



Enterprise Center
AT | SALEM | STATE | UNIVERSITY

FALL 2019

THIS FALL, POWER UP FOR BUSINESS GROWTH

The Enterprise Center at Salem State University welcomes business owners and entrepreneurs of all experience levels to come in and learn something new.



North Shore business owners have a valuable resource:

The Enterprise Center helps people start and grow their businesses and solve business problems. We offer programs, education, resources, and connections to help businesses succeed and grow the economy of the North Shore.

AREAS OF FOCUS:

Business Plans | Business Owner Development Programs
Access to Capital | Regional Economic Development | Business Organizations



COMING THIS FALL!

North of Boston Business Plan Competition
Million Dollar WomenSM Symposium
NEW! Women's Leadership Mastermind
North Shore Alliance for Economic Development
Fall Policymakers Series

To learn more about Enterprise Center programs, visit enterprisectr.org or call 978.542.7528



SEPTEMBER



CREATING A BUSINESS PLAN THAT IS INVESTOR-READY

Tuesday, September 10, 2019 | 8:30 – 10:30 AM | FREE
Is your business plan grounded in (investor) reality? Learn the common business plan shortcomings to avoid, and make your business plan financially attractive to investors.



Speakers: Peter Dragone and Hans van Putten, Co-Founders, World Wide Local Connect (WWLC)
Co-sponsored by the North Shore Alliance for Economic Development and the MA Small Business Development Center



WHAT ARE YOUR COMPETITIVE AND COMPARATIVE ADVANTAGES?

Wednesday, September 11, 2019 | 8:30 – 10:30 AM | FREE
What is your competitive advantage? What is your comparative advantage? What problem are you trying to identify and for whom? Learn the answers to these questions which are critical to a business's success.



Speaker: Doug Bates, Principal, Aderit Internet Marketing Consulting
Co-sponsored by the North Shore Alliance for Economic Development



SECRETS OF EFFORTLESS SELLING

Thursday, September 19, 2019 | 8:30 – 10:30 AM | FREE
Do you hate sales? Discover how to overcome the 3 biggest reasons you may be struggling during sales conversations so you can start attracting more clients.

Speaker: Kate Beeders, Founder, Brilliance Builders™



UNDERSTANDING YOUR BUSINESS FINANCIALS

Tuesday, September 24, 2019 | 8:30 – 10:30 AM | FREE
Too many businesses do not understand the importance of cash flow and how it impacts their operations. Learn how much money a business must have to (a) launch itself, (b) sustain itself and (c) grow.



Speaker: Charles Smith, Senior Vice President-SBA Specialist, Eastern Bank
Co-sponsored by the North Shore Alliance for Economic Development and the MA Small Business Development Center



GETTING STARTED WITH FACEBOOK FOR BUSINESS

Thursday, September 26, 2019 | 8:30 – 10:30 AM | FREE
Facebook is still the reigning social media platform with over 2.3 billion users. Learn 10 simple steps to create a successful strategy to get results and leave with a plan that you can implement immediately.

Speaker: Pamela Pearson, Catalyst for helping small business entrepreneurs grow by leveraging Attraction Marketing and digital strategies.

Ready to learn?
Register here: enterprisectr.org | 978-542-7528

OCTOBER



INSTAGRAM 101

Tuesday, October 1, 2019 | 8:30 – 10:30 AM | FREE
Instagram is one of the fastest growing networks in the world. Learn the basics from setting up your business profile and creating posts to getting found by, and engaging with, potential customers.

Speaker: Alanna Nardella Frost, CEO & Creative Director, Panic2Euphoria



THE ART OF LISTENING IN A FAST-PACED WORLD

Thursday, October 3, 2019 | 8:30 – 10:30 | FREE
Listening is a mindful choice that we must make in order to create balance in our lives and be the best leader we can be. Join us and master one of life's most important skills.

Speaker: Kit Pang, Founder, BostonSpeaks



HOW TO SECURE PRIVATE EQUITY AND VENTURE CAPITAL FINANCING

Tuesday, October 8, 2019 | 8:30 – 10:30 AM | FREE
Do you need additional capital to take your business to the next level? Demystify the due diligence process and be prepared for when opportunity knocks. Remember, "By failing to prepare, you are preparing to fail."

