

# SPRING & SUMMER 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 Spring/Summer Workshops

#### DEVELOPING A BRAND ESSENCE TO CAPTURE AND KEEP YOUR CLIENTS

Thursday, April 8 — 8:30 a.m. to 10:30 a.m.

It's not enough these days if they just remember your name—it's how they feel about you. A *brand essence* captures the heart and intrinsic nature of your company. When your brand is strong, you develop lasting emotional ties to and the loyalty of your customers. In this economic climate, strong brands with strong personal connections will be the ones that persevere. Richard Earl who has over 30 years of experience with notable advertising campaigns for P&G, Johnson & Johnson and more, will discuss how you can create a Brand Essence for your company. **Speaker: Richard Earl, The Regis Group** Co-sponsored by the Small Business Development Center **FREE**

#### CASH FLOW YOUR WAY TO BREAK EVEN

Tuesday, April 13 — 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, Inc.** Sponsored by the Small Business Development Center **FREE**

#### TEAR DOWN THE WALLS: RUNNING A SUCCESSFUL VIRTUAL COMPANY

Tuesday, April 27 — 8:30 a.m. to 10:30 a.m.

Want to cut down on costs, be able to hire good people from anywhere, and easily stay in touch with customers from all over the world? Our panelists, who are all part of virtual companies, will discuss the virtues and downfalls of running a virtual company, tips on how to get started, how to build client trust, and how to manage your team when the office is in cyberspace. **Panelists: Peter Gordon, Founder, Patent GC LLC.; Lyn Kaplan President, North Shore Technology Council & Consultant at Administaff; Kathy Murphy, President of Chi Solutions, Inc.** Co-sponsored by the Small Business Development Center and the North Shore Technology Council **FREE**

#### NON-PROFIT: VOLUNTEER MANAGEMENT—GETTING THE MOST OUT OF YOUR VOLUNTEERS

Thursday, April 29 — 8:30 a.m. to 10:30 a.m.

Volunteers are essential and valuable to every non-profit organization. You need them to staff an event, operate your organization and contribute money. The recruitment, management and retention of volunteers can be a challenging task to an organization. Learn how to identify and motivate key volunteers while managing the challenges of a "volunteer work force." **Speakers: Bethany Kendall, Chief Executive Officer of ESC of New England and Lisa Cawley, Vice President of ESC of New England** **FREE**

#### EMPLOYMENT LAW: ILLUMINATING THE INTERVIEWING, HIRING AND TERMINATION PROCESS

Tuesday, May 4 — 8:30 a.m. to 10:30 a.m.

If you think common sense is good enough in the hiring and termination process, think again! This workshop will give you practical tips covering such topics as the essential components of a job description; what you can and can't ask in an interview; how to use reference checks to your advantage; how to convey the offer; when to use discipline; the discharge process; and significant COBRA changes. Speaker Sarah Schwartz is an experienced employment law attorney in Massachusetts. **Speaker: Sara Schwartz, President and Managing Partner of Schwartz Hannum PC** Co-sponsored by the Small Business Development Center **FREE**

### International Series

#### DOING BUSINESS IN EMERGING MARKETS: CHINA, INDIA, AND BRAZIL

Thursday, April 1 — 8:30 a.m. to 10:30 a.m.

As we enter this global century there are huge opportunities for entrepreneurs interested in expanding into emerging markets. Our speaker has been studying and investing in these markets for some time. Come hear about the areas of the emerging middle class that have the best growth prospects. Retail, automobile, financial services, healthcare and technology companies are strong growth drivers. Rob will discuss the opportunities and challenges of these sectors and some of the unique aspects of doing business with and in these nations. Some interesting areas to be discussed: Regulations, taxes, infrastructure costs, profit margins, wage rates, and growth of incomes and per capita health care spending by country. **Speaker: Rob Lutts, President and Chief Investment Officer of Cabot Money Management** Co-sponsored by the Small Business Development Center **FREE**

#### BRIDGING THE MULTICULTURAL DIVIDE—DO BUSINESS BETTER IN OTHER NATIONS BY UNDERSTANDING THEIR CULTURE

Tuesday, May 25 — 8:30 a.m. to 10:30 a.m.

