

Spring 2008



Enterprise Center

AT | SALEM | STATE | COLLEGE

FREE NEW SMALL BUSINESS PROGRAMS

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



Workshops

April 10 – 8:30 a.m. to 10:30 a.m.

Employees & Subcontractors: Recruit, Retain and Comply

Some of the most challenging issues facing small business owners involve their most important assets – people! Developing and retaining a loyal, productive team while complying with employment laws is a critical management task. This workshop will help your Massachusetts business better manage employee and contractor issues, and assist you in avoiding legal issues. **Speaker: Laurie LaBrie, Integrated Staffing, Inc.** Presented by the Small Business Development Center. **FREE**

Introducing Audio@Enterprise –

Where you can hear **FREE** audiocasts of many of our workshops 24/7. Imagine listening to marketing, sales, negotiation, cash flow and other important topics whenever you want — wherever you are. If you can't attend in person go online and click <http://www.enterprisectr.org> and then click on Audio@Enterprise – enjoy, learn and prosper.

For Mid-Size Company CEO's and Management Team

Managing A Mid-Size Company For Growth And Profit

April 24 – 8:30 a.m. to 10:30 a.m.

Do you have what it takes to be a good manager? Do you have the team in place to grow your business?

This workshop – aimed at mid-size company leaders – focuses on key management skills needed as companies add employees. From the basics of good delegation to organizational development, strategic management planning, and recruiting good talent, this workshop will help you plan for a very profitable future. Led by **Marc Chinoy**, author of multiple books related to Planning and Management and experienced in assisting mid-size and large companies to expand and compete effectively, this workshop is your opportunity to learn from the best. **Co-sponsored by the Small Business Development Center. FREE**

May 6 – 8:30 a.m. to 10:30 a.m.

Making the Transition from Business Owner to Leader

Leadership is the ability to influence people to willingly follow your guidance or adhere to your decisions. Easy to say – but how do you do it? **Jack Wilson, President of JWA/Video** — a 23 year old management training company working with corporations world wide delivering training on videos, CD's, streaming media and more — will talk about how to lead with authority and influence. This is a down to earth take on how to become the leader your company needs. **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

May 20 – 8:30 a.m. to 10:30 a.m.

Sales: The Art & 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 Small Business Development Center. **Speaker: Jay Wallus of StreetSmart.**

June 5 – 8:30 a.m. to 10:30 a.m.

Running a Virtual Company

Running a virtual company – leveraging technology to eliminate physical and geographic boundaries. This is a seminar that focuses on how to work in the new global economy not where to work. Come learn how to:

- Build an infrastructure to support a virtual enterprise (including support of contractors)
- Recruit and retain top-talent – provide ultimate flexibility
- Automate tasks that waste people's time
- Create central document management and workflow processes and tools
- Manage by results -- monitor performance and reporting
- Communicate effectively – need to make people feel connected
- Motivate and compensate based on results

Come learn how technology is tearing down the walls and allowing you to build a truly global enterprise for the 21st century. **Presenters: Timothy A Guyre, Thoughtware WorldwideLLC and Rich Chadwick, MultiMedia Pros.**
FREE

128 Venture North

Are you an entrepreneur looking for investors? Are you an investor, manager or service provider looking for growth enterprises? Our 128 Venture North breakfasts – sponsored jointly by the Enterprise Center and the 128 Innovation Capital Group — help you find answers to these questions. Come join us as we bring together investors and entrepreneurs so they can network, learn, and profit.

May 29 – 7:15 a.m. to 10:00 a.m.

How to Raise Money in a Recession

Admission to this event is \$45 for entrepreneurs and \$55 for investors and service providers.

June 10 – 8:30 a.m. to 10:30 a.m.

Cash Flow Your Way to Break Even

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. **Speaker, Bob Vieira.** Presented by the Small Business Development Center. **FREE**

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



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NEW Spring Programs Inside!

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