

FALL 2005



# Enterprise Center

AT | SALEM | STATE | COLLEGE

## FREE SMALL BUSINESS PROGRAMS :: FALL 2005

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

At the Enterprise Center we offer small business owners and employees **three ways to learn new skills** to help businesses grow and prosper.

- **Two hour workshops** on a variety of topics. Learn and network with other business owners and employees.
- **Ask the Expert—FREE personal one-on-one business consulting sessions**
- **Half-day Programs**—half-day sessions to provide greater depth and variety on key topics. (\$15 charge for half day sessions)

Ask the Expert, Workshops and Half-day Programs 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**.

### Workshops

Workshops go in depth on a variety of topics. All **2 hour** workshops are **FREE**. Join a group of other small business owners and employees for these two hour 8:30 a.m. to 10:30 a.m. workshops on everything from exit strategies, marketing, import/export trade and much more. All workshops are held **at the Enterprise Center, 121 Loring Ave., Salem, MA**. See website for directions. Go to Contact Us. **To register go to [www.enterprisectr.org](http://www.enterprisectr.org) or call 978-542-7528.**

September 20: 8:30 a.m. to 10:30 a.m.  
**So You Want To Be an Entrepreneur?**

Have you ever thought about starting your own business? This workshop will help you figure out if you have what it takes as well as help equip new business owners as well as those thinking of going in to business for themselves. **Presented by the Small Business Development Center** thanks to sponsorship provided by Eastern Bank Please register beforehand at [www.salemsbdc.org](http://www.salemsbdc.org) or call (978) 542-6343. **FREE**

September 27: 8:15 a.m. to 10:30 am  
**Creating your Business Exit Strategy**

Ending a business can be a challenging as starting one. Why is an exit strategy necessary? Whether you're selling your business or closing the doors, an exit strategy is a necessary tool to insure a clean break. This workshop will show you how plan your exit strategy and the consequences of not having one. This workshop is presented by **Michael Salach, Winfree Systems, Inc.**

128 venture north

Are you an entrepreneur looking for investors? Are you an investor, manager or service provider looking for growing enterprises?

We are proud to announce the launch of 128 Venture North, sponsored jointly by the Enterprise Center at Salem State and the 128 Innovation Capital Group.

For the first time the Innovation Capital Group and its decades old venture networking meetings are coming to the North Shore. We will hold two breakfast sessions starting in September where investors and entrepreneurs can meet. Each breakfast will provide time for networking and a speaker.

### **SPECIAL: Half Day Program**

#### **Million Dollar Women**

Join us on October 18, 8:30 a.m. to Noon  
Enterprise Center – 121 Loring Ave, Salem, MA 01970

Meet women who have built companies to over \$1 million in revenue. Learn how they overcame obstacles, raised money, grew and succeeded. This diverse group of North Shore women will share the secrets of their success, answer your questions, inspire, guide and help you reach the level you are striving for.

#### **SPECIAL KEYNOTE SPEAKER**

**Lois E. Silverman, Founder and Chair,  
The Commonwealth Institute, Boston.**

Mrs. Silverman was the founder of CRA Managed Care, now Concentra Managed Care. She served as Chairman of the Board of the public company from 1994 to September 1997 and as Chief Executive Officer from 1988 to 1995. She is also one of the first women in Massachusetts to bring a company public. Mrs. Silverman is Chairman of the Board of Trustees at Beth Israel Deaconess Medical Center, a director of Fiduciary Trust Company and Immunetics.

**8:30 to 9:15** Welcome and Breakfast

**9:15 to 10:00** Keynote

**10:00 to Noon** Panel discussion and Q&A featuring:

**Christine Sullivan**, Executive Director, Enterprise Center, and owner, Moderator of Hawthorne Associates, Salem

**Phyllis LeBlanc**, Owner and CEO, Harbour Sweets, Salem

**Ann Murphy**, President, Telecommunications Export Co., Danvers

**Fran Dichner**, Owner, R&L Associates, Beverly

**Beverly Kahn**, Owner, NDT Associates, Marblehead

**Phyllis Sagan**, Owner and CEO, Sagan Real Estate, Swampscott

**Sarah Ducharme**, New England Network Group, Salem

We wish to thank our sponsor **Beverly Cooperative Bank**. See website for directions. Go to Contact Us.

**To register go to [www.enterprisectr.org](http://www.enterprisectr.org) or call 978-542-7528.**

**Cost for the half day workshop is \$15 payable at the door.**