



Center for Women & Enterprise  
Your Vision. Our Mission.

Program Catalog  
Fall 2016

Central Massachusetts  
Eastern Massachusetts  
New Hampshire  
Rhode Island  
Vermont  
[www.CWEonline.org](http://www.CWEonline.org)



*Providing education, training  
and resources to help women  
start, grow and maintain a  
viable business.*



Funded in part through a Cooperative Agreement with the U.S. Small Business Administration.

# Table of Contents

CWE Welcome .....	4
About CWE .....	4
Plan Your Journey with CWE .....	5
Registration Information .....	6
In Transition .....	8
<i>Programs for individuals who are unemployed, underemployed, considering career change or entrepreneurship</i>	
Start-Up Informational Series.....	14
<i>Programs for individuals exploring entrepreneurship and interested in starting a business</i>	
Start Your Business.....	18
<i>Programs for individuals in the planning or start-up phase of a new business</i>	
Build Your Business.....	36
<i>Programs for individuals looking to grow an early stage or later stage business</i>	
Grow Your Business .....	47
<i>Programs for individuals interested in growing an existing and established business</i>	
Clases En Español.....	53
Online Learning .....	54
<i>For individuals at any stage of business</i>	
Events .....	56
<i>For individuals at any stage of business.</i>	
CWE Board of Directors .....	60
CWE Staff.....	61
Support CWE .....	63



# Welcome to the Center for Women & Enterprise

Imagine yourself as a successful businessperson -- independent, prosperous, a leader in your field. It's possible with the right tools and support.

The Center for Women & Enterprise (CWE) is dedicated to providing opportunities for people like you to increase your professional success, personal growth, and financial independence. We offer workshops, multi-week programs, online learning, and events that will help and support you in whatever stage of business, or life, you are in. We invite you to learn about all the opportunities available to you at our Centers in Massachusetts (Boston and Westborough), New Hampshire (Nashua), Rhode Island (Providence), and Vermont (Burlington) as well as online.

For more information about CWE please visit [www.CWEonline.org](http://www.CWEonline.org) or call a CWE Center nearest you. New programs, workshops, and events are added regularly throughout the year.

Let us help you reach new heights!

Susan Rittscher  
President & CEO

Carmen Diaz-Jusino  
Sr. Director, Programs & Service Delivery

## About CWE

Established in 1995, the Center for Women & Enterprise (CWE) is a non-profit organization that provides opportunities for women entrepreneurs and women in business to increase their professional success, personal growth, and financial independence.

As New England's leading organization for women entrepreneurs, we work hard to ensure that all women, regardless of their economic status, are provided access to our programs and services. CWE offers scholarships to disadvantaged clients while fostering influential relationships for successful business women at the other end of the financial spectrum.

The Center for Women & Enterprise provides education, training, resources and connections to women (and men) through Centers in Boston, MA; Westborough, MA; Nashua, NH; Providence, RI; and Burlington, VT.

In partnership with the U.S. Small Business Administration, CWE operates the SBA Women Business Centers of Central MA; Eastern MA; New Hampshire; Rhode Island; and Vermont; as well as the Veterans Business Outreach Center of New England (VBOC of NE). **CWE programs not affiliated with our SBA Women's Business Centers** are made possible through the generosity of other public and private funders.

In addition, CWE is the New England affiliate for Women's Business Enterprise National Council (WBENC), serving as their certification arm for women-owned businesses. WBENC Certification is nationally recognized in helping established women business owners access new corporate contracts with organizations that are actively seeking supplier diversity.



