

WINTER 2012

New Small Business Programs



Enterprise
Center

AT SALEM STATE UNIVERSITY

QUICK LOOK

Big Results on a Small Budget
Building Buzz for your Business
Cloud Computing
Customer-Focused **Websites**
Email Marketing Panel
Entrepreneurship: Ready, Set, Launch
Financing Your Business
How to Write a Great **Blog**
New Technologies to Boost Your Business
New Way of **Networking**
Turning **Social Media** into Sales
You can grow **\$100,000 in Sales**

NON-PROFITS

Raising Money in Tough Times

PLUS

2012 Business Plan Competition
NEW Piranha Pond—128 Venture
North Breakfast
The Business of the Arts
The Business of Local Food
March is Tech Month

Unless otherwise stated, all events are held at the Enterprise Center Central Campus of Salem State University, 121 Loring Avenue, Salem, MA 01970

JANUARY

HOW TO BUILD BUZZ FOR YOUR BUSINESS

Tuesday, January 10, 8:30 to 10:30 am

Everyone wants good publicity! So how do you break through the clutter, especially when the number of media outlets is shrinking? Learn how to get your company noticed by taking advantage of new media as well as old, knowing what's news (and what's not), how to pitch, whom to pitch, and when to pitch your story for the best chance of success. Learn ways to work with different media so you become a trusted and reliable source in your industry. **Speaker: David Thomson, President, Thomson Communications**
Co-sponsored by the MA Small Business Development Center **FREE**

ENTREPRENEURSHIP: READY, START, LAUNCH

Thursday, January 12, 8:30 to 10:30 am

Inspired, "downsized" or just ready to own your own business? Assess your entrepreneurship potential while learning the marketing, financial and operations issues involved in starting a business. **Speaker: Ellen Kaplan, Founder and President, Possibilities@Work** Sponsored by the MA Small Business Development Center **FREE**

CHEAPER, BETTER FASTER— BIG RESULTS ON A SMALL BUDGET

Tuesday, January 24, 8:30 to 10:30 am

You know you need to accomplish more with less money and in less time. Don Kaplan will cover a lot in just two hours, from developing and implementing a sound marketing strategy and tactics to understanding the advantages, disadvantages and principal techniques of different marketing media, from testing and improving your results to solving marketing issues creatively. **Speaker: Don Kaplan, President, Kaplan Marketing**
Co-sponsored by the MA Small Business Development Center **FREE**

THE BUSINESS OF LOCAL FOOD

Thursday, January 26, 8:30 to 10:30 am

Please see "The Business of..." Series on the back cover for more information.

FEBRUARY

NON-PROFIT WORKSHOP 10 TIPS FOR RAISING MONEY IN TOUGH TIMES

Thursday, February 7, 8:30 to 10:30 am

You need to raise funds. Fast. Quick fixes sound tempting, but there's a right way to raise money if you're in it for the long haul. Developing and adhering to best practices is the most effective, yet overlooked way to improve your organization's fundraising performance and your donor's experience. Diane will share valuable practical steps you can take to hone your fundraising skills and position your organization for sustainable success. **Speaker: Diane DeMarco, CFRE, Consultant, Executive Service Corps, and Principal, Consultants for institutional Advancement FREE**

Sponsored by:



FINANCING YOUR BUSINESS: DO YOU QUALIFY?

Thursday, February 9, 8:30 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 venture for financing. Sources of capital, including SBA guaranteed bank loans, will be discussed.

Speakers: Jane M. Johnson, CPA, CMA, Certified Business Exit Consultant™, Partner, B2B CFO®, Inc.; Banker to be announced Sponsored by the MA Small Business Development Center **FREE**

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YES! YOU CAN GROW \$100,000 IN SALES

Tuesday, February 14, 8:30 to 10:30 am

When sales suffer, so does your entire business. Learn the top five ways to boost revenues in this fast-paced session on the foundational elements for growing sales. Presenter Lori Richardson has worked with more than 1,500 entrepreneurs and small business owners on the sales process, tools, and inspiration that can add dollars to the bottom line. **Speaker: Lori Richardson, CEO, Score More Sales** Co-sponsored by the MA Small Business Development Center **FREE**

