

WINTER 2006



# Enterprise Center

AT | SALEM | STATE | COLLEGE

WINTER 2006

## FREE SMALL BUSINESS WORKSHOPS

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

Enterprise Workshops provide in-depth discussions on a variety of business topics. Join a group of other small business owners and employees for these **FREE** two hour sessions on everything from sales to time management.

**All sessions run from 8:30 a.m. to 10:30 a.m. Reservations are strongly recommended.**

### Workshops

January 19 — 8:30 a.m. to 10:30 a.m.

#### **Disaster Recovery**

Downtime can be very costly. Just a small investment of time and money **now** may prevent severe damage and disruption of your business in the future. This workshop will teach you how to return to normal as quickly as possible and keep downtime to a minimum. **Presented by Sarah Ducharme, New England Network Group. FREE**

January 24 — 8:30 a.m. to 10:30 a.m.

#### **Tools of the Trade Show**

Trade shows are a great place to generate leads by pitching your product or service directly to your target audience. Learn the skills to turn trade shows into the revenue generators they were meant to be. This workshop will show you how to drive traffic to your booth, qualify the leads and generate sales. **Presented by Jay Wallus, Street Smart Training. FREE**

February 2 — 8:30 a.m. to 10:30 a.m.

#### **Marketing Your Business**

The number one business challenge cited by entrepreneurs is how to market effectively. Learn efficient, practical and economical methods for locating and reaching your target market. This workshop will also address the critical process of capturing and retaining customers. Presented by the **Small Business Development Center** thanks to sponsorship from Eastern Bank. **FREE**

February 14 — 8:30 a.m. to 10:30 a.m.

#### **Leadership Development**

Outstanding leaders who inspire trust and high performance even in difficult or changing times are fundamental to developing your organization or business. This interactive workshop is designed to develop, refine and refresh your leadership skills, teach you how to reach your potential and mobilize others using creativity and innovation. **Presented by AnnMarie Salemi, PathForward Coaching. FREE**

March 14 — 8:30 a.m. to 10:30 a.m.

#### **Winning Opportunities for Women**

**8:30 a.m. to 9:30 a.m. Financing Your Business Successfully: Taking the Mystery Out of Getting a Loan** — Find out about the different types of loans for small businesses, discover the right way to seek financing for your business. We will discuss loan proposal requirements, financing options, how to qualify for an SBA loan, what is the purpose of a business plan, and much, much more.

**9:45 a.m. to 10:30 a.m. Time Management:** With hectic work schedules, family responsibilities and social engagements, there just doesn't seem to be enough time for everything we need and want to do. The first step in learning how to manage your time is to develop a workable plan to find the balance. Presented by Virginia D. Maglio, Optimum Development. **FREE**

March 28 — 8:30 a.m. to 10:30 a.m.

#### **Understanding Cash Flow**

This workshop will teach you the concepts, tools and techniques needed to develop effective cash flow forecasts using a simple but realistic group exercise. Presented by the **Small Business Development Center** thanks to sponsorship from Eastern Bank. **FREE**

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

### SPECIAL HALF DAY WORKSHOPS

March 30 — 8:30 a.m. to 12:00 p.m.

#### **Tech Edge**

**Session I — 8:30 a.m. to 9:30 a.m.**

##### **Marketing on the Internet**

If you are a small business owner who hasn't explored online marketing, you're depriving yourself of the benefits of a very cost-effective and time-effective business tool. Learn how to coordinate online and traditional offline marketing to maximize your profits. **Presented by Cheryl Perkins, Cheryl K. Perkins & Associates**

**Session II — 9:45 a.m. to 10:45 a.m.**

##### **Building a Community on your Website**

Adding interactive elements such as forums, blogs and wikis transforms your website from a one-time stop into a repeat destination for your customers. Find out what it takes to build an involved audience that will turn to you for reliable information. **Presented by David Galiel, Public Interest Entertainment Corp.**

**11:00 a.m. to 12:00 p.m.**

##### **Webinars and Podcasts—what's it all about?**

Podcasting allows users to download your audio or video content onto their computers or portable music players - for enjoyment anytime, and anywhere. While the number of podcast users is still small compared to web surfers, the "podosphere" is exploding at a tremendous rate. More importantly, podcasting represents an affordable and powerful way for businesses to transform their websites into "content channels" and to expand their reach and attract new customers. **Presented by John Neely, Hawthorne Media**

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

There is a **\$15 charge** for this workshop

### 128 Venture North

**Are you an entrepreneur looking for investors? Are you an investor, manager or service provider looking for growth enterprises?**

You are invited to attend **128 Venture North**, sponsored jointly by the Enterprise Center and the 128 Innovation Capital Group. This popular breakfast series is designed to **bring together investors and entrepreneurs** and will provide time for networking and a speaker.

