



Enterprise Center

AT | SALEM | STATE | COLLEGE

FREE NEW SMALL BUSINESS PROGRAMS

FALL/WINTER 2006

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

Workshops

How to Attract Your Ideal Client

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

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**

Working with Others in Strategic Alliances as a Business Growth and Development Strategy.

September 19 — 8:00 a.m. to 9:30 a.m.

Learn how your organization can grow and prosper using creative alliances with other companies. Find out how others have worked together to attract bigger clients and bigger jobs. This panel will tell you how they did it and how you can do it too. **Presented by the Creative Economy Association of the North Shore.**

Managing Your Growing Business

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

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**

Entrepreneurship: Ready, Set, Launch!

September 26 — 6:00 p.m. to 8:00 p.m.

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**

128 Venture North Breakfast Meeting:

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

"Both Sides of the Coin: Investment from the Investor and Entrepreneur Perspectives" Are you an entrepreneur looking for investors? Are you an investor, manager or service provider looking for growth enterprises? 128 Venture North is designed to help you meet the entrepreneurs you are looking for. **Admission to this event is \$45 for entrepreneurs and \$55 for investors and service providers.**

MARKET EDGE

OCTOBER 12, SPECIAL HALF DAY WORKSHOP

Session 1 — 8:30 a.m. to 9:30 a.m.

What is Branding and How Do I Do It?

A View from the Top Featuring, **Tom Dusenberry**, former CEO of **Hasbro Interactive** and an expert in branding national product lines- and **Mark Minelli**, CEO of **Minelli Inc.** They will talk about their experiences branding on the national, state and local levels. Learn from these branding experts how to conceive and execute your own master branding strategy.

Session 2 — 9:45 a.m. to 10:45 a.m. Choose One

The Basics of Branding and 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**

Branding and 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: We will lead you through a process where you will do your own basic plan and implement in the afternoon.

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

Sales: The Art and Science of Selling

October 24 — 8:30 a.m. to 10:30 a.m.

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**

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



Enterprise Center

AT | SALEM | STATE | COLLEGE

The North Shore's Small Business Incubator and Growth Center

Workshops Continued

The ABC's of Public Relations

November 2 — 8:30 a.m. to 10:30 a.m.

Karen Andreas, Executive Editor, Eagle Tribune Publishing and Christina Torode, Business Writer for the Salem News and Eagle Tribune will give you expert advice on what to do and what not to do to get your story in the newspaper. **FREE**

One Approach to Creativity

November 14 — 8:00 a.m. to 9:30 a.m.

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**

128 Venture North Breakfast Meeting

November 16 — 7:00 a.m. to 10:00 a.m.

"Thinking Outside the Investment Box: Alternative investment options from family and friends to SBIR, MTDC, grants, vendors and customers" 128 Venture North is an ongoing breakfast forum to help entrepreneurs and investors meet and do business. There is plenty of time for discussion, an opportunity to meet all in attendance, an excellent speaker who will provide you with 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.**

Cash Flow Your Way to Break Even? Profitability?

November 28 — 8:30 a.m. to 10:30 a.m.

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**

The Economy and your Small Business

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

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 Bitnet how to respond to economic trends. Sponsored by the Enterprise Center and the Salem State College Small Business Development Center. **Presented by John W. Bitnet, Chief Economist for Eastern Bank. Admission is \$15, paid at the door, and includes a continental breakfast**

Business Insurance: Fire, Floods or Accidents

December 5 — 8:30 a.m. to 10:30 a.m.

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**

Play to Win: the Fundamentals of Business Development

December 9 — 8:30 a.m. to 10:30 a.m. **Special Saturday Session**

Presented by 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. **FREE**

SECOND ANNUAL MILLION DOLLAR WOMENSM SYMPOSIUM

NOVEMBER 15, 2006—location to be announced.

In our second annual Million Dollar Women Symposium we focus on women leaders who run organizations with over \$1 million in revenue. They will talk about their lives and how they have made it to leadership positions. This session will inspire and guide you as you make your decisions about your own career and life.

Keynote speaker: Evelyn Murphy, former Lt. Gov. of Massachusetts and author of **Getting Even: Why Women Don't Get Paid Like Men and What to do About It**. She will discuss her findings on pay differences between men and women and her experience as a woman leader.

8:30 a.m. to 9:15 a.m. **Welcome and breakfast**

9:15 a.m. to 10:00 a.m. **Keynote**

10:00 a.m. to Noon **Panel discussion with Q & A featuring:**

- **Karen Andreas**, Executive Editor, Eagle Tribune Publishing
- **Kimberly Driscoll**, Mayor of Salem
- **Dr. Nancy Harrington**, President, Salem State College
- **Robin Liss**, Founder/President/Editor in Chief, CamcorderInfo.com and DigitalCameraInfo.com
- **Carol Vallone** former CEO of WebCT which was recently sold to Blackboard.

We wish to thank our sponsor **Beverly Cooperative Bank**
Cost for half day workshop is \$25 payable at the door

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**.



Enterprise Center

AT | SALEM | STATE | COLLEGE

The North Shore's Small Business Incubator and Growth Center

NEW Fall and Winter Programs Inside!

121 Loring Avenue, Salem, MA 01970

The North Shore's Small Business Incubator and Growth Center

AT | SALEM | STATE | COLLEGE

Enterprise Center



PRESORTED
STANDARD
U.S. POSTAGE
PAID
PERMIT NO. 71
ASHLAND, MA