



SMALL BUSINESS RESOURCES & UPCOMING EVENTS LAST UPDATED 7/8/2024

July 8th- July 12th

Monday 7/8

[Starting and Growing a Business - The SBA Advantage](#)
6:00pm-7:30pm

Tuesday 7/9

[Energy Audit for Your Business](#)
10:00am-12:00pm
[The Art of Trade Logistics Episode 2](#)
2:00pm-3:00pm

Wednesday 7/10

[Entrepreneurship for Veterans](#)
10:00am-11:00am

Thursday 7/11

[Digitize Everything:
A Primer in Digital Transformation
for Small Business](#)
12:00pm

July 15th- July 19th

Wednesday 7/17

[Practice Your Pitch - 4 Week Program Begins](#)
[Triple Threat Bootcamp Workshop](#)

Thursday 7/18

[Financial Statements Unlocked:
Building Blocks for Business Success](#)
12:00pm

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



Starting and Growing a Business - the SBA Advantage

Date: Monday, July 8th 6:00pm-7:30pm

Location: Boston Public Library – Copley Square
700 Boylston Street, Boston, MA 02116

[Click This Link to Register](#)

Details: This workshop aims to provide you with a better understanding of the various programs and services offered by the SBA that are available to prospective or current entrepreneurs who need assistance in starting or expanding their businesses. They will discuss:

- An overview of the U.S. Small Business Administration (SBA)
- The SBA Resource Partner Network – Learn how the SBDC, CWE, VBOC and SCORE can help through Business Training, & One-on-One Mentoring
- Access to Capital – SBA backed Loan Programs

Cost: Free

Speakers: Shelly Gillis, outreach and Marketing Specialist with the Small Business Administration in the Massachusetts District Office

Contact Information: Anthony Viola at kblic@bpl.org or 617-536-5400

Energy Audit for Your Business

Date: Tuesday, July 9th 10:00am-12:00pm

Location: Clark University, ASEC Building, Alumni Board Room 202, Worcester

[Click This Link to Register](#)

Details: Discover the benefits of having an energy audit for your business. Gain valuable insights into understanding and managing utility bills, smart water valves, supply rates, EV charging stations, energy filters, community shared solar, and the Mass Save program. Working for a company with over 30 years of industry experience, Kim is eager to share her expertise with both established business owners and those embarking on their entrepreneurial journey.

Cost: Free

Speakers: Kim Hanlon, Powerplay Energy Group

Contact Information: MSBDC Central Region at sadoran@clarku.edu

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Global Commerce: The Art of Trade Logistics Episode 2: Global Sourcing Supply Chain Management

Date: Tuesday, July 9th 2:00pm-3:00pm

Location: Virtual

[Click This Link to Register](#)

Details: This webinar is one of a series of three webinars (2/3) in June and July focused on managing international trade logistics in the global marketplace. This webinar will provide valuable insight on trade logistics for small & medium sized businesses, business counselors, as well as trade facilitators and service providers. Participate in one, two, or all three Trade Logistics series webinars. Registrants will receive links to the recordings if they are not able to attend in person.

Cost: Free

Speakers: TBD

Contact Information: Stephen Sullivan at Stephen.Sullivan@sba.gov

Entrepreneurship for Veterans

Date: Wednesday, July 10th 10:00am-11:00am

Location: Virtual

[Click This Link to Register](#)

Details: Join the VBOC of New England to explore entrepreneurship. Starting your own business can be an exciting and rewarding experience. Your hard work can provide several personal benefits such as being your own boss, setting your own schedule, and earning money doing something you enjoy. Your military connection is an asset, and your transferable skills can result in successful business ownership. The Veterans Business Outreach Center (VBOC) program is a core resource partner of the US Small Business Administration. They are designed to provide entrepreneurial development services such as business training, counseling and resource partner referrals to transitioning service members, veterans, National Guard & Reserve members and military spouses interested in starting or growing a small business.

Cost: Free

Speakers: VBOC Program Members

Contact Information: Holly Aker at info.VBOC@VBOCNewEngland.org

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Digitize Everything: A Primer in Digital Transformation for Small Business

Date: Thursday, July 11th 12:00pm

Location: Virtual

[Click This Link To Register](#)

Details: In this webinar, you will gain insight as to how solopreneurs, entrepreneurs, small businesses and nonprofits can transform their business process to a digital platform. The speaker will provide best practices, use cases, trends, and benefits. Learn why digitizing your accounting, marketing, legal and more are beneficial. Some of the tools that will be introduced are HubSpot, Constant Contact, Mail Chimp and QuickBooks

Cost: Free

Speakers: Rob Stutzman, SCORE Boston

Contact Information: ch.admin@scorevolunteer.org

Triple Threat Bootcamp Workshop

Date: Wednesday, July 17th

Location: Virtual

[Click This Link to Register](#)

Details: Are you tired of slow business growth and ineffective sales strategies? It's time to transform your approach and drive sales like never before! Join Mike Savage for a FREE LIVE ZOOM WORKSHOP where he will reveal the Triple Threat formula – three powerful strategies to grow your business and boost your sales.

