

Spring 2008



Enterprise Center

AT SALEM STATE COLLEGE

FREE NEW SMALL BUSINESS PROGRAMS

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



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Workshops

Employees & Subcontractors: Recruit, Retain and Comply

April 10 — 8:30 a.m. to 10:30 a.m.

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**

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. **Cosponsored by the Small Business Development Center. FREE**

Making the Transition from Business Owner to Leader

May 6 — 8:30 a.m. to 10:30 a.m.

Leadership is the ability to influence people to willingly follow your guidance and to adhere to your decisions. This workshop will show business owners how to lead with authority and influence. Become the leader your company needs! **Speaker: Jack Wilson, President of JWA/Video. FREE**

Sales: The Art & Science of Selling

May 20 — 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 Small Business Development Center. **Speaker: Jay Wallus of StreetSmart.**

128 Venture North

How to Raise Money in a Recession

May 29 — 7:15 a.m. to 10:00 a.m.

Survive or thrive? The best companies are not only able to weather recessionary times, but also able to use recessions as an opportunity. Learn essential tips from an expert panel on how to help your business during a recession.

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

2008 North of Boston Business Plan

Join Us for the 2008 Business Plan Competition FINALE!

May 14 — 4:00 p.m. to 6:30 p.m.

Judges will decide the best of best of North of Boston new growth companies. Central Campus Recital Hall, 71 Loring Ave. Salem, MA 01970 **FREE**

RSVP a must — **978-542-7528** or go to 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.

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

Running a Virtual Company

June 5 — 8:30 a.m. to 10:30 a.m.

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.

Speakers: Timothy A Guyre, Thoughtware Worldwide LLC and Rich Chadwick, MultiMedia Pros. FREE

Cash Flow Your Way to Break Even

June 10 — 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. **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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