

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 you 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. FREE**

October 25: 8:30 a.m. to 10:30 a.m.

#### **Managing a Home Based Business**

Self-employment has its own rewards and challenges. But it can only be very lonely filled with uncertainties. Learn more about business networking, tax and legal issues and marketing your home based business. **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**

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### SPECIAL: HALF DAY PROGRAM

Join us on October 18, 8:30 a.m. to Noon

#### **Million Dollar Women**

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. In partnership with the U.S. Small Business Administration, North Shore Women in Business, New England Women Business Owners, HomeBased Business Women's Network, and the Small Business Development Center.

#### **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** – **Moderator, Executive Director, Enterprise Center, and owner of Hawthorne Associates, Salem**

**Phyllis LeBlanc, Owner and CEO, Harbor Sweets, Inc. Salem**

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

**Fran Dichner, President and CEO, R&L Associates, Inc. Beverly**

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

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

**Sarah Ducharme, Owner & CEO, New England Network Group, Inc. Salem**

We wish to thank our sponsor **Beverly Cooperative Bank**.

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

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

### ARE YOU AN ENTREPRENEUR LOOKING FOR INVESTORS? ARE YOU AN INVESTOR, MANAGER OR SERVICE PROVIDER LOOKING FOR GROWING ENTERPRISES?

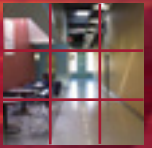
We are proud to announce the launch of **128 Venture North**, sponsored jointly by the Enterprise Center at Salem State and the 128 Innovation Capital Group. For the first time the Innovation Capital Group and its decades old venture networking meetings are coming to the North Shore. We will hold two breakfast sessions starting in September where investors and entrepreneurs can meet. Each breakfast will provide time for networking and a speaker.

**7:15 am to 10:00 a.m. September 15** at Enterprise Center. \$45 for entrepreneurs. \$55 for investors and service providers.

**November 3**—location to be announced. Please call for details at 978-543-7528 or check the website at [www.128icg.com](http://www.128icg.com)

Go to [www.128icg.com](http://www.128icg.com) to register

## Workshops continued



November 15: 8:30 a.m. to 10:30 a.m.

### **International Trade:**

#### **Understanding the Import/Export Market**

This workshop will provide information to help U.S. companies enter and expand their sales in international markets. During the program, we will look at cost-effective means to increase overseas market share such as readily available market research, programs to identify and pre-qualify potential partners, and various international and domestic trade events at which to promote your products. We will also discuss practical issues related to international business such as effectively using and understanding international market research and choosing an ideal export market. This workshop is being **presented by Edward Merguerian, U.S. Export Assistance Center, Commercial Service, U.S. Department of Commerce.**

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

November 29: 8:30 a.m. to 10:30 a.m.

### **Jump Start Your Business Plan**

A well thought out and written business plan may be the most important document for any small business. This workshop will outline the essential elements of a sound business plan and present a framework for focusing your ideas and defining your business goals. Each participant will receive a copy of the SBDC Business Planning Guide outlining a simple but effective approach for committing your ideas to writing. This workshop is put on by the Small Business Development Center. **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**

December 13: 8:30 a.m. to 10:30 a.m.

### **Organizing and Protecting Your Business**

Starting and running a small business involves many important legal questions. What is the best organizational structure for my business? Do I need to incorporate? What Permits and licenses do I need? What right and obligations do I have as an employer? How can I protect my business assets? This workshop will help answer these questions as well as address some of the basic legal considerations and pitfalls you may face when starting or expanding a small business. **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**

## To Register:

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

### **SPECIAL: HALF DAY PROGRAM**

December 6: 8:30 till noon

#### **Starting a Business on eBay**

The Starting a Business on eBay workshop will get you started in the exciting world of eBay. Ideas for starting an eBay based business will be presented along with ideas for adding the eBay dimension to an existing business. Workshop topics include:

- Auctions
- eBay stores
- eBay's PowerSeller program
- Listing software and services
- Business management tools
- Pricing and Creating a great ad
- Customer service
- Inventory and Shipping
- Getting Paid and Making a Profit
- Avoiding fraud

**This workshop is being presented by George Trudeau, ProfessorAuction.com.**

This workshop is being co-sponsored by UMass Boston Small Business Development Center and the Salem State College Small Business Development Center.

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

### **ASK THE EXPERT**

Here's your chance for a FREE one hour consultation with experts in fields such as closing the sale, branding, starting a business-step by step, sexual harassment and more. These one-on-one private business counseling sessions are designed to help you get personalized answers your questions and help point you in the right direction to grow your business and your profits. Check out our web site at [www.enterprisectr.org](http://www.enterprisectr.org) at the end of each month for the following month's schedule, and it will be posted in our monthly e-mail newsletter. To receive our e-mail newsletter, go to [www.enterprisectr.org](http://www.enterprisectr.org) and go to Contact Us. **FREE**

## About the Enterprise Center

The Enterprise Center at Salem State College is a 53,000 sq ft. business incubator and a virtual center for entrepreneurs throughout the North Shore at every stage of business development. The Center helps match business owners with the best advice and resources available, provides programs CEO Groups, conference facilities and other resources to help owners learn what they need to grow.



121 Loring Avenue, Salem, MA 01970

The North Shore's Small Business  
Incubator and Growth Center

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**Enterprise  
Center**



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