

# 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](http://www.enterprisectr.org) and then click on **Audio@Enterprise** — enjoy, learn and prosper.

### 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. **Speaker: Jay Wallus of StreetSmart. Presented by the Small Business Development Center.**

### 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.

#### How to Raise Money in a Recession

May 29 — 7:15 a.m. to 10:00 a.m.

Survive or thrive? Good companies learn how to weather economic downturns. Great companies know how to turn a recession into opportunity. Our expert panel of business leaders will show you how to use the looming recession to your advantage.

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

### Please Join Us

#### 2008 Business Plan Competition FINALE!

May 14 — 4:00 p.m. to 6:30 p.m.

Top 3 Finalists will compete for \$10,000!

See presentations of the finalists in our Fourth Annual Business Plan Competition. Judges decide that night the best new growth company of the North Shore. **FREE**

Central Campus Recital Hall, 71 Loring Ave. Salem, MA

To RSVP or for more information, go to [www.enterprisectr.org](http://www.enterprisectr.org).

## [www.enterprisectr.org](http://www.enterprisectr.org)

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](http://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 21<sup>st</sup> century.

**Speakers: Timothy A Guyre, Thoughtware WorldwideLLC 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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## 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](http://www.enterprisectr.org)** or call us at **978-542-7528**.



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NEW Spring Programs Inside!

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