

SPRING 2005



Enterprise Center

AT | SALEM | STATE | COLLEGE

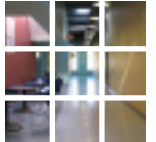
FREE SMALL BUSINESS PROGRAMS :: SPRING 2005

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

At the Enterprise Center we offer small business owners and employees **two ways to learn new skills** to help businesses grow and prosper. First, we offer **two hour workshops** on a variety of topics. These workshops are a great way to learn and network with other business owners and employees. **See FREE Workshop schedule below.** Second, we have **FREE PERSONAL one on one business consulting sessions** for one hour with an expert in an area in which you need assistance. These are our **Ask the Expert sessions.** **See other side for details.** Both the Workshops and Ask the Expert sessions are held at the **Enterprise Center**, located in the Michael J. Agganis building on the new Central Campus of Salem State College, 121 Loring Avenue, Salem, MA 01970. Call us at 978-542-7528.

Workshops

Enterprise Workshops provide in-depth discussions on a variety of business topics. Join a group of other small business owners and employees for these **FREE** two hour sessions on everything from sales to time management. **All sessions run from 8:30 a.m. to 10:30 a.m. Reservations are strongly recommended.**



January 18, 8:30 a.m. to 10:30 a.m.

Visioning — Envision Your Business, Empower Your Business with **Reggie Odom, Inspired Works Coaching:** Many business leaders have used visioning techniques to clarify and energize their companies. A compelling vision empowers you, enlivens your business, and helps clarify the right actions for building a business. In this workshop, you will be coached to see and implement your own vision.

February 1, 8:30 a.m. to 10:30 a.m.

Marketing Your Business: This workshop provides a simple, understandable, and practical approach to marketing your business effectively. You will learn efficient and economical methods for locating and then reaching your target market. Our team will explain and discuss a variety of promotional methods. In addition, we'll address the critical process of capturing and retaining potential customers. Presented by the **Small Business Development Center** thanks to sponsorship from **Eastern Bank.** Please register beforehand at www.salemsbdc.org or call **978-542-6329.**

February 15, 8:30 a.m. to 10:30 a.m.

The 10 Worst Business Blunders & How to Avoid Them. Presented by **Dick Brown, American World** and **Kevin Donovan, Northeast Business Partners.** Most businesses make the same mistakes and apply the wrong solution. This can be fatal to any business. Learn from the experience of others and avoid the **"10 Worst Business Blunders."**

March 1, 8:30 a.m. to 10:30 a.m.

Understanding Cash Flow: This workshop explains the concepts, tools, and techniques needed to develop and then use effective cash flow forecasts. The concepts will be illustrated and clarified with a simple but realistic group exercise. Presented by the **Small Business Development Center** thanks to sponsorship from **Eastern Bank.** Please register beforehand at www.salemsbdc.org or call **978-542-6329.**

April 5, 8:30 a.m. to 10:30 a.m.

Salesmanship. This valuable workshop will help participants learn how to close sales. It is not a marketing workshop. It offers practical and proven selling tools and techniques including cold calls, obtaining appointments, making presentations, closing the deal, and developing ongoing, productive relationships in your business dealings. Presented by the **Small Business Development Center** thanks to the sponsorship of **Eastern Bank.** Please register beforehand at www.salemsbdc.org or call **978-542-6329.**

April 19, 8:30 a.m. to 10:30 a.m.

Legal Q & A: Join **Attorney Marc Clerc of Clerc & Edwards, P.C.** for a two-hour Q&A session designed to answer the legal questions that pertain to your small business. From the importance of selecting the right professional advisors for your business to negotiating leases, hiring and firing employees, choosing business entity types and protecting your personal assets, Attorney Clerc provides insight into the complex legal web of business ownership.

Tech Edge: Special Half Day Workshop

March 22, 8:30 a.m. to 12:15 p.m.

Do you want to learn more about how to use technology to market your business? Are you baffled by all those "tech" terms? Looking for a decoder kit? Attend our half day session. We promise to make technology interesting, useful and understandable.

Session I—8:30 a.m. to 9:45 a.m.

The Latest, Most Effective and Fastest Internet Marketing Techniques.

Rich Chadwick of MultiMediaPros will help you expand your reach and web presences with Google AdWords and streaming media technology. Learn how to launch a highly targeted, highly effective global advertising campaign in minutes from your desktop. He will help demystify the use of streaming media and web conferencing for your small business.

Session II—10:00 a.m. to 11:00 a.m.

