



SMALL BUSINESS RESOURCES & UPCOMING EVENTS *LAST UPDATED 4/7/2025*

April 7th - April 11th

Tuesday 4/8

[Tariffs & Trade -
Navigating the Uncertainty
in Business](#)
12:00pm - 1:00pm

Wednesday 4/9

[E-Commerce Essentials:
How to Start, Scale and Succeed Online](#)
11:00am - 12:00pm

Thursday 4/10

[Planning for the Future:
Succession and Estate Planning
for Small Businesses](#)
11:00am - 12:00pm

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

Friday 4/11

[Selling Ideas:
Mechanics of a Presentation](#)
9:30am - 11:00am

April 14th - April 18th

Wednesday 4/16

[How to Use ChatGPT in Marketing
Your Business](#)
11:00am - 12:00pm

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



Tariffs & Trade – Navigating the Uncertainty in Business

Date: Tuesday, April 8th at 12:00pm – 1:00pm

Location: Virtual

[Click This Link to Register](#)

Details: This webinar will discuss who really absorbs tariff costs, how to protect your bottom line, how sourcing strategies are changing, and how to “tariff-proof” your business with proactive risk management.

Cost: Free

Speakers: Kirsty Whitaker

Contact Information: Teresa Lang at workshops@scoreboston.org

E-Commerce Essentials: How to Start, Scale, and Succeed Online

Date: Wednesday, April 9th at 11:00am – 12:00pm

Location: Virtual

[Click This Link to Register](#)

Details: This session will discuss e-commerce essentials where you will learn how to choose the right platform, attract customers, and boost online sales. It will focus on proven strategies to drive traffic and increase conversions, best practices for website optimization, marketing, customer retention, and more!

Cost: Free

Speakers: Rosa DiVirgilio Taormina, Senior Business Advisor and 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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Planning for the Future: Succession and Estate Planning for Small Businesses

Date: Thursday, April 10th at 11:00am – 12:00pm

Location: Virtual

[Click This Link to Register](#)

Details: This will provide a brief introduction to the legal principles, strategies, and challenges involved in business succession planning for family-owned businesses. Key topics include drafting succession agreements, tax implications, trusts, wills, and more!

Cost: Free

Speakers: Attorney Matthew D. DesMeules of DesMeules Law Group, P.C.

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

The Importance of Cash Flow

Date: Thursday, April 10th at 12:00pm – 1:00pm

Location: Virtual

[Click This Link to Register](#)

Details: This presentation will provide a brief overview of financial reports with the focus on the cash flow statement. You will discuss why it is important, what it will tell you, how to improve cash flow, and how to anticipate and prepare for any future short falls.

Cost: Free

Speakers: Jim Dannhauser, SCORE Cape Cod

Contact Information: Teresa Lang at workshops@scoreboston.org

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Selling Ideas: Mechanics of a Presentation

Date: Friday, April 11th at 9:30am – 11:00am

Location: Newton Library, 330 Homer St, Newton, MA 02459

[Click This Link to Register](#)

Details: This presentation will provide participants with tips and tricks for sharing ideas with groups of any size focusing on both the creation and delivery of presentations. This will discuss understanding your objectives, knowing your audience, which tools are best for meeting those objectives, storyboarding the presentation, and identifying some potential pitfalls that result in unsuccessful presentations.

Cost: Free

Speakers: Joe Wolke, SCORE Counselor

Contact Information: Teresa Lang at workshops@scoreboston.org

How to Use ChatGPT in Marketing Your Business

Date: Wednesday, April 16th at 11:00am – 12:00pm

Location: Virtual

[Click This Link to Register](#)

Details: This workshop will delve into the potential of leveraging ChatGPT in your marketing strategy. It will focus on topics such as writing effective prompts, generating ideas for content, improving video and written content, social media and more!

Cost: Free

Speakers: Isabel Tomasi, Digital Marketing Manager of Bubbly Creative

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

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Boston Means Business: Activation Grant Program

In celebration of Small Business Month, May 2025, the Office of Small Business is excited to announce a grant opportunity for community-led activations that support small businesses and entrepreneurs and bring vitality to our neighborhoods. Activations must be open to the public and provide small business owners and entrepreneurs with the resources, tools, opportunities, or community engagement they need to grow, thrive, or celebrate success. Proposals that will be considered include, but are not limited to business district events, small business workshops, training sessions, panels/forums, networking, pop-ups, and markets. This grant is directed at nonprofits, community organizations, and businesses collectives with a proven track record of supporting and advocating for small businesses in Boston. Awards of up to \$9,500 are available to provide full or partial funding for selected proposals. **The deadline to apply is Tuesday, April 8th.**

[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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