

SPRING & SUMMER 2010

The Region's Small Business Growth Center


**Enterprise
Center**

AT SALEM STATE COLLEGE

FREE NEW SMALL BUSINESS PROGRAMS

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

2010 Spring/Summer Workshops

DEVELOPING A BRAND ESSENCE TO CAPTURE A MARKET AND KEEP YOUR CLIENTS

Thursday, April 8 — 8:30 a.m. to 10:30 a.m.

It's not enough these days if they just remember your name—it's how they feel about you. A *brand* essence captures the heart and intrinsic nature of your company. When your brand is strong, you develop lasting emotional ties to and the loyalty of your customers. In this economic climate, strong brands with strong personal connections will be the ones that persevere. Richard Earl who has over 30 years of experience with notable advertising campaigns for P&G, Johnson & Johnson and more, will discuss how you can create a Brand Essence for your company. **Speaker: Richard Earl, The Regis Group** Co-sponsored by the Small Business Development Center **FREE**

CASH FLOW YOUR WAY TO BREAK EVEN

Tuesday, April 13 — 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: Jane Johnson, CPA & CMA B2B CFO, Inc.** Sponsored by the Small Business Development Center **FREE**

TEAR DOWN THE WALLS: RUNNING A SUCCESSFUL VIRTUAL COMPANY

Tuesday, April 27 — 8:30 a.m. to 10:30 a.m.

Want to cut down on costs, be able to hire good people from anywhere, and easily stay in touch with customers from all over the world? Our panelists, who are all part of virtual companies, will discuss the virtues and downfalls of running a virtual company, tips on how to get started, how to build client trust, and how to manage your team when the office is in cyberspace. **Panelists: Peter Gordon, Founder, Patent GC LLC.; Lyn Kaplan President, North Shore Technology Council & Consultant at Administaff; Kathy Murphy, President of Chi Solutions, Inc.** Co-sponsored by the Small Business Development Center and the North Shore Technology Council **FREE**

NON-PROFIT: VOLUNTEER MANAGEMENT—GETTING THE MOST OUT OF YOUR VOLUNTEERS

Thursday, April 29 — 8:30 a.m. to 10:30 a.m.

Volunteers are essential and valuable to every non-profit organization. You need them to staff an event, operate your organization and contribute money. The recruitment, management and retention of volunteers can be a challenging task to an organization. Learn how to identify and motivate key volunteers while managing the challenges of a "volunteer work force." **Speakers: Bethany Kendall, Chief Executive Officer of ESC of New England and Lisa Cawley, Vice President of ESC of New England** **FREE**

EMPLOYMENT LAW: ILLUMINATING THE INTERVIEWING, HIRING AND TERMINATION PROCESS

Tuesday, May 4 — 8:30 a.m. to 10:30 a.m.

If you think common sense is good enough in the hiring and termination process, think again! This workshop will give you practical tips covering such topics as the essential components of a job description; what you can and can't ask in an interview; how to use reference checks to your advantage; how to convey the offer; when to use discipline; the discharge process; and significant COBRA changes. **Speaker: Sarah Schwartz** is an experienced employment law attorney in Massachusetts. **Speaker: Sara Schwartz, President and Managing Partner of Schwartz Hannum PC** Co-sponsored by the Small Business Development Center **FREE**

Global Series

DOING BUSINESS IN EMERGING MARKETS: CHINA, BRAZIL

Thursday, April 8 — 8:30 a.m. to 10:30 a.m.

In the 21st century there are huge opportunities for entrepreneurs expanding into emerging markets. Our speaker has been doing in these markets for some time. Come hear about the needs of the emerging middle class that have the best growth prospects. Retail, automobile, financial services, healthcare and technology companies are strong growth drivers. Rob will discuss the opportunities and challenges of these sectors and some of the unique aspects of doing business with and in these nations. Some interesting areas to be discussed: Regulations, taxes, infrastructure costs, profit margins, wage rates, and growth of incomes and per capita health care spending by country. **Speaker: Rob Lutts, President and Chief Investment Officer of Cabot Money Management** Co-sponsored by the Small Business Development Center **FREE**

BRIDGING THE MULTICULTURAL DIVIDE—DO BUSINESS BETTER IN OTHER NATIONS BY UNDERSTANDING THEIR CULTURE

Tuesday, May 25 — 8:30 a.m. to 10:30 a.m.

Did you know that Chinese is spoken by more than 1.5 billion people, globally and Hispanic/Latino purchasing power is expected to reach \$1 trillion in 2010? If you want to take your business global, this workshop will give you an introduction to how you can leverage technology, language and culture to improve your bottom line and how to communicate in a global environment. **Speaker: Kaarina Kvaark, Founder, Able Innovations** Co-sponsored by the Small Business Development Center **FREE**

DOING BUSINESS IN THE AMERICAS (NORTH AMERICA, SOUTH AMERICA, AND CARIBBEAN)

Tuesday, June 15 — 8:30 a.m. to 10:30 a.m.

Hispanics and Latin Americans are changing the face of the Business-to-Consumer market in the US. These Pan American markets are the fastest growing B2C market segments in the US and are projected to reach 25% of total market share by 2050. In this workshop Eduardo Crespo will delve into how your business can tap into the Hispanic markets by understanding the idiosyncrasies of language, culture and media consumption and use this to develop a targeted marketing strategy for your business. **Speaker: Eduardo Crespo, CEO, Hispanic Market Solutions** Co-sponsored by the Small Business Development Center **FREE**

CAREER TRANSITION FORUM: LOOKING FOR A CAREER CHANGE?

Tuesday, May 11 — 8:30 a.m. to 10:30 a.m.

This special CAREER TRANSITION FORUM is an interactive discussion for both current and possibly future business owners as well as other professionals who are considering a career change or are looking for a job. The forum covers: Discovering career options; identifying strategies effective in today's economy; the importance of recognizing values and satisfaction in your work life; addressing the most difficult part of changing careers; how to create a successful career transition process; and how to communicate your competitive advantage. **Speaker: Joycelyn Snell, Founder, Professional Career Solutions** Co-sponsored by the Small Business Development Center **FREE**

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- Ask the Expert
- More Workshops

To register go to www.enterprisctr.org