



Enterprise Center

AT | SALEM | STATE | COLLEGE

FALL/WINTER 2006 FREE NEW SMALL BUSINESS PROGRAMS

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

Workshops

September 14 — 8:30 a.m. to 10:30 a.m.

How to Attract Your Ideal Client

Be bold, be on the leading edge in your business with this simple and profound approach to attracting your ideal clients. Keep your vision, your values and your passion alive as you learn how to create an attraction plan and become a client magnet in a manner that works for you, naturally. **Reggie Odom, Inspired Works Coaching FREE**

September 21 — 8:30 a.m. to 10:30 a.m.

Managing Your Growing Business

It takes finesse, courage, money, smart decision making and business expertise to grow your business. We will give you tips on creating your growth vision, developing a plan, hiring the right employees, delegating responsibilities, surveying your outsourcing options, managing the growth, and increasing your cash flow. Our workshops are experiential; you will learn by doing and will come out with a growth plan for your business. **Kim Woods, Seachange Enterprises FREE**

September 19 — 8:00 a.m. to 9:30 a.m.

Secrets of Break-through Collaboration

An Expert Roundtable on Group Creativity. **Presented by the Creative Economy Association of the North Shore**

September 26 — 6:00 p.m. to 8:00 p.m.

Entrepreneurship: Ready, Set, Launch!

Special evening workshop

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. **Presented by the Salem State College Small Business Development Center. FREE**

September 28 — 7:15 a.m. to 10:00 a.m.

128 Venture North Breakfast Meeting

These breakfasts provide entrepreneurs with an ongoing forum to showcase their companies and meet investors who are seeking good new opportunities. There is plenty of time for discussion, an opportunity to introduce you to all in attendance, an excellent speaker who providing key information and every participant leaves with a roster of who attended. **Admission to this event is \$45 for entrepreneurs and \$55 for investors and service providers.**

OCTOBER 12, SPECIAL HALF DAY WORKSHOP

MARKET EDGE

Session 1 — 8:30 a.m. to 9:30 a.m.

What is Branding and Why Do I Need It?

Mark Minelli, Minelli Inc, Tom Dusenberry ??????

Session 2 — 9:45 a.m. to 10:45 a.m.

The Basics of Marketing

Web site performance, brochures, newsletters and direct mail all play a vital role in communicating your brand, products and services to new and existing customers. Find out how to create effective marketing materials in print and on the web. **Presented by Linda Enrico, Enrico Design & Carol Sanger—The Web Division**

Marketing: Beyond the Basics:

The ultimate goal of marketing is to match a company's products and services to the people who need and want them, thereby ensuring profitability and one of the best ways to ensure these revenue opportunities are realized is through the marketing planning process. **Presented by Renee Scudder, Scudder Marketing Group.**

Session 3 — 11:00 a.m. to 12 noon

Now that you've heard it all, it's time to create your own branding action plan:

Cost for this workshop is **\$25** payable at the door

October 24 — 8:30 a.m. to 10:30 a.m.

Sales: The Art and Science of Selling

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. **Presented by the Salem State College Small Business Development Center. FREE**

November 2 — 8:30 a.m. to 10:30 a.m.

The ABC's of PR

Christina Torode, Business Writer for the Salem News ?????? Let the editor show you tips to get your next media relations piece on the top of the pile and win the attention of busy editors and reporters.

FREE

All events are held at the Enterprise Center, located on the new Central Campus of Salem State College, 121 Loring Avenue, Salem, MA 01970. Call us at 978-542-7528 or visit us at www.enterprisectr.org.

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 in the Michael J. Agganis building on the new 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

Workshops Continued

November 14 — 8:00 a.m. to 9:30 a.m.

One Approach to Creativity

Frank Gehry Revealed: The Design Method of America's Most Famous Architect. Speaker: Nancy Joyce, Project Manager for the MIT Stata Center. **Presented by the Creative Economy Association of the North Shore FREE**

NOVEMBER 15 — 9:00 A.M. to 1:00 p.m.

MILLION DOLLAR WOMEN LEADERS

Karen Andreas
Sigrid Olson
Mary Puma
Mayor Kim Driscoll
Dr. Nancy Harrington
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November 16 — 7:00 a.m. to 10:00 a.m.

128 Venture North Breakfast Meeting

Are you an entrepreneur looking for investors? Are you an investor, manager or service provider looking for growth enterprises? Join our innovative networking breakfast to meet local movers and shakers. **Admission to this event is \$45 for entrepreneurs and \$55 for investors and service providers.**

To learn from current members, please come to an introductory meeting held at the Enterprise Center on

May 23rd — 5:30 p.m. to 6:30 p.m. or
June 7th — 8:00 a.m. to 9:00 a.m.

**We are proud of these groups. Come see for yourself.
To register: go to www.enterprisectr.org
or call 978-542-7528.**

November 28 — 8:30 a.m. to 10:30 a.m.

Cash Flow Your Way to Break Even? Profitability?

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. **Presented by the Salem State College Small Business Development Center. FREE**

Thursday, November 30 — 8:30 a.m. to 11:00 a.m.

The Economy and your Small Business

What stage of the business cycle are we in and how does that affect your business and your customers? How do consumer, government and business spending impact sales? Learn from well-known local economist John Bitner how to respond to economic trends. Sponsored by the Enterprise Center and the Salem State College Small Business Development Center. **Presented by John W. Bitner, Chief Economist for Eastern Bank. Admission is \$15, paid at the door, and includes a continental breakfast**

December 5 — 8:30 a.m. to 10:30 a.m.

Business Insurance: Fire, Floods or Accidents

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 Salem State College Small Business Development Center. FREE**

December 8 — 8:30 a.m. to 10:30 a.m.

Special Saturday Session

Play to Win: the Fundamentals of Business Development

Peter Patch and Larry Sharpe: How to sharpen your business concept, refine your market focus, and make your sales presentation more productive. Peter and Larry help entrepreneurs be more successful, and enjoy it more at the same time. **Click here to reserve your spot today! FREE**

To register go to www.enterprisectr.org or call 978-542-7528

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 are held from **3-4 p.m.** and **4-5 p.m.** on Wednesdays and **require reservations.** A listing of topics will be posted on our web site monthly or in our e-mail newsletter.

To register, go to: www.enterprisectr.org
or call us at **978-542-7528.**



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The North Shore's Small Business Incubator and Growth Center

NEW Fall and Winter Programs Inside!

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