

**Massachusetts Small Business Development Center Network  
Boston Regional Office and Minority Business Center  
At UMass Boston  
Fall/Winter 2009 Training Calendar**



**Thursday, 9/10 Getting Started in Business FREE**

This popular workshop provides a complete overview of business start-up and planning considerations, oriented to those planning a venture as well as existing small business owners. Topics include the entrepreneurial life-style, feasibility, business strategy, business plan preparation, marketing, financing, and additional resources.

**Time:** 6:00-8:00pm (Check-in registration will begin at 5:30pm)

**Location:** Copley Square Library, 700 Boylston Street, Mezzanine Conference Room, Boston

**Co-sponsors:** Kirstein Business Library

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**Wednesday, 9/23 Getting Started in Business FREE**

*Please see description above*

**Time:** 6:00-8:00pm (Check-in registration will begin at 5:30pm)

**Location:** The MultiCultural Banking Center at HarborOne Credit Union, 68 Legion Parkway, Brockton

**Co-sponsors:** HarborOne Credit Union

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**Saturday, 10/3 Getting Started in Business FREE**

*Please see description above*

**Time:** 10:00am-12:00pm (Check-in registration will begin at 9:30am)

**Location:** Connolly Branch Library, 433 Centre Street, Jamaica Plain

**Co-sponsors:** Jamaica Plain Neighborhood Development Corporation

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**Monday, 10/19 Business Strategy for Tough Economic Times FREE**

This workshop will provide valuable perspective on sharpening your business strategy, understanding basic finance and accounting concepts, managing cash flow in a depressed economy, pursuing outside capital for your business, and more effectively navigating a difficult business environment.

**Time:** 6:00-8:00pm (Check-in registration will begin at 5:30pm)

**Location:** Copley Square Library, 700 Boylston Street, Mezzanine Conference Room, Boston

**Co-sponsors:** Kirstein Business Library

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**Monday, 11/16 Business Finance & Accounting Basics FREE**

So, you've never had any formal business or accounting training, and you're not sure what's coming in, what's going out, and whether you're making money or not. This workshop will introduce you to the wonderful world of finance and accounting. We will cover a number of basics that every entrepreneur or company owner (big or small) should know- including record-keeping, tax considerations, cost accounting, pricing, financial statements, accounting software, vendors, and strategies for keeping it all together.

**Time:** 6:00-8:00pm (Check-in registration will begin at 5:30pm)

**Location:** Copley Square Library, 700 Boylston Street, Mezzanine Conference Room, Boston

**Co-sponsors:** Kirstein Business Library

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**Thursday, 12/10 Sales and Marketing Basics FREE**

So, you've already started your business, but nobody is calling, and nobody is buying (or they aren't buying enough!). This workshop provides an overview and orientation to basic marketing concepts, strategies and tactics. You will learn about developing marketing strategies, conducting research, establishing pricing, the meaning of "branding", distribution channels, advertising, public relations, and most importantly, ideas for maximizing awareness and sales.

**Time:** 6:00-8:00pm (Check-in registration will begin at 5:30pm)

**Location:** Copley Square Library, 700 Boylston Street, Mezzanine Conference Room, Boston

**Co-sponsors:** Kirstein Business Library

◆ *Advance registration is required for all workshops featured in this flyer as space is limited.* ◆ Register online at [www.sbdc.umb.edu/training](http://www.sbdc.umb.edu/training) or by telephone by calling our Boston Regional Office at **617-287-7750**. ◆ Check-in starts a half hour before a workshop begins. ◆ The training calendar is subject to change without notice. The MSBDC reserves the right to cancel or reschedule a training session due insufficient enrollment. ◆ Workshop materials are for attendees only.

The Massachusetts Small Business Development Center Network is a partnership program with the U.S. Small Business Administration and the Massachusetts Department of Business Development under Cooperative Agreement 9-603001-Z-0022-29 through the University of Massachusetts Amherst. SBDCs are a program supported by the U.S. Small Business Administration and extended to the public on a non-discriminatory basis. SBA cannot endorse any products, opinions or services of any external parties or activities. Reasonable accommodations for persons with disabilities will be made, if requested at least two weeks in advance. The workshop calendar is subject to change without notice. The MSBDC reserves the right to cancel or reschedule a workshop due to insufficient enrollment. For further information, contact our Boston Regional Office at 617-287-7750. **REVISED- 08/18/09**