

NEWS RELEASE**Contact:**

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FOR IMMEDIATE RELEASE**SALISBURY BANK OFFERS A FREE SEMINAR: THE RECIPE FOR A SUCCESSFUL BUSINESS**

Lakeville, CT – September 5, 2019 – Salisbury Bank is partnering with Northwest Connecticut SCORE and Scoville Memorial Library to offer a free seminar: The Recipe for a Successful Business.

This informative seminar will cover a wide range of topics including:

1. What is a business plan and why is it important?
2. Knowing your target audience and how to appeal to them.
3. Marketing techniques for small businesses at little to no cost.
4. Loans, grants and other ways to raise capital.
5. Are you really making a profit?
6. Social media and where your small business fits in.
7. Common myths about owning your own business.

Presenters:**Lauren M. Trager, SCORE Mentor**

Lauren is a Business Consultant whose expertise includes Business Plan Development for the Small Entrepreneur, Product and Interior Design, Marketing and Profit Analysis.

Mark P. Trager, SCORE Mentor

Mark's business expertise includes Consulting, Advising Investors on Acquiring and Reconstituting Distressed Companies, both Domestically and Internationally. Some of the transactions Mark was advisor for include Burger King®, Major League Baseball, General Motors Acceptance Corp. and Chrysler Corp.

Please join this seminar on Thursday, September 26, 2019

6:00 p.m. – 7:00 p.m.

Scoville Memorial Library

38 Main Street

Salisbury, CT 06068

Reservations are suggested, but not required. To reserve a spot sign-up at salisburybank.com/seminar3. You may also contact Genia Wilson by calling 860.453.3496, or email at evwilson@salisburybank.com (please type "Recipe" in the subject line).

Salisbury Bank is a full-service community bank headquartered in Lakeville, Connecticut and presently operates full service branches in Canaan, Lakeville, Salisbury, and Sharon, Connecticut; Great Barrington, Sheffield, and South Egremont, Massachusetts; as well as Dover Plains, Fishkill, Millerton, New Paltz, Newburgh, Poughkeepsie, and Red Oaks Mill, New York. The Bank has been serving families and businesses for over 170 years and offers a full range of consumer and business banking products and services as well as trust and investment services.