

# 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, Say Yes 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.

### 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.



for more details and to register:  
[www.enterprisectr.org](http://www.enterprisectr.org) or call 978-542-7528

## 4<sup>TH</sup> ANNUAL MILLION DOLLAR WOMEN<sup>SM</sup> EVENT

**November 6, 2008, 9:00am to 12:00pm — Networking and Panel Discussion**

**Special location: Hawthorne Hotel — Salem, MA**

**Keynote Speaker: Dr. Patricia Maguire Meservey, President of Salem State College**

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.

12:00pm to 1:30pm: Lunch immediately following by 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:  **BEVERLY  
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Co-sponsored 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:

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