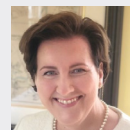


Speakers: Praveen Sahay, Managing Director, WAVE Equity Partners; Matt Polimeno, Operating Partner, WAVE Equity Partners
Co-sponsored by the North Shore Alliance for Economic Development



POWERING YOUR EXPORTS: A PROGRAM FOR MANUFACTURING AND TECH COMPANIES

Wednesday, October 9, 2019 | 8:30 – 10:30 AM | FREE
If you are a manufacturing or technology company in Massachusetts, you should be connected to the global market. Learn the steps you can take to be among the many successful exporters who derive more revenue from outside the U.S. than from within it. Build export operations that are effective and compliant.



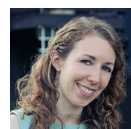
This program is about taking your sales and operations to the next level – we'll discuss the steps to take for international expansion, implementation of export operations, and some of the potential pitfalls to avoid. We will also review the many government resources, including grants and other supports that are available to help supercharge your exports!

Speakers: Michelle L. Ouellette, Senior International Trade Specialist, U.S. Department of Commerce
and Paula L. Murphy, Director, Mass Export Center
Sponsored by the North Shore Alliance for Economic Development



ATTRACTING A TALENTED WORKFORCE

Thursday, October 10, 2019 | FREE
Finding talented employees in today's job market is tougher than ever! Learn the tips and tricks for creating effective postings and jobs ads that will attract the caliber of candidates you will be excited to hire.



Speakers: Amanda Leonardi, HR Generalist and Jennifer Serei, HR Generalist, MassPay
Sponsored by the North Shore Alliance for Economic Development

Thank You to our Sponsors:



Thank You to our Co-Sponsors:



HOW TO BE ACCESSIBLE IN THE DIGITAL SPACE

Thursday, October 17, 2019 | 8:30 – 10:30 AM | FREE

With the new Americans with Disabilities Act guidelines, this workshop will cover the easiest and most effective ways for you to make your visuals, website, and content immediately more compliant, and go over the recent changes made to the ADA and Web Content Accessibility Guidelines (WCAG).

Speaker: Mike Sperling, Founder and CEO, Sperling Interactive
Sponsored by the North Shore Alliance for Economic Development

NOVEMBER



COMPENSATION PLANNING FOR GROWTH MINDED COMPANIES

Thursday, November 7, 2019 | 8:30 – 10:30 AM | FREE

Discover effective strategies for aligning profit goals with employee compensation, referral source rewards, and partner channel plans.

Speaker: Cori DiDonato, Founder and Owner, Silver Tiger Consulting



LINKEDIN – WHAT IT CAN DO FOR YOU AND YOUR BUSINESS

Wednesday, November 13, 2019 | 8:30 – 10:30 AM | FREE

LinkedIn has become so much more than a way for business people to stay connected. Learn how participating in the LinkedIn community on a weekly or daily basis can help your business succeed.

Speaker: Jim Panagas, Business Communications Strategist

SMALL BUSINESS CLINICS

Wednesday, November 13, 2019 | 10:00 – 12:00 PM | FREE

The North Shore Alliance for Economic Development, Massachusetts Office of Business Development, and Enterprise Center invite you to meet one-on-one with a select group of state leaders to discuss your specific business needs and the state-provided resources that may be available to you. To schedule an appointment, contact Terry Brancato at 978-542-2505.

Maria Nigro Di Stefano, Northeast Regional Director,
Massachusetts Office of Business Development /
U.S. Small Business Administration, Massachusetts District Office

Mark Sullivan, Executive Director, Massachusetts Office of International Trade and Investment, the Commonwealth's primary international business development agency charged with promoting trade and investment with global partners in Massachusetts and around the world.

Sponsored by the North Shore Alliance for Economic Development



AUTHENTIC NETWORKING: BUILDING YOUR BRAND WITHOUT SELLING YOURSELF OUT

Thursday, November 14, 2019 | 8:30 – 10:30 AM | FREE

Networking is an essential skill for today's entrepreneurs. Learn the strategies needed to network authentically -- by defining your objective, clarifying your brand, identifying your accomplishments and developing your pitch, all while leveraging your strengths.

Speakers: Debbie Tyson and Erica Rydzewski,
Consultants, Yin and Yang Partners



PRICING YOUR PRODUCTS AND SERVICES

Tuesday, November 19, 2019 | 8:30 – 10:30 AM | FREE

Learn about pricing concepts, the role of pricing in a company's strategy and an easy four-step process to determine pricing based on costs, customer goals, trends and competition.

