

You must RSVP for all workshops and trainings. **Fees may apply and will be due at time of class. A fee waiver may be requested please inquire when signing up.** Checks may be made out to the Small Business Assistance Center. The SBAC reserves the right to cancel or reschedule a workshop or class due to insufficient enrollment or weather. Registration fees already collected will be returned or credited towards a future program.

Right Start Entrepreneurial Training

6-class series runs every Wednesday Aug 31, 2011 – May 9, 2012

Wednesday nights from 6:00 – 9:00 pm *except for the week of November 23, 2011

The Right Start Entrepreneurship Training Program provides a solid educational foundation on which to build a small business. Practical, flexible, and taught by small business professionals, this six-class series will help you learn the difference between success and failure. Starting August 31st, this series runs continuously throughout the year so that you can either take all six classes in a row or once a month, as needed to fit your schedule. Training provides a firm foundation of practical knowledge to build your business and covers these topics: Intro to Business, Marketing, Sales, Bookkeeping and Taxes, Financing, and Business Law. Get the tools you need for success!

These workshops are taught by the following instructors:

- Jack Nevison is the President of New Leaf Project Management, a premier project management training and consulting company. He is the author of six books and numerous articles on computing and project management.
- Paul R. Hutchinson has over 20 years' corporate and private experience in consulting to a wide range of industries and specializes in sales strategy, sales training/coaching and sales process improvement. A graduate of the Rochester Institute of Technology in New York, Paul currently serves on the Board of Directors of the Middlesex West Chamber of Commerce.

COST: \$90 for all 6 classes

LOCATION: The Center, 88 Middle St., 2nd Floor, Lowell, MA 01852

RSVP: shargis@comteam.org, 978-322-8400

The Small Business Assistance Center Open House

Offered the following dates:

Thursday, Sept 15, 2011 / 10:00 -11:00 am

Thursday, Dec 8, 2011 / 10:00 -11:00 am

Thursday, March 15, 2011 / 10:00 -11:00 am

Tuesday, May 15, 2011 / 10:00 -11:00 am

Join us at our Open House to learn more about the Center and what we have to offer small businesses. We provide technical assistance, workshops, training and financial assistance. Meet with staff to learn more about how we can help you develop your business idea and help you achieve all your small business dreams. We also can assist existing businesses to grow to the next level with our Microloan Fund. If you can't make the open house, please call to arrange a meeting any time that works for you!

COST: no fee

LOCATION: The Center, 88 Middle St., 2nd Floor, Lowell, MA 01852

RSVP: shargis@comteam.org, 978-322-8400

Social Media

Offered the following dates:

Monday, September 19, 2011 / 2:00 -4:00 pm

Tuesday, October 4, 2011 / 10:00 am -12:00 pm

Wednesday, November 9, 2011 / 1:00 -3:00 pm

Thursday, December 15, 2011 / 2:00 -4:00 pm

Friday, January 20, 2012 / 10:00 am -12:00 pm

Monday, February 13, 2012 / 1:00 -3:00 pm

Tuesday, March 20, 2012 / 10:00 am -12:00 pm

Wednesday, April 4, 2012 / 1:00 -3:00 pm

Thursday, May 17, 2012 / 2:00 -4:00 pm

Friday, June 1, 2012 / 10:00 am – 12:00 pm

Monday, July 16, 2012 / 1:00 -3:00 pm

This workshop is offered in partnership with the Greater Lowell Chamber of Commerce and Lowell Telecommunications Corporation. "The Times, They Are A-Changin'", and we know that social media marketing now plays a vital role in the success of businesses and organizations. This seminar provides an overview of various online marketing tools including Facebook, Twitter, LinkedIn and

YouTube. If you are a beginner or intermediate user, you will benefit from this workshop taught by Danielle Bergeron, President and CEO of the Greater Lowell Chamber of Commerce, who has years of experience promoting her own business through social media.

COST: no fee

LOCATION: Lowell Telecommunications Corporation (LTC) studios, 246 Market Street, Lowell, MA 01852

RSVP: shargis@comteam.org, 978-322-8400

Unlocking Profitability with Accounting

Comprehensive 2-night Workshop

Offered the following dates:

Wednesday, September 21, 2011 & Thursday, September 22 / 6:00 -9:00 pm

Wednesday, November 9, 2011 & Thursday, November 10 / 6:00 -9:00 pm

Wednesday, February 8, 2012 & Thursday, February 9 / 6:00 -9:00 pm

Wednesday, April 4, 2012 & Thursday, April 5 / 6:00 -9:00 pm

Wednesday, June 6, 2012 & Thursday, June 7 / 6:00 -9:00 pm

There are some basic business metrics that every business person should know by heart when discussing their business. Here's a list:

- What are my sales?
- What are my goals and budgets?
- What are my fixed costs?
- What are my variable costs?
- What is my breakeven point?
- What is the ageing of my receivables?
- What is the cost of goods sold percentage?
- What are my top 10 best sellers?
- How much do I have tied up in inventory?
- What does my cash flow look like for the next three months?

