

FALL 2010

The Region's Small Business Growth Center



Enterprise Center

AT | SALEM | STATE | UNIVERSITY

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. **Speakers: 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 **\$10**

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 **\$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 **\$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 **\$25**

To register go to www.enterprisectr.org