for tools and tactics to manage their evolving company.

**ECAP—The Enterprise Center Accelerator Program** is a year-long program of seminars, mentoring and CEO groups for the **owners of companies with \$1+ million** in revenues and growing at more than 10 percent annually!

**RUN—Ramp Up Now!** Is targeted to the owners of companies that have not yet reached the \$1 million mark... but want to! Four half-day sessions on key business topics plus mentoring and a CEO group focused on developing and implementing a solid business growth plan.

These programs are now taking registrations for Fall 2012! To learn more about the Next Level Initiatives and to register, please visit our website: [www.enterprisectr.org](http://www.enterprisectr.org).

**CHECK OUT OUR NEW WEBSITE: [enterprisectr.org](http://enterprisectr.org)**

This is the place to learn about ALL of the Enterprise Center's programs!

- Live Workshops
- Audiocasts
- CEO Groups (Fall 2012 registrations now open)
- Young Entrepreneurs of the North Shore
- North of Boston Business Plan Competition
- Next Level Initiatives (Fall 2012 registrations now open)
- Million Dollar Women
- Non-Profit Programs

**Learn more and register at  
[www.enterprisectr.org](http://www.enterprisectr.org)**

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