

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

September 19 - 8:30am to 10:30am
Creating a Fundraising Culture
learn what motivates people to give money

September 23- 8:30am to 11:00 am
Business Tactics for a Troubled Economy Panel
better management, better operations, better marketing

September 25 - 8:30am to 10:30am
Emotional Intelligence
people skills in the business world — how to maximize your impact

OCTOBER

October 16 - 8:30am to 10:30am
Social Networking
(still waiting for text)

October 21 - 8:30am to 10:30am
Action Plans and Budgets: Turning Vision into Reality
translating strategy into action to achieve your goals

October 23 - 8:30am to 10:30am
Marketing: Knowing your Niche
provide simple, cost effective, and practical approaches to marketing

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. SALLOP, J.D.

President & CEO, Sallop Insurance Agency

JANET SANTA ANNA

President, The Resource Connection Inc.

12:00pm 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

November 14 — 8:30am to 10:30am
Best Practices and Responsibilities of Non Profit Board
what boards must do to get the work done

November 18 — 8:30am to 10:30am
Your Company and the New Identity Theft Law
avoid major fines by complying with this law

DECEMBER

December 4 — 8:30am to 10:30am
How to Run a Successful Import Company
meeting the challenges of working with offshore manufactures

December 9 — 8:30am to 10:30am
Business Legal Issues
includes HR, protecting business assets, choosing the right structure, and more...

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 including writing a business plan, marketing, traditional and non traditional financing, increasing sales, and small business legal issues.

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.

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.

Sponsored by:

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