Speaker: Barry Horwitz, Horwitz & Company
Sponsored by the North Shore Alliance for Economic Development



HOW TO BUILD YOUR DREAM TEAM

Thursday, November 21, 2019 | 8:30 – 10:30 AM | FREE

Every entrepreneur needs a strong team for support and advice. Learn how to choose and work with attorneys, insurance agents, and accountants to build a team that can help you overcome any challenge.

Speaker: Attorney Meredith Fine, Cape Ann Business Law, PC

DECEMBER



DO YOU HAVE WHAT IT TAKES TO BE AN ENTREPRENEUR?

Tuesday, December 3, 2019 | 8:30 – 10:30 AM | FREE

The core skills needed to thrive as an entrepreneur are unique. Using a master list of competencies, learn how to define and build your skillset as a springboard for entrepreneurial success.

Speaker: Jim Ognibene, M.Ed., People Development & Career Coach, Visioneer Consulting
Co-sponsored by the North Shore Alliance for Economic Development and the MA Small Business Development Center



HOW TO CREATE CONVERSATIONS THAT WILL GAIN & RETAIN CLIENTS

Thursday, December 5, 2019 | 8:30 – 10:30 AM | FREE

People do business with those who make them feel valued and heard. If you cringe at the thought of social conversation and/or want to make your traditional/digital conversations more strategic, come learn practical, implementable techniques.

Speaker: Janet Parnes, Conversation and Etiquette Consultant



MARKETING FOR SUCCESS

Tuesday, December 10, 2019 | 8:30 – 10:30 AM | FREE

Are you overwhelmed by all the options you have for marketing your business? If your marketing isn't getting the outcomes you want, learn the 4 key areas to focus on for best results.

Speaker: Jamie Bradley, Founder, Sophwell



SPECIAL EVENTS



2019 NORTH OF BOSTON BUSINESS PLAN PROGRAM & COMPETITION

For complete Business Plan Program & Competition details and eligibility requirements go to www.enterprisectr.org

COMPETITION PRIZES

1st Place - \$10,000 | 2nd Place - \$3,000 | 3rd Place - \$2,000

KEY COMPETITION DATES

- **Thursday, September 12, 2019**
Pitch Panel Session
8:30 am - 11:30 am (by appointment only)
- **Friday, November 1**
Semifinalists are announced
- **Friday, November 15**
Finalists are announced
- **Friday, December 6**
Competition Finale 1:00 PM

BPC PITCH PANEL SESSION

Thursday, September 12, 2019 | FREE

Sharpen your skills in pitching your product or service.

Complete an application on our website and be scheduled for a 45-minute session.



COMPETITION FINALE AND AWARD CEREMONY

Friday, December 6, 2019 | 1:00 – 4:30 PM | FREE

SSU Petrowski Room | Central Campus

Join us as the finalists present their plan to an audience of judges and community members.



ADDITIONAL WORKSHOPS

BRINGING YOUR CAPITAL NEEDS AND MEANS INTO ALIGNMENT

Wednesday, September 25, 2019 | 8:30 – 10:30 AM | FREE

Learn how to think about investment capital, how to raise cash from angel investors, friends and family, and how to forecast and minimize your capital needs.



Speaker: Doug Bates, Principal,
Aderit Internet Marketing Consulting
Co-sponsored by the North Shore Alliance
for Economic Development

DEVELOP A WINNING PITCH

Wednesday, October 2, 2019 | 8:30 – 10:30 | FREE

Pitching your product or service is among the most important skills of a business owner. Learn techniques to employ that will enhance your pitch and yield successful results.



Speaker: Paul Parisi,
President and Founder, Savior Labs
Co-sponsored by the North Shore Alliance
for Economic Development

Thank You to our Sponsors:



NORTH SHORE ALLIANCE POLICYMAKERS SERIES



A CONVERSATION WITH LT. GOVERNOR KARYN POLITO

Thursday, October 3, 2019 | FREE

7:30 AM Doors Open

8:00 AM – 9 AM Program

Salem State University

Viking Hall, Room 123 | SSU Central Campus

Lt. Governor Karyn Polito will provide an update on the goals, priorities, and progress of the Baker-Polito Administration.

