

# SPRING & SUMMER 2010

The Region's Small Business Growth Center



## Enterprise Center

AT | SALEM | STATE | COLLEGE

## FREE NEW SMALL BUSINESS PROGRAMS

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

### Workshops

#### INTERNATIONAL SERIES

##### DOING BUSINESS IN EMERGING MARKETS: CHINA, INDIA, AND BRAZIL

Thursday, April 1 — 8:30 a.m. to 10:30 a.m.

As we enter this global century there are huge opportunities for entrepreneurs interested in expanding into emerging markets. Our speaker has been studying and investing in these markets for some time. Come hear about the areas of the emerging middle class that have the best growth prospects. Retail, automobile, financial services, healthcare and technology companies are strong growth drivers. Rob will discuss the opportunities and challenges of these sectors and some of the unique aspects of doing business with and in these nations. Some interesting areas to be discussed: Regulations, taxes, infrastructure costs, profit margins, wage rates, and growth of incomes and per capita health care spending by country. **Speaker: Rob Lutts, President and Chief Investment Officer of Cabot Money Management** Co-sponsored by the Small Business Development Center **FREE**

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Register at [www.enterprisectr.org](http://www.enterprisectr.org)

Contact: Jennifer Lincoln, Marketing Director  
[jlincoln@enterprisectr.org](mailto:jlincoln@enterprisectr.org) // 978-542-7528

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Volunteers are essential and valuable to every non-profit organization. You need them to staff an event, operate your organization and contribute money. The recruitment, management and retention of volunteers can be a challenging task to an organization. Learn how to identify and motivate key volunteers while managing the challenges of a "volunteer work force."

**Speakers: Bethany Kendall, Chief Executive Officer of ESC of New England and Lisa Cawley, Vice President of ESC of New England** **FREE**

#### EMPLOYMENT LAW: ILLUMINATING THE INTERVIEWING, HIRING AND TERMINATION PROCESS

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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. **Speaker: Marc Slafsky, Vice President, New England Heritage Insurance Agency Group, Inc.** Sponsored by the Small Business Development Center **FREE**

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Tuesday, May 25 — 8:30 a.m. to 10:30 a.m.

Did you know that Chinese is spoken by more than 1.5 billion people globally and the Hispanic/Latino purchasing power is expected to reach \$1 trillion in 2010? If you want to take your business to the global market, this workshop will give you an introduction to how you can leverage technology, language and culture to improve your bottom line and how to communicate in a global environment. **Speaker: Kaarina Kvaark, Founder, Able Innovations** Co-sponsored by the Small Business Development Center **FREE**

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Innovative and practical approaches to sales will quickly improve your company's bottom line. Learn about cold calling, closing sales, getting that first appointment, making presentations and developing positive long-term relationships with customers. Note: this workshop does not cover marketing. **Speaker: Jay Wallus of StreetSmart** Sponsored by the Small Business Development Center **FREE**

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Tuesday, June 15 — 8:30 a.m. to 10:30 a.m.

Hispanics and Latin Americans are changing the face of the Business to Consumer market in the US. These Pan American markets are the fastest growing B2C market segments in the US and are projected to reach 25% by 2050. In this workshop Eduardo Crespo will delve into how your business can tap into the Hispanic markets by understanding the idiosyncrasies of language, culture and media consumption and use this to develop a targeted marketing strategy for your business. **Speaker: Eduardo Crespo, CEO, Hispanic Market Solutions** Co-sponsored by the Small Business Development Center **FREE**

### EMPLOYEE ACQUISITION AND RETENTION

Tuesday, June 22 — 8:30 a.m. to 10:30 a.m.

As the recession recedes and hiring begins to increase, many employees will be looking to change jobs. Keeping your best talent while you are hiring new talent become major challenges. This workshop will explain how to keep good talent and how to search for new talent to maximize your success now and in the future. **Speaker: Mo Nariani, Founder and Marketing/Talent Acquisition Director, JOE GREEN Home Solutions, Inc.** Co-sponsored by the Small Business Development Center **FREE**

### ACTION PLANS AND BUDGETS — TURNING VISION INTO REALITY FOR NON-PROFITS

Thursday, June 24 — 8:30 a.m. to 10:30 a.m.

Translating strategy into action to achieve the goals for your non-profit organization can be overwhelming. Learn how to prioritize, set specific goals, estimate financial impacts in order to create a successful action plan. **Speaker: Mike Stauff, Consultant, ESC** **FREE**

### STAYING WELL THROUGH TODAY'S STRESSORS

Tuesday, July 20 — 8:30 a.m. to 10:30 a.m.

Business owners: do you have concerns about the current economic climate? Others: have you been laid off or do you fear being laid off? Do you have a spouse or partner feeling the same way? Before stress completely takes over, let's take charge! This seminar and interactive discussion will give you tools for reducing and responding to stress, and teach you how to balance life-work-family. **Speaker: Chris Vasiliadis, Owner, Priority Wellness** **FREE**

### DEMYSTIFYING SOCIAL MEDIA AND LEVERAGING ITS POWER FOR YOUR BUSINESS

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### ORGANIZE YOUR WAY TO PROFITABILITY

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### ENTERPRISE CENTER SPECIAL PROGRAMS

#### 128 VENTURE North Breakfasts

Are you an entrepreneur looking for investors? Are you an investor, manager or service provider looking for growth enterprises? You are invited to attend 128 Venture North, sponsored jointly by the Enterprise Center and the 128 Innovation Capital Group. This popular breakfast series is designed to bring together investors and entrepreneurs and will provide time for networking and a speaker.

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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. 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. Topics may include writing a business plan, marketing, traditional and non-traditional financing, increasing sales, and small business legal issues. Sessions require reservations. A listing of topics will be posted on our web site monthly or in our e-mail newsletter. **To register: [www.enterprisectr.org](http://www.enterprisectr.org) or call us at 978-542-7528.**

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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.



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