Why Attend?

Sales in the toilet? Learn the most overlooked and easiest way to GROW SALES.

Slow business growth? Discover the best questions to ask to get more customers NOW.

No clear direction? Avoid the #1 MISTAKE that causes loss of customers, market share, and your sanity.

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Triple Threat Bootcamp Workshop Cont.

What You'll Gain: Step-by-step strategies to explode your sales this year, Insights into the 3 critical ways to grow your business, A focused plan to set your business on a path to success, An interactive Q&A session to address your specific challenges.

Don't miss out! This workshop is essential for entrepreneurs and business owners who are ready to take their business to the next level. Seats are limited, so sign up today to secure your spot.

Cost: Free

Speakers:

Contact Information: Mike Savage at info@thesavagesecrets.com

Financial Statements Unlocked: Building Blocks for Business Success

Date: Thursday, July 18th 12:00pm

Location: Virtual

[Click This Link to Register](#)

Details: This course is designed for new business owners who are eager to establish a strong financial foundation for their ventures. Financial Statements Unlocked will guide you through the essentials of reading and interpreting key financial documents, including the Profit & Loss Statement, Balance Sheet, and Cash Flow Statement. By the end of this one-hour, web-based course, you will be equipped to assess the financial health of your business and make informed managerial decisions based on your financial statements. No prior knowledge or experience is required to enroll in this course.

Cost: Free

Speakers: Morgan Herring, Director of Accounting & Project Management at SMB Accounting & Consulting

Contact Information: ch.admin0020@scorevolunteer.org

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Practice Your Pitch - 4 Week Program

[Click This Link to Review More Details & Register](#)

Dates: Wednesday, July 17th to Tuesday, August 6th

Wherever you are in your entrepreneurial journey, this program offers a supportive environment where you can showcase your creativity, passion, and vision. This is NOT a cash prize competition! This is an opportunity to sharpen your communication skills, gain confidence and connect with like-minded businesswomen; all to better prepare you for real pitch competitions and selling opportunities!

Qualifications:

- Must be a CWE Eastern Massachusetts WBC Client
- Must be present for all 4 days (Workshops and Exhibition & Pitch Day)
- Must have a launched product or service ready and accessible for consumers to purchase

Program Details:

Clients will go through a series of virtual and/or in person workshops that will cover Business Evaluation, Perfecting Your Sales Conversations, And Introducing: YOU; Confidence and Public Speaking. Clients will then practice their pitch at 'Exhibition and Pitch Day' in front of an audience of supporters. Each CWE Eastern Mass client will be exclusive exhibitors at this celebratory event, giving clients a chance to sell their products and services. Clients will also receive a program completion certificate and 2 tailored, one-one-one consultations with a CWE Eastern Mass Consultant.

Business Evaluation (VIRTUAL): Wednesday, July 17th 12:00pm-1:30pm

Instructor: Giselle Ortega, Macro Construction

This workshop is an opportunity to recognize how well you know your business. We will focus on evaluating the market, identifying room for innovation and new market opportunities, and creating short and long-term strategies.

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Practice Your Pitch - 4 Week Program Cont.

Perfecting Your Sales Conversations (IN PERSON @ 30 Heath Street, Boston, MA 02130): Wednesday, July 24th 12:00pm-1:30pm

Instructor: Karen Baldeschwieler and Mavis Chin, Zenagos LLC

Closing customers is hard work. Closing them consistently is even harder. In this dynamic and interactive workshop, Perfecting Your Sales Conversations, you'll learn 8 key steps in a successful sales conversation, and participants will practice these skills in breakout groups, using their own company as the case study. Improve your close rate and build your confidence by learning what each step is, why it's important, and what your objective is with each step. Once you understand the goals for each step in the sales conversation, you will be able to better guide the conversation and move your prospect beyond the "interest" and "consideration" phases in your sales funnel and toward commitment.

Introducing: YOU; Confidence and Public Speaking (VIRTUAL): Wednesday, July 24th 12:00pm-2:00pm

Instructor: Naeemah Elias, Elias Presence Ventures

Leaders who communicate clearly and persuasively, in both formal and informal settings, are more likely to build trust, motivate their teams, and achieve their goals. But public speaking is widely recognized as the number one phobia, affecting 75% of individuals. Join us for "And Introducing: YOU," an interactive workshop led by an award-winning actress. Receive personalized coaching, actionable strategies, and the essential "Costume of Confidence" to conquer public speaking fears and speak with authority.

Exhibition & Pitch Day is on Tuesday, August 6th from 5:10pm-9:00pm at 2 Seaport Lane, Boston, MA 02210

[Click This Link for More Information](#)

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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. Applications are a fillable PDF and can be submitted to ARPA@worcesterma.gov. Applications will be accepted on a rolling basis until November 1st, 2024, at 5:00pm.

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 or call 413-717-7806.

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