To register go to: northshorealliance.org



- 14TH ANNUAL - MILLION DOLLAR WOMENSM SYMPOSIUM

Friday, November 15, 2019 | 7:30 - 11:30 AM | \$40

This annual symposium showcases "Million Dollar Women" – women who have started companies that have gross revenues of over a million dollars. Our panelists share their stories, successes and lessons learned to an eager audience. The Symposium provides an opportunity for entrepreneurs to see and hear the true stories of successful female business owners.

For more information, visit enterprisectr.org



Salem State University has a unique partnership with the Enterprise Center to support regional businesses through education, leadership, and workforce and economic development on the North Shore.

NEW!! WOMEN'S LEADERSHIP MASTERMIND

October 2, 2019 - March 4, 2020 | 8:30 am - 12 pm | \$2200 | Class meets the first Wednesday of each month. January class will be held on 1/8/20

This purpose-driven women's leadership development program is a cohort learning model based on a workshop and mastermind format.

You will learn:

The Changing Role of Leadership:
An Evolving World of Work

Self-Management:
The foundation for Effective Leadership

Team Leadership:
Supporting Your Team to Create Value and Impact

Organizational leadership:
Shaping the Workplace and its role in Society

The Leading Edge of Leadership:
The Future role for Leaders

All leaders learn and change behavior most readily when they are put in a supportive learning environment with peers that is facilitated by an experienced guide and coach. This model is especially effective for women who naturally gravitate to a cooperative and collaborative learning experience. Adding to the group experience, complementary one-on-one support accelerates results, as it creates the ultimate safe place to explore ideas and examine vulnerabilities that are a natural part of the learning and behavior change process. Call **978-542-6302** for go to www.enterprisectr.org/professionaleducation for the complete program guide.

TALENT DEVELOPMENT PROGRAMS

Moving into the role of supervisor, can be a wonderful opportunity, but also a great challenge. Start off right, with the fundamentals that will put you on track to be the very best leader you can be. These skills don't always come naturally, so give your career the edge, and learn from others in these boardroom style programs, in just one day each.

CUSTOMER SERVICE

Friday, September 20, 2019 | 9 am - 3:30 pm | \$110

Figuring out customers is never easy. Making sales requires special know-how. Learn the features of outstanding customer service, which leads to increased profits for the business and personal recognition for the service providers.

EVENT PLANNING: FROM START TO FINISH

Wednesday, October 2, 2019 | 9 am - 3:30 pm | \$110

In this program you will learn the intricacies of planning and executing show-stopping events. Learn the different responsibilities of an event planner, from designing and planning to budget management, managing the unexpected, and post event review.

NEGOTIATING WITH FINESSE

Friday, October 4, 2019 | 9 am - 3:30 pm | \$110

This course examines ways we can build a productive dialogue in both our day-to-day interactions and formal negotiations, to help us communicate constructively for a positive outcome.

BUSINESS WRITING AND GRAMMAR SKILLS

Wednesday, October 23, 2019 | 9 am - 3:30 pm | \$110

Improve your written communications skills in one day. Review grammar rules and guidelines, and how to polish your written documents to make them more powerful and professional.

Please call Andrea DiVirgilio at 978-542-6302 or email adivirgilio@salemstate.edu to learn more.

CREATIVITY AND INNOVATION

Friday, November 1, 2019 | 9 am - 3:30 pm | \$110

Creative thinking is the foundation for innovation. Innovation is the process that transforms creative ideas into products, services and processes. Discover your inner creativity, and curiosity, to gain the confidence you need to share your ideas and bring them together successfully.

LEGAL ISSUES IN HUMAN RESOURCES

Wednesday, November 13, 2019 | 9 am - 3:30 pm | \$110

This interactive class will give an overview of best practices and tips for business owners, office managers, and human resources professionals during the hiring, evaluation, discipline and termination processes.

CAREER DEVELOPMENT:

TAKING OWNERSHIP OF YOUR CAREER PATH

Friday, November 15, 2019 | 9 am - 3:30 pm | \$110

Ready to take the next step on your way to your dream career? In this workshop, we'll begin by completing a personal assessment. Second, we will create a career strategy and, third, we'll research these target positions and check out the job requirements to find the needed skills, experience, and training. Finally, we will define what you need to do now to be ready for your target job and career goal.

