

# WINTER 2013

NEW PROGRAMS FOR SMALL BUSINESSES

## A PICTURE'S WORTH A THOUSAND WORDS

With the increasing popularity of Pinterest, Facebook and Twitter, for example, as vehicles to connect with potential and current clients, strategically incorporating photography and self-produced video becomes particularly important. They can be a great, high-impact way to deliver your business message... if you know how to use them to grow your network and generate referrals. **Join us for a special two-part look at how to do this.**

## HOW TO CREATE MULTIMEDIA THAT SELLS

**Tuesday, March 26, 8:30 to 10:30 AM**

Engage clients, fans and followers with great photos and videos. Learn the dos and don'ts of using multimedia and how to develop your visual message and mission in this workshop. We'll also talk about what kind of camera gear you need and what is available in the way of free and easy-to-use software programs. **Speaker: Julio Chuy, Multimedia Storyteller.** Co-sponsored by MA Small Business Development Center. **FREE**

## #HASHTAGS ARE NOT JUST FOR TWITTER: HOW TO MAKE YOUR MULTIMEDIA SEARCHABLE

**Thursday, March 28, 2013, 8:30 to 10:30 AM**

You've learned how to create great multimedia; now learn how to make that visual content easily searchable. #Hashtags—prefacing a word with a # makes it a clickable link and a keyword that search engines can find—aren't just for Twitter. You can use them with your photos and videos on Pinterest, Foursquare, Tumblr and Instagram, too. These are some of the newest social media approaches that businesses are using to grow sales and increase visibility, and this workshop will show you how to make them work for you. **Speaker: Susan Zimmerman, founder of SueB.do and Computer Companion.** Co-Sponsored by MA Small Business Development Center. **FREE**

## THE 2013 NORTH OF BOSTON BUSINESS PLAN COMPETITION

### \$10,000 IN PRIZES & FEEDBACK FROM EXPERTS

You've been thinking about it, and now's the time to do it! Enter the Ninth Annual North of Boston Business Plan Competition. Designed to encourage entrepreneurs to start and grow their companies right here on the North Shore, the Competition provides the opportunity—and the discipline—to think seriously about your business and receive feedback from our expert panel of judges. Many of them are investors, venture capitalists or bankers to whom you would not normally have access.



The entry deadline is coming up, so check these dates, and get to work!

<b>Friday, February 22</b>	Plan overview and entry form due by 5:00 pm. No exceptions.
<b>Thursday, February 28</b>	How to Write a Competitive Business Plan Workshop (For competition entrants only) Final plans due by 5:00 pm. No exceptions.
<b>Friday, March 22</b>	Semi-finalists announced.
<b>Thursday, April 11</b>	Judges interview semi-finalists.
<b>Wednesday, April 24</b>	Finalists announced.
<b>Thursday, April 25</b>	Public presentations at Central Campus Recital Hall, Salem State University.
<b>Monday, May 6</b>	

Full details at [enterprisectr.org/business-plan-competition](http://enterprisectr.org/business-plan-competition)

## Enterprise Center AT SALEM STATE UNIVERSITY

## 128 VENTURE NORTH BREAKFASTS

### IN SEARCH OF THE PERFECT INVESTOR PITCH

**Thursday, January 24, 7:30 to 10:00 AM**

A good investor pitch is surprisingly elusive. From structure to content to effective delivery, there are many pieces to a successful pitch. Come learn from Phil Holberton, winner of the 2008 North of Boston Business Plan Competition and pitch coach for the MassChallenge finalists. He'll share with you the five key attributes of a great investor pitch and talk about the right mix of logic, passion, and values. This is a hands-on workshop where you will construct the outline and sketch out your pitch for business plan contests or raising capital. Come prepared to roll up your sleeves! **Speaker: Phil Holberton, CEO, Speaking of Leadership.**

Entrepreneurs and management candidates: **\$25**

Service providers and investors: **\$35**

### 128 VENTURE NORTH BREAKFASTS ARE PRESENTED IN PARTNERSHIP WITH:



## PIRANHA POND

**Tuesday, March 26, 8:30 to 10:30 AM**



You've heard of the Shark Tank. Welcome to the Piranha Pond! At the Piranha Pond, selected entrepreneurs have up to five minutes to convince a panel of investors to meet with them to discuss funding their ventures. Using a format similar to the popular television show Shark Tank, investors provide feedback, ask questions, and opt "In" or "Out." If they are "In," they will meet with the entrepreneur at a later time to discuss their company. \* If they are "Out," there is no interest at this time. Investors share the reasons for their decision.

