



SMALL BUSINESS RESOURCES & UPCOMING EVENTS LAST UPDATED 9/23/2024

September 23rd - September 27th

Monday 9/23

[Essential Legal Guidance for Your Growing Business](#)

10:00am - 11:30am

Tuesday 9/24

[Social Media Marketing for Beginners](#)

11:00am - 12:00pm

Wednesday 9/25

[Loans, Grants, and Other Funding Options for Hispanic-Owned Businesses](#)

1:00pm - 2:00pm

Thursday 9/26

[Essential Elements for a Business for Bank Funding](#)

10:00am - 11:30am

[Social Media Marketing for Beginners](#)

11:00am - 12:00pm

[Step-by-Step Email Marketing Guide for Your Business](#)

1:00pm - 2:30pm

[Fall River Small Business Capital & Resources Expo](#)

9:00am - 12:00pm

September 30th - October 4th

Wednesday 10/2

[Creating the Effective Elevator Pitch](#)

9:00am - 10:30am

[7 Best Negotiating Tips](#)

5:30pm - 7:30pm

Thursday 10/3

[How to Start a Business 101: The Basics](#)

11:00am - 12:30pm

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



Essential Legal Guidance for Your Growing Business

Date: Monday, September 23rd at 10:00am – 11:30am

Location: Virtual

[Click This Link to Register](#)

Details: This workshop will cover navigating the essential types of contracts for small businesses, including service agreements, and terms and conditions. This will allow you to select the right agreements for your situation and be prepared to navigate the contracts and legal agreements process.

Cost: Free

Speakers: Tania Shah, managing member and CEO with Shah Law, PLLC

Contact Information: Gavin Rocha at the MA SBDC at gavinrocha@umass.edu

Social Media Marketing for Beginners

Date: Tuesday, September 24th at 11:00am – 12:00pm

Location: Virtual

[Click This Link to Register](#)

Details: In this webinar you will gain insights into leveraging each social media platform effectively to convey your message. Additionally, you'll learn about essential terminology, best practices, and methods for monitoring your social media.

Cost: Free

Speakers: Rosa Taormina, Senior Business Advisor and Certified Digital Marketing Professional with MA SBDC Northeast Region

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

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



Loans, Grants, and Other Funding Options for Hispanic-Owned Businesses

Date: Wednesday, September 25th 1:00pm – 2:00pm

Location: Virtual

[Click This Link to Register](#)

Details: In this webinar the presenter will break down loans, grants, and alternative funding options available to Hispanic-owned businesses and help you identify which option is best for you.

Cost: Free

Speakers: Hannah Fernandez, Illinois District Director at SCORE

Fall River Small Business Capital & Resource Expo

Date: Thursday, September 26th 9:00am - 12:00pm

Location: Fall River Government Center Atrium, 1 Government Center, Fall River, MA

[Click This Link To Register](#)

Details: This will be an opportunity to learn all about free and low cost resources available to help you with your business plan, access capital and other great opportunities!

Cost: Free

Speakers: There are several participating partners such as, MA Office of Economic Empowerment, Small Business Development Center, Bristol Community College, Small Business Administration and more!

Contact Information: vivafallriver@gmail.com

Essential Elements of a Business for Bank Funding

Date: Thursday, September 26th 10:00am – 11:30am

Location: Virtual

[Click This Link to Register](#)

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



Details: This seminar is designed for entrepreneurs and small business owners seeking bank funding to grow their ventures. Key topics include: how to concisely communicate your business concept, understand your target market, highlight your business structure and mission, build your business structure and management team, present financial forecasts, and more!

Cost: Free

Speakers: Manassah Bradley, Senior Business Advisor with MA SBDC

Contact Information: Gavin Rocha at the MA SBDC at gavinrocha@umass.edu

Social Media Marketing for Beginners

Date: Thursday, September 26th at 11:00am – 12:00pm

Location: Virtual

[Click This Link to Register](#)

Details: In this webinar you will discuss social media platforms and how to use them to convey your message. You will also learn about essential terminology, best practices, and methods for monitoring your social media efforts.

Cost: Free

Speakers: Rosa Taormina, Senior Business Advisor and Certified Digital Marketing Professional at MA SBDC, Northeast Region.

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

Step-by-Step Email Marketing Guide for your Business

Date: Thursday, September 26th 1:00pm – 2:30pm

Location: Virtual

[Click This Link to Register](#)

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



Details: In this webinar the presenter will teach you the basics of email marketing and techniques to help you create a compelling email design, choose the right platform, build a content calendar, and more! It will cover topics such as email marketing basics, best times and days to email, why list segmentation is important, and more.

Cost: Free

Speakers: Patty Ross

Creating the Effective Elevator Pitch

Date: Wednesday, October 2nd 9:00am – 10:30am

Location: Middlesex Savings Bank, 120 Flanders, Westborough, MA 01581

[Click This Link to Register](#)

Details: This in person workshop will teach you how to write an effective elevator pitch. First, a short presentation will be delivered, then breakout groups will be used for group work.

Cost: Free

Speakers: Susan Bloomstone, Tim Nelson, Elena Chernokalskaya and Elaine Hsieh

7 Best Negotiating Tips

Date: Wednesday, October 2nd 5:30pm – 7:30pm

Location: East Cambridge Savings Bank, 98 Pleasant St, Malden, MA 02148

[Click This Link to Register](#)

Details: This in person workshop will discuss the 7 best negotiating tips that will enable you to become a better negotiator while also building better business relationships.

Cost: \$10.00

Speakers: Jack Tumminello

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



How to Start a Business 101: The Basics

Date: Thursday, October 3rd 11:00am – 12:30pm

Location: Virtual

[Click This Link to Register](#)

Details: The topic of this webinar is start up assistance discussing characteristics of an entrepreneur, methods for writing a business plan, and creating an elevator pitch.

Cost: Free

Speakers: Rosa Taormina, Senior Business Advisor and Certified Digital Marketing Professional at MA SBDC, Northeast Region.

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@worcestermma.gov. Applications will be accepted on a rolling basis until November 1st, 2024, at 5:00pm.

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



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.

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