

**Massachusetts Small Business Development Center Network  
Boston Regional Office & Minority Business Center  
At UMass Boston  
Fall 2008 Training Calendar**



**Tuesday, 9/16 Getting Started in Business FREE**

This popular workshop provides a complete overview of business start-up and planning considerations, oriented to those planning a venture as well as existing small business owners. Topics include the entrepreneurial lifestyle, feasibility, business strategy, business plan preparation, marketing, financing, and additional resources.

**Time:** 6:00-8:00pm

**Location:** Copley Square Library, 700 Boylston Street, Mezzanine Conference Room, Boston

**Co-sponsors:** Kirstein Business Library & Copley Square Library–  
Social Sciences Department

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**NEW Tuesday, 10/7 Business Strategy Basics FREE**

Whether you're about to embark on an entrepreneurial venture, or already running an existing venture, the most important key to success is having a strategy. This two-hour workshop will introduce you to business strategy- its origins, application, and a variety of important models and principles that will enable you to gain perspective on forging a coherent plan of action for your business that differentiates you, confirms your competitive advantage, and provides a foundation for sales and marketing decisions.

**Time:** 6:00-8:00pm

**Location:** Copley Square Library, 700 Boylston Street, Mezzanine Conference Room, Boston

**Co-sponsors:** Kirstein Business Library & Copley Square Library–  
Social Sciences Department

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**Tuesday, 11/4 Sales & Marketing Basics FREE**

This workshop provides an overview and orientation to basic marketing concepts, strategies and tactics. You will learn about developing marketing strategies, conducting research, establishing pricing, the meaning of "branding", distribution channels, advertising, public relations, and most importantly, ideas for maximizing awareness and sales.

**Time:** 6:00-8:00pm

**Location:** UMass Boston, 100 Morrissey Boulevard, Quinn Building., 3rd Floor, Chancellor's Conference Room, Boston

**NUEVO Sábado, 11/8 Financiando Su Negocio en Tiempos Difíciles GRATIS**

La economía pasa por un período difícil, y los recursos para iniciar o expandir un negocio escasean. En este taller, Ud. aprenderá como evaluar su situación específica dentro de este contexto general. Por ejemplo, como desarrollar una estrategia para manejar sus finanzas, y obtener crédito de la banca y otras instituciones financieras. Como evaluar su negocio y definir el momento apropiado para aplicar por un préstamo, medidas para mejorar sus resultados, herramientas para organizar la información requerida, como presentarse ante instituciones financieras, las bases para tomar decisiones financieras, otros recursos y fuentes de ayuda, y mucho mas!!

**Hora:** 10:00am-12:00pm

**Lugar:** Libreria Connolly, 433 de la Calle Centre, Jamaica Plain

**Co-patrocinadores:** Jamaica Plain Neighborhood Development Corp. & Kirstein Business Library

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**NEW Tuesday, 12/9 Business Finance & Accounting Basics FREE**

So, you've never had any formal business or accounting training, and you're not sure what's coming in, what's going out, and whether you're making money or not. This two-hour workshop will introduce you to the wonderful world of finance and accounting. We will cover a number of basics that every entrepreneur or company owner (big or small) should know- including record-keeping, tax considerations, cost accounting, pricing, financial statements, accounting software, vendors, and strategies for keeping it all together.

**Time:** 6:00-8:00pm

**Location:** Copley Square Library, 700 Boylston Street, Mezzanine Conference Room, Boston

**Co-sponsors:** Kirstein Business Library & Copley Square Library–  
Social Sciences Department

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◆ Advance registration is required for all workshops featured in this flyer as space is limited. ◆ Register on-line at [www.sbdc.umb.edu/training](http://www.sbdc.umb.edu/training) or by telephone by calling our Boston Regional Office at **617-287-7750**. ◆ Check-in starts a half hour before a workshop begins. ◆ The training calendar is subject to change without notice. The MSBDC reserves the right to cancel or reschedule a training session. ◆ Seminar materials are for attendees only.

The Massachusetts Small Business Development Center Network is a partnership program with the U.S. Small Business Administration and the Massachusetts Department of Business Development under Cooperative Agreement 8-603001-Z-0022-28 through the University of Massachusetts Amherst. SBDCs are a program supported by the U.S. Small Business Administration and extended to the public on a non-discriminatory basis. SBA cannot endorse any products, opinions or services of any external parties or activities. Reasonable accommodations for persons with disabilities will be made, if requested at least two weeks in advance. For further information, contact our Boston Regional Office at 617-287-7750.