

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 3/28/24)*

Tech Talks with Rob: Password Manager Edition

Date: Wednesday, April 3rd 10:00am – 11:30am

Location: Virtual

Link to register: <https://clients.msbdc.org/workshop.aspx?ekey=60440008>

Details: This webinar series will begin on April 3rd providing technology tips and tricks. This session will cover professional email systems, cybersecurity, password management, SEO, domains and web hosting, POS Systems, and more!

Cost: Free

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

Contact Information: Paula Pawloski at the Western Regional Office at ppawlosk@umass.edu

How to Start a Business 101: The Basics

Date: Thursday, April 4th 11:00am – 12:30pm

Location: Virtual

Link to register: <https://clients.msbdc.org/workshop.aspx?ekey=80440009>

Details: This webinar will cover the characteristics of an entrepreneur, reasons why businesses fail, the life of a business owner, SBA basics, four methods to write a business plan, and creating your elevator pitch.

Cost: Free

Speakers: Rosa Taormina, Senior Business Advisor and Certified Digital Marketing Professional of the MSBDC Northeast Regional Office

How to Write a Business Plan – Your Roadmap to Success

Date: Thursday, April 4th 1:00pm – 2:00pm

Location: Virtual

Link to register: <https://www.score.org/event/how-write-a-business-plan-your-roadmap-success>

Details: This webinar will discuss the significance of a business plan, exploring essential elements of a business plan, how does planning for a franchise differs

from other businesses, identifying stakeholders interested in reviewing your business plan.

Cost: Free

Speakers: Jania Bailey

Business Credit 101

Date: Tuesday, April 9th 9:00am – 10:30am

Location: Clark University, Alumni Student Engagement Center, Room 202, 950 Main Street, Worcester, MA 01610

Link to register: <https://clients.msbdc.org/workshop.aspx?ekey=90440014>

Details: This webinar will provide a overview on the fundamentals of business lending. You will learn essential principles needed to navigate the world of financing, insight on where to start, lending options, and what lenders are looking for in terms of you as a borrower.

Cost: Free

Speakers: Sonia Descormiers, VP, Relationship Manager, Berkshire Bank

Contact Information: MSBDC Central Regional Office at sadoran@clark.edu

Franchising 101 – Small Business Ownership

Date: Tuesday, April 9th 12:00pm – 1:00pm

Location: Virtual

Link to register: <https://www.score.org/boston/event/franchising-101-small-business-ownership-8>

Details: This webinar will discuss the positives and negatives of starting your own business vs buying an existing business or buying a franchise, review ownership options, review government regulations for franchises, how to finance your business and more!

Cost: Free

Speakers: Dana Hall

Social Media Marketing for Beginners

Date: Tuesday, April 9th 12:00pm – 1:00pm

Location: Virtual

Link to register: <https://clients.msbdc.org/workshop.aspx?ekey=80440020>

Details: This webinar will explore what social media platforms are right for your business. You will learn terminology, best practices, and methods for monitoring your social media efforts.

Cost: Free

Speakers: Rosa DiVirgilio Taormina, Senior Business Advisor and Certified Digital Marketing Professional with the Massachusetts SBDC, Northeast Regional Office

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

Benefits of Volunteering with SCORE as a Business Mentor

Date: Tuesday, April 9th 1:00pm – 2:00pm

Location: Virtual

Link to register: <https://www.score.org/event/benefits-volunteering-score-a-business-mentor>

Details: This webinar will be an opportunity to connect with SCORE mentors about how they utilized their expertise to help local small business owners and how you can become a SCORE Mentor.

Cost: Free

Speakers: Bridget Weston, Ed Coleman, Hannah Fernandez, Kim “Kat” Shepherd

Business Planning – The Easier Way

Date: Wednesday, April 10th 12:00pm – 1:00pm

Location: Virtual

Link to register: <https://www.score.org/boston/event/business-planning-easier-way-3>

Details: This workshop will explore a simplified means of business and strategic planning through the use of the Business Model Canvas.