THE NEW WAY TO NETWORK FOR REAL RESULTS

Tuesday, February 28, 8:30 to 10:30 am

Executive coach and author Gordon Curtis will share secrets from his new book, Well Connected, An Unconventional Approach to Building Genuine Effective Business Relationships. The focus is on quality, not quantity, and achieving your goals by selectively engaging the right people and connecting with them in the right way. This is an interactive presentation that will give you insights and tools to create your personal networking strategy. **Speaker: Gordon Curtis, Author of Well Connected and President, Curtis Consulting** Co-sponsored by the MA Small Business Development Center **FREE**

128 Venture North Breakfast Series

Breakfast meetings for investors and entrepreneurs
Offered in partnership with the 128 Innovation Capital Group

NEW! PIRANHA POND

Thursday, February 16, 7:30 to 10:00 am

You've heard of the Shark Tank... Welcome to the Piranha Pond! Entrepreneurs seeking funding will have a five-minute opportunity to convince a panel of investors to invest in their company.* Investors can ask questions to see if the company is a viable investment opportunity for them... and presenters have a rare opportunity to get real investor feedback on the spot. If you'd like to apply to present, go to

www.piranhapond.com.

*Does not constitute a commitment to provide funding.



Panelists: To be announced and posted at

www.piranhapond.com

Applicants to present, interested entrepreneurs and management candidates: **\$25**

Investors and service providers: **\$35**

Sponsored by: North Shore Bank



Admission to each event is \$25 for entrepreneurs and management candidates, \$35 for investors and service providers

to register: www.enterprisectr.org

MARCH

TECH MONTH IS HERE!

March brings a month-long focus on technology and how it can help your business. We'll talk about what you already have and use, plus provide thought-provoking explorations of opportunities you may not have considered.

USING SOCIAL MEDIA FOR SALES

Thursday, March 1, 8:30 to 10:30 am

You're using social media, but are you getting any business as a result? Jay Campbell is an expert in working social media to generate leads and convert them to sales. From receiving a weekly LinkedIn prospect list to positioning yourself as a thought leader, you'll get tips for turning LinkedIn, Facebook, Twitter and YouTube into more powerful sales tools.

Speaker: Jay Campbell, CEO, Strategic Social Consulting Co-sponsored by the MA Small Business Development Center **\$10**

HOW TO WRITE A GREAT BLOG

Tuesday, March 8, 8:30 to 10:30 am

Does it seem like everyone's blogging but you? Do you wonder if there's a right and a wrong way to blog? Does the commitment to keep on blogging seem overwhelming? Don't be intimidated! An effective blog can help you reach customers and boost business, and it can be easier than you think. Veteran blogger and communication strategist Jennifer Powell can show you the way. Whether you want to get started or blog better, this is the workshop for you. **Speaker: Jennifer Heldt Powell, Founder, The Excellent Writers Group and author of the "Small Business Matters" column in the Sunday Boston Herald** Co-sponsored by the MA Small Business Development Center **FREE**

EMAIL MARKETING PANEL

Tuesday March 13, 8:30 to 10:30 am

Today, more than ever, marketing is about building relationships and sharing value with people online. Come find out how easy it is to engage your audience, build trust and authority, and encourage repeat business and referrals through easy and cost-effective email marketing. In this seminar, you will learn the best practices for creating an effective email marketing program, including: List-building ideas and techniques, creating valuable content and varying your offerings, reading metrics and creating targeted follow up campaigns, integrating with social media marketing efforts, and creating new business, sales and success! **Speakers: Corissa St. Laurent, Regional Development Director, Constant Contact—New England, Gregg Hanson, Client Success Manager, Net Atlantic, Inc.** Sponsored by the MA Small Business Development Center **FREE**

CLOUD COMPUTING: WHAT'S IT ALL ABOUT?