Don't know these numbers? Then this 2-night workshop will help you transform from running a business to managing a business and getting the most profit out of it. In this workshop, you will learn how to:

- Increase profitability by monitoring and managing your cost of goods sold;
- Increase sales and profits through effective inventory management;
- How to reduce inventory while increasing customer satisfaction and sales;
- How to make your business more resilient in challenging economies;
- How to survive and, perhaps, even prosper in difficult times;
- Learn how to get ready to borrow.

COST: \$20 for both nights

LOCATION: The Center, 88 Middle St., 2nd Floor, Lowell, MA 01852

RSVP: shargis@comteam.org, 978-322-8400

Personal Finances for Business Owners

Offered the following dates:

Thursday, September 22, 2011 / 6:00 -7:30 pm

Tuesday, January 17, 2012 / 6:00 -7:30 pm

This workshop is offered in partnership with Family Finance Solutions of Community Teamwork, Inc. and Northern Middlesex Telephone Workers Credit Union.

Learn how to better keep your personal finances separate from your business.

COST: \$10

LOCATION: The Center, 88 Middle St., 2nd Floor, Lowell, MA 01852

RSVP: shargis@comteam.org, 978-322-8400

Why Go Green?

Thursday, October 6, 2011 / 6:00 -8:00 pm

Businesses today are under a lot of pressure to show that they are environmentally sound and energy efficient. Some businesses have additional requirements that are important for qualifying for business contracts or to distinguish your business among your competitors. This workshop will provide an overview of green requirements that may apply to your business or may be important for your business. When we refer to green, we are talking about environmental, waste management, sustainability or chemical issues. There are range of requirements which when managed, can save you money and set your business ahead of your

competition. The easiest steps usually start with reducing waste of materials, energy and water. We will cover a range of issues and recommendations on information you may want to gather to show how your business is doing. If you are a small retailer, a food establishment or a tech company, you will learn ways to reduce your utility costs, learn useful information resources and start improving your business.

This workshop is taught by Stephen Greene of Howland Greene Consultants LLC, an expert in environmental issues, product stewardship and sustainable practice. His experience and expertise can help your business turn environmental challenges into strategic advantages.

COST: \$10

LOCATION: The Center, 88 Middle St., 2nd Floor, Lowell, MA 01852

RSVP: shargis@comteam.org, 978-322-8400

Legal Considerations

Offered the following dates:

Monday, October 10, 2011 / 6:00 -8:00 pm

Spring, TBD

This workshop is offered in partnership with the Economic Justice Project. This is a comprehensive 2-hour overview of legal issues that are important to small business owners. Experienced business attorneys will touch on topics such as which legal entity is right for your business, asset protection, contracts, employment, and leasing/zoning. Audience participation is always encouraged and the workshop is interactive with an opportunity for questions and answers.

COST: no fee

LOCATION: The Center, 88 Middle St., 2nd Floor, Lowell, MA 01852

RSVP: shargis@comteam.org, 978-322-8400

The Importance of Time Management In Your Business

Offered the following dates:

Tuesday, October 11, 2011 / 8:00 -10:00 am

March, TBD

Effective time management is a fundamental key to success for business owners and busy professionals. This workshop will teach you how to develop goals and how to prioritize your activities to achieve those goals. You will learn to identify and eliminate time wasters and how to focus on your highest value tasks. Using technology as a time enhancer will also be discussed. At the end of the session, you will walk away with a specific plan to use your time most effectively, helping you to grow your business.

This workshop is taught by Jim "Pouli" Pouliopoulos, The Growth Coach®, a certified Strategic Mindset® business coach with over 25 years experience in a variety of industries including high-tech, medical, government and professional services. He has contributed to the success of large companies including General Electric and IBM as well as a number of successful small businesses as a marketing consultant, product manager, director of marketing and sales, spokesperson, public speaker, trainer, facilitator, market researcher and engineer. Additionally, Jim is an adjunct faculty member at Bentley University and Worcester Polytechnic Institute where he teaches business and marketing courses.