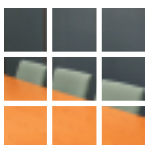
Strategies for Rapid e-Learning

Learn how rich-media instructional content can be deployed in weeks instead of months using powerful, user friendly applications, in-house expertise, and collaborative strategies. We'll show you the latest trend in on-line education and training so you can deploy critical information for compliance, new product launches, and more productive work processes. This part of Tech-Edge is lead by **Joan Goloboy of Online Learning Solutions** and **Barry O'Brien of North Shore Communications Group,** consultants and producers of on-line training programs.

Session III—11:15 a.m. to 12:15 p.m.

What makes a great website?

Carol Sanger of The Web Division will discuss what's new in design trends. She'll talk about moving to very clean lines, a few photos, not the sites with the huge color that we used to have. Big reason for this is maintenance issues. She will also talk about how to maintain your own site; Blogs — what they are, how they can help your site, how you can use them to improve search engine rankings. Finally, she'll talk about how to sell online.



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

Both the Workshops and the Ask the Expert Sessions take place at the Enterprise Center located in the Michael J. Agganis building on the new Central Campus of Salem State College, 121 Loring Avenue, Salem, MA 01970.

Ask The Expert

Ask the Expert sessions are **PERSONAL one on one business consulting sessions** for one hour with an expert in an area in which you need assistance. **ADVANCED RESERVATIONS ARE REQUIRED.** Please call 978-542-7528 or go to http://www.enterprisectr.org/upcoming_events.html to register.

February 2, 3:00 p.m. to 5:00 p.m.

Supporting Strategies: Can outsourcing your office support team free up valuable time and minimize risk? Find out from expert **Leslie Jorgensen**.

February 9, 3:00 p.m. to 5:00 p.m.

Starting a Business, A Step by Step Guide with **Walter Power** of our **Small Business Development Center**.

February 16, 3:00 p.m. to 5:00 p.m.

Are your Marketing efforts on target to increase productivity? Are you marketing to your ideal client? **Fred Kinch, Kinch Associates** will teach you how to identify your ideal customer to grow your business and prosper.

February 23, 3:00 p.m. to 5:00 p.m.

Ensuring a Successful Transition from the Corporate World to the Entrepreneurial Lifestyle: **Gail Kauranen Jones**, personal and business coach, who specializes in transition, will teach you key skills for moving from working in the corporate environment to becoming your own boss.

March 2, 3:00 p.m. to 5:00 p.m.

Jim Roll, Small Business Development Center: **Learning to Love and Understand Your Budget.** Use your budget as a management tool.

March 9, 3:00 p.m. to 5:00 p.m.

Peter Kaznoski, Eastern Bank: **Finding the Right Loan for your Small Business.** Do you qualify? What is available?

March 16, 3:00 p.m. to 5:00 p.m.

Joe Lumino, Cummings Center: **Negotiating Your Lease.** Negotiating a good lease can save you money and heartache. Learn what is involved to leverage your negotiating power.

March 23, 3:00 p.m. to 5:00 p.m.

Ready to sell your business? Want to test the waters? **Kevin Donovan, Northeast Business Partners:** **Understanding the Value of Your Business** will help you identify what your business is really worth.

March 30, 3:00 p.m. to 5:00 p.m.

Chris Vasiliadis, Signature Faces: **Shy to Shining. How to increase your networking skills** and become confident when approaching potential clients.

April 6, 3:00 p.m. to 5:00 p.m.

Fran & Al Dichner, R & L Associates: **How to recruit and retain great employees.** Recruiting can be expensive so retention becomes just as critical as hiring the right person.

April 13, 3:00 p.m. to 5:00 p.m.

Richard Chadwick, MultiMediaPro's Using Search Engines. Learn how to leverage the powerful tools provided by the number one search engine, Google. Save money and time and learn how to launch a highly targeted, and effective global advertising campaign in minutes from your desktop.

April 20, 3:00 p.m. to 5:00 p.m.

Fine Tune Your Web Site: **Chris Clark** from **Cave Dog Studio** will explore your web site and give you tips to make it work more effectively.

April 27, 3:00 p.m. to 5:00 p.m.

Speech Preparation. Meet with **Francis Pelletier**, public speaking, presentation trainer and longtime member of **Toastmasters**, who will provide you with tips and techniques on public speaking and how to prepare for a business presentation.



To register for a session, call **978-542-7528** or e-mail cjulien@enterprisectr.org.

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About The Enterprise Center at Salem State College

The Enterprise Center at Salem State College is both a **business incubator** where start-up 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.

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The North Shore's Small Business
Incubator and Growth Center

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