This event is open to the public. If you'd like to apply to present go to [www.piranhapond.com](http://www.piranhapond.com), where you find the application form and entrepreneur guidelines. Panelists to be announced and posted on the website as well.

Application fee to present: **\$50**

Entrepreneurs and management candidates: **\$25**

Service providers and investors: **\$35**

\*Does not constitute a commitment to provide funding.

### WHO WE SERVE

Nearly 6,000 business owners registered for our programs in 2012

Our attendees came from 147 Massachusetts communities—42% of the Commonwealth

Forty-five businesses are headquartered in our 54,000 SF facility.

### WORKSHOPS

60+ workshops annually focus on all aspects of building business skills... most are free and open to the public!

Specialized workshops for executive directors and board members focus on management skills for non-profit organizations.

Audio recordings of most workshops are accessible 24/7 to any business owner or employee.

### CEO GROUPS

Business owners meet for confidential monthly meetings to share challenges, and exchange ideas in a peer group environment.

We are currently running CEO groups for start-ups, established businesses, Million-dollar companies and growth companies.

### BUSINESS PLAN COMPETITION

Early-stage or start-up companies submit their business plan to a panel of judges and compete to win prizes and get expert advice.

North of Boston Business Plan Competition is now in its ninth year!

Unless otherwise stated, all events are held at: Enterprise Center, Salem State University, 121 Loring Avenue, Salem, MA 01970

Register at  
[ENTERPRISECTR.ORG](http://ENTERPRISECTR.ORG)

## Enterprise Center AT SALEM STATE UNIVERSITY



## QUICK LOOK

- How to get a **loan**
- How to really work your **network**
- Identifying your **target market**
- Leading and **motivating your team**
- **Legal issues** for business owners
- Selling **internationally**
- **Starting** a business
- Tips to **improve sales**
- Transitioning from **start-up to ongoing business**

## CHECK OUT TECH MONTH!

- A fresh look at **websites**
- **Online advertising**
- **Internet marketing** overview
- What's hot in **social media**
- TWO workshops on using **photos and videos**

## NON-PROFITS

- **Customer service** for non-profits
- Why **collaborating** makes sense

## PLUS

- Two **128 Venture North Breakfasts**
- The 2013 North of Boston **Business Plan Competition**
- The Business of... **Restaurants**

## ENTERPRISECTR.ORG



See our new website and sign up for our newsletter!

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NEW PROGRAMS FOR SMALL BUSINESSES

## Ninth Annual North of Boston Business Plan Competition

An opportunity for an early-stage or start-up company to submit its business plan to a panel of judges and win a cash prize. **FREE** to enter.

**DEADLINE: Friday, February 22**

## JANUARY

### STARTING A BUSINESS: WHAT YOU NEED TO KNOW

**Tuesday, January 8, 8:30 to 10:30 AM**

Inspired, "downsized" or just ready to own your own business? Assess your entrepreneurship potential while getting an overview of the marketing, financial and operations issues involved in starting a business. **Speaker: Paul Shaughnessy, Owner, Lincoln Consulting Group.** Sponsored by the MA Small Business Development Center. **FREE**

### TEN TIPS TO IMPROVE YOUR SALES

**Thursday, January 10, 8:30 to 10:30 AM**

What makes a great sales call? Is cold calling worth it? Are you spending too much time selling versus helping people buy? What are the key objectives of all sales activity? Come learn about 10 proven principles that can make your next sale larger, easier and faster to close... even in today's online, 24/7, social media world. **Speaker: Tony Santoro, Sales Consultant.** Co-Sponsored by the MA Small Business Development Center. **FREE**

### FOCUS ON NON-PROFITS: JOINING FORCES FOR GREATER IMPACT

**Tuesday, January 15, 8:30 to 10:30 AM**

What does it mean for non-profits to join forces, pool resources and collaborate? Strategic alliances can range from program sharing to formal partnerships, joint ventures, and mergers. This interactive workshop examines how collaboration can enhance an organization's stability and its impact... so critical when limited resources make duplication of efforts irresponsible. We'll also review how to go about finding the right organization with whom to partner, what kind of agreement makes sense for you, and how to implement a good strategic alliance. **Speakers: Bob French, Executive Service Corps, Lead Consultant; Michael Stauff, Executive Service Corps, Lead Consultant.** Program Partner: Executive Service Corps. **FREE**