Cost: Free

Speakers: Marc Goldberg, SCORE Cape Cod Mentor

Ways to Improve your Credit Score

Date: Wednesday, April 10th 12:00pm – 1:00pm

Location: Virtual

Link to register: <https://clients.msbdc.org/workshop.aspx?ekey=80440022>

Details: This workshop will explore different ways to improve your credit.

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 or 978-542-7369

How to Manage Your Debt – Strategies for Financial Health and Growth

Date: Thursday, April 11th 1:00pm – 2:00pm

Location: Virtual

Link to register: <https://www.score.org/event/how-manage-your-debt-strategies-financial-health-and-growth>

Details: This interactive session will provide tips and strategies for handling small business debt, empowering you to make informed financial decisions, and more. Topics will include understanding the different types of business debt, creating a debt management plan, improving cash flow, and building a solid financial foundation for long-term success.

Cost: Free

Speakers: Juliana Ramirez

Are you Ready for an Ad-Venture?

Date: Friday, April 12th 12:00pm – 1:00pm

Location: Virtual

Link to register: <https://www.score.org/boston/event/are-you-ready-ad-venture-1>

Details: This workshop will be a primer on online advertising. It will cover advertising on Google and Facebook and associated costs.

Cost: Free

Speakers: Rob Stutzman, Subject Matter Expert in Marketing for Boston SCORE

Government Contracting

Date: Tuesday, April 16th 11:00am – 12:00pm

Location: Virtual

Link to register: <https://clients.msfdc.org/workshop.aspx?ekey=80440023>

Details: This webinar will discuss how to assess your business for selling to the federal government, basic requirements to sell to the federal government, steps to get started in contracting with the federal government, and more!

Cost: Free

Speakers: Nadine Boone, Assistant District Director of Business Development at U.S. SBA, MA District Office and Lisa Gonzalez Welch, Economic Development Specialist at U.S. SBA, MA District Office

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

Understanding Financials

Date: Wednesday, April 17th 12:00pm – 1:00pm

Location: Virtual

Link to register: <https://clients.msfdc.org/workshop.aspx?ekey=80440024>

Details: This workshop will discuss cash flow, income statements, and balance sheets and how they relate to each other and provide examples of each.

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 or 978-542-7369

How to Start a Business 101: The Basics

Date: Thursday, April 18th 12:30pm – 2:00pm

Location: Virtual

Link to register: <https://clients.msfdc.org/workshop.aspx?ekey=80440011>

Details: This workshop will discuss start up assistance. It will cover topics such as the life of a business owner, SBA basics, four different methods to write a business plan, and creating your elevator pitch.

Cost: Free

Speakers: Nancy Gerardi, Regional Director of the MSBDC Northeast Regional Office

Preparing a Government-Targeted Capability Statement – A Business Resume

Date: Thursday, April 18th 11:30am - 1:00pm

Location: Virtual

Link to register:

<https://web.northcentralmass.com/events/TheChamber%20presents%20Preparing%20a%20GovernmentTargeted%20Capability%20Statement%20%20A%20Business%20Resume-2741/details>

Details: This workshop will discuss what is needed to develop a government-focused capability statement. This will assist you in marketing your products and services to large businesses, federal agencies, and other similar markets.

Cost: Free

Speakers: Sandra Ledbetter, Government Sales Advisor with the MA SBDC Network

Contact Information: North Central Massachusetts Chamber at 978-353-7600

Excel Statistics

Date: Tuesday, April 23rd 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

Understanding the Business Loan Process

Date: Wednesday, April 24th 12:00pm – 1:00pm

Location: Virtual

Link to register: <https://clients.msbdc.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 or 978-542-7369

Financing a Business

Date: Wednesday, April 24th 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 or 617-383-9856

Turning Your Operations & Business Model

Date: Thursday, April 25th 9:00am – 10:00am

Location: Virtual

Link to register: <https://clients.msbdc.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

What Small Businesses Need to Know When Considering Bankruptcy

Date: Thursday, April 25th 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 or 617-383-9856

Building a Startup Budget

Date: Tuesday, April 30th 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 or 617-383-9856

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?