## Plan Your Journey

Here at CWE, we understand that everyone is at different stages in their own lives, careers, and dreams. Regardless of what stage you're in, CWE has something for you:

- **In Transition**  
Are you unemployed, underemployed, or considering a career-change or starting your own business? CWE offers workshops related to job searching, personal budgeting, career growth strategies, and entrepreneurship.
- **Start-Up Informational Series**  
Are you exploring the idea of entrepreneurship and considering starting your own business? CWE offers a free **informational series with workshops that allow you to explore what's involved in starting your own business.**
- **Start Your Business**  
Have you made the decision to start a new business? CWE offers programs and workshops to help you get your business up and running, including visioning, business plan writing, marketing, accounting and more.
- **Build Your Business**  
Are you in business and looking to move to the next level? CWE programs and workshops can help, with classes that cover sales, marketing, HR, finance, insurance and more. One-on-one consultations are available for clients looking for guidance in specific areas of expertise for their business.
- **Grow Your Business**  
Are you trying to find ways to grow an existing business? CWE offers programs and workshops that cover the important topics as you move from start-up to growth phase, including; HR strategies, sales strategies, advanced marketing techniques, social media strategies, advanced finance and accounting, strategic planning and forecasting, among many other topics.  
CWE also offers certification through the Women's Business Enterprise National Council (WBENC), for corporate contracting/supplier diversity programs, and workshops related to state and federal government contracting as well.
- **Online Learning**  
No time to attend an in-class program? Regardless of where you are in your professional journey, CWE has online learning opportunities for you. You can choose among monthly live webinars, over 100 instructor-led online business courses, or self-paced online business programs.
- **Events**  
Supplement your learning with fun networking events! CWE offers frequent opportunities to connect with other women in business, corporate representatives, supporters, and community leaders.

Contact CWE today for a free consultation to see how we can help you grow – professionally and personally.

## Registration Information

Registration is required for all classes, programs, consulting, events, and online programs, unless otherwise noted in the description.

Register Online: [www.CWEonline.org](http://www.CWEonline.org)

### Register By Phone, Fax, or Walk-In:

Schedule a free consultation with a Women Business Center Program Manager to see how our classes and programs can help you grow—professionally and personally.

CWE Central Massachusetts  
Lori Allen, Program Manager  
69 Milk Street, Suite 217, Westborough, MA 01581  
E: [info.centralMA@CWEonline.org](mailto:info.centralMA@CWEonline.org)  
T: 508-363-2300 F: 508-363-2323

CWE Eastern Massachusetts  
Edwidge LaFleur, Program Manager  
24 School St., 7th Floor, Boston, MA 02108  
E: [info.easternMA@CWEonline.org](mailto:info.easternMA@CWEonline.org)  
T: 617-536-0700 F: 617-536-7373

CWE New Hampshire  
Terry Williams, Program Manager  
30 Temple Street, Suite 610, Nashua, NH 03060  
E: [info.newhampshire@CWEonline.org](mailto:info.newhampshire@CWEonline.org)  
T: 603-318-7850 F: 603-318-7581

CWE Rhode Island Center  
Mary Gervais, Program Manager  
132 George M. Cohan Blvd., 2nd Floor, Providence, RI 02903  
E: [info.rhodeisland@CWEonline.org](mailto:info.rhodeisland@CWEonline.org)  
T: 401-277-0800 F: 401-277-1122

CWE Vermont Center  
Gwen Pokalo, Program Manager  
Temporary address: 106 Main Street, Burlington, VT 05401  
E: [info.vermont@CWEonline.org](mailto:info.vermont@CWEonline.org)  
T: 802-391-4870

## Payment Policy

Payment is required prior to the first class or you must have an approved payment plan in place.

## Scholarships & Payment Plans

Partial scholarships and payment plans may be available for eligible economically-disadvantaged clients for WBC classes, programs, consulting, and events. Please contact your local CWE Center for more information.

*Please note: There are no scholarships available for Online Programs or WBENC/WOSB Certification Services .*

## Refund Policy

A 100% refund will be issued if a class or program is cancelled by CWE.

A 100% refund will be given if CWE is notified 24 hours prior to a one-day session.

For sessions longer than one day, a 75% refund will be given if CWE is notified 24 hours prior to the second session. No refunds will be given after the second session.

## Program Location

Programs and classes are held at the Center locations and in the community via our Community Classrooms program. Please see program or event description for details.

## Inclement Weather Policy

Should classes need to be cancelled or delayed due to inclement weather, clients will be notified via email and social media. Should a CWE Center need to be closed for any reason, a message will be recorded on the answering service.

