

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 2/22/24)

2024 Heroes Small Business Grant Program U.S. Chamber of Commerce Foundation

Must apply by Thursday, February 29th

The Hiring Our Heroes' Small Business Grant program will award give small businesses owned by veterans and/or military spouses with a one-time \$10,000 grant to grow and support their businesses.

To apply: https://www.hiringourheroes.org/small-business-grant/?utm_source=sfmc&utm_medium=email&utm_campaign=jobseeker&utm_term=Small+Business+FedEx+Grant+Invitation+1&utm_content=2/21/2024

Note: There are rules for eligibility. Please review the site listed above for complete rules and eligibility details.

Business Foundation – Legal Issues Facing Business Owners

Date: Thursday, February 22nd 12:00pm – 1:00pm

Location: Virtual

Link to register: <https://www.score.org/boston/event/business-foundation-legal-issues-facing-business-owners-3>

Details: This presentation will discuss topics such as contracts, licenses, and leases, how to set up an agreement between co-owners, trademarks, patents, and copyright, types of insurance, banking accounts, and more.

Cost: Free

Speakers: David Berman, SCORE Boston Mentor

Simple Tips for Managing Your Finances

Date: Thursday, February 22nd 1:00pm – 2:00pm

Location: Virtual

Link to register: <https://www.score.org/event/simple-tips-managing-your-finances>

Details: This webinar will explore techniques for tracking and managing expenses. Topics will include: effective expense management, easy to understand budgets, how to generate additional income, savings, and more.

Business Insurance Basics – What You Need to Know

Date: Tuesday, February 27th 1:00pm – 2:00pm

Location: Virtual

Link to register: <https://www.score.org/event/business-insurance-basics-what-you-need-know>

Details: This webinar will guide you through various kinds of insurance, what you need and don't need for your business, companies that provide insurance, and the general costs associated with business insurance.

Cost: Free

Speakers: Wallace Wong

Business Plan Basics

Date: Tuesday, February 27th 1:00pm – 2:30pm

Location: Virtual

Link to register: <https://cweonline.org/events/979193>

Details: This workshop will provide an overview of writing a business plan. Topics will 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 - \$50.00

Contact Information: Samantha Carr at info.centralma@cweonline.org

Social Media Made Simple

Date: Tuesday, February 27th 5:30pm – 7:00pm

Location: Virtual

Link to register: <https://cweonline.org/events/979089>

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

Cost: \$0 - \$50.00

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

Managing Your Business: Strategies for Success

Date: Wednesday, February 28th 11:00am – 12:00pm

Location: Virtual

Link to register:

<https://clients.msbsd.org/workshop.aspx?ekey=80440012&nocache=y>

Details: This webinar will focus on the back of your business and cover topics such as planning for uncertainty, maintaining proper date and records, knowing when to outsource, managing employees, and more.

Cost: Free

Speakers: Rosa Taormina, Senior Business Advisor at MA SBDC Network, Northeast Regional Office, and Kaitlin Muldoon, Business Advisor and Client Services Coordinator, MA SBDC Network, Northeast Regional Office

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

Steps to Starting a Mission Driven Business

Date: Wednesday, February 28th 12:00pm – 1:30pm

Location: Virtual

Link to register: <https://cweonline.org/events/979090>

Details: This workshop will help you develop your business planning, determine the legal structure that fits your goals, choose a business name and develop a brand identity, and be informed on how to obtain an employer identification number, licenses, permits, and insurance.

Cost: \$0 - \$50.00

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

Government Contracting 101 – The Basics

Date: Thursday, February 29th 11:30am – 1:00pm

Location: North Central Massachusetts Chamber, 860 South Street, Fitchburg, MA, 01420

Link to register:

<https://web.northcentralmass.com/events/TheChamber%20presents%20Government%20Contracting%20101-2740/details>

Details: This is the first in a three-part series on government contracting. This is an introductory session on selling to the government with an opportunity for questions and answers.

Cost: \$10 for Chamber members, \$20 non-members

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

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

Creating and Designing Newsletters in Constant Contact

Date: Thursday, February 29th 12:00pm – 1:30pm

Location: Virtual

Link to register:

<https://clients.msbdc.org/workshop.aspx?ekey=110440004&nocache=y>

Details: This webinar will focus on how to create a branded communication in the email marketing platform Constant Contact and how to capture organic leads and various features for creating a compelling newsletter.

Cost: Free

Speakers: Kalsey Forcier, Owner and Creator of K-May Communications, LLC.

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

9th Annual Multicultural Business Forum & Business After Hours

Date: Thursday, February 29th 5:00pm – 7:30pm

Location: 159 Torrey St, Brockton, MA 02301

Link to register: <https://metrosouthchamber.com/event/9th-annual-multicultural-business-forum-business-after-hours/>

Details: There will be a business resource expo and opportunity for networking from 5:00pm – 5:30pm. At 5:30pm a Women and Minority Owned Business Panel will begin. Following the panel, there will be another networking opportunity with members of the Metro South community.

Cost: Free

Speakers: Rosangela Tavares of Porton Di Nos Ilha Restaurant, and Dr. Sabrina Coombs of Medella Dental, and David Offutt, of HomeVestors of America, Inc.

Contact Information: Naldo Cardoso at NCardoso@metrosouthchamber.com or (508) 586-0500 x231

Multiply Your Small Business Success Using Public Speaking even Online

Date: Wednesday, March 6th 12:00pm – 1:00pm

Location: Virtual

Link to register: <https://score.tfaforms.net/17?EventID=a10Vt0000008Wqj>

Details: This workshop will discuss how to leverage public speaking (in-person or virtual). It will give tips on how to sound knowledgeable and showcase your credibility.