Did you know that Chinese is spoken by more than 1.5 billion people, globally and Hispanic/Latino purchasing power is expected to reach \$1 trillion in 2010? If you want to take your business global, this workshop will give you an introduction to how you can leverage technology, language and culture to improve your bottom line and how to communicate in a global environment. **Speaker: Kaarina Kvaark, Founder, Able Innovations** Co-sponsored by the Small Business Development Center **FREE**

#### DOING BUSINESS IN THE AMERICAS (NORTH AMERICA, SOUTH AMERICA, AND CARIBBEAN)

Tuesday, June 15 — 8:30 a.m. to 10:30 a.m.

Hispanics and Latin Americans are changing the face of the Business-to-Consumer market in the US. These Pan American markets are the fastest growing B2C market segments in the US and are projected to reach 25% of total market share by 2050. In this workshop Eduardo Crespo will delve into how your business can tap into the Hispanic markets by understanding the idiosyncrasies of language, culture and media consumption and use this to develop a targeted marketing strategy for your business. **Speaker: Eduardo Crespo, CEO, Hispanic Market Solutions** Co-sponsored by the Small Business Development Center **FREE**

#### CAREER TRANSITION FORUM: LOOKING FOR A CAREER CHANGE?

Tuesday, May 11 — 8:30 a.m. to 10:30 a.m.

This special CAREER TRANSITION FORUM is an interactive discussion for both current and possibly future business owners as well as other professionals who are considering a career change or are looking for a job. The forum covers: Discovering career options; identifying strategies effective in today's economy; the importance of recognizing values and satisfaction in your work life; addressing the most difficult part of changing careers; how to create a successful career transition process; and how to communicate your competitive advantage. **Speaker: Joycelyn Snell, Founder, Professional Career Solutions** Co-sponsored by the Small Business Development Center **FREE**

### SEE OTHER SIDE

- 128 Venture North Investment Breakfast Series
- Ask the Expert
- More Workshops

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

## 128 Venture North Investment Breakfast Series

### About 128 Venture North Investment 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.

### What Kind of Funding is Best For Your Company?

Thursday, May 27, 2010 — 7:15 a.m. to 10:30 a.m.

The selection process for outside funding is different for family/friends, bank financing, angel investors, venture capitalists and alternative funding sources. Learn how and when outside investors make a decision to invest in a company and which is the right approach for you. Co-sponsored by the Small Business Development Center and North Shore Alliance for Economic Development **COST: \$45 for entrepreneurs and \$55 for investors**

### Pitching Your Company to Investors

Thursday, July 22, 2010 — 7:15 a.m. to 10:30 a.m.

Your presentation to investors could make or break their decision to invest in your company. Learn from our experts what they look for in a presentation and why it matters so much in their decision making process. Co-sponsored by the Small Business Development Center and North Shore Alliance for Economic Development **COST: \$45 for entrepreneurs and \$55 for investors**

## (Workshops Continued)

### DIRECT MARKETING: CREATING QUALIFIED LEADS FOR YOUR BUSINESS

Thursday, May 13 — 8:30 a.m. to 10:30 a.m.

This workshop explains how to undertake a successful direct marketing campaign for both electronic and print media. You will learn how to develop direct mail campaigns that cut through the clutter and get responses from your target audience. This workshop will also explain how to develop strategies, how to create compelling messages and how to choose offers that will yield the highest response rate for your business. This workshop is geared to both business to business (B2B) and business to consumer (B2C) marketing. **Speaker: Paul Sullivan, Principal and Creative Director, ivan, paul** Co-sponsored by the Small Business Development Center **FREE**

### FINDING THE RIGHT BUSINESS INSURANCE

Tuesday, May 18 — 8:30 a.m. to 10:30 a.m.

