



# Enterprise Center

AT | SALEM | STATE | COLLEGE

SUMMER 2006

## FREE NEW SMALL BUSINESS PROGRAMS

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

### Workshops

May 4 — 8:30 a.m. to 10:30 a.m.

#### **Effective Negotiation Strategies**

Negotiation is a process. Small business owners and managers deal with an unending list of negotiable operational, marketing, and financial problems. With practice, you will gain the skills to identify each step of the process. As your skill increases, you'll discover that negotiating can be fun. Presented by **Steve Lentini, Prosperity Institute.**

May 16 — 8:30 a.m. to 10:30 a.m.

#### **Getting Comfortable with Networking**

Learn and practice the secrets that effective networker's use to build their client base. Join other business owners seeking more confidence in having effective, anxiety-free networking conversations in this safe, helpful environment. Presented by **Chris Vasiliadis, Signature Impact.** **FREE**

May 18 — 8:30 a.m. to 10:30 a.m.

#### **Financing Your Business**

The list of expenses for start-up and operations seems endless, and sooner or later most businesses find themselves with actual or potential negative cash flow. This valuable workshop will identify and explain the most practical sources used to finance both start-ups and growing businesses. It will focus special attention on commercial borrowing and what lenders look for when evaluating loan requests. It will also examine SBA loan guarantee programs intended to make financing easier to obtain. Presented by the **Salem State College Small Business Development Center.** **FREE**

June 8 — 8:30 a.m. to 10:30 a.m.

#### **Preventing Legal Claim of Harassment in the Small Business Environments**

Every business owner, whether large or small, should understand his or her responsibility to prevent and address claims of harassment by their employees, customers and the public. This workshop will help you learn the current law on harassment and steps businesses can take in preventing and handling complaints to help reduce the risk of litigation. **Wendy Cassidy, Massachusetts Commission Against Discrimination.** **FREE**

June 13 — 7:15 a.m. to 10:00 a.m.

#### **128 Venture North Breakfast Meeting**

Are you an entrepreneur looking for investors? Are you an investor, manager or service provider looking for growth enterprises? Join our innovative networking breakfast to meet the local movers and shakers. \*Admission to this event is **\$45 for entrepreneurs. \$55 for investors and service providers.**

The Enterprise Center offers small business owners and employees three ways to learn new skills to help businesses grow and prosper.

- **Two hour workshops** on a variety of topics. Learn and network with other business owners and employees.
- **Ask the Expert — FREE personal one-on-one business consulting session.**
- **Half-day Programs —** half-day sessions to provide greater depth and variety on key topics. (\$15 charge for half day sessions)

June 15 — 8:30 a.m. to 10:30 a.m.

#### **The Four Patterns of Entrepreneurial Success**

What do America's most successful entrepreneurs have in common and how can you benefit? Hear the results of new and extraordinary, in-depth research into the behaviors and methods of hundreds of America's most successful entrepreneurs. Learn four powerful success patterns you can apply in your own life and business. Presented by Dave Lash, business innovation consultant. **FREE**

June 20 — 8:30 a.m. to 10:30 a.m.

#### **Starting Your Business: Build It, Buy It or Go Franchise!**

Looking for a dessert? You can make it from scratch, buy it from a bakery, or buy a cake mix. It is the same with starting a business. You can build it, buy it, or go franchise! Speakers: **Michael Harrington of Entrepreneurs Source, Heather MacPhee of Sunbelt Business Advisors** and **Renee Scudder, Scudder Marketing Group.** Sponsored by the Enterprise Center and the Salem State College Small Business Development Center. **FREE**

July 12 — 8:30 a.m. to 10:30 a.m.

#### **So You Want to be an Entrepreneur**

If you are considering starting your own business, this pre-venture workshop will focus your thinking by examining the entrepreneurial environment. It will help you identify the administrative, financial, and marketing issues involved in starting a business. Presented by the Salem State College Small Business Development Center. **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](http://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



# Enterprise Center

AT | SALEM | STATE | COLLEGE

The North Shore's Small Business Incubator and Growth Center

## CEO Groups

Imagine a group of business owners who **talk about what's really going on** in their companies. Imagine being able to **tap the brains of some of the smartest people** you'll ever meet—people who really understand how to run a business. Imagine **advice from people you trust that** will help you **solve business problems** and become more profitable. Imagine helping other people who can benefit from what you've learned.

And all of this takes place in **confidential monthly meetings** assisted by a trained facilitator. CEO groups are made up of small business owners from every part of the business community. From those with dozens of employees to sole proprietors, from manufacturers to writers and techies, the groups come together with one mission—to help each other do better. There are separate groups for companies over three years of age and for those less than three years old. The **goal is to build a climate of mutual trust and openness** that enables all group members to talk and learn from one another.

“The CEO Group has been a wonderful experience for me. It has given me the opportunity to build a network of people who are going, or have been through, the same experiences that I am in my business. The value of the CEO Group, over other groups that I have been involved in, is that you really get to know and trust the members of the group, so you can be confident they will give you honest feedback on the situations that you present. I would highly recommend it to any business owner interested in both personal and professional growth”. **Phyllis LeBlanc, President & CEO, Harbor Sweets, Inc.**

As **Raymond F. McNulty, McNulty & Company**, sole proprietor says about his experience, “In the CEO Forum, business owners confronting marketplace challenges are energized with the real world experience of peers.”

To learn from current members, please come to an introductory meeting held at the Enterprise Center on

May 23rd — 5:30 p.m. to 6:30 p.m. or  
June 7th — 8:00 a.m. to 9:00 a.m.

We are proud of these groups. Come see for yourself.  
To register: go to [www.enterprisectr.org](http://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](http://www.enterprisectr.org)  
or call us at **978-542-7528**.

**Are you an entrepreneur seeking investors?  
Are you an investor seeking good companies?**

## The I28 Venture North Breakfast Series

These breakfasts provide entrepreneurs with an ongoing forum to showcase their companies and meet investors who are seeking good new opportunities. There is plenty of time for discussion, an opportunity to introduce yourself to all in attendance, an excellent speaker who providing key information and every participant leaves with a roster of who attended.

**Place:** Enterprise Center, 121 Loring Ave., Salem MA  
**Time:** 7:30 a.m. to 10:00 a.m.

June 13 — 7:15 a.m. to 10:30 a.m.

“What Makes a Business Plan Jump? What do investors look for in your plan?”

September 28 — 7:15 a.m. to 10:30 a.m.

“Thinking Outside the Investment Box: Alternative investment options from family and friends to SBIR, MTDC, grants, vendors and customers”

November 16 — 7:15 a.m. to 10:30 a.m.

“Both Sides of the Coin: Investment from the Investor and Entrepreneur Perspectives”

Cost to attend each session is **\$45 for entrepreneurs, \$55 for investors and service providers**.

To register go to [www.enterprisectr.org](http://www.enterprisectr.org) or call **978-542-7528**

All events are held at the Enterprise Center,  
located on the new Central Campus of Salem State College,  
121 Loring Avenue, Salem, MA 01970.  
at **978-542-7528** or visit us at [www.enterprisectr.org](http://www.enterprisectr.org).

NEW Summer Programs Inside!

121 Loring Avenue, Salem, MA 01970

The North Shore's Small Business  
Incubator and Growth Center

AT SALEM STATE COLLEGE

Enterprise  
Center



PRESORTED  
STANDARD  
U.S. POSTAGE  
PAID  
PERMIT NO. 71  
ASHLAND, MA