




Enterprise Center
AT SALEM STATE UNIVERSITY

POWER UP FOR BUSINESS GROWTH

All companies, regardless of where they are in the business lifecycle, will find programs of interest at the Enterprise Center.

NEW 2016 Fall Program Highlights! (September thru December)

- CEO Groups Forming
- Internships
- Million Dollar Women Series
- North Shore Alliance Policymakers Series
- SSU Professional Education
- Webinars
- Workshops

Just-In-Time Business Skills Workshops:
"Learning today what you can use tomorrow."



Start-Up Tuesday Series: The ABC's of Starting a Business

Tuesday, September 13, 2016
8:30 am - 10:30 am

[Register Here](#)



Can "Authority Marketing" Work for You?

Thursday, Sept., 15, 2016
8:30 am - 10:30 am

[Register Here](#)



Know Your Numbers Series: Understanding Financial Reports

Tuesday, Sept., 20, 2016
8:30 am - 10:30 am

[Register Here](#)



Your Food Business: Choosing the Right Legal Structure

Wednesday, Sept., 21, 2016
8:30 am - 10:30 am

[**Register Here**](#)



Podcasts & Videos The Voice of your Business

Thursday, Sept., 22, 2016
8:30 am - 10:30 am

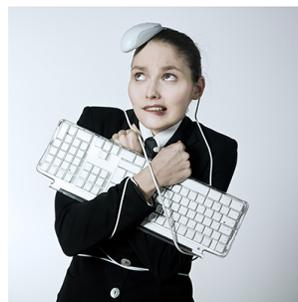
[**Register Here**](#)



Is your Website Legally Protected?

Tuesday, Sept., 27, 2016
8:30 am - 10:30 am

[**Register Here**](#)



Taking the Fear out of Technology

Thursday, Sept., 29, 2016
8:30 am - 10:30 am

[**Register Here**](#)



Start-Up Tuesday Series: Getting Started on a Business Plan

Tuesday, Oct. 4, 2016
8:30 am - 10:30 am

[**Register Here**](#)



Put Mobile Apps to Work for you

Thursday, October 6 |, 2016
8:30 am - 10:30 am

[**Register Here**](#)



Know Your Numbers Series: Tracking your Social Media Success

Thursday, October 13 2016
8:30 am - 10:30 am

[**Register Here**](#)



What the New Wage & Hour Laws Mean for you

Tuesday, Oct., 18, 2016
8:30 am - 10:30 am

[Register Here](#)



Design Secrets of Great Marketing Materials

Thursday, Oct., 20, 2016
8:30 am - 10:30 am

[Register Here](#)



Email Marketing that Works

Tuesday, Oct., 25, 2016
8:30 am - 10:30 am

[Register Here](#)



Protecting Intellectual Property in the Food Business

Thursday, Oct., 27, 2016
8:30 am - 10:30 am

[Register Here](#)



Start-Up Tuesday Series:Pricing your Products and Services

Tuesday, Nov., 1, 2016
8:30 am - 10:30 am

[Register Here](#)



Know Your Numbers Series:Why you need to Know About Website Metrics

Thursday, Nov., 10, 2016
8:30 am - 10:30 am

[Register Here](#)



7 Secrets Guaranteed to Grow your Business

Tuesday, Nov., 15, 2016
8:30 am - 10:30 am

[Register Here](#)



Small Business Accounting 101

Thursday, Nov., 17, 2016
8:30 am - 10:30 am

[Register Here](#)



Recruiting Guidelines to Ensure a Good Hire

Thursday, Dec., 1, 2016
8:30 am - 10:30 am

[Register Here](#)



**Start-Up Tuesday Series:
Funding your Business**

Tuesday, Dec., 6, 2016
8:30 am - 10:30 am

[Register Here](#)



**Updating your Website:What
you Need to Know**

Thursday, Dec., 8, 2016
8:30 am - 10:30 am

[Register Here](#)



Pitch for Success

Tuesday, Dec., 13, 2016
8:30 am - 10:30 am

[Register Here](#)

Million Dollar Women Series



**Million Dollar Women Series BREAKFAST & BRAINSTORM
with KAREN ANDREAS**

Here's your opportunity to connect with a Million Dollar Business Woman. Karen Andreas not only knows current trends in the publishing industry, she knows what its like to climb the ladder to success. Come share ideas, get advice, and do some networking.

Wednesday, Sept., 28 | 8:30 - 10:00 AM | \$25

Speaker: Karen Andreas, Regional Publisher,
North of Boston Media Group

[**Register Here**](#)

Save the Date!

MILLION DOLLAR WOMAN BREAKFAST SYMPOSIUM

Thursday, November 3rd | 8:30 - 11:30 AM | \$45

CEO Groups

NEW CEO GROUPS FORMING

FOR BUSINESS OWNERS WHO WANT TO WORK
"ON" THEIR BUSINESS, NOT "IN" THEIR BUSINESS

CEO Groups are one of the Enterprise Center's most popular programs, and with good reason. Where else can the business owners or senior executives of a company meet with their peers to discuss the issues they face and receive advice from others who share the same concerns?