## Non-Discrimination Policy

The Center for Women & Enterprise does not discriminate on the basis of age, race, color, sex, gender identity, religion, national origin, sexual orientation, or disability, and ensures that all clients have equal rights of access and equal enjoyment of the opportunities, advantages, courses, and programs.

## In Transition

*Programs for individuals who are unemployed, underemployed, or considering entrepreneurship.*

### Change Your Mindset, Change Your Future

What's holding you back from meeting your potential? Why aren't you pursuing your dreams? In this workshop we'll explore the power of mindset and its role in your success.

You'll empower your inner game so you can play the outer one more successfully. You will learn to:

- Move from listening to your inner critic to listening to your inner wisdom.
- Find and use your authentic voice to speak clearly and powerfully to your future.
- Identify and strengthen your inner resources.
- Focus your attention on what you really, really want so you can just go get it!

CWE Rhode Island, 132 George M. Cohan Boulevard, Providence, RI 02903  
Thursday, November 15 from 8:30am to 10:30am

Fee: \$10 *Must register to attend. Partial scholarship may be available to those who qualify.*

### Creating Your Next Steps—50+ In Transition

Research has found that one and four Americans between the ages of 44 to 70 are interested in starting their own business or non-profit venture in the next five to ten years and nearly half of all these aspiring entrepreneurs report a desire to start a business with a positive social impact.

For many 50+ individuals, entrepreneurship training is the toolkit that empowers them to use their knowledge, expertise, and skills to become business owners and job creators. This workshop is an opportunity to introduce existing and future entrepreneurs to the steps involved in starting a business and resources available.

CWE Rhode Island, 132 George M Cohan Blvd., Providence, RI 02903  
Wednesday, December 7 from 1:00pm to 3:00pm

Fee: \$10. *Must register to attend. Partial scholarship may be available to those who qualify.*

## In Transition

*Programs for individuals who are unemployed, underemployed, or considering entrepreneurship.*

### Go for It! - Reaching Your Goals

Believe it or not, Fall is finally upon us! It is a great time of year to seek motivation to take the first steps toward the personal and professional goals and aspirations that have always been in the back of your mind. This workshop will give you the confidence you're seeking and inspire you to be your best self in the coming months!

Participants will learn how to:

- Clarify, set and achieve specific personal and professional goals
- Set foreseeable and attainable short-term goals to be steppingstones on the road to success
- Establish a routine in their everyday lives and find harmonious balance between mind, body, and soul
- Leverage self-assessment tools and self-motivational techniques
- Enhance their sense of self-worth as an individual
- Develop skills to take 100% responsibility for their lives
- Recognize and seize the opportunities that are right in front of them everyday

Participants will leave with a road map to get them from where they are to where they want to be in the near future...with **vision, courage, determination, and passion.**

CWE Eastern MA, 24 School Street, 7<sup>th</sup> Floor, Boston, MA 02108  
Thursday, September 22<sup>nd</sup> from 11:30am to 1:30pm

Fee: \$10. *Must register to attend. Partial scholarships may be available to those who qualify.*





## In Transition

*Programs for individuals who are unemployed, underemployed, or considering entrepreneurship.*

### Interviewing Strategies & Skills

The journey of finding our ideal job can be exciting and rewarding, but you need to prepare yourself for the **process**. **A resume may get you in the door, but the interview lands you the job.** An interview is an employer's chance to evaluate you as a potential employee for the company, but remember that you are interviewing the company as much as they are interviewing you. Through this workshop, you will learn to:

- Understand how to prepare for an interview
- Learn about different types of interviews and interview questions
- Develop a follow-up plan for after the interview
- Practice how to successfully answer questions in an interview situation

CWE Rhode Island, 132 George M. Cohan Boulevard, 2<sup>nd</sup> Fl., Providence, RI 02903  
Friday, December 2 from 9:00am to 11:00am

Fee: \$10 *Must register to attend. Partial scholarship may be available to those who qualify.*

### Mastering Time Management Skills

Your relationship with time is one of the most important relationships in your life. Ending the struggle with time leaves you free, happy, and productive. In this workshop, you will learn:

- How to juggle your personal and professional life
- Proven techniques and skills concerning managing your time effectively
- How to overcome procrastination, organize yourself, and plan brilliantly
- How to feel more joy and success in both your personal and professional lives