COST: \$10

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How To Protect Your Business

Thursday, October 13, 2011 / 6:00 -8:00 pm

This workshop will first focus on different business formations, and their advantages/disadvantages, as well as rights and liabilities of business owners in different business forms: sole proprietorships, partnerships, corporations, and LLCs. Then, the instructor will focus on the strategies and techniques to protect small businesses through a variety of liability insurances and business succession planning.

This workshop is taught by Attorney Ye Huang, who specializes in business law and estate planning law, with 14 years experience in financial protection and business succession planning. Besides practicing law, he also manages MetLife New England Agency Lowell Branch in Lowell, MA. Active in his communities, Attorney Ye Huang also serves as Chairman and President of Asian American Association of Quincy.

COST: \$10

LOCATION: The Center, 88 Middle St., 2nd Floor, Lowell, MA 01852

RSVP: shargis@comteam.org, 978-322-8400

The Living Business Plan

Offered the following dates:

Monday, October 17, 2011 / 6:00 – 8:00 pm

Monday, April 16, 2012 / 6:00 – 8:00 pm

This 2-hour interactive workshop will focus on developing and using a business plan as a living document to not only breathe new life into your business, but also as a tool to grow in a concerted effort. Participants will:

- Revisit their vision, core values, and core purpose to make sure they are on track;
- Learn simple methods to analyze and measure how their business is progressing so you can make course corrections before it's too late;
- Fine tune their current goals and map out steps so they stay focused on what their customers really want and stop wasting time;

During the workshop, participants will draw from their own business to develop a written version of their living business plan.

This workshop is taught by Ellen St. George Godfrey, an entrepreneurial coach in the Merrimack Valley who tackles strategic planning, goal setting, finding and developing employees, and managing the stress which often overwhelm small to mid-size business owners and executives.

COST: \$10

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Marketing Your Business

Offered the following dates:

Monday, October 24, 2011 / 8:00 -10:00 am

March, TBD

Understanding and applying strategic marketing can help grow your business in any industry, market or economy. This workshop will teach you the four basic functions of marketing and how they impact your business operations. You will learn the five strategies to grow your business in any environment. At the end of the workshop, you will have a clear set of effective marketing plans that you can implement immediately.

This workshop is taught by Jim "Pouli" Pouliopoulos, The Growth Coach®, a certified Strategic Mindset® business coach with over 25 years experience in a variety of industries including high-tech, medical, government and professional services. He has contributed to the success of large companies including General Electric and IBM as well as a number of successful small businesses as a marketing consultant, product manager, director of marketing and sales, spokesperson, public speaker, trainer, facilitator, market researcher and engineer. Additionally, Jim is an adjunct faculty member at Bentley University and Worcester Polytechnic Institute where he teaches business and marketing courses.

COST: \$10

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RSVP: shargis@comteam.org, 978-322-8400

Start A Home-Based Business

Offered the following dates:

Tuesday, October 25, 2011 / 3:00 -5:00 pm

Monday, January 9, 2012 / 10:00 am -12:00 pm

Thursday, April 12, 2012 / 10:00 am -12:00 pm

What does it take to start a home-based business? Attend this workshop to learn more about how you can turn your interests and hobbies into a money making endeavor. This workshop is taught by Terry Williams, Assistant Director of the Center.

COST: \$10

LOCATION: The Center, 88 Middle St., 2nd Floor, Lowell, MA 01852

RSVP: shargis@comteam.org, 978-322-8400

Quickbooks

Comprehensive 2-night Workshop

Offered the following dates:

Wednesday, October 26, 2011 & Thursday, October 27, 2011 / 6:00 -8:00 pm

Wednesday, March 7, 2012 & Thursday, March 8, 2012 / 6:00 -8:00 pm

Wednesday, June 13, 2012 & Thursday, June 14, 2012 / 6:00 -8:00 pm

Is your accounting system really just a box full of receipts and scribbled notes? Feel like you're flying by the seat of your pants? Not doing as well as you should and unsure how to fix it? WAIT NO LONGER...HELP IS AT HAND! Quickbooks is the easy-to-use accounting program millions of small businesses use to organize their finances and provide the information they need to increase profits and grow their businesses. This class will cover basic accounting principles and is designed for beginning Quickbooks users. Learn to:

- Post Transactions
- Generate Financial Reports
- Generate Invoices
- Pay Bills
- Print Checks...and much more!

