



SMALL BUSINESS RESOURCES & UPCOMING EVENTS *LAST UPDATED 10/20/2025*

October 20th - October 24th

Tuesday 10/21

[Search Engine Optimization \(SEO\).
for Beginners](#)

12:00pm - 1:00pm

[Logo Design 101](#)

12:00pm - 1:30pm

October 27th - October 31st

Monday 10/27

[Small Business Empowerment Series](#)

3:00pm - 4:00pm

Tuesday 10/28

[Google Analytics Made Simple](#)

12:00pm - 1:00pm

Wednesday
10/29

[Online Reputation Management](#)

12:00pm - 1:30pm

Thursday 10/30

[Are you Bankable?](#)

10:00am - 11:30am

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



Search Engine Optimization (SEO) for Beginners

Date: Tuesday, October 21st at 12:00pm – 1:00pm

Location: Virtual

[Click This Link to Register](#)

Details: This webinar will provide an overview of Search Engine Optimization (SEO) fundamentals including how search engines work, the importance of keyword research, on and off page optimizations, and how to use metrics to measure performance.

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

Logo Design 101

Date: Tuesday, October 21st at 12:00pm – 1:30pm

Location: Virtual

[Click This Link to Register](#)

Details: This workshop will teach the five principles of effective logo design, costs and considerations, understanding trademark basics and protecting your logo, how to evaluate fonts, colors, and images, and common design failures and how to avoid them. Lastly, it will discuss how and where to use your logo.

Cost: Free

Contact Information: mid-atlantic@scorevolunteer.org

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



Small Business Empowerment Series: Entrepreneurship through Acquisition

Date: Monday, October 27th at 3:00pm – 4:00pm

Location: Virtual

[Click This Link to Register](#)

Details: The Massachusetts State Treasury's Small Business Initiative (SBI) team is collaborating with M&T Bank to host free small business webinars this fall as a part of our Small Business Empowerment Series! The first session's topic will be Entrepreneurship through Acquisition.

Cost: Free

Speakers: Experts from M&T Bank

Contact Information: Smallbusinessma@tre.state.ma.us

Google Analytics Made Simple: Unlock the Key Insights for Your Business

Date: Tuesday, October 28th 12:00pm – 1:00pm

Location: Virtual

[Click This Link to Register](#)

Details: Learn how to track key metrics, interpret data, and use GA4 insights to grow your business. You will learn Key GA4 metrics and what they mean for your business, how to track customer behavior and improve conversions, and Simple ways to customize GA4 for better insights.

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

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Online Reputation Management

Date: Wednesday, October 29th at 12:00pm – 1:30pm

Location: Virtual

[Click This Link to Register](#)

Details: During this session, you'll learn the steps to protect and improve your online image across platforms like Google, Yelp, Facebook, and more. This webinar will discuss different types of online complaints and how to handle them, where your reputation is being shaped, how to respond to reviews, tools and best practices to turn unhappy customers into loyal advocates.

Cost: Free

Contact Information: SCORE Mid-Atlantic Region at mid-atlantic@scorevolunteer.org

Are you Bankable?

Date: Thursday, October 30th at 10:00am – 11:30am

Location: Virtual

[Click This Link to Register](#)

Details: Your small business is "bankable" if a commercial bank or lending institution is willing to offer you financing, such as a loan or line of credit. Small business owners often seek financing to buy equipment or inventory, launch a new product line, open or expand retail or manufacturing operations, further grow an existing business and more. This workshop will teach you to think like a banker, master your business narrative, navigate financial imperfections, and prepare your documentation.

Cost: Free

Speakers: Karen Baldeschwieler, small business consultant with Zenagos

Contact Information: Matin Hussainy at the Massachusetts SBDC at matin.hussainy@umass.edu

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MassDevelopment Brownfields Redevelopment Fund

Finances the environmental assessment and remediation of brownfield sites. Eligible applicants include community development corporations, nonprofit organizations, EDICs, and municipalities and their agencies for publicly owned sites with an identified developer. Applicants have a redevelopment project that will commence site work and construction within a short period of time; have a demonstrated immediate funding gap in the development budget; and provide a substantial public benefit to the community they are in by eliminating blight, through the creation of employment or housing opportunities. Awards of up to \$250,000 in site assessment funding, and/or up to \$750,000 in remediation funding are available

[Click This Link to Learn More](#)

Community Development Corporation of South Berkshire

The CDC's Small Business Technical Assistance (SBTA) is a free program that works with local small businesses. 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 contact Emmalyn Gaertner at emmalyn@cdcsb.org or call 413-717-7806.

[Click This Link to Learn More](#)

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Small Business Event & Resource Submission Form

The Small Business Events and Resources Submission Form is a great way to connect with the Massachusetts small business community! Use this form to submit an upcoming event you are hosting or attending. Events will be featured on our weekly update and available to small businesses across the Commonwealth.

Know of a helpful small business resource? Whether you own it or just want to recommend it, you can also use this form to suggest additions to our Small Business Resource Map.

[Click here to get started!](#)

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