

Spring 2008



Enterprise Center

AT | SALEM | STATE | COLLEGE

FREE NEW SMALL BUSINESS PROGRAMS

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



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 www.enterprisectr.org and then click on Audio@Enterprise — enjoy, learn and prosper.

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**

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**

May 14 — 4:00 p.m. to 6:30 p.m.

2008 NORTH OF BOSTON BUSINESS PLAN COMPETITION FINALE

Are you curious about who writes winning business plans? Are you curious about people who start growth businesses? Then this night is for you. See presentations of three new growth companies who are finalists in our annual business plan competition. Celebrate the winner of this fourth annual competition. Our judges decide that night. Central Campus Recital Hall, 71 Loring Ave. Salem, MA 01970 RSVP a must — **978-542-7528** or go to www.enterprisectr.org. **FREE**

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.**

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

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.

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.

Workshops Continued

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 Worldwide LLC and Rich Chadwick, MultiMedia Pros. FREE

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**

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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**.



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The North Shore's Small Business Incubator and Growth Center

NEW Spring Programs Inside!

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