CWE New Hampshire, 30 Temple Street, Suite 610, Nashua, NH 03060  
Thursday, November 3 from 9:00am to 11:00am

Fee: \$10 *Must register to attend. Partial scholarship may be available to those who qualify.*

## In Transition

*Programs for individuals who are unemployed, underemployed, or considering entrepreneurship.*

### Pathways to Entrepreneurship: Becoming a Realtor

Have you always wondered if becoming a realtor was right for you? Many women find this is a great career choice for them at any stage of life, and it is one of the many ways to be self-employed.

This workshop will cover:

- Pros and cons of becoming a realtor
- Traits and skills necessary to succeed
- Different paths to becoming licensed
- How to break into the business
- Working for a firm vs. working on your own

CWE Central MA, 69 Milk Street, Suite 217, Westborough, MA 01581  
Monday, September 26 from 4:00pm to 6:00pm

Fee: \$10 *Must register to attend. Partial scholarship may be available to those who qualify.*

### Personal and Business Branding

Having a strong brand is important. Not only a business brand, but also a compelling personal brand. By leveraging social media and the Internet, your virtual space can become a powerful tool for personal and business branding.

In this workshop, we will explore:

- The concept of personal and business branding
- Why brands are so important today
- Provide tools and techniques to help you develop your own brands

CWE Central Massachusetts, 69 Milk Street, Suite 217, Westborough, MA 01581  
Thursday, November 3 from 10:00am to 12:00pm

Fee: \$10 *Must register to attend. Partial scholarship may be available to those who qualify.*

## In Transition

*Programs for individuals who are unemployed, underemployed, or considering entrepreneurship.*

### Personal Financial Planning

Everyone worries about their personal finances. At this workshop, learn how you can build your personal savings and plan for retirement while achieving your business goals.

This workshop will focus on financial transitions and how to cope with change, make sound financial and life decisions, and accomplish financial freedom.

CWE Rhode Island, 132 George M. Cohan Boulevard, 2<sup>nd</sup> Fl., Providence, RI 02903  
Tuesday, November 15 from 10:30am to 12:30pm

Fee: \$10 *Must register to attend. Partial scholarship may be available to those who qualify.*

### Put Your Best Self Forward to Build Your Professional Imprint

With women working hard to close the leadership gap, a professional imprint is more important than ever. The great news is that you *can* define your imprint and tell whatever story *you want to tell* - the question is, HOW? We will explore this from the inside out, and the outside in. This empowering and practical workshop will explore how to *lean in* to fears, increase confidence, presence, and communication and intentionally put your best self forward.

During this session, participants will:

- Understand the importance of intentionally defining & refining their unique professional imprint
- Assess their current professional imprint
- Increase confidence through deliberate actions
- Understand the 10 most critical elements of a professional imprint
- Identify the professional imprint that tells the story they want told
- Create an action plan that includes the key changes to improve their professional imprint

CWE Rhode Island, 132 George M. Cohan Boulevard, Providence, RI 02903  
Friday, September 16 from 9:30am to 11:30am

Fee: \$10 *Must register to attend. Partial scholarship may be available to those who qualify.*

## In Transition

*Programs for individuals who are unemployed, underemployed, or considering entrepreneurship.*

### Rock Your Resume

Your resume is the first impression you make on a potential employer. Knowing how to create a resume that showcases your skills, and presents you in the best light, is a valuable skill that anyone in transition should have.

In this workshop, you will:

- Understand what constitutes a winning resume
- Gain strategies to ensure your resume stands out by highlighting your unique strengths
- Learn from seasoned recruiters who know what it takes to get noticed for your next job

CWE New Hampshire, 30 Temple Street, Suite 610, Nashua, NH 03060  
Monday, November 7 from 9:00am to 11:00am

Fee: \$10 *Must register to attend. Partial scholarship may be available to those who qualify.*

### The Art of Networking

The thought of networking may terrify you, but anyone can network with the right tools. Join us for this session to explore the art of making authentic connections that will help you open more doors.

