



SMALL BUSINESS RESOURCES & UPCOMING EVENTS *LAST UPDATED 10/28/2024*

October 28th - November 1st

Monday 10/28

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

Tuesday 10/29

[Securing Your Business: Keeping the
Hackers at Bay and Your Sanity Intact!](#)
1:30pm - 3:00pm

November 4th - November 8th

Wednesday 11/6

[Tech Talks with Rob: Business Basics](#)
10:00am - 11:30am

[Understanding Financial Ratios -
For the Health of Your Business](#)
11:00am - 12:00pm

Thursday 11/7

[Ways to Improve your Credit](#)
11:00am - 12:00pm

[The Importance of Cash Flow](#)
12:00pm - 1:00pm

Friday 11/8

[Government Contracting 101](#)
10:00am - 11:00am

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, October 28th at 6:00pm – 7:30pm

Location: Boston Public Library – Copley Square – Kirstein Business Library, 700 Boylston St, Boston, MA 02116

[Click This Link to Register](#)

Details: This workshop will provide you with a better understanding of the various programs and services offered by the SBA.

Cost: Free

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

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

Securing Your Business: Keeping the Hackers at Bay and Your Sanity Intact!

Date: Tuesday, October 29th at 1:30pm – 3:00pm

Location: Virtual

[Click This Link to Register](#)

Details: In this workshop, the guest speakers will discuss the critical aspects of protecting your business from cyber threats. A local State Trooper will discuss the current cyber threats in our area, an insurance expert will explain the benefits of having a cyber policy, and they will cover practical steps to enhance your business's cyber security posture.

Cost: Free

Speakers: Brian Gavioli, Gene Kingsley, Larry Wilson

Contact Information: Paula Pawloski at ppawloski@umass.edu

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Tech Talks with Rob: Business Basics

Date: Wednesday, November 6th at 10:00am – 11:30am

Location: Virtual

[Click This Link to Register](#)

Details: This webinar will cover professional email systems, cybersecurity, domains and web hosting, and more! This presentation will provide you with the knowledge needed to leverage technology for your business's success.

Cost: Free

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

Contact Information: Paula Pawloski at the Massachusetts SBDC at ppawloski@umass.edu

Understanding Financial Ratios - For the Health of Your Business

Date: Wednesday, November 6th at 11:00am – 12:00pm

Location: Virtual

[Click This Link to Register](#)

Details: This webinar focuses on some of the basic financial ratios that can help a small business stay on top! This will discuss bankers, loan offices, investors, and tools to understand your company's performance over time.

Cost: Free

Speakers: Ramesh Advani, SCORE Boston Mentor

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Ways to Improve Your Credit

Date: Thursday, November 7th at 11:00am – 12:00pm

Location: Virtual

[Click This Link to Register](#)

Details: This webinar will give you tips on how to increase your credit score. It will cover how credit scores are calculated, tips to build credit, how to manage debt, and common mistakes to avoid that can hurt your credit.

Cost: Free

Speakers: Nancy Gerardi, Regional Director of the MSBDC Northeast Regional Office, and Jugmi Rao, Vice President, Relationship Manager of Commercial Banking of TD Bank.

Contact Information: Paula Pawloski at the Massachusetts SBDC at ppawloski@umass.edu

The Importance of Cash Flow

Date: Thursday, November 7th at 12:00pm – 1:00pm

Location: Virtual

[Click This Link to Register](#)

Details: This webinar will discuss the importance of a Cash Flow Statement and provide an overview of financial reports associated with the statement.

Cost: Free

Contact Information: James Dannhauser at jim.dannhauser@scorevolunteer.org

Government Contracting 101

Date: Friday, November 8th at 10:00am – 11:00am

Location: Virtual

[Click This Link to Register](#)

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Details: This webinar will discuss how to sell to the federal government and how the federal government purchases goods and services. It will also cover federal agency small businesses goals, federal certification processes, and more!

Cost: Free

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

Contact Information: CWE Central Mass at info.centralma@cweonline.org

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.

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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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