

# FALL 2010

The Region's Small  
Business Growth Center



## Enterprise Center

AT SALEM STATE UNIVERSITY

# FREE NEW SMALL BUSINESS PROGRAMS

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

## Fall Workshop Series

### YOUR BUSINESS PLAN: SOUP TO NUTS

Thursday, Sept. 9–8:30 a.m. to 10:30 a.m.

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: Michael Salach, Bay State Consulting Group, Inc.** Sponsored by the Small Business Development Center **FREE**

### SO YOU'RE THINKING ABOUT STARTING A BUSINESS

Friday, Sept. 10–8:30 a.m. to 10:30 a.m.

Business ownership can be an exciting and rewarding career path but entrepreneurship is not for everyone. If you're thinking about starting a business and have never started or run a business before, this workshop is for you. What does it take to be a successful entrepreneur? Do you know if you have the "right stuff?" Do you know where to begin? This workshop will help you to take the first steps toward startup and ownership. **Speaker: Connie Komack, Owner, LifeWork Enterprises** **FREE**

### BEST PRACTICES AND RESPONSIBILITIES FOR A NON-PROFIT BOARD

Thursday, Sept. 16–8:30 a.m. to 10:30 a.m.

How do you get the best from your board in terms of time, talent and dollars? Learn what board members and executive directors need to know to get the job done. **Speaker: Terry Hamacher, Consultant, ESC of New England** **FREE**

### MASTERING THE SALES PROCESS

Tuesday, Sept. 21–8:30 a.m. to 10:30 a.m.

Confidence is the path to closing the deal. In this workshop, you'll get more comfortable with the idea of selling, break down the sales process, improve your communications skills and generate practical strategies to build your business. **Speaker: Keith Boudreau, Owner, The Growth Coach.** Co-sponsored by the Small Business Development Center **FREE**

### HOW TO GET A LOAN FOR \$5,000 TO \$50,000

Tuesday, Oct. 5–8:30 a.m. to 10:30 a.m.

Approaching lenders can be intimidating and frustrating—especially in this economy where traditional bank funding is often out of reach for small businesses. Come find out what it takes to qualify for a microloan and gain some much-needed financial momentum. **Speaker: Sherri Lane, Loan Consultant, Accion USA/ New England Lending and Tom Daniel, Economic Development Manager, Salem Department of Planning and Community Development.** Co-sponsored by the Small Business Development Center **FREE**

### MANAGING CONFLICT AND DEALING WITH DIFFICULT EMPLOYEES

Thursday, Oct. 7–8:30 a.m. to 10:30 a.m.

The most trying task in a business owner's job description is handling uncomfortable (and often unfamiliar) professional discord. But to become a true leader in your business, you must take charge. Learn how to manage different work personality types and how to shift your managerial skills to get the best results when problems arise. **Speaker: Melissa Gillespie, Owner, MG Consulting** **FREE**

### MARKETING BASICS

Thursday, Oct. 14–8:30 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: David Maloney, Instructor, Marketing and Sales, Northern Essex Community College.** Sponsored by the Small Business Development Center **FREE**

### HOW TO GET PAID WHEN CUSTOMERS DELAY (COLLECTING THOSE OVERDUE PAYMENTS)

Tuesday, Oct. 19–8:30 a.m. to 10:30 a.m.

Collecting accounts receivable from clients who are slow to pay is delicate work under the best of circumstances. In these difficult economic times, it can come down to the survival of your business. This workshop will offer persuasion tips and proven methods for getting paid without alienating the clients you need. **Speaker: Jim Smith, President, Cash Recovery Specialists.** Co-sponsored by the Small Business Development Center **FREE**

## Social Networking Bootcamp

Bring your laptop and learn hands-on how to harness the power of social media. Due to space constraints, only 30 registration spots available per class. Laptops must have wireless capabilities.

### SETTING UP AND USING LINKEDIN

Tuesday, Sept. 28–8:30 a.m. to 10:30 a.m.

Promote your business and develop a strong system of contacts and referrals through LinkedIn, the premier business social media network. Find out how to set up an account and how to leverage your relationships to further your business goals. **Speaker: Patrick Agostino, Owner, Resolve I.T., Inc.** Co-sponsored by the Small Business Development Center **FEE: \$25**

### SETTING UP AND USING FACEBOOK GROUPS, FAN PAGES, ADS AND MORE

Tuesday, Oct. 26–8:30 a.m. to 10:30 a.m.

Facebook can be a highly effective tool for promoting your brand, sharing information and earning your customers' trust. Learn how to post a business page, a fan page and how to capitalize on the influence of your fans. **Speaker: Patrick Agostino, Owner, Resolve I.T., Inc.** Co-sponsored by the Small Business Development Center **FEE: \$25**

### MAXIMIZING OTHER SOCIAL MEDIA NETWORKS

Tuesday, Nov. 16–8:30 a.m. to 10:30 a.m.

There's more to social networking than the perennial favorites Facebook and LinkedIn. This workshop shows you other important sites that increase your reach even farther. Mark your presence on the Web through business-focused directories such as yelp.com and merchantcircle.com, and set up a personalized blog as an outlet through which to sing your company's praises. **Speaker: Patrick Agostino, Owner, Resolve I.T., Inc.** Co-sponsored by the Small Business Development Center **FEE: \$25**

### Read on to find:

- » Million Dollar Women
- » 128 Venture North Investment Breakfast Series
- » Ask the Expert

Liquis nonse minciliscil dit in eu feummy nissis alisit am, susciliqui bla feu faccum do odolumsan hent acin henim adignim do odiati sim rud minisis nibh



To register go to  
[www.entreprisctr.org](http://www.entreprisctr.org)

## Fall Workshops Continued

### HOW TO BE A SUCCESSFUL IMPORTER

Thursday, Oct. 21–8:30 a.m. to 10:30 a.m.