WORK-LIFE BALANCE

Friday, December 6, 2019 | 9 am - 3:30 pm | \$110

Work-life balance is essential to combat stress, ensuring both individual and company success. Employees who have the tools to balance their professional and personal lives are happier, healthier and more productive. Companies that include work-life balance as part of their culture will be able to better attract and retain qualified candidates.

COMMUNITY ENRICHMENT, CONTINUING EDUCATION CREDITS AND MORE...

CONTINUING EDUCATION FOR TAX ACCOUNTANTS

Mondays,

September 23 - December 9, 2019

(Snow date 12/16)

7:00 pm - 9:45 pm | \$400

This 10-week program is designed to meet the mandatory continuing education requirements of certified public accountants, public accountants and enrolled agents. The program qualifies for 30 CPE/CE credits.

ONLINE LEARNING

Salem State University has partnered with industry-recognized, online educational provider to bring you over 600 online courses and certificates right in the comfort of your home. These workshops and courses will help you boost your career, add new skills to your resume and bring new life to your life!

All the programs are taught by industry professionals, and experienced facilitators, bringing you the latest innovations in learning. Become the leader you know you can be!

Choose from a variety of topics, such as:

- Project Management PMP Exam Prep
- Certified Bookkeeper
- Quickbooks
- Oracle SQL + Python Developer
- Entrepreneurship: Start-up and Business Owner Management
- CPC Certified Medical Administrative Assistant
- Microsoft Office Master Certification

...and many more

NOTE: Many of the online certificate programs qualify for Section30/TOP benefits through the Department of Unemployment Assistance. Visit your local Career Center first, or call Andrea DiVirgilio, 978.542.6302 or email adivirgilio@salemstate.edu, for more information. To view the complete list of online programs available to you, visit enterprisectr.org/professionaleducation.



Established in the heart of educational growth, the Enterprise Center at Salem State University welcomes business owners and professionals of all ages and experience levels to come in and learn something new. As an advocate and voice for the North Shore small business community, the Enterprise Center is a leader in helping businesses start and grow in this region.

A MESSAGE FROM THE EXECUTIVE DIRECTOR

Dear Business Owner,

Fall is an especially exciting time of year at the Enterprise Center and this season is no different! In addition to our many educational offerings for business owners at all stages, our calendar is bursting with initiatives that support, encourage and inspire entrepreneurs and business professionals. A couple of special events happening this fall include our annual North of Boston Business Plan Competition and Million Dollar Women™ Symposium. Also, if you're ready to start working "on" your business and not just "in" your business be sure to learn more about our CEO groups for Solopreneurs, Established Businesses, and Million Dollar companies.

The Enterprise Center is a hub for business growth and is an accessible, welcoming community for all entrepreneurs and business owners seeing professional growth and business development. I encourage you to take advantage of the many educational opportunities offered this program season.

Please feel free to call or stop by to speak with me or any member of the Enterprise Center team – our doors are always open and we're here to help!

Best regards,



Laura Swanson
Executive Director
lswanson@enterprisectr.org
978-542-7039



BUSINESS PLAN PROGRAM & COMPETITION

The Enterprise Center redesigned and expanded its North of Boston Business Plan Competition because we understand the importance of a business plan and the value of vetting ideas to improve a business. As a result, we have created a year-long program that includes specialized workshops, pitch panels and competition.



CEO GROUPS

It can be lonely being a business owner. Our CEO Groups are confidential, peer group environments that are professionally facilitated where business owners can discuss their business challenges, receive feedback, and develop strategies to manage and overcome ongoing business issues to grow and succeed.



MILLION DOLLAR WOMENSM SYMPOSIUM

Every person who is successful has their own unique story. This annual Symposium showcases women who have started companies that have achieved gross revenues over a million dollars. Panel members share their stories, successes and lessons learned to an eager and entrepreneurial audience.



WORKSHOPS

Our workshops are learning and enrichment opportunities specifically designed for business owners and professionals at all levels. These just-in-time knowledge workshops – most of them FREE – help individuals get up to speed on current and relevant topics every business owner needs to know to assimilate and grow in the business world.

For more information, visit our website at www.enterprisectr.org



OFFICE SPACE AND MEETING ROOMS FOR RENT!

We love that business happens here. Become a tenant or host a meeting in one of our conference rooms.



OPEN HOURS

The Enterprise Center is a hub for business growth. That's why we'd like it to be known that our doors are always open to business owners and professionals for questions, ideas and support. Our staff is here to help!