In this workshop, you will:

- Learn what to say to articulate who you are, what you do, and what you offer in an elevator pitch
- Learn effective ways to maximize how you connect with others
- Understand the appropriate way to follow up on connections
- Create a personal networking action plan

CWE Rhode Island, 132 George M. Cohan Boulevard, 2<sup>nd</sup> Fl., Providence, RI 02903  
Thursday, October 6 from 9:30am to 11:30am

Fee: \$10 *Must register to attend. Partial scholarship may be available to those who qualify.*

## Start-Up Informational Series

*Programs for individuals who are exploring entrepreneurship and interested in starting a business.*

### Is Entrepreneurship Right for You?

Attend this workshop and decide whether starting your own business is right for you. As part of this workshop, you will:

- Explore the process and learn about the risks and rewards of starting your own business
- Conduct a self-assessment that will help you decide if business ownership is right for you
- Hear success stories of women who have worked with CWE and are now thriving in the business world
- Get an overview of various resources at CWE and elsewhere to help you move forward with your business idea and succeed
- Have the opportunity to schedule an individualized consultation with a CWE Program Manager

CWE Central MA, 69 Milk Street, Suite 217, Westborough, MA 01581  
Tuesday, December 6 from 2:00pm to 4:00pm

CWE Eastern MA, 24 School Street, 7th floor, Boston, MA 02108  
Friday, September 9 from 10:00am to 12:00pm  
Wednesday, October 19 from 6:00pm to 8:00pm  
Wednesday, November 16 from 10:00am to 12:00pm  
Thursday, December 1 from 10:00am to 12:00pm

CWE New Hampshire, 30 Temple Street, Suite 610, Nashua, NH 03060  
Wednesday, September 7 from 9:00am to 11:00am  
Monday, October 17 from 5:30pm to 7:30pm  
Tuesday, November 15 from 5:30pm to 7:30pm  
Tuesday, December 13 from 5:30pm to 7:30pm

CWE Rhode Island, 132 George M. Cohan Boulevard, 2nd floor, Providence, RI 02903  
Thursday, September 1 from 9:00am to 11:30am  
Tuesday, October 11 from 9:30am to 11:30am  
Wednesday, November 2 from 9:00am to 11:00am  
Wednesday, December 7 from 9:00am to 11:00am

CWE Vermont, 106 Main Street, Burlington, VT 05401  
Monday, September 26 from 9:30am to 11:30am  
Friday, October 14 from 9:30am to 11:30am  
Friday, November 4 from 12:00pm to 2:00pm

Fee: Free. *Must register to attend.*

## Start-Up Informational Series

*Programs for individuals who are exploring entrepreneurship and interested in starting a business.*

### Steps to Starting a Business

If you are planning to start a business or are in the early stages of launching one, then this workshop is for you.

In this workshop, you will learn to:

- Develop your business ideas and planning
- Consider your legal structure
- Discuss choosing a name and entity
- Learn how to obtain an employer identification number, licenses, permits and insurance

Leave the session with an A-to-Z overview and specific tools and tips that will help you get started quickly

CWE Central MA, 69 Milk Street, Suite 214, Westborough, MA 01581  
Tuesday, December 13, from 2:00pm to 4:00pm

CWE Eastern MA, 24 School Street, 7th floor, Boston, MA 02108  
Friday, September 23 from 10:00am to 12:00pm  
Thursday, October 20 from 10:00am to 12:00pm  
Wednesday, November 30 from 10:00am to 12:00pm  
Wednesday, December 7 from 10:00am to 12:00pm

CWE New Hampshire, 30 Temple Street, Suite 610, Nashua, NH 03060  
Wednesday, September 14 from 9:00am to 11:00am  
Monday, November 21 from 6:00pm to 8:00pm

CWE Rhode Island, 132 George M. Cohan Boulevard, 2nd floor, Providence, RI 02903  
Thursday, September 22 from 9:00am to 11:00am  
Thursday, November 10 from 9:00am to 11:00am  
Tuesday, December 13 from 9:00am to 11:00am

Fee: Free. *Must register to attend.*

## Start-Up Informational Series

*Programs for individuals who are exploring entrepreneurship and interested in starting a business.*

### Legal Considerations for New Business Owners

This workshop provides a high-level overview of a range of legal issues that entrepreneurs should be aware of when starting a new company. Attend this workshop to learn how to avoid common mistakes and employ preventative measures that can protect and ensure the success of your new business.