Are you running or thinking of starting an importing business? Learn from our panel of experts the ins and outs of working with international companies to import products and/or services. Discover the opportunities at this workshop that covers importing for resale and distribution, materials and logistics, government regulations as well as how to provide your services internationally. **Speaker: Jim Logan, Owner, Logan Marketing.** Co-sponsored by the Small Business Development Center **FREE**

### MARKETING FOR ARTISTS

Friday, Nov. 5–8:30 a.m. to 10:30 a.m.

Whether you are a full- or part-time artist, this interactive workshop will help you promote and sell your artwork in the 21st century. Susan Fader, co-owner of Ditto Editions and a lifelong artist, will draw on her 30-year career in marketing and promoting fine art and consumer products. Topics will emphasize today's art marketing trends and tools. Fader is also the author of "The Artists Giclée Handbook: Digital Fine Art Reproduction." **Speaker: Susan Fader, Owner, Ditto Editions.** Co-sponsored by Small Business Development Center and the Creative Economy Association of the North Shore **FREE**

### CASH FLOW YOUR WAY TO BREAK EVEN

Tuesday, Nov. 9–8:30 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: Jane Johnson, CPA/CMA, B2B CFO.** Sponsored by the Small Business Development Center **FREE**

## 128 Venture North Investment Breakfast Series

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, 128 Innovation Capital Group, and the North Shore Technology Council. **This popular breakfast series is designed to bring together investors and entrepreneurs and will provide time for networking and a speaker.**

### UNDERSTANDING AND NEGOTIATING THE TERM SHEET FOR OUTSIDE INVESTORS

Thursday, Sept. 23–7:15 a.m. to 10:30 a.m.

Panelists discuss term-sheet negotiations and what you gain and give up when receiving outside funding. **Speaker: Bill Stone, Principal and Managing Member, Outside GC**

### EMERGING INDUSTRIES, TRENDS AND HOT TOPICS

Thursday, Nov. 18–7:15 a.m. to 10:30 a.m.

What's the economy going to look like in 2011? Stay tuned for details. **Speaker: Person, Position, Company**

Admission to these events is \$45 for entrepreneurs and management candidates, \$55 for investors and service providers

To register go to  
[www.enterprisectr.org](http://www.enterprisectr.org)

## Sixth Annual Million Dollar Women<sup>SM</sup> Symposium

Wednesday, Nov. 3, 2010–8 a.m. to 1 p.m.

Special location: Hawthorne Hotel, 18 Washington Sq., Salem, MA

### MILLION DOLLAR WOMEN PANEL

- » **Joanna B. Meiseles**, Founder, The Snip-Its Corporation
- » **Kathleen A. Murphy**, PhD, CEO and Co-Owner, Chi Solutions, Inc.
- » **Regina Villa**, Principal and Owner, Regina Villa Associates
- » **COMING** Panelist's name, title, company, city/town
- » **COMING** Panelist's name, title, company, city/town

### KEYNOTE SPEAKER

- » **Julie Palen**, Senior Vice President, Mobile Device Management, Tangoe, Inc., and formerly Founder and CEO of InterNoded Inc.

Plus meet and speak with many prior Million Dollar Women panelists. Registration is required, limited seating.

**Cost: \$50; \$55 after Oct. 10, 2010**

Sponsored by Beverly Co-operative Bank

### GETTING TO KNOW YOUR NEIGHBORS—STRATEGIC ALLIANCES AND OPPORTUNITIES FOR NON-PROFITS

Thursday, Dec. 2–8:30 a.m. to 10:30 a.m.

Now more than ever, non-profits are revenue-starved. The smart ones are cultivating partnerships and strategic alliances to leverage their resources and build for the future. Find out how they do it and how you, too, could implement a plan like this for your organization.

**Speaker: Person, Consultant, ESC of New England.** Co-sponsored by the Small Business Development Center **FREE**

### FINANCING YOUR BUSINESS—DO YOU QUALIFY?

Tuesday, Dec. 7–8:30 a.m. to 10:30 a.m.

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 for financing. Sources of capital, including SBA guaranteed bank loans, will be discussed. **Speakers: Michael Salach, Bay State Consulting Group, Inc., and a banker.** Sponsored by the Small Business Development Center **FREE**

### PUT IT IN WRITING: SHAPING YOUR BUSINESS THROUGH WORDS

Thursday, Dec. 9–8:30 a.m. to 10:30 a.m.

Though new technology gives us more means of communicating, the basics remain: Be clear, get to the point, banish buzzwords, and give details that convey your expertise and credibility to your audience. This hands-on workshop will help you to create effective proposals, reports, business plans and investor pitches. Bring your mission statement or company description and improve it on the spot. **Speaker: Kate Victory Hannisian, Owner, Blue Pencil Consulting.** Co-sponsored by the Small Business Development Center **FREE**

## About the Enterprise Center

The Enterprise Center at Salem State University 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 University 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.

All events are held at the Enterprise Center  
Central Campus of Salem State University  
121 Loring Avenue, Salem, MA 01970

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



Enterprise  
Center

AT SALEM STATE UNIVERSITY

The Region's Small Business Growth Center