

2008



Enterprise Center

AT | SALEM | STATE | COLLEGE

The region's small business incubator and growth center



13 NEW FALL PROGRAMS FOR SMALL BUSINESSES

WORKSHOPS

SEPTEMBER

Entrepreneurship: Ready, Start, Launch September 16 - 8:30am to 10:30am

just right for people thinking about starting a business
Speaker: **Bob Vieira**. Presented by the Small Business Development Center.

Creating a Fundraising Culture September 19 - 8:30am to 10:30am

learn what motivates people to give money
Speaker: **Al Gold, Executive Service Corps**

Business Tactics for a Troubled Economy September 23 - 8:30am to 11:00 am

better management, better operations, better marketing
Moderator: **Margaret Somer, Regional Director, Small Business Development Center**
Cost: \$15.00

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

people skills in the business world — how to maximize your impact
Speaker: **Carrie Stack, SayYes Institute**

OCTOBER

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

STILL WAITING FOR TEXT
Speaker: **Neal Bocain** ??????

Action Plans and Budgets: Turning Vision into Reality October 21 - 8:30am to 10:30am

translating strategy into action to achieve your goals
Speaker: **Theresa Hamacher, Senior ESC Consultant**

Marketing: Knowing your Niche October 23 - 8:30am to 10:30am

provide simple, cost effective, and practical approaches to marketing
Speaker: **Ellen Kaplan, Possibilities at Work**. Presented by the Small Business Development Center.

Your Business Plan: Soup to Nuts November 13 - 8:30am to 10:30am

easy approach to developing a business plan
Speaker: **Bob Vieira**. Presented by the Small Business Development Center.

Best Practices and Responsibilities of Non-Profit Board November 14 - 8:30am to 10:30am

what boards must do to get the work done
Speaker: **Robert French, Executive Service Corps**

Your Company and the New Identity Theft Law November 18 - 8:30am to 10:30am

avoid major fines by complying with this law
Speaker: **Frank Pugh of ANewTeck**. Presented by the Small Business Development Center

DECEMBER

How to Run a Successful Import Company December 4 - 8:30am to 10:30am

meeting the challenges of working with offshore manufactures
Speakers: **Joanne Demetra, CEO of Project Accessory** and **Donna Schwenk of DBS International**.

Business Legal Issues December 9 - 8:30am to 10:30am

includes HR, protecting business assets, choosing the right structure, and more...
Presented by the Small Business Development Center.

All workshops are sponsored by the **Creative Economy Association of the North Shore** and:



All Workshops are **FREE** unless otherwise noted

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



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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.



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.



Sponsored by:



For more details and to register:

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