

For more details and to register:
www.enterprisectr.org



Enterprise Center

AT | SALEM | STATE | COLLEGE

The region's small business incubator and growth center



12 NEW FALL PROGRAMS FOR SMALL BUSINESSES

WORKSHOPS

SEPTEMBER

Entrepreneurship: Ready, Start, Launch

Just right for people thinking about starting a business

September 16 — 8:30am to 10:30am

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

Business Tactics for a Troubled Economy

Better management, better operations, better marketing

September 23 — 8:30am to 11:00am

Moderator: Margaret Somer, Regional Director, Small Business Development Center. **Cost: \$15.00**

Emotional Intelligence

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

September 25 — 8:30am to 10:30am

Speaker: Carrie Stack, Say Yes Institute. **FREE**

OCTOBER

How to Run a Successful Import Company

Meeting the challenges of working with offshore manufacturers

October 16 — 8:30am to 10:30am

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

Marketing: Knowing Your Niche

Provide simple, cost-effective, and practical approaches to marketing

October 23 — 8:30am to 10:30am

Speaker: Ellen Kaplan, Possibilities at Work. Presented by the Small Business Development Center. **FREE**

NOVEMBER

Your Business Plan: Soup to Nuts

Easy approach to developing a business plan

November 13 — 8:30am to 10:30am

Speaker: Bob Vieira. Presented 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 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.

Your Company and the New Identity Theft Law

Avoid major fines by complying with this law

November 18 — 8:30am to 10:30am

Speaker: Frank Pugh of ANewTeck. Presented by the Small Business Development Center: **FREE**

DECEMBER

Using Social Media To Grow Your Business By Peer To Peer Experience (P2P) and Build Your Brand. Plus How Google Can Help!!

Linked In, Facebook, citysearch, yelp.com, MySpace and Blogs — getting results for your organization

December 4 — 8:30am to 10:30am

Speaker: Neal Bocian, President, Neal Advertising **FREE**

Business Legal Issues

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

December 9 — 8:30am to 10:30am

Presented by the Small Business Development Center. **FREE**

128 VENTURE NORTH BREAKFASTS

How to Make Presentations That Investors Will Love and Fund

September 26 - 7:15am to 10:00am

Moderator: Ian Smith, Founder of The Portfolio Partnership. **\$45 for entrepreneurs, and \$55 for investors and service providers.**

Creative Economy Investment Opportunities

Hear about this dynamic growing sector full of new companies and investment opportunities

November 20 - 7:15am to 10:00am

Moderator: Tom Dusenberry, Founder and CEO, Hasbro Interactive and Games.com. **\$45 for entrepreneurs, and \$55 for investors and service providers.**

2008

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

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4TH ANNUAL MILLION DOLLAR WOMENSM SYMPOSIUM

November 6, 2008 — Hawthorne Hotel, Salem, MA

MORNING PROGRAM (plus luncheon with keynote, 11:30am to 1:00pm):
9:00am to 11:30am — Networking and Panel Discussion

Million Dollar Women Panelist include:

JILL CHENG — President, Cheng & Tsui Company, Inc.
LIVIA COWAN — President and Creative Director, Mariposa
VICTORIA JACKSON — Owner, Atlantic Lab Equipment, LLC
LINDA J. SALLOP, J.D. — President & CEO, Sallop Insurance Agency
JANET SANTA ANNA — President, The Resource Connection Inc.

Sponsored by:



LUNCHEON AND KEYNOTE SPEAKER:

11:30am to 1:00pm — Hawthorne Hotel



Keynote Speaker: Dr. Patricia Maguire Meserve — President, Salem State College
"Women Owned Businesses and the Regional Economy"

PLUS meet and speak with many of the Million Dollar Women from our past year's events.

Cost: \$40 (including lunch)

Co-sponsored by:

- **Marcus Financial Advisors, Raymond James Financial Services**
- Salem State College Foundation
- Small Business Development Center

2008

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