

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

## **Small Business Resources & Upcoming Events**

*(Last Updated 4/18/24)*

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### **Excel Statistics**

**Date:** Tuesday, April 23<sup>rd</sup> 10:00am – 11:00am

**Location:** Virtual

**Link to register:** <https://www.score.org/boston/event/excel-statistics-0>

**Details:** This workshop will demonstrate and explain the kinds of statistical analysis Excel can perform, how to use Excel functions, how to organize your data, how to use simple statistical functions, and more!

**Cost:** Free

**Speakers:** Gerald Rosenthal, ComputerImages.com

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### **Business Plan Basics**

**Date:** Tuesday, April 23<sup>rd</sup> 1:00pm – 2:30pm

**Location:** Virtual

**Link to register:** <https://cweonline.org/events/979191>

**Details:** This workshop provides an overview of writing a business plan. Topics include why you need a business plan, overview of each section of a business plan, research and writing tips, and resources for support.

**Cost:** \$0 - \$50

**Contact Information:** Samantha Carr at [scarr@cweonline.org](mailto:scarr@cweonline.org)

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### **Finding Your Business Spark**

**Date:** Tuesday, April 23<sup>rd</sup> 5:30pm – 7:00pm

**Location:** Virtual

**Link to register:** <https://cweonline.org/events/979300>

**Details:** This workshop will help you discover what sparks for you a soon to be business owner!

**Cost:** \$0 - \$50

**Contact Information:** Samantha Carr at [scarr@cweonline.org](mailto:scarr@cweonline.org)

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### **Understanding the Business Loan Process**

**Date:** Wednesday, April 24<sup>th</sup> 12:00pm – 1:00pm

**Location:** Virtual

**Link to register:** <https://clients.msdbc.org/workshop.aspx?ekey=80440025>

**Details:** This workshop will teach you the ins and outs of business loan proposals. The 5 C's of credit will be covered: character, capacity, capital, collateral, and conditions. It will also cover how to obtain a loan for a start-up, existing business, or to buy a business.

**Cost:** Free

**Speakers:** Awilda Irizarry, Senior Business Advisor and Financial Specialist at MA SBDC, Northeast Regional Office and Jugmi Rao, VP, Relationship Manager, Business Banking, North Shore Region at TD Bank

**Contact Information:** Kaitlin Muldoon at [kmuldoon@salemstate.edu](mailto:kmuldoon@salemstate.edu) or 978-542-7369

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## Understanding Your Business Financial Statements

**Date:** Wednesday, April 24<sup>th</sup> 12:00pm – 1:30pm

**Location:** Virtual

**Link to register:** <https://cweewbc.ecenterdirect.com/events/979113>

**Details:** This workshop will provide you with the tools necessary to understand your income statement, balance sheet, and statement of cash flow.

**Cost:** \$0 - \$50

**Contact Information:** Samantha Carr at [scarr@cweonline.org](mailto:scarr@cweonline.org)

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## Financing a Business

**Date:** Wednesday, April 24<sup>th</sup> 12:00pm – 1:00pm

**Location:** Virtual

**Link to register:** <https://score.tfaforms.net/17?EventID=a10Vt000000VDlm>

**Details:** This webinar will provide you multiple options for how to start and finance a business. You will learn advantages and disadvantages of starting from scratch, buying an existing business, and franchising. You will learn about different types of financing such as owner, debt, grants, and equity.

**Cost:** Free

**Speakers:** Shankar Hedge, SCORE Boston Mentor.

**Contact Information:** Teresa Lang at [workshops@scoreboston.org](mailto:workshops@scoreboston.org) or 617-383-9856

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## **Tuning Your Operations & Business Model**

**Date:** Thursday, April 25<sup>th</sup> 9:00am – 10:00am

**Location:** Virtual

**Link to register:** <https://clients.msdbc.org/workshop.aspx?ekey=150440002>

**Details:** This workshop will cover the nine elements of a successful business model, the assets and resources you can use to build your business, the principle of leveraging used to grow profitability, and more!

**Cost:** Free

**Speakers:** Keith Girouard, Berkshire Regional Director of the Massachusetts SBDC

**Contact Information:** Berkshire Regional Office at 413-499-0933

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## **What Small Businesses Need to Know When Considering Bankruptcy**

**Date:** Thursday, April 25<sup>th</sup> 12:00pm – 1:00pm

**Location:** Virtual

**Link to register:** <https://score.tfaforms.net/17?EventID=a10Vt000000VHpN>

**Details:** This webinar will consider the issues in connection with both a liquidation and reorganization proceeding under federal bankruptcy laws.

**Cost:** Free

**Speakers:** David Berman, SCORE Boston

**Contact Information:** Teresa Lang at [workshops@scoreboston.org](mailto:workshops@scoreboston.org) or 617-383-9856

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## **Work Smarter: Repurposing Content on Social Media**

**Date:** Thursday, April 25<sup>th</sup> 12:00pm – 1:00pm

**Location:** Virtual

**Link to register:** <https://cweewbc.ecenterdirect.com/events/979218>

**Details:** This webinar will provide insight into the importance of content repurposing in today's digital marketing landscape, strategies for identifying and repackaging high-performance content, tools and techniques for adapting content to different social media channels, and how to maintain consistency while tailoring content for specific platforms.

