

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 1/25/24)*

Government Contracting

Date: Thursday, January 25th 11:00am – 12:00pm

Location: Virtual

Link to register:

<https://clients.msbdc.org/workshop.aspx?ekey=80440004&nocache=y>

Details: This workshop will discuss how to market your firm's products and services to the Federal Government.

Cost: Free

Speakers: Nadine Boone, Assistant District Director of Business Development — U.S. Small Business Administration, Lisa Gonzalez Welch, Economic Development Specialist — U.S. Small Business Administration

Contact Information: Kaitlin Muldoon at kmuldoon@salemstate.edu or 978-542-7369

Introduction to Sustainability in Food and Beverage Processing Businesses

Date: Thursday, January 25th 1:00pm – 2:00pm

Location: Virtual

Link to register: https://umass-amherst.zoom.us/meeting/register/tJEvdOqtrTsrGdyLnS8U_F2NBnffmSUIskkP#/registration

Details: This workshop will discuss sustainability opportunities for food and beverage processors. You will have the opportunity to hear from businesses that have taken action already and connect with programs that provide free one-on-one support for your business.

Cost: Free

Speakers: UMass Energy Transition Institute with speakers from Massachusetts Small Business Development Center Network and Nashoba Brook Bakery

Contact Information: Lauren Mattison at laurenm@umass.edu

Develop a Successful Business Plan

Date: Thursday, January 25th 2:00pm – 3:30pm

Location: Virtual

Link to register:

<https://clients.msbdc.org/workshop.aspx?ekey=110440002&nocache=y>

Details: This presentation will show you why and how to write a business plan. This will answer questions like why do I need a business plan, is there a market for my product and service, and is there room in the market for my company?

Cost: Free

Speakers: Cliff Robbins, Senior Business Advisor with the MSBDC Southeast Regional Office.

Contact Information: Anne Fenton at amfenton@msbdc.umass.edu

Bookkeeping and Small Businesses – Why, When and How

Date: Thursday, January 25th 6:00pm – 7:00pm

Location: Virtual

Link to register: <https://score.tfaforms.net/17?EventID=a10Vt0000005PsD>

Details: This presentation will touch on common mistakes new business owners make, best practices for bookkeeping, and how to use bookkeeping as a goal-tracking technique, and more.

Cost: Free

Speakers: Stephanie Elia

Contact Information: Linda Foss at scroresemass@scorevolunteer.org or 508-230-4446

Perfecting your Sales Conversations

Date: Monday, January 29th 3:00pm – 4:30pm

Location: Virtual

Link to register: <https://www.score.org/boston/event/perfecting-your-sales-conversations-1>

Details: This workshop will teach the 8 key steps in a successful sales conversation, and you will have the opportunity to practice these skills in a breakout room.

Cost: \$20.00

Speakers: Karen Baldeschwieler, Mavis Chin, Monica Meadows, Stacey Coombs

Marketing Strategy 101

Date: Tuesday, January 30th 5:30pm – 7:00pm

Location: Virtual

Link to register: <https://cwewbc.ecenterdirect.com/events/979085>

Details: This workshop will give an introduction into the foundation of a strong marketing plan. It will discuss the 7 P's of marketing, how to identify your target audience, how to determine your unique selling proposition, and the role a strong brand plays in marketing.

Cost: \$0 -\$50.00

Speakers: Nicole Boyle and Sarah Agostino Owners of The Social HQ

Contact Information: Madeline Brumberg at info.regional@cweonline.org

Search Engine Optimization for Beginners

Date: Wednesday, January 31st 11:00am – 12:00pm

Location: Virtual

Link to register:

<https://clients.msbdc.org/workshop.aspx?ekey=80440002&nocache=y>

Details: This webinar will provide an overview of search engine optimization fundamentals including: how search engines work, the importance of keyword search, on and off page optimizations, and how to use metrics to measure performance.

Cost: Free

Speakers: Rosa Di Virgilio Taormina, Senior Business Advisor and Certified Digital Marketing Professional with MSBDC Northeast Regional Office

Contact Information: Kaitlin Muldoon at kmuldoon@salemstate.edu or 978-542-7369

Franchising 101 – Small Business Ownership

Date: Wednesday, January 31st 12:00pm – 1:00pm

Location: Virtual

Link to register: <https://www.score.org/boston/event/franchising-101-small-business-ownership-7>

Details: This workshop will discuss positives/negatives of starting your own business or buying an existing business or buying a franchise, common myths and truths about franchising, review of ownership options, government regulations on franchises, how to safely research and select a franchise, how to finance your business, and more.

Cost: Free

Speakers: Dana Hall

How to Start a Business 101: The Basics

Date: Thursday, February 1st 11:00am – 12:00pm

Location: Virtual

Link to register:

<https://clients.msbbc.org/workshop.aspx?ekey=60440003&nocache=y>

Details: This workshop will discuss start up considerations, business plan development, marketing strategies, and funding sources.

Cost: Free

Contact Information: centric@clients.msbbc.org

5 Cashflow Mistakes Entrepreneurs Must Avoid at All Costs

Date: Tuesday, February 6th 3:00pm – 4:00pm

Location: Virtual

Link to register: <https://www.thesavagesecrets.com/cashflow-workshop-registration>

Details: This workshop will discuss cashflow challenges and best ways to turn them into opportunities for growth and success.

Cost: Free

Speakers: Mike Savage

Contact Information: Mike Savage at info@thesavagesecrets.com or 508-335-6264

EforAll Merrimack Valley: All Business Ideas Pitch Contest

Date: Thursday, March 7th 6:00pm – 8:00pm

Location: The Overlook at Mill No. 5, Jackson St, (250 Jackson Street 5th Floor) Lowell, MA

Link to register: <https://www.eventbrite.com/e/eforall-merrimack-valley-all-business-ideas-pitch-contest-tickets-795457433597?aff=oddtcreator&utm-source=cp&utm-campaign=social&utm-content=attendeeshare&utm-medium=discovery&utm-term=listing>

Details: This contest will give entrepreneurs from various fields the stage to pitch their ideas, seeking support and feedback from an esteemed panel of judges. This is also a great opportunity network, validate your business idea, and compete to win a cash prize. First place wins \$1000! All applications are due by February 22nd.

Cost: Free

Contact Information: Merrimack-valley@eforall.org or 1-833-336-7255 ext. 7201

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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- 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?