



## SMALL BUSINESS RESOURCES & UPCOMING EVENTS *LAST UPDATED 9/2/2024*

*September 2nd - September 6th*

Wednesday 9/4

[Tech Talks with Rob: Protecting the data on your laptop's hard drive- Hard Drive Encryption for PC](#)

10:00am - 11:30am

[State-Wide Virtual Job Fair](#)

10:00am - 1:00pm

Thursday 9/5

[How to Start a Business 101: The Basics](#)

11:00am - 12:30pm

*September 9th -September 13th*

Monday 9/9

[Building a Better Business Bootcamp](#)

9:00am - 3:00pm

[How to Address Customer Objections in the Sales Cycle](#)

12:00pm - 1:00pm

Tuesday 9/10

[Are you bankable?](#)

10:00am - 11:30am

[Multiply Your Small Business Success Using Public Speaking \(even online\)](#)

12:00pm - 1:00pm

Wednesday 9/11

[Effective Networking for Entrepreneurs](#)

11:00am - 12:30pm

[Financing a Business, A Business Foundation Webinar](#)

12:00pm - 1:00pm

Thursday 9/12

[Working With a Consultant](#)

10:00am - 11:30am

[Got Connections? - Cohesive Marketing Using Website, Social Media, and Email](#)

12:00pm - 1:00pm

If you would like to submit information regarding any resources or upcoming events hosted by your organization, please click [here](#).



## Tech Talks with Rob: Protecting the data on your laptop's hard drive- Hard Drive Encryption for PC

**Date:** Wednesday, September 4th 10:00am – 11:30am

**Location:** Virtual

**[Click This Link to Register](#)**

**Details:** This webinar will guide you through the essential steps to encrypt your hard drive on both PC and Mac. You will learn how to protect your sensitive data from unauthorized access using built-in encryption tools.

**Cost:** Free

**Speakers:** Rob DelMastro, Director of the MSBDC Western Regional Office

**Contact Information:** Paula Pawloski at the Massachusetts SBDC at [ppawlosk@umass.edu](mailto:ppawlosk@umass.edu)

## State-Wide Virtual Job Fair

**Date:** Wednesday, September 4th 10:00am – 1:00pm

**Location:** Virtual

**[Click This Link to Register](#)**

**Details:** This is a virtual job fair hosted by the MA Executive Office of Health and Human Services in partnership with MassHire Central Worcester and Southbridge Career Centers.

**Cost:** Free

**Contact Information:** Yesenia Aponte at [apontey@masshirecentralcc.com](mailto:apontey@masshirecentralcc.com)

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## How To Start a Business 101: The Basics

**Date:** Thursday, September 5th at 11:00am

**Location:** Virtual

**[Click This Link to Register](#)**

**Details:** This workshop will cover business basics such as accounting, marketing, branding, and legal pitfalls business owners may face.

**Cost:** Free

**Speakers:** Cliff Robbins, Regional Manager, Southeast Region SBDC

## Building a Better Business Bootcamp

**Date:** Monday, September 9th 9:00am – 3:00pm

**Location:** 68 Legion Parkway, 2nd Floor, Brockton, MA, 02301

**[Click This Link to Register](#)**

**Details:** This bootcamp is designed to help individuals grow and stabilize their businesses.

**Cost:** Free

**Contact Information:** Tricia White at [pwhite@NHSMass.or](mailto:pwhite@NHSMass.or) or 617-770-2227

## How to Address Customer Objections in the Sales Cycle

**Date:** Monday, September 9th 12:00pm – 1:00pm

**Location:** Virtual

**[Click This Link to Register](#)**

**Details:** This webinar is designed to help entrepreneurs and business owners address objections from their prospects.

**Cost:** Free

**Speakers:** Karen Baldeschwieler (Small Business Consultant), Mavis Chin (Small Business Consultant), Monica Meadows (Aviation Business Consultant), and Stacey Coombs (Small Business Consultant)

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## Are you bankable?

**Date:** Tuesday, September 10th 10:00am – 11:30am

**Location:** Virtual

**[Click This Link to Register](#)**

**Details:** Your small business is “bankable” if a typical bank would be willing to offer you financing. You will learn how banks decide whether you are bankable, what documents you will need to collect in order to apply, and how to create a business narrative.