COST: \$125 for both nights

LOCATION: Community Teamwork Inc. Computer Lab, 3rd Floor, 155 Merrimack Street, Lowell, MA 01852

RSVP: shargis@comteam.org, 978-322-8400

Connecting Your Business to the Commonwealth of Massachusetts

Offered the following dates:

Thursday, October 27, 2011 / 10:00 am -12:00 pm

Monday, April 23, 2012 / 10:00 am -12:00 pm

This workshop is offered in partnership with the Operational Services Division (OSD) of the Massachusetts state government. OSD administers the procurement process of the Commonwealth. This OSD workshop is designed for businesses who are interested in learning how to do business with the State. This workshop includes: Where to find bidding opportunities, Bidding process for Statewide Contracts, Comm-PASS Overview, Marketing to public entities and OSD programs and services that support the business community.

COST: no fee

LOCATION: TBD

RSVP: shargis@comteam.org, 978-322-8400

Legal Clinic

Offered the following dates:

Monday, November 7, 2011 / 6:00 -8:00 pm

Spring, TBD

This clinic is offered in partnership with the Economic Justice Project. This clinic is a 30-minute, face-to-face consultation with a business law attorney to discuss any legal issues you face as a small business. Space is limited, so please RSVP as soon as possible. There is a short intake process to determine your exact legal needs and concerns, so an attorney can prepare properly.

COST: no fee

LOCATION: The Center, 88 Middle St., 2nd Floor, Lowell, MA 01852

RSVP: shargis@comteam.org, 978-322-8400

Driving Sales Growth with Follow-up Systems

Offered the following dates:

Monday, November 14, 2011 / 6:00 -8:00 pm

Monday, April 23, 2012 / 6:00 -8:00 pm

Create a successful sales support system with inexpensive tools - a systematic way of networking, handling leads, and organizing contacts is key to driving sales to your business. The system does not need to be costly and complex, just effective. In this workshop attendees will learn how to:

- Develop a systematic approach to managing your sales follow-up activities;
- Transform business cards into a professional network of organized contacts;
- Plan follow-up activities that will lead to success;
- Create and implement a simple yet successful sales support system using common tools you may all ready have such as Google, Gmail, Microsoft Outlook, Microsoft Business Contact Manager, and LinkedIn;

- Learn effective ways to increase sales by improving how you manage and store contact information;
- Track the key data needed to build relationships that create value;
- Simplify and integrate the data base function of your software tools, to support your sales efforts.

This workshop is taught by Paul R. Hutchinson, consultant to business owners, new entrepreneurs, non-profits and professional associations and individuals for over 20 years. Paul specializes in sales strategy, sales training/coaching and sales process improvement. A graduate of the Rochester Institute of Technology in New York, Paul currently serves on the Board of Directors of the Middlesex West Chamber of Commerce.

COST: \$10

LOCATION: The Center, 88 Middle St., 2nd Floor, Lowell, MA 01852

RSVP: shargis@comteam.org, 978-322-8400

Networking Made Easy To Grow Your Business

Offered the following dates:

Wednesday, November 16, 2011 / 8:00 -10:00 am

Wednesday, April 11, 2012 / 8:00 -10:00 am

Have you ever attended a networking event and felt like it was a waste of time? Do you feel like everyone is better at networking than you are? Then this is the class for you! Join Kevin Willett, founder of the Friends of Kevin, and learn how to build trust in relationships, set networking goals, start and end conversations, and develop a thirty second commercial. This workshop is designed to offer tips to people who are new to networking as well as people who are experienced networkers.

This workshop is taught by Kevin Willett, founder of Friends of Kevin, a unique networking group that brings together business, nonprofit, and artist communities. Kevin serves on the board of the Merrimack Valley Food Bank, is Treasurer of the Dracut Library Foundation, and is CEO of KMW Consulting, a business development firm that focuses on website design and computer support and repair. For more information about Friends of Kevin please visit www.friendsofkevin.com.

COST: no fee

LOCATION: The Center, 88 Middle St., 2nd Floor, Lowell, MA 01852

RSVP: shargis@comteam.org, 978-322-8400

Financing

Thursday, November 17, 2011 / 6:00 -8:00 pm

This workshop is offered in partnership with the Small Business Administration and Eastern Bank. Are you ready to take that next step and get a loan for your business? Get all your ducks in a row beforehand so that the experience can be as smooth as possible. From soup to nuts, learn how to prepare basic information for a lender, get your business plan together, and hear the lender perspective. This workshop is taught by Charles Smith of Eastern Bank and Lisa Welch of the Small Business Administration (SBA). Learn how the SBA fits into the lending equation.