**Cost:** \$0 - \$50

**Contact Information:** Samantha Carr at [scarr@cweonline.org](mailto:scarr@cweonline.org)

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## **Building a Startup Budget**

**Date:** Tuesday, April 30<sup>th</sup> 12:00pm – 1:00pm

**Location:** Virtual

**Link to register:** <https://score.tfaforms.net/17?EventID=a10Vt000000c557>

**Details:** This webinar will guide you through the process of creating a startup and operating a budget.

**Cost:** Free

**Speakers:** Michael Sandman, SCORE Boston Mentor

**Contact Information:** Teresa Lang at [workshops@scoreboston.org](mailto:workshops@scoreboston.org) or 617-383-9856

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### **Social Media Made Simple**

**Date:** Tuesday, April 30<sup>th</sup> 12:00pm – 1:30pm

**Location:** Virtual

**Link to register:** <https://cweonline.org/events/979102>

**Details:** This workshop will discuss the basics of using common social media channels, ways to decrease time spent on social media using automation, how to integrate different social media marketing into your marketing strategy, and how to use social media to target your audience with effective marketing messages.

**Cost:** \$0 - \$50

**Contact Information:** Samantha Carr at [scarr@cweonline.org](mailto:scarr@cweonline.org)

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### **Tech Talks with Rob: Business Basics**

**Date:** Wednesday, May 1<sup>st</sup> 10:00am – 11:30am

**Location:** Virtual

**Link to register:** <https://clients.msbdc.org/workshop.aspx?ekey=60440009>

**Details:** This webinar will provide you multiple options for how to start and finance a business. You will learn advantages and disadvantages of starting from scratch, buying an existing business, and franchising. You will learn about different types of financing such as owner, debt, grants, and equity.

**Cost:** Free

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

**Contact Information:** Paula Pawloski at the Western Regional Office at [ppawloski@umass.edu](mailto:ppawloski@umass.edu)

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### **Learn How to Sell Better – Business Foundation Series**

**Date:** Thursday, May 2<sup>nd</sup> 12:00pm – 1:00pm

**Location:** Virtual

**Link to register:** <https://www.score.org/boston/event/learn-how-sell-better-business-foundation-series-0>

**Details:** This webinar highlights the processes and techniques to help you start and grow your business and sales.

**Cost:** Free

**Speakers:** Dick Rossman and Bev Gottlieb, SCORE Boston Mentors

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### **Small Business Survival Guide to Cyber Security**

**Date:** Tuesday, May 7<sup>th</sup> 12:00pm – 1:00pm

**Location:** Virtual

**Link to register:** <https://www.score.org/boston/event/small-business-survival-guide-cyber-security>

**Details:** This presentation will discuss the key principles and practices necessary to protect your small business from cyber threats. You will learn about the evolving cybersecurity landscape, common threats, and strategies to safeguard your business.

**Cost:** Free

**Speakers:** James Elliman, Founder of Elliman Technologies LLC

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### **The Importance of Cash Flow**

**Date:** Wednesday, May 8<sup>th</sup> 12:00pm – 1:00pm

**Location:** Virtual

**Link to register:** <https://www.score.org/boston/event/importance-cash-flow>

**Details:** This presentation provides a brief overview of financial reports with the focus on the cash flow statement. You will learn why it is important, what it can tell you, how to improve cash flow, and how to anticipate and prepare for short falls.

**Cost:** Free

**Speakers:** Jim Dannhauser, SCORE Cape Cod

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

**Date:** Thursday, May 9<sup>th</sup> 12:00pm – 1:00pm

**Location:** Virtual

**Link to register:** <https://www.score.org/boston/event/got-connections-cohesive-marketing-using-website-social-media-and-email-1>

**Details:** This webinar will provide you with the information to enable you to put together a cohesive online marketing strategy for your business.

**Cost:** Free

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

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## **SEO or SOS?: Optimizing Your Search Engines**

**Date:** Thursday, May 9<sup>th</sup> 4:00pm – 5:00pm

**Location:** Coworking Station of Walpole, 55 West St, 2<sup>nd</sup> Floor, Walpole, MA, 02081

**Link to register:** <https://www.score.org/boston/event/seo-or-sos-optimizing-your-search-results-2>

**Details:** This workshop will cover the fundamentals of Search Engine Optimization and how organizations can leverage it to generate increased traffic to their website.

**Cost:** Free

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

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## **Small Business Financial Empowerment Series: Fraud Prevention**

**Date:** Tuesday, May 14<sup>th</sup> 12:00pm – 1:30pm

**Location:** Virtual

**Link to register:** [Bit.ly/small-business-MA-webinar](http://bit.ly/small-business-MA-webinar)

**Details:** This webinar is a collaboration with the Office of the State Treasurer and Receiver General's Small Business Initiative Team and M&T Bank. This will be presented in English with live Spanish interpretation available. The slides will be presented in English. Small business are more likely to fall victim to fraud than large organizations, and fraudsters become more sophisticated every year. In this workshop, we'll review best practices and new research, including the rise of check fraud, account takeover attacks, and business email compromise scams.

**Cost:** Free

**Speakers:** Leigh Balcom, Financial Crimes Manager at M&T Bank

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## **Small Business Financial Empowerment Series: Access to Credit**

**Date:** Tuesday, May 21<sup>st</sup> 12:00pm – 1:00pm

**Location:** Virtual

**Link to register:** [Bit.ly/small-business-MA-webinar](https://bit.ly/small-business-MA-webinar)

**Details:** This webinar is a collaboration with the Office of the State Treasurer and Receiver General's Small Business Initiative Team and M&T Bank. This will be presented in English with live Spanish interpretation available. The slides will be presented in English. Access to credit can be key to supporting your company's growth. When you're a small business owner, it's not uncommon to rely on financing to help you establish your business and reach your goals. If you don't have all the assets you need on your own, financing can benefit the future of your business. We will share tips to get you started.

**Cost:** Free

**Speakers:** Bryan Alvarado and Jorge Andrade, Business Bankers at M&T Bank

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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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- What platforms (Facebook, Instagram, LinkedIn, Twitter, etc.) should I focus on?
  - How do I gain attention, likes, comments, and followers?
  - What content should I share? What are the common pitfalls and blunders?