

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 6/13/2024)

Roadmap for Running and Growing a Successful Business

Date: Thursday, June 13th 12:00pm-1:00pm

Location: Virtual

[Click This Link To Register](#)

Details: “The Entrepreneurial Operating System,” is a set of comprehensive processes and tools to help small businesses overcome key challenges, gain control of the business, operate efficiently, and gain traction toward growth.

The system addresses the 5 biggest frustrations that any entrepreneur or entrepreneurial team will face:

- Lack of control: Your business is running your life rather than the other way round.
- Lack of alignment between your people—be it customers, vendors, partners, or employees—and your vision and goals.
- Not enough sales and/or profits.
- Hitting a growth ceiling and don’t know how to move forward.
- Lack of sound strategies/tactics, i.e. nothing seems to work.

The system addresses all components of a business.

Cost: Free

Speakers: Charles O’Hearn

Contact Information: Teresa Lang at workshops@scoreboston.org

Explosive Cashflow Workshop

Date: Thursday, June 13th 1:00pm

Location: Virtual

[Click This Link To Register](#)

Details: Did you know 82% of businesses fail due to cashflow issues? Ever had that sinking feeling when you realize your business is struggling with cashflow? Mike Savage has been there. Years ago, he nearly lost everything because he didn’t understand his numbers. But that all changed when he discovered the secrets to cashflow management. Now, he wants to share these life-saving strategies with you! Join his FREE workshop on June 13, 2024, at 1pm Est and learn the 7 steps that helped him double his cash position in just 90 days.

Cost: Free

Speakers: Mike Savage

Contact Information: Mike Savage at info@thesavagecrets.com or 508-335-6264

Questions about eCommerce? Selling on Amazon or Etsy?

Date: Monday, June 17th 12:00pm-1:00pm

Location: Virtual

[Click This Link To Register](#)

Details: This is a roundtable discussion group. Topics covered will depend on you and your interests! Score's panel of experts have direct experience with selling online and using Amazon and Etsy to sell their products.

Cost: Free

Speakers:

- Elena Chernokalskaya has direct experience with creating her own skin care line and selling on Amazon and Etsy
- Elaine Hsieh created her own food product and successfully sells on Amazon and her website
- Rob Stutzman is a veteran sales and marketing mentor with experience in digital marketing and eCommerce.

Contact Information: Teresa Lang at workshops@scoreboston.org

Launching Your First Beauty/Skincare Business

Date: Tuesday, June 18th 12:00pm-1:00pm

Location: Virtual

[Click This Link To Register](#)

Details: Have you created your own beauty products to sell? This complete webinar will go over Regulations, Formulating, Packaging, Selling, Marketing, COGS and Margins. This complete presentation will be given by Elena Chernokalskaya, SCORE Boston's most in demand mentor. She will cover everything you need to know in starting your own beauty/skincare products business.

Cost: Free

Speakers: Elena Chernokalskaya

Contact Information: Teresa Lang at workshops@scoreboston.org

Business Plan Workshop

Date: Tuesday, June 18th 4:30pm-6:00pm

Location:

155 Haverhill St.

Lawrence, MA 01840

[Click This Link To Register](#)

Details: The City of Lawrence with the Small Business Administration (SBA) and Massachusetts Small Business Development Center (MSBDC), invites you to a Business Plan Workshop where you will learn how to manage and create plans for a thriving and successful business.

Cost: Free

Speakers:

Lisa Gonzalez Welch, Economic Development Specialist Massachusetts District Office U.S. SBA

Nancy Gerardi, Regional Director Small Business Development Center Northeast Region

Contact Information: Reni Fanini at rfanini@cityoflawrence.com or 978-620-3517

Small Business Risk Exposures

Date: Thursday, June 20th 12:00pm-1:00pm

Location: Virtual

[Click This Link To Register](#)

Details: In this webinar, Lawrence Robert will help you understand the levels of risk that can occur based on the business stage you are currently in. A smooth operation does not happen on its own! A well executed Business Risk Plan will help you maximize:

- Customer Satisfaction & Retention
- Financial Results
- Cyber Integrity
- Disaster Recovery

Cost: Free

Speakers: Lawrence Robert

Contact Information: Linda Foss at scoresemass@scorevolunteer.org or 508-230-4446

How to Start a Business 101: The Basics

Date: Thursday, June 20th 1:00pm-2:30pm

Location: Virtual

[Click This Link To Register](#)

Details: During this 90-minute interactive webinar, you will learn the essential elements of a successful venture to help demystify the secrets behind owning and operating your own business. We will also cover basics like accounting, marketing, branding, as well as some of the legal pitfalls facing business owners.

The training series consists of three required classes (sessions 101, 102 & 103) and an optional financing class (session 104). Each session will be offered monthly, so if you miss or can't attend a session, you can register for the session the following month. The speaker for the series will be a Massachusetts SBDC regional director or business advisor. Registration links for the 101 session are listed below.

Registration details for other sessions will be provided after completion of the 101 session.

Cost: Free

Speakers: Cliff Robbins, Regional Manager, Southeast Region SBDC

Contact Information: Massachusetts SBDC – Southeast Region
atamfenton@msbdc.umass.edu or 508-673-9783

Business Convos for WOC: Pride Month

Date: Thursday, June 20th 6:30pm-9:00 pm

Location:

480 Neponset St Suite 11B1

Canton, MA 02021

[Click This Link To Register](#)

Details: Calling all WOC business owners in Eastern Massachusetts! Join us at our monthly WOC support group. Dress in whatever makes you feel like your most empowered self and come connect with like-minded WOC business owners! If you're looking for connection and accountability – within affinity spaces for the multitude of identities that encompass our CWE Eastern Mass community – you're in the right place! Engage in a motivating client-led panel discussion, delicious refreshments, and a dance session filled with women empowerment tunes! This isn't a networking event; this is a support group where you can show up as yourself and leave ready to BOSS UP!

Qualifications: Must be a CWE Eastern Massachusetts WBC Client

Cost: Free

Speakers: TBD *Interested in sitting on this 3-person client panel to lead the conversation? Once you've registered, submit a [Program Participant Form](#). *

Contact Information: Payton Renfroe at prenfroe@cewonline.org

Business Plan Basics

Date: Tuesday, June 25th 1:00pm-2:30pm

Location: Virtual

[Click This Link To Register](#)

Details: This workshop provides an overview of writing a business plan. Topics include: Why you need to write a business plan, overview of each section of a business plan, research and writing tips, resources for help and support

Cost: Sliding Scale Pricing (0-\$50) – More Information [Here](#)

Speakers: TBD –Members of the Center for Women and Enterprise

Contact Information: CWE Central MA at info.centralma@cweonline.org or 508-453-9209

Leveraging Low-Cost Technology to Boost Your Business Operations

Date: Thursday, June 27th 10:00am-11:00am

Location: Virtual

[Click This Link To Register](#)

Details: Discover innovative ways to enhance your small business operations with this presentation on low- to no-cost technology solutions. Learn how leveraging affordable tech tools can streamline processes, boost productivity, and maximize efficiency without breaking the bank.

Cost: Free

Speakers: Rosa DiVirgilio Taormina, Senior Business Advisor and Certified Digital Marketing Professional with the Massachusetts SBDC - Northeast Region.

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

City of Worcester Grant Program for Diverse Business Certifications

This program provides a \$5,000 grant to 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.

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?