Visit [www.enterprisectr.org](http://www.enterprisectr.org) for information on upcoming sessions

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

## Workshops

April 4 — 8:30 a.m. to 10:30 a.m.

### **Salesmanship**

This workshop offers practical and proven selling techniques including cold calls, making appointments, presentations and developing ongoing, productive business relationships. Presented by the **Small Business Development Center** thanks to sponsorship from Eastern Bank. **FREE**

April 18 — 6:00 p.m. to 8:00 p.m. — **Special Evening program**  
**When Business is in the Blood: Managing a Family Business**

Family Businesses are the primary economic engine in our society and the world. However, balancing family dynamics within the work environment and the ownership structure of a family business often results in conflict. Doug Baumoel, Founder of Continuity Family Business Consulting, will present his ideas and techniques needed to manage these conflicts and enable your business to thrive. **FREE**

May 4 — 8:30 a.m. to 10:30 a.m.

### **Negotiations**

Lousy negotiators lose money. It's that simple. In this workshop you will learn how to maximize effectiveness in strategic, tactical, telephone and face-to-face negotiations. You will learn how to increase your profits through well-planned and executed collaborative negotiations. Understand the core elements and dynamics of the negotiation process and how to recognize negotiation styles and "read" the other party.

Presented by **Steve Lentini, Prosperity Institute. FREE**

May 16 — 8:30 a.m. to 10:30 a.m.

### **Getting Comfortable with Networking**

Are you a wallflower? Are you tired of standing on the sidelines? Learn and practice the secrets that savvy networkers use in building their business relationships. Gain confidence in having effective, anxiety-free networking conversations. It's not about the hard sell. Effective networking can be authentic and rewarding. Presented by **Chris Vasiliadis, Signature Faces. FREE**

May 18 — 8:30 a.m. to 10:30 a.m.

### **Financing Your Business**

This valuable workshop will identify and explain practical sources used to finance both start-ups and growing businesses, and examine SBA loan guarantee programs. Presented by the **Small Business Development Center** thanks to sponsorship from Eastern Bank. **FREE**

## North Shore Business Plan Competition

*Do you have a bright idea for a new business?*

*Do you want to expand your recently established company?*

### **Enter the 2006 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 second annual North Shore Business Plan Competition, and thank our **Platinum Sponsors**, Eastern Bank and Banknorth for their support for this competition and for the growth of business in our region.

Submit your business plan to a panel of judges, many of whom are early stage venture capitalists and bank investors, and 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 17, 2006** and all plans are due no later than **March 27, 2006**.

### **Timetable**

November 8, 2005	Public launch of Business Plan Competition
February 7, 2006	<b>Business Plan Overview Seminar</b> for all interested in entering the Competition held by Small Business Development Center at Enterprise Center <b>9:00a.m. to 11:00a.m. at the Enterprise Center</b>
February 17, 2006	Plan application forms and overviews are due
February 28, 2006	<b>Writing a Competitive Business Plan</b> workshop for 2006 entrants held by Small Business Development Center at Enterprise Center. <b>9:00a.m. to 12:00p.m.</b>
March 27, 2006	Final Business Plans are due
April 14, 2006	Semifinalists announced
April 26, 2006	Judges interview semifinalists and select finalists.
April 27, 2006	Finalists announced
May 17, 2006	Public presentations at Central Campus Recital Hall, Salem State College, 71 Loring Ave.

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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 start-up 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



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The North Shore's Small Business Incubator and Growth Center

T: 978-542-7528 :: F: 978-542-7061 :: [www.enterprisectr.org](http://www.enterprisectr.org)

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