### CONNECT WITH US!



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## JANUARY

### HOW TO GET A BUSINESS LOAN

**Thursday, January 17, 8:30 to 10:30 AM**

Chances are, you may need a bank loan at some point to finance and expand your business. But what does this entail? How much should you ask for? What are banks looking for? What kinds of documentation do they require? What is the difference between a bank loan and an SBA loan? Are there other sources of non-bank financing? Come listen to banking and loan officials—experts who work with small businesses every day—answer these very questions and describe to whom they lend money and how. **Speakers: Charles Smith, Vice President—Small Business Administration Specialist, Eastern Bank; Jose Luis Rojas Villarreal, Senior Loan Officer, Massachusetts Growth Capital Corporation.** Co-Sponsored by the MA Small Business Development Center and North Shore Alliance for Economic Development. **FREE**

### THE BUSINESS OF... RESTAURANTS

**Tuesday, January 29, 8:30 to 10:30 AM**

The North Shore has developed a reputation for exceptional restaurants for all palettes, from seafood to ethnic foods and excellent American fare. So what is it like to be in the restaurant business? What does it take to start a restaurant? How do restaurateurs keep them going? How have restaurants changed in the past five years... and what do those in the know think will happen in the next five years? Come listen to the executives of five different restaurants share their experience, where they are going, and what advice they have for someone who wants to start a restaurant. **Speakers: Rafael Barbosa, Marketing Manager, FiRE+iCE Restaurants; George Carey, Founder, FINZ Seafood Restaurant, Salem, MA; Matt O'Neil, Chef/Owner, The Blue Ox, Lynn, MA; Jamie Strobino, Sr. Vice President—New Concepts, Uno Restaurants LLC.** Co-Sponsored by the MA Small Business Development Center. **FREE**

### WHAT'S INVOLVED IN SELLING INTERNATIONALLY

**Thursday, January 31, 8:30 to 10:30 AM**

You want to take your business international. The time is right and you know there are markets available to you in Europe, China, South America and beyond. But how do you even start this process? Who can help you? How much time and money will it take to do this and what is the potential ROI? This workshop will discuss how to think through this process and access specific help that is available to you. The presenters should know; they represent two of the Commonwealth's major international trade agencies; their mission is to help Massachusetts companies export and succeed in international markets. **Speakers: Kenneth R. Brown, Executive Director, MA Office of International Trade and Investment; Paula Murphy, Director, MA Export Center.** Co-Sponsored by the MA Small Business Development Center and North Shore Alliance for Economic Development. **FREE**

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121 Loring Avenue, Salem, MA 01970

## ABOUT US

The Enterprise Center arms business owners with the knowledge and skills to start their business, grow, and succeed.

## FEBRUARY

### BUSINESS LEGAL ISSUES

**Tuesday, February 5, 8:30 to 10:30 AM**

Ensure the smooth flow of your business by choosing the appropriate legal structure, obtaining permits and licenses, and protecting business assets. Although formal legal advice cannot be offered, this workshop will provide guidelines for your new venture. **Speaker: William D. Norman, Esq., LeClairRyan.** Sponsored by the MA Small Business Development Center. **FREE**

### HOW TO FIND AND CAPTURE YOUR TARGET DEMOGRAPHIC

**Thursday, February 7, 8:30 to 10:30 AM**

How do you get rich baking cookies? Sell them to Cookie Monster. Your best customers will pay the most. But how do you find and market to them without wasting money on dead-end approaches? In this interactive workshop you'll learn how to find your best customers, optimize traditional marketing, and get to the next level of social media outreach without buzzwords. Johnny Monsarrat, the founder of Turbine, the company that made Lord of the Rings Online, will share the unwritten secrets and tricks of the trade you haven't heard before. This is a session not to miss that could transform not only your business, but also your pocketbook. **Speaker: Johnny Monsarrat, CEO, Hard Data Factory.** Co-Sponsored by the MA Small Business Development Center. **FREE**

### TRANSITIONING FROM START-UP TO ONGOING BUSINESS

**Tuesday, February 12, 8:30 to 10:30 AM**

Congratulations! You've survived the start-up period for your new business, a feat that only 12 percent of entrepreneurs achieve. You're making some sales, looking to hire some staff and excited about the future. So now what? What are the issues you need to think about as you transition into a viable business where you won't be able to be so hands-on? What systems need to be in place—or need to change? How quickly can you grow and still stay on top of things? Come listen to an expert consultant and get a head start on how to take your company to the next level. **Speaker: Richard A Langevin, Principal, Langevin Management Advisors.** Sponsored by the MA Small Business Development Center. **FREE**