Business Cycle

- Start-up/Solopreneur CEO Group
- Established CEO Group
- Million Dollar CEO Group
- Family-Owned CEO Group

Non-Profit

- Million Dollar Non-Profit Executive Director CEO Group

Specialty Groups

- Minority Business CEO Group
- Enterprising Women CEO Group

For details, check our website: enterprisectr.org/programs/ceo-groups



BREAKFAST FOR CEO GROUP MEMBERS ONLY **EXCLUSIVE OFFERING**

You've started your business and are doing well. Now it's time to take it to the next level. How do you approach that and what steps do you take to make your transition successful? Join Mike Ward as he leads this discussion for current CEO group members only.

Wednesday, Nov., 16, 2016 | 7:30 - 9:30 AM

Speaker: Mike Ward, President, Insight Performance

To Register: email nhazelton@enterprisectr.org

Human Resources Webinar Series Topics



What You Need to Know About Benefits Today?

Thurs., Sept. 22, 2016 | 1:30 pm - 2:30 pm
[Register Here](#)

Compensation Update and Trends

Thurs., Oct., 20, 2016 | 1:30 pm - 2:30 pm
[Register Here](#)

What's New in Employment Law

Thurs., Nov., 17, 2016 | 1:30 pm - 2:30 pm
[Register Here](#)

Looking Ahead to 2017

Mon., Dec., 12, 2016 | 1:30 pm - 2:30 pm
[Register Here](#)

Special Events: Internships



THE IMPORTANCE OF COLLEGE INTERNSHIPS ON THE NORTH SHORE WORKFORCE:

North Shore Chamber of Commerce Breakfast Forum

Wednesday, Nov., 2, 2016 7:30 AM, Four Points Sheraton, Wakefield MA - \$40

The presidents of the participating colleges will help us start the conversation, each sharing their school's most successful internship program.

For reservations and more information, call the Chamber at 978-774-8565 or visit www.northshorechamber.org

INTERNSHIP FAIR AT THE ENTERPRISE CENTER:

What do you need to know about having an intern work at your business? Find out at the Intern Fair. Meet college representatives and career services professionals who will explain the process of hiring a college student as an intern, paid and unpaid internships, and how to create a "win/win" relationship with your intern.

Thursday, Nov., 10, 2016 | 7:30 - 11:00 AM

[Register Here](#)

SAVE THE DATE!
North Shore Alliance Policymakers Series:
U.S. Representative Seth Moulton,
6th Congressional District of Massachusetts

September 20, 2016 | Doors open @ 7:30 am | Program starts @ 8:00 am



JOIN US AS THE ALLIANCE POLICYMAKERS SERIES PRESENTS
 A CONVERSATION WITH U.S. REPRESENTATIVE SETH MOULTON, 6TH CONGRESSIONAL
 DISTRICT OF MASSACHUSETTS

Visit Northshorealliance.org for more information



The Alliance is a business leadership organization that is focused on the regional economic development of the North Shore.

Salem State University: Professional Education



Learning Happens Here

Salem State University has a unique partnership with the Enterprise Center to support regional businesses through education, leadership, workforce, and economic development on the North Shore.



Salem State Professional Education offerings include over 600 online certificates and courses.

Click here for all programs or call 978-542-6302 or email corpded@salemstate.edu.

Certificate Programs: In-Person or Online

Salem State University and the Enterprise Center now offer in-person, non-credit programs and certificates, as well as over 600 online courses and certificates designed to fit into the kind of life you are living now! These programs and courses will create the new experiences you crave, help you meet new people, boost your career, and bring new life to your life!



The Bee School at Salem State University **IN-PERSON Program**

Thursday, Sept., 22, 2016 | 6:30 - 9:00 pm

[Register Here](#)

Retirement Management Analyst **ONLINE Program**

September 18 - November 6, 2016

[Register Here](#)

Continuing Education Credits

Does your industry require you to attend Continuing Education programs and earn credits to keep your license current? We are designing programs for a variety of industries to help you keep your license current and active.



Continuing Education for Tax Professionals

Mondays, Sept., 26 - Dec., 12, 2016 | 7- 9:30 pm

[Register Here](#)

Talent Development

Employee development is critical to sustain and grow your business. We offer educational programs to develop your employees into the team leaders, supervisors or managers your business needs.



Cybersecurity for Anyone Who Makes Their Living on the Internet!

Thursdays, Nov., 3 - Dec., 15, 2016 | 6:30- 9:30 pm

[Register Here](#)



The Enterprise Center at Salem State University, 121 Loring Ave, Salem, MA 01970

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