**Cost:** Free

**Speakers:** Karen Baldeschwieler (Small Business Consultant), Mavis Chin (Small Business Consultant), Monica Meadows (Aviation Business Consultant), and Stacey Coombs (Small Business Consultant)

**Contact Information:** Gavin Rocha at the Massachusetts SBDC at [gavinrocha@umass.edu](mailto:gavinrocha@umass.edu)

## Multiply Your Small Business Success Using Public Speaking (even online)

**Date:** Tuesday, September 10th 12:00pm – 1:00pm

**Location:** Virtual

**[Click This Link to Register](#)**

**Details:** This session will help you become a better public speaker, in person or online! This will focus on skills such as bypassing your inner critic and how to sound knowledgeable without sounding “salesy”.

**Cost:** Free

**Speakers:** Mary Cheyne

## Effective Networking for Entrepreneurs

**Date:** Wednesday, September 11th 11:00am – 12:30pm

**Location:** Virtual

**[Click This Link to Register](#)**

If you would like to submit information regarding any resources or upcoming events hosted by your organization, please click [here](#).



**Details:** This workshop will discuss the best places to network, how to master the art of engaging conversations, smooth exit strategies, and the power of LinkedIn. The presenter will also share memory techniques to help build meaningful connections.

**Cost:** Free

**Speakers:** Diane Darling - consultant, instructor, and leadership coach

**Contact Information:** Gavin Rocha at the Massachusetts SBDC at [gavinrocha@umass.edu](mailto:gavinrocha@umass.edu)

## Financing a Business, A Business Foundation Webinar

**Date:** Wednesday, September 11th 12:00pm – 1:00pm

**Location:** Virtual

**[Click This Link to Register](#)**

**Details:** This webinar will cover multiple ways of starting and financing a business: advantages and disadvantages from buying from scratch, buying an existing business, and franchising. It will discuss typed of financing such as owner, debt, grants, and equity and what will work best for your business.

**Cost:** Free

**Speakers:** Shankar Hegde, SCORE Boston mentor

## Working with a Consultant

**Date:** Thursday, September 12th 10:00am – 11:30pm

**Location:** Virtual

**[Click This Link to Register](#)**

**Details:** This webinar will discuss what factors you should consider when selecting a consultant and also what factors the consultant will consider when agreeing to work with you.

**Cost:** Free

**Speakers:** Douglas Spencer, President of Spencer Brenneman, LLC.

**Contact Information:** Gavin Rocha at the Massachusetts SBDC at [gavinrocha@umass.edu](mailto:gavinrocha@umass.edu)

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## Got Connections? – Cohesive Marketing Using Website, Social Media, and Email

**Date:** Thursday, September 12th 12:00pm – 1:00pm

**Location:** Virtual

**[Click This Link to Register](#)**

**Details:** This webinar will provide you with the information to enable you to put together a cohesive marketing strategy for your small business incorporating a website, social media, and more platforms.

**Cost:** Free

**Speakers:** Rob Stutzman, Boston SCORE Subject Matter Expert

## City of Worcester Grant Program for Diverse Business Certifications

This program provides a \$5,000 grant to **for-profit** Worcester-based businesses that achieve one of the following certifications with the MA Supplier Diversity Office:

- Minority-Owned
- Women-Owned
- Veteran-Owned
- Service-Disabled Veteran-Owned
- LGBT-Owned
- Disability-Owned

Applications can be found at [www.worcesterma.gov/arpa](http://www.worcesterma.gov/arpa). Applications are a fillable PDF and can be submitted to [ARPA@worcesterma.gov](mailto:ARPA@worcesterma.gov). Applications will be accepted on a rolling basis until November 1st, 2024, at 5:00pm.

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## Community Development Corporation of South Berkshire

The CDC's Small Business Technical Assistance (SBTA) program is free and works with local small businesses. Whether you want to launch, pivot, or scale your business, the program's goal is to equip you with fundamental business operations knowledge and practical guidance on business growth and operations.

This program is open to all small businesses in Berkshire County with fewer than 20 employees, with a special focus on under-resources communities. To learn more about the program and how to apply contact Emmalyn Gaertner at [emmalyn@cdcsb.org](mailto:emmalyn@cdcsb.org) or call 413-717-7806.

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