Protect your business and personal assets and avoid liability by obtaining proper insurance protection prior to unexpected events. Selecting a cost-effective and appropriate insurance plan and assessing your company's potential risks are part of the process. The workshop covers liability, property, vehicle, workers compensation, and employee benefits insurance.

**Speaker: Marc Slafsky, Vice President, New England Heritage Insurance Agency Group, Inc.** Sponsored by the Small Business Development Center **FREE**

### THE ART & SCIENCE OF SALES

Thursday, June 10 — 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**

### EMPLOYEE ACQUISITION AND RETENTION

Tuesday, June 22 — 8:30 a.m. to 10:30 a.m.

As the recession recedes and hiring begins to increase, many employees will be looking to change jobs. Keeping your best talent while you are hiring new talent becomes a major challenge. This workshop will explain how to keep good talent and how to search for new talent to maximize your success now and in the future. **Speaker: Mo Nariani, Founder and Marketing/Talent Acquisition Director, JOE GREEN Home Solutions, Inc.** Co-sponsored by the Small Business Development Center **FREE**

### ACTION PLANS AND BUDGETS—TURNING VISION INTO REALITY FOR NON-PROFITS

Thursday, June 24 — 8:30 a.m. to 10:30 a.m.

Translating strategy into action to achieve the goals for your non-profit organization can be overwhelming. Learn how to prioritize, set specific goals, estimate financial impacts in order to create a successful action plan.

**Speaker: Mike Stauff, Consultant, ESC** **FREE**

### STAYING WELL THROUGH TODAY'S STRESSORS

Tuesday, July 20 — 8:30 a.m. to 10:30 a.m.

Business owners: Do you have concerns about the current economic climate? Others: Have you been laid off or do you fear being laid off? Do you have a spouse or partner feeling the same way? Before stress completely takes over, let's take charge! This seminar and interactive discussion will give you tools for reducing and responding to stress, and teach you how to balance life-work-family. **Speaker: Chris Vasiliadis, Owner, Priority Wellness** **FREE**

### DEMYSTIFYING SOCIAL MEDIA AND LEVERAGING ITS POWER FOR YOUR BUSINESS

Tuesday, July 27 — 8:30 a.m. to 10:30 a.m.

This workshop cuts through the noise and clutter of social media for you. You'll learn how to get started with social media; which social media platforms make the most sense for your business; how to augment your marketing and business development strategies with these platforms; and how to find relevant followers; fans and friends, hence customers. Social media is where your customers and clients are, so it's where you need to be no matter how small your presence. **Speaker: Judy Parisella, Founder mojo2Go Community Civility Projects, Inc.** Co-sponsored by The Creative Economy Association of the North Shore **FREE**

### ORGANIZE YOUR WAY TO PROFITABILITY

Tuesday, August 10 — 8:30 a.m. to 10:30 a.m.

As a business owner, are you spending more time fighting fires or sparking new ideas? Drowning in paperwork or making your business watertight? Getting lost in details or finding better ways to run your business? In this workshop you will learn organizing tips that will help you focus on your top priorities. We will discuss how you can organize your way to profitability. **Speaker: Nancy Black, Founder, Organization Plus** Co-sponsored by the Small Business Development Center **FREE**

### 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 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.**

All events are held at the Enterprise Center  
Located on the Central Campus of Salem State College  
121 Loring Avenue, Salem, MA 01970  
978-542-7528

Sponsored by:



  
**Enterprise  
Center**  
AT SALEM STATE COLLEGE

The Region's Small Business Growth Center

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

### ABOUT THE ENTERPRISE CENTER AT SALEM STATE COLLEGE

The Enterprise Center at Salem State College is a leader in helping Massachusetts' businesses grow and compete. Last year thousands of small business owners participated in our programs, engaged in our networking events, grew their

businesses and made money. Our broad spectrum of dynamic programming, commitment to innovative thinking, and physical facilities have made us a robust virtual home base for entrepreneurs throughout North Shore of Boston and beyond.