Cost: Free

Speakers: Mary Cheyne

Contact Information: Teresa Lang at workshops@scoreboston.org or 617-383-9856

Start, Build, and Grow your Business with the SBA

Date: Thursday, March 7th 12:00pm – 1:00pm

Location: Virtual

Link to register: <https://www.score.org/boston/event/start-build-and-grow-your-business-sba-1>

Details: This webinar will discuss programs and resources the SBA offers to help you start, grow, and expand your business in these main areas: counseling, access to capital, contracting, disaster assistance, and exporting.

Cost: Free

Speakers: Shelly Gillis, Outreach and Marketing Specialist, MA District Office, SBA

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

How to Open a Business in Massachusetts

Date: Thursday, March 7th 9:00am – 10:30am

Location: Clark University, Higgins University Center, Grace Conference Room, 950 Main Street, Worcester, MA, 01610

Link to register:

<https://clients.msdbc.org/workshop.aspx?ekey=90440009&nocache=y>

Details: This workshop will teach the Ten Essential Elements of a Successful Venture to help demystify the secrets behind owning and operating your own business. This will cover basics such as accounting, marketing, branding, and legal pitfalls.

Cost: Free

Speakers: Tom Herald, Regional Director at the MA SBDC Network at Clark University.

Contact Information: MA SBDC Network, Central Regional Office at sadoran@clarku.edu

E-Commerce: Is it Right for Your Business?

Date: Monday, March 11th 10:00am – 12:00pm

Location: Salem State University, Marsh Hall, Petrowski Room, Central Campus, Loring Avenue, Salem, MA, 01970

Link to register:

<https://clients.msdbc.org/workshop.aspx?ekey=80440013&nocache=y>

Details: This session will discuss the fundamentals of e-commerce. This will cover choosing the right platform, payment gateways, managing product inventory across channel sales, customer retention, and legal and compliance issues.

Cost: \$25.00

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

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

How to Post on Social Media

Date: Tuesday, March 12th 10:00am – 12:00pm

Location: Salem State University, Marsh Hall, Petrowski Room, Central Campus, Loring Avenue, Salem, MA, 01970

Link to register:

<https://clients.msdbc.org/workshop.aspx?ekey=80440014&nocache=y>

Details: This workshop will cover how to post on social media, how to properly use hashtags, how to use tools for specific business management. Platforms covered will include LinkedIn, Instagram, Facebook, Pinterest, Youtube, and X. Attendees are encouraged to bring a laptop.

Cost: \$25.00

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

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

How to Recruit & Retain Top Talent

Date: Tuesday, March 12th 9:00am – 10:30am

Location: Worcester Regional Chamber of Commerce, 311 Main Street, Suite 200, Worcester, MA, 01608

Link to register: <https://business.worcesterchamber.org/events/details/seminar-series-how-to-recruit-retain-top-talent-16461>

Details: This workshop will provide you with the Ten Essentials for Building a Top-Performing Team.

Cost: Free

Speakers: Tom Herald, Regional Director at the MA SBDC Network at Clark University.

Contact Information: MA SBDC Network, Central Regional Office at sadoran@clarku.edu

Financial Analysis Fundamentals

Date: Wednesday, March 13th 10:00am – 12:00pm

Location: Salem State University, Marsh Hall, Petrowski Room, Central Campus, Loring Avenue, Salem, MA, 01970

Link to register:

<https://clients.msfdc.org/workshop.aspx?ekey=80440015&nocache=y>

Details: This workshop will provide participants with essential skills and knowledge to analyze and interpret financial data effectively. This course provides principles, tools, and techniques utilized in assessing the financial health, performance, and viability of businesses. This will provide a foundation for understanding financial statements such as income statements, balance sheets, and cash flow statements and interpreting their components to evaluate a company's profitability, liquidity, solvency, and overall financial position.

Cost: \$25.00

Speakers: Awilda Irizarry, Senior Business Advisor and Financial Specialist with the MA SBDC Network, Northeast Regional Office.

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

Excel Formulas – They Can Do Much More than Just Math

Date: Wednesday, March 13th at 10:00am – 11:00am

Location: Virtual

Link to register: <https://www.score.org/boston/event/excel-formulas-%E2%80%94-they-can-do-much-more-just-math-0>

Details: This program will demonstrate and explain everything you need to write your own Excel formulas, and to provide a few tips to avoid errors. There will also be an opportunity for questions.

Cost: Free

Speakers: Gerald Rosenthal – ComputerImages.com

Creating a Successful Business Plan

Date: Thursday, March 14th 9:00am – 1:00pm

Location: Salem State University, Marsh Hall, Petrowski Room, Central Campus, Loring Avenue, Salem, MA, 01970

Link to register:

<https://clients.msdbc.org/workshop.aspx?ekey=80440016&nocache=y>

Details: This workshop will provide a guide to crafting a business plan, how to present your ideas, and gain actionable strategies to apply to your business venture.

Cost: \$25.00

Speakers: Nancy Gerardi, Regional Director of the Massachusetts SBDC Network, Northeast Regional Office.

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

Artificial Intelligence: Getting the Most out of AI

Date: Friday, March 15th 12:00pm – 1:00pm

Location: Virtual

Link to register: <https://www.score.org/boston/event/artificial-intelligence-getting-most-out-ai-2>

Details: This workshop will provide you with an overview of Artificial Intelligence with a focus on how small businesses are utilizing AI tools for content creation, image creation, and slide show development.

Cost: Free

Speakers: Rob Stutzman, SCORE Boston

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@cdecsb.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?