COST: no fee

LOCATION: TBD

RSVP: shargis@comteam.org, 978-322-8400

Energy Efficiency 101 for Retail and Restaurants

Monday, December 5, 2011 / 6:00 -8:00 pm

Energy is a key utility expense for all businesses. During this course, you will learn the opportunities a retail or restaurant business has to save on energy costs. We will also look at sources of information and programs that can help reduce the cost of energy efficient equipment. We will also discuss what information you will want to collect to show your progress in greening your business while you save money.

This workshop is taught by Stephen Greene of Howland Greene Consultants LLC, an expert in environmental issues, product stewardship and sustainable practice. His experience and expertise can help your businesses turn environmental challenges into strategic advantages.

COST: \$10

LOCATION: The Center, 88 Middle St., 2nd Floor, Lowell, MA 01852

RSVP: shargis@comteam.org, 978-322-8400

The Essential IT Infrastructure for Small Businesses

Offered the following dates:

Monday, January 23, 2012 / 6:00 -8:00 pm

Thursday, May 10, 2012 / 6:00 -8:00 pm

As a small business owner the last thing you may want to deal with is the technological jargon and increasing complexity of information technology. This seminar will provide you with an overview of the essential IT infrastructure you need to start and run a business. Topics that will be covered:

- Choosing PC vs. Apple;
- Using tablets vs. netbooks;
- Security;
- Networking equipment;
- Applications;
- Free Internet tools;
- Web 2.0 and Social Networking.

This workshop is taught by Daniel Tiew, a consultant with over 15 years experience working in the information technology industry. He started his career as an ASIC design engineer at Intel before pursuing a career in the computer networking industry. Daniel holds one patent, is a 3Com Innovator award recipient, and is a Cisco Certified Professional.

COST: \$10

LOCATION: The Center, 88 Middle St., 2nd Floor, Lowell, MA 01852

RSVP: shargis@comteam.org, 978-322-8400

Building a Successful Business by Defining, Executing & Measuring Performance

Comprehensive 2-night Workshop

Offered the following dates:

Wednesday, February 22, 2012 & Thursday, February 23 / 6:00 – 8:00 pm

The first night of this workshop will emphasize understanding your market and how to target specific product and services to solve their problems. This workshop also addresses the importance of integrating functions within the business to insure productivity and profitability. The second night will emphasize the need to develop an operating plan that is aligned to achieve defined strategies within the business. In addition, it will help you to define how you measure performance.

This workshop is taught by Michael Salach, a results-oriented executive who has a unique blend of entrepreneurial business development skills. Michael founded The Bay State Consulting Group, Inc., which provides an array of management, coaching and business consulting services. Michael is also an instructor at the University of Massachusetts Lowell and Northern Essex Community College where he teaches marketing and sales, strategic & business planning, organizational design & franchising and a variety of entrepreneurial seminars.

COST: \$20 for both nights

LOCATION: The Center, 88 Middle St., 2nd Floor, Lowell, MA 01852

RSVP: shargis@comteam.org, 978-322-8400

Networking to Grow

Monday, March 5, 2012 / 6:00 -8:00 pm

Using Professional organizations to grow and market your small business. Business owners need to learn how to stand out from the crowd and leverage their investments of time and money in order to build and nurture close relationships with key influencers. They need to be strategic in identifying and selecting the right organizations to join while they plan their active involvement on the right committees and task forces in order to showcase their skills and abilities. As an individual's professional network increases, they attract the attention of others who can in turn become new clients, referrals, advocates, and sponsors. They can become champions and sources of professional support and information. In this workshop attendees will learn how to:

- Be strategic in selecting the right professional organizations to join;
- Participate in the right activities, committees, and task forces;
- Build their network of key influencers and create stronger relationships;
- Showcase their skills and abilities.

It's not a new concept to develop personal relationships and leverage your contacts within organizations, but some of the rules of engagement have changed and now with social media, it's important to become visible and searchable by others.

This workshop is taught by Paul R. Hutchinson, consultant to business owners, new entrepreneurs, non-profits and professional associations and individuals for over 20 years. Paul specializes in sales strategy, sales training/coaching and sales process improvement. A graduate of the Rochester Institute of Technology in New York, Paul currently serves on the Board of Directors of the Middlesex West Chamber of Commerce.

COST: \$10

LOCATION: The Center, 88 Middle St., 2nd Floor, Lowell, MA 01852

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