

# Winter 2009



## Enterprise Center

AT | SALEM | STATE | COLLEGE



# FREE NEW SMALL BUSINESS PROGRAMS

THE ENTERPRISE CENTER : : 121 LORING AVENUE : : SALEM, MA 01970

## WORKSHOPS

### Financing Your Business: Do You Qualify?

January 15 — 8:30 am to 10:30 am

Learn from a banker and a consultant how a lender looks at your loan request. Credit quality, cash flow and collateral are key. This presentation will focus on preparing your existing business or startup business for financing. Sources of capital, including SBA guaranteed bank loans, will be discussed. **Speaker, Bob Vieira, management consultant.** Presented by the Small Business Development Center. **FREE**

### Is Entrepreneurship Right For Me? (Special Saturday Workshop)

January 24 — 9:00 am to 11:00 am

In a recession many people think about starting a business. So, if you, or anyone you know, is interested in exploring entrepreneurship, this workshop explains what it's like to own a business and the questions you need to ask yourself to know if entrepreneurship is right for you. This may be the best two hours you've ever spent. **Speaker: Connie Komack, LifeWork Enterprises. Co-sponsored by the Small Business Development Center. FREE**

### Business Succession Planning

January 29 — 8:30 am to 10:30 am

Most people think business plans are about developing products, sales, marketing and cash flow. But succession planning is also essential. As a business owner what happens to you directly affects your business. Our expert panel will help you think through the issues of estate and succession planning. Your employees and families will appreciate it. **Vincent Bonazzoli, Esq., Family Estate Planning Law Group, Daniela G. Messina, Esq., Robert Krause, CLU, Prudential Financial and Michael Brown, CPA, UHY LLP,** will present a number of scenarios that business owners face and how an effective plan can be a solution to carrying out the business owners' wishes. **Co-sponsored by the Small Business Development Center. FREE**

### Teambuilding: Managing and Motivating your Team

February 3 — 8:30 am to 10:30 am

This workshop will explore five key principles a manager can use to engage and motivate a team. Not a lecture program, this workshop is a creative team exercise as well as a discussion of how to apply team principles. Participants should be prepared to work in a team activity, contribute to discussion and share ideas for applying team principles to common team problems. **Speaker: Michael Maginn, Ed.D. President and CEO Singularity Group. FREE**

### Cash Flow Your Way To Break Even

February 10 — 8:30 am to 10:30 am

Why do bankers say "cash flow is king?" How is cash flow different from profit? This workshop and its simple but realistic class exercise will help you understand cash flow, assess when you will need capital, and position your business for bank financing. **Speaker: Bob Vieira, management consultant. Presented by the Small Business Development Center. FREE**

### Attracting and Retaining Talented Staff

April 2 — 8:30 am to 10:30 am

Did you know that employee turnover cost is usually 25% to 35% of an employee's annual salary? But if you retain that talent you've saved time and money. Retention of quality staff is one of the single biggest factors affecting success in the business world. The growth of an organization is dependent on quality, motivated personnel and a healthy work environment. At this workshop you will learn some basic strategies to create a profitable work environment and improve staff retention. **Speakers: Fran & Al Dicher, R & L Associates. Co-sponsored by the Small Business Development Center. FREE**

### Finding the Right Insurance for Your Business

April 14 — 8:30 am to 10:30 am

Protect your business and personal assets and avoid liability by obtaining proper insurance protection prior to unexpected events. Selecting a cost-effective and appropriate insurance plan and assessing your company's potential risks are part of the process. The workshop covers liability, property, vehicle, workers compensation, and employee benefits insurance. **Presented by the Small Business Development Center Speaker, Marc Slafsky of Appleby & Wyman Insurance. FREE**

## TECH EDGE



**Our annual month long focus on technology and how it can help your business. We will talk about enhancing what you have as well as thought provoking explorations of opportunities you've not even thought of.**

### Internet Marketing — The Basics

March 5 — 8:30 am to 10:30 am

Proven online strategies can help you launch and maintain your company's web presence, email newsletter and/or blog, and help you sell goods or services online. At this workshop, you will learn what customers want you to provide on the web to make a sale plus how to track your marketing and sales progress through web analytics. The workshop will touch on natural and paid search engine marketing, developing keywords and shopping carts, web graphics and building your email list to reach your target market. **Presented by the Small Business Development Center. Speaker: Carol Sanger, The Web Division. FREE**

### Maximizing your Website

March 10 — 8:30 am to 10:30 am

Most small business owners don't realize the potential their website has to become a virtual sales tool. Yet 70% of their current customers are searching online. This workshop will teach you how to create a strategically designed, search engine optimized website, to understand the power of keywords and make your website a profit driving machine. Come and learn how to create your own small business website that could easily double your sales. **Speaker, Jill Elias Jones. Co-sponsored by the Small Business Development Center. FREE**

### Transform Your Company with Mobile Technology

March 19 — 8:30 am to 10:30 am

In this economy we need every advantage we can get to maximize our sales and customer relationships. Whether it's your phone, your PDA or whatever else you use, we can help you navigate the mobility revolution. The mobile workforce means that there are many more ways to reach customers—and to be reached by customers. Are you using those new approaches? We'll tell you what they are and how to increase your own flexibility and productivity using mobile devices. The current recession makes it imperative to work smarter and more productively. Mobile technology is part of the solution. **Speaker: Patrick Agostino, Resolve I.T. Co-sponsored by the Small Business Development Center. FREE**

### Leveraging Social Media for Your Business: How to use banner advertising, video, audio and text ads on social sites such as Facebook, You Tube and CitySearch