Thursday, March 15, 8:30 to 10:30 am

All the big names in the technology industry are talking about and promoting cloud computing...but for a lot of people, it's still just a buzzword. What exactly is "the cloud?" What are its advantages and disadvantages? Who are the providers? Will it really let you do more with less? Get a first-hand look inside "the cloud" and answers to the questions being raised about the next big IT trend. **Speaker: Lowell Gray, CEO, Shore.Net** Co-sponsored by the MA Small Business Development Center **FREE**

WEB DESIGN 2012: CUSTOMER FOCUSED WEBSITES

Tuesday, March 20, 8:30 to 10:30 am

There's more to a website than looking good. Answering a few key questions up front can drive the entire design process and result in a site that's easy for your customers to find and use. Properly done, your brand messaging, target audience, and calls to action can define the website design or be used for a quick fix if a full redesign isn't possible. This talk will include case studies and, time permitting, a few design audits of audience members' sites. **Speaker: Michael Flint, Owner & Principal, Metropolis Creative** Co-sponsored by the MA Small Business Development Center **FREE**

WHAT'S THE LATEST? NEW TECHNOLOGIES TO BOOST YOUR BUSINESS

Tuesday, March 27, 8:30 to 10:30 am

Tablets, smart phones and laptops. Apple vs. Android. New platforms and technologies are emerging all the time, and learning how to leverage them can give you new tools to reach customers and run your business. Find out if you need a different website for smart phones (and some of you do), how all of these appliances and social media connect you to your clients as never before and how smart phones and tablets can lower your operating costs. **Speaker: Jane Bright, CEO Brightwork** Co-sponsored by the MA Small Business Development Center **FREE**

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About the Enterprise Center

The Enterprise Center arms business owners with the knowledge and skills to start their business, grow, and succeed.

Sign up for our newsletter at www.enterprisectr.org

The Business of... Series

Our popular "Business of..." series provides an opportunity to explore different fields and today's "new" industries. These are areas that are attracting entrepreneurs, and somewhere in the mix there just might be a business that will become tomorrow's Google. The Enterprise Center invites you to come learn more about these opportunities.

THE BUSINESS OF LOCAL FOOD

Thursday, January 26, 8:30 to 10:30 am

Families, restaurants, stores and businesses are increasingly buying their food locally. This is particularly true on the North Shore. Come listen to a discussion on why this is happening, whether it's a short-term trend or is here to stay. What are the upsides and downsides? What does the future of local food look like on the North Shore? In Massachusetts and the country as a whole? Come find out!

Speakers: Antonio Bettencourt, Chef, 62 on Wharf, Peter Mikedis, CEO/Founder, SideKim Foods, Andrew Rogers, Farm Manager, Green Meadows Farm
Co-sponsor: MA Small Business Development Center **FREE**

THE BUSINESS OF THE ARTS— A collaboration of The Enterprise Center and Montserrat College of Art

SUCCESSFUL SELF PROMOTION

Wednesday, February 8, 8:30 to 10:30 am

Get the low down from a successful working artist and teacher who's "been there, done that." Learn how to build your résumé and your website, and how to get your work out there and create visibility. This includes reaching out to galleries, public libraries and other creative venues; getting into juried art shows; and showing your art online. She'll tell you what you need to know...that no one has told you. **Speaker:**

Robin Samiljan, Artist and Teacher, Montserrat College of Art Co-sponsor: MA Small Business Development Center **FREE**

THE 2012 North of Boston BUSINESS PLAN COMPETITION

Ready to start that new business you've always dreamed of? Do you want to grow your recently established company? The North of Boston Business Plan Competition is designed to encourage entrepreneurs to start and grow their companies right here on the North Shore and in the Merrimack Valley. Submit your plan to a panel of judges, many of whom are early stage investors, venture capitalists and bank investors.

For details go to www.EnterpriseCtr.org/bpc

Key Dates:

Friday, Jan 27, 5 pm

Plan overview and entry form due by 5 pm

Thursday, Feb 2, 8:30 am

How to write a Competitive Business plan Workshop

Friday, Feb 24, 5 pm

Final plans due by 5 pm

Thursday, Mar 15

Semi finalists Announced

Wednesday, Mar 28

Judges interview semifinalists

Thursday, Mar 29

Finalists announced

Monday, Apr 9, 3 pm

Public presentations at Central Campus Recital Hall, SSU

Register at www.enterprisectr.org

Enterprise Center, Central Campus, Salem State University
121 Loring Avenue, Salem, MA 01970, 978-542-7528