## DO YOU HAVE QUESTIONS? COMMENTS?

Email or call us with your ideas:  
rgannon@enterprisectr.org  
978.542.7576

**LEAD, COMMUNICATE, AND MOTIVATE YOUR TEAM**  
**Tuesday, February 26, 8:30 to 10:30 AM**  
Many consider leadership and communication the foundation for creating a successful business, but what does this mean for a small business? Come learn how your "communication ecosystem"—social media, printed marketing and interpersonal communication—works and how to align it with your mission and objectives. Equally as important, you'll learn how to bring employees on board so that everyone is speaking the same language both internally and externally. **Speaker: Ezra Holland, Founder, The Holland Group.** Co-Sponsored by the MA Small Business Development Center. **FREE**

**FOCUS ON NON-PROFITS: CUSTOMER SERVICE FOR GOVERNMENT AGENCIES AND NON-PROFITS**  
**Thursday, February 28, 8:30 to 10:30 AM**  
Excellence in customer service is as critical in the non-profit and public sectors as it is in the for-profit world. Treating your various audiences (donors, supporters, service recipients) well means actively listening to them, going out of your way to help them, delivering a quality product or service, encouraging complaints and handling them. Come listen to Salem State University's police chief talk about customer service excellence and share his experiences from the public sector perspective. He has stories to tell, strategies to suggest and tips to help your organization achieve customer service excellence. **Speaker: Gene LaBonte, Chief of Police, Salem State University.** Program Partner: Executive Service Corps. **FREE**

See our new website at  
**ENTERPRISECTR.ORG**

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**MARCH IS TECH MONTH!**

## MARCH

### YOUR WEBSITE: IS IT UP TO SPEED?

**Thursday, March 7, 8:30 to 10:30 AM**

Whether you're working on your second or third website or just starting out and creating your first site, there's more to it than meets the eye. It's critical to make sure your website is completely ready before you begin handing out business cards and advertising. Does it work on a smartphone as well as a laptop? Is it designed to draw attention to the most important information? This workshop will help you think about how the content on your site is organized, how your site supports your brand image, and whether it works with other digital assets like email and social media to engage your audience. **Speaker: Mike Flint, Owner, Principal, Metropolis Creative.** Co-Sponsored by the MA Small Business Development Center. **FREE**

### ONLINE ADVERTISING: TOOLS, TECHNIQUES AND TIPS

**Tuesday, March 12, 8:30 to 10:30 AM**

In today's connected world, you have to put yourself out there online so that customers can find you. That gives real importance to online marketing and advertising, from Facebook and Google ads to news articles and Google SEO. How do you do this most effectively for your business? Find out in this workshop, where we'll discuss the differences between paid and unpaid ads, how to choose the channel that will work for you, and how to coordinate different channels. **Speaker: Evan Saunders, Co-Founder and CEO, Attract China.** Co-Sponsored by the MA Small Business Development Center. **FREE**

### SOCIAL MEDIA: WHAT'S HOT...

#### AND WHAT'S NOT

**Thursday, March 14, 8:30 to 10:30 AM**

It seems everyone is talking about ways to use social media for business, but social media tools grow so quickly and change so often that it's hard to know if you're using them in the best way. This workshop can help. We'll look at some of the newest tricks of the trade, discuss the pros and cons of these tools, and examine the tactics necessary to be successful in the social space. Last, but not least, we'll tackle the question everyone asks: How much time do I really need to spend on social media to get results? **Speaker: Julia Campbell, Principal, J Campbell Social Marketing.** Co-Sponsored by the MA Small Business Development Center. **FREE**

### INTERNET MARKETING

**Thursday, March 21, 8:30 to 10:30 AM**

Proven online strategies can help you launch your company's web presence, e-mail newsletters or blog, and help you sell goods and services online. In this workshop you will learn how to track your marketing and sales progress through web analytics. The workshop will touch on natural and paid search engine marketing, developing keywords, shopping carts, web graphics and building your e-mail list to reach your target market. **Speaker: Carol Sanger, The Web Division.** Sponsored by the MA Small Business Development Center. **FREE**

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