

2008



Enterprise Center

AT SALEM STATE COLLEGE

The region's small business incubator and growth center



13 NEW FALL PROGRAMS FOR SMALL BUSINESSES

NEW Workshops for Non-profits

SEPTEMBER

September 16 - 8:30am to 10:30am

Entrepreneurship: Ready, Start, Launch

just right for people thinking about starting a business

Speaker: Bob Vieira. Presented by the Small Business Development Center

FREE

September 19 - 8:30am to 10:30am

Creating a Fundraising Culture

learn what motivates people to give money

Speaker: Al Gold, XXXXXXXXXXXXXXXXXXXX

FREE

September 23 - 8:30am to 11:00 am

Business Strategies for a Changing Economy

better management, better operations, better marketing

Moderator: Margaret Somer, Regional Director, Small Business Development Center

FREE

September 25 - 8:30am to 10:30am

Emotional Intelligence

people skills in the business world—how to maximize your impact

Speaker: Carrie Stack, Say Yes Institute

FREE

OCTOBER

October 16 - 8:30am to 10:30am

Social Networking

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Speaker: Neal Bocain ??????

FREE

October 21 - 8:30am to 10:30am

Non Profit Action Plans and Budgets: Turning Vision into Reality

translating strategy into action to achieve your goals

Speaker: Theresa Hamacher, Senior ESC Consultant

COST

October 23 - 8:30am to 10:30am

Marketing: Knowing your Niche

provide simple, cost effective, and practical approaches to marketing

Speaker: Ellen Kaplan of Possibilities at Work. Presented by the Small Business Development Center

FREE



NOVEMBER

4th Annual Million Dollar Women Event

November 6 - 9:00am to Noon

Special location: Hawthorne Hotel, Salem MA

Million Dollar Women Panelist include:

JILL CHENG

President, Cheng & Tsui Company, Inc.

LIVIA COWAN

President and Creative Director, Mariposa

VICTORIA JACKSON

Chief Operating Officer, Atlantic Lab Equipment, LLC

LINDA J. SALLOR, J.D.

President & CEO, Sallop Insurance Agency

JANET SANTA ANNA

President, The Resource Connection Inc.

Noon to 1:30pm: Lunch immediately following with keynote speaker **Dr. Patricia Maguire Meservey, President of Salem State College** who will speak about women owned business and the regional economy. You will also get a chance to talk with Million Dollar Women from prior years

November 13 - 8:30am to 10:30am

Your Business Plan: Soup to Nuts

easy approach to developing a business plan

Speaker: Bob Vieira. Presented by the Small Business Development Center

November 14 - 8:30am to 10:30am

Best Practices and Responsibilities of Non-Profit Board

what boards must do to get the work done

Speaker: Robert French, XXXXXXXXXXXXXXXXXXXX

FREE

November 18 - 8:30am to 10:30am

Your Company and the New Identity Theft Law

avoid major fines by complying with this law

Speaker: Frank Pugh of ANewTeck, Presented by the Small Business Development Center

FREE

DECEMBER

December 4 - 8:30am to 10:30am

How to Run a Successful Import Company

meeting the challenges of working with offshore manufactures

Speakers: Joanne Demetra, CEO of Project Accessory and Donna Schwenk of DBS International.

FREE

December 9 - 8:30am to 10:30am

Business Legal Issues

includes HR, protecting business assets, choosing the right structure, and more.....

Presented by the Small Business Development Center

FREE

All workshops are co-sponsored by the

Creative Economy of the North Shore

All programs will be held at **The Enterprise Center**, 121 Loring Ave., Salem MA unless otherwise noted.

for more details and to register:
www.enterprisectr.org or call 978-542-7528

ABOUT THE ENTERPRISE CENTER

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 their business skills, monthly CEO groups, and other initiatives designed to lead to success whether companies are just starting out, growing, or fighting for market share in a tough economy.

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 and to serve as a regional catalyst to address economic issues on the North Shore. The Center is committed to:

- Developing, retaining, and attracting businesses of all sizes to this region
- Increasing employment opportunities in our region
- Supporting the growth of the pool of skilled workers
- Meeting the needs of small business to develop business skills
- Assisting growth companies to find funding through venture breakfasts and annual business plan competition
- Growing the creative economy sector of the region

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 at 3pm, and 4pm, on Wednesdays and require reservations. A listing of topics will be posted on our website monthly or in our e-mail newsletter.

LOGO

LOGO