



SMALL BUSINESS RESOURCES & UPCOMING EVENTS *LAST UPDATED 04/20/2026*

April 20th - April 24th

Wednesday
4/22

[Developing your value proposition](#)
6:00pm-7:30pm

Thursday 4/23

[Are you bankable?](#)
12:00pm-1:30pm

[Starting and Growing a Business -
the SBA advantage](#)
1:00pm-2:30pm

April 27th - April 1st

Tuesday 4/28

[Steps to Grow Your Business](#)
12:00pm-1:30pm

Thursday 4/30

[Salem/North Shore Resource Fair](#)
10:00am-1:00pm

SPECIAL UPCOMING EVENT

Monday 5/4

[MA Small Business Resource Forum](#)
9:30am-1:00pm

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



Developing your value proposition

Date: Wednesday April 22nd , 6:00pm - 7:30pm

Location: Virtual

[Click This Link to Register](#)

Details: During this session, you will learn how to develop your unique business Value Proposition: a simple, clear and compelling message that states why your product or service is special and worth buying. This will help you understand exactly what a Value Proposition is and why it is important; use hands on exercises to oversee the process to develop a value proposition; and finally, learn how to create and articulate an elevator pitch.

Cost: Free

Organizer: SCORE

Are you bankable?

Date: Thursday April 23rd , 12:00pm-1:30pm

Location: Virtual

[Click This Link to Register](#)

Details: Join this interactive workshop to learn how to position your business for loans and funding opportunities and take your business to the next level. Discover how banks evaluate your business, strengthen your financial story and prepare the right documentation to secure financing. Led by small business consultant Karen Baldeschwieler from Zenagos, this session will give you the tools and confidence to grow your business successfully.

Cost: Free

Organizer: Massachusetts SBDC - Greater Boston Region

Contact: Matin Hussainy at matin.hussainy@umass.edu

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Starting & Growing a Business - The SBA Advantage

Date: Thursday April 23rd, 1:00pm - 2:30pm

Location: Virtual

[Click This Link to Register](#)

Details: Join this event to learn how the SBA programs and services can be of assistance to help you start, expand, grow and recover your business. During this overview presentation you will get an introduction to the U.S. Small Business Administration (SBA), their Resource Partner Network, information on access to capital through SBA backed loan programs, and how to sell to the Federal Government through contracting opportunities.

Cost: Free

Organizer: U.S. Small Business Administration (SBA)

Contact: Lisa Gonzalez Welch at lisa.welch@sba.gov

Steps to grow your Business

Date: Tuesday, April 28th, 12:00pm-1:30pm

Location: Virtual

[Click This Link to Register](#)

Details: This is a high-impact, interactive webinar designed for women business owners in years 2–5. You'll assess where your business stands, explore 10 proven strategies for immediate growth and learn how to shift from reactive decisions to intentional, strategic planning. Through guided exercises, you'll begin building a personalized SWOT analysis to identify your strengths, weaknesses, opportunities, and threats, leaving you with a clearer roadmap and the confidence to take your next big step forward.

Cost: Free

Organizer: Center for Women Enterprise (CWE)

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



Salem / North Shore Resource Fair

Date: Thursday April 30th, 10:00am-1:00pm

Location: Salem Five Bank, Community Room - 210 Essex St, Salem MA 01970

[Click This Link to Register](#)

Details: This event is designed to empower you with knowledge and connections. Hear from SBA leadership on the state of small businesses, listen to inspiring stories from fellow small business owners and discover the various resources available to grow your business through two engaging panel discussions. There's also a chance to connect one-on-one with representatives ready to offer guidance in lending, marketing, technical assistance, and more.

Cost: Free

Organizer: Salem Five Bank

Massachusetts Small Business Resource Fair

Date: Monday, May 4th, 9:30am-1:00pm

Location: Stoughton Public Library - 84 Park St, Stoughton, MA

[Click This Link to Register](#)

Details: In collaboration with the Town of Stoughton and the Executive Office of Economic Development, the State Treasury's Small Business Initiative (SBI) Team is pleased to invite you to the MA Small Business Resource Forum. This event will feature engaging panel discussions, networking opportunities, and information on state resources available to small business owners and entrepreneurs. The program will include remarks from Treasurer Deborah B. Goldberg and Undersecretary Zenobia Moochhala, followed by panel discussions and networking opportunities.

Cost: Free

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Community Development Corporation of South Berkshire

The CDC's Small Business Technical Assistance (SBTA) is a free program that works with local small businesses. 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 contact Emmalyn Gaertner at emmalyn@cdcsb.org or call 413-717-7806.

[Click This Link to Learn More](#)

Small Business Event & Resource Submission Form

The Small Business Events and Resources Submission Form is a great way to connect with the Massachusetts small business community! Use this form to submit an upcoming event you are hosting or attending. Events will be featured on our weekly update and available to small businesses across the Commonwealth.

Know of a helpful small business resource? Whether you own it or just want to recommend it, you can also use this form to suggest additions to our Small Business Resource Map.

[Click here to get started!](#)

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MassDevelopment Brownfields Redevelopment Fund

Finances the environmental assessment and remediation of brownfield sites. Eligible applicants include community development corporations, nonprofit organizations, EDICs, and municipalities and their agencies for publicly owned sites with an identified developer. Applicants have a redevelopment project that will commence site work and construction within a short period of time; have a demonstrated immediate funding gap in the development budget; and provide a substantial public benefit to the community they are in by eliminating blight, through the creation of employment or housing opportunities. Awards of up to \$250,000 in site assessment funding, and/or up to \$750,000 in remediation funding are available

[Click This Link to Learn More](#)

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