



# Enterprise Center

AT | SALEM | STATE | COLLEGE



WINTER 2007

## FREE NEW SMALL BUSINESS PROGRAMS

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

At the Enterprise Center we offer 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 sessions.**
- **Half-day Programs**—half-day workshops to provide greater depth and variety on key topics. (\$25 charge for half day workshops)

**Ask the Expert, Workshops and Half-day Programs 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.**

### Workshops



#### Collaboration Skills: Creating Valuable Business Relationships

January 16 — 8:30 a.m. to 10:30 a.m.

Collaboration is one of the most powerful tools we have to build our businesses and our relationships. It is a key skill for all of us going forward, **but many people avoid it**—either because they are afraid of competition or don't have collaboration skills.

In this workshop we will cover: the elements of collaboration and its purposes; the outcomes of collaboration; alternatives to collaboration; situations that favor collaboration; improving the chances for collaboration; initiating collaboration; ground rules for collaborative discussions; the phases of collaborative discussion; and creating new options and possibilities. We will end with how we move from discussion to solutions and action. Co-sponsored with the Creative Economy Association of the North Shore (CEANS) [www.ceans.org](http://www.ceans.org). **Presented by Hinda K. Sterling, Sterling & Selesnick, Inc. FREE**

#### 128 Venture North Breakfast Meeting

January 23 — 7:15 a.m. to 10:00 a.m.

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 will provide key information and every participant leaves with a roster of who attended. **Admission to this event is \$45 for entrepreneurs and \$55 for investors and service providers.**

#### Is Entrepreneurship Right for You?

January 30 — 8:30 a.m. to 10:30 a.m.

A New Year—a new beginning. Have you ever thought of starting your own business but just not sure? Then this workshop is for you.

In this workshop you will focus on some of the key parts of the decision to become an entrepreneur including style, financial readiness, personal and business support systems, risk tolerance, and more. **Presented by Connie Komack of LifeWork Enterprises. FREE**

#### Financing Your Business Vision

February 6 — 8:30 a.m. to 10:30 a.m.

Learn from a banker and a consultant how a lender looks at your loan request. Credit quality, cash flow and collateral are key. This presentation will focus on preparing your existing business or startup venture for financing. Sources of capital, including SBA guaranteed bank loans, will be discussed. **Presented by the Small Business Development Center. FREE**

#### Sole Proprietors—Networking and Discussion about Your Business Needs

February 27 — 8:30 a.m. to 10:30 a.m.

Come meet other sole proprietors and help us understand what you need to make your business more successful. We want to talk with you and learn what you need to grow. Yours is an often overlooked sector of the Mass. Economy and it's overdue to learn more about you. **Facilitated by Christine Sullivan, Executive Director of the Enterprise Center at Salem State College. 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).

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

## 2007 North Shore Business Plan Competition

Do you have a bright idea for a new business?

Do you want to expand your recently established company?

**YOU'RE INVITED** to enter the **2007 North Shore Business Plan Competition**

The Enterprise Center at Salem State College, in conjunction with leading North Shore business organizations, is proud to announce the third annual North Shore Business Plan Competition. Submit your business plan to a panel of judges, many of whom are early stage investors, venture capitalists and bank investors. You could win the **\$5,000 grand prize**.

Visit [www.enterprisectr.org/bpc](http://www.enterprisectr.org/bpc) to find out if you are eligible.

**Start today!** Entry forms are due no later than **February 23, 2007** and all plans are due no later than **March 29, 2007**.

### TIMETABLE

<b>February 23, 2007</b>	<b>DEADLINE</b> Plan application forms and overviews are due
<b>February 27, 2007</b>	<b>Writing a Competitive Business Plan</b> workshop for 2007 entrants held by the Small Business Development Center at the Enterprise Center. <b>9:00a.m. to 12:00p.m.</b>
<b>March 29, 2007</b>	<b>DEADLINE Final</b> Business plans are due
<b>April 17, 2007</b>	Semifinalists announced
<b>April 25, 2007</b>	Judges interview semifinalists and select finalists.
<b>April 27, 2007</b>	Finalists announced
<b>May 17, 2007</b>	Public presentations



**Platinum Sponsors: Eastern Bank and Salem Five**

All information, backups, FAQ, business plan outline etc can be found at [www.enterprisectr.org/bpc](http://www.enterprisectr.org/bpc)

## Did you know that sole proprietors are not counted as part of the Mass. Workforce?

**Only employees count. Not the business owner.**

We find this fact amazing and got so agitated about it that we got a new research study done telling us how many sole proprietors are really out there. The eye opening report, conducted by Prof. Laurence E. Goss, Jr. of the Salem State College Geography Department is based on 2004 Federal and State data. The report concludes that there were:

- 424,172 sole proprietorships in Massachusetts
- 49,494 in Essex County

The report further concludes that:

- Sole proprietors make up **17% of the workforce**
- Sole proprietors and micro businesses (those with less than 4 employees) make up 86% of all businesses in Mass and **88% in Essex County**.

**So if you are the owner of a very small business, be proud. You are in good company.** And the Enterprise Center wants to know more about you and what you need. (See **January 30 sole proprietor networking and discussion**.)

For more information and to view the entire report, please visit [www.enterprisectr.org](http://www.enterprisectr.org)

## 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.

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## 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 Central Campus of Salem State College at 121 Loring Avenue, Salem, MA 01970.**



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Center**

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The North Shore's Small Business  
Incubator and Growth Center