March 24 — 8:30 am to 10:30 am

In today's society, strong online marketing is critical to the success of any business and a key component that is often overlooked and misunderstood. It is imperative that companies connect with their customers, and a majority of those customers are looking online for answers. **Speaker: Neal Bocian and Chad Foster, Neal Advertising. FREE**

## See other side for:

- 128 Venture North Breakfast Series
- 2009 North of Boston Business Plan Competition
- Non Profit Programs 

To register go to [www.enterprisectr.org](http://www.enterprisectr.org)

## 128 VENTURE NORTH BREAKFAST SERIES

### 128 Venture North Breakfast Creative Economy Investment Opportunities January 30 – 7:15 am to 10:00 am

Over 2,200 creative economy enterprises are located on the North Shore and conservatively contribute well over \$3 billion in annual sales. The creative economy represents 10%-12% of the North Shore's total private sector employment and employs between 17,000-20,000 people. Included in the creative economy are design, engineering, R&D, business consulting, software development, advertising, architecture, arts and culture and much more. Hear about this dynamic growing sector full of new companies and investment opportunities. **Panel moderator: Tom Dusenberry, Dusenberry Entertainment, former CEO of Hasbro**

**Interactive and more... Co-sponsored by the Small Business Development Center. \$45 for Entrepreneurs and Management Candidates; \$55 for Investors and Service Providers.**

### 128 Venture North Breakfast Investing in Biotech March 26 – 7:30 to 10:00

A panel of experts and entrepreneurs will talk about the issues facing biotech companies and how to make them more investment ready. **\$45 for Entrepreneurs and Management Candidates; \$55 for Investors and Service Providers.**

## 2009 NORTH OF BOSTON BUSINESS PLAN COMPETITION

*Are you ready to start that new business you always dreamed about?  
Do you want to grow your recently established company?*

We **INVITE** you to **ENTER** the **2009 North of Boston Business Plan Competition**. The Enterprise Center at Salem State College and the Merrimack Valley Economic Development Council, Inc. in conjunction with leading business organization throughout Essex County and Merrimack Valley, is proud to announce the fifth annual North of Boston Business Plan Competition. Submit your business plan to a panel of judges, many of whom are early stage investors, venture capitalists and bank investors.

First prize is **\$10,000**, second prize is **\$6,000** and third prize is **\$4,000**.

Visit [www.enterprisectr.org/bpc](http://www.enterprisectr.org/bpc) to find out if you are eligible.

Entry forms are due no later than **February 20, 2009** and all business plans are due no later than **March 26, 2009**.

### TIMETABLE

- February 20, 2009** **DEADLINE** — Plan overviews and entry forms are due **no later than 5:00 pm**
- February 24, 2009** Writing a Competitive Business Plan Workshop. Held by the Small Business Development Center at the Enterprise Center. **8:30 am to 10:30 am**
- February 26, 2009** Writing a Competitive Business Plan Workshop. Held by the Small Business Development Center at Cambridge College, Lawrence. **8:30 am to 10:30 am**
- March 26, 2009** **DEADLINE** — Final Business Plans are due to the Enterprise Center **no later than 5:00 pm**
- April 16, 2009** Semifinalists announced
- May 1, 2009** Finalists announced
- May 13, 2009** Public presentations at Central Campus Recital Hall, Salem State College, 71 Loring Ave, Salem, MA. **4:00 pm to 6:00 pm**

**Platinum Sponsor:** Eastern Bank; **Gold Sponsor:** Salem Five; **Silver Sponsors:** Burns & Levinson, Danversbank, North Shore Bank, North Shore Technology Council; **Media Sponsor:** The Salem News

## NON PROFIT PROGRAMS

### Grant Seeking—Myths and Realities: Equipping Non Profit Leaders for Increased Impact through Major Grants February 9 — 8:30 am to 10:30 am

Foundation grants continue to be a strong source of funding for established non profits. Learn how to become "grants-ready" and organizationally prepared for positive engagement in grantsmanship, from prospect identification to proposal development and beyond. This workshop offers practical insights into the nuts and bolts of grantsmanship, with a special focus on non profit organizations seeking major grants from private foundations. **Speaker: Martha L.P. Heassler, Heassler Consulting, Inc. FREE**

### Marketing to Donors March 2, 2009

Applying basic marketing skills and techniques to increase donations by size and quantity. **Speaker: Bruce Enders, ESC Consultant. FREE**

### Energizing Networks to Make a Difference for your Non Profit Organization April 13 — 8:30 am to 10:30 am

Staff and Board Members of non profit organizations frequently avoid or miss opportunities to employ their personal social networks to benefit their non profit organization. Board members (Staff, too!) can use these networks to build and grow new or existing relationships to benefit their organization. Using social marketing tools such as Facebook and Linked In, and by articulating focused communications, Board Members and Staff can promote a clear and consistent message to benefit your non profit organization. Non profit executives are encouraged to bring one or more members of your board's executive committee with you to this workshop. You'll get more out of it, and you'll have a core of people ready to network and advance your mission! You will leave this workshop with the outline of your own action plan. **Speaker: Steven P. Smith, It's The Results, LLC. FREE**

## ABOUT THE ENTERPRISE CENTER AT SALEM STATE COLLEGE

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 success** whether they are just starting, growing, fighting for market share in a tough economy or looking for exit strategies. The Center helps match business owners with the best advice and resources available, provides programs and conferences, conference facilities and other resources to help owners learn what they need to **grow**.

The center also sponsors CEO groups that owners of non-competing businesses may join to help each other better run their businesses. 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 in the 21st Century and a "good neighbor" in the City of Salem.

The Enterprise Center is located on **Central Campus of Salem State College at 121 Loring Avenue, Salem, MA 01970**



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The North Shore's Small Business  
Incubator and Growth Center

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