Workshop topics will include:

- Entity formation
- Contract basics
- Intellectual Property considerations
- Licenses and regulations

After the workshop, participants will have the opportunity to sign up for a one-on-one consultation regarding their specific business legal concerns through the Center for Women & Enterprise's consulting program.

CWE Central MA, 69 Milk Street, Suite 217, Westborough, MA 01581

Tuesday, September 20 from 10:00am to 12:00pm

Thursday, October 27 from 10:00am to 12:00pm

CWE Eastern MA, 24 School Street, 7th floor, Boston, MA 02108

Monday, November 7 from 10:00am to 12:00pm

CWE New Hampshire, 30 Temple Street, Suite 610, Nashua, NH 03060

Thursday, September 21 from 9:00am to 11:00am

Thursday, October 27 from 5:30pm to 7:30pm

CWE Rhode Island, 132 George M. Cohan Boulevard, 2nd floor, Providence, RI 02903

Thursday, September 8 from 9:00am to 11:00am

Wednesday, October 12 from 9:00am to 11:00am

Wednesday, November 16 from 9:00am to 11:00am

Wednesday, December 14 from 9:00am to 11:00am

CWE Vermont, 106 Main Street, Burlington, VT 05401

Monday, September 26 from 12:00pm to 2:00pm

Friday, October 14 from 9:30am to 11:30am

Friday, November 4 from 2:00pm to 4:00pm

Fee: Free. *Must register to attend.*

## Start-Up Informational Series

*Programs for individuals who are exploring entrepreneurship and interested in starting a business.*

### Financing Strategies: Learn From the Experts

If you are in the process of launching a new business, or thinking about starting one, this panel discussion will help you to understand the variety of financing options available to you as a new business owner.

The discussion will focus on strategies for raising funds as well as what investors and lenders look for when making financing decisions. The panel may include, but not be limited to, the following experts:

- Angel investor
- A micro-credit lender
- A banker
- A crowd-funding expert
- An entrepreneur with experience raising funds

We will begin with a brief introduction and overview of services from each panelist followed by a panel discussion and Q&A with the audience.

CWE Central MA, 69 Milk Street, Suite 217, Westborough, MA 01581  
Friday, October 14 from 9:00am to 11:00am

CWE Eastern MA, 24 School Street, 7th floor, Boston, MA 02108  
Monday, September 19 from 10:00am to 12:00pm  
Thursday, December 8 from 10:00am to 12:00pm

CWE New Hampshire, 30 Temple Street, Suite 610, Nashua, NH 03060  
Wednesday, September 28 from 9:00am to 11:00am  
Tuesday, November 8 from 9:00am to 11:00am

CWE Rhode Island, 132 George M. Cohan Boulevard, 2nd floor, Providence, RI 02903  
Tuesday, September 20 from 12:00pm to 2:00pm

Fee: Free. *Must register to attend.*



## Start Your Business

*Programs for individuals in the planning or start-up phase of a new business.*

### Community Entrepreneurs Program: Visioning (2 weeks)

If you're contemplating entrepreneurship, this is the first step in turning your dreams of owning your own business into a reality!

During this intensive program, you will:

- Explore the challenges and rewards of self-employment
- Build definition around your business concept
- Consider your short- and long-term goals
- Discover the inner-workings of starting your own business through course topics such as:
  - Clarifying your Business Idea
  - Developing a Mission Statement
  - Analyzing the Strengths & Weaknesses of your Business Idea
  - Creating Long and Short-Term Business Goals
  - Developing a Business Start-up Action Plan

CWE Central MA, 69 Milk Street, Suite 217, Westborough, MA 01581  
Wednesday, September 28 and October 5 from 4:00pm to 7:00pm

CWE Eastern MA, 24 School Street, 7th floor, Boston, MA 02108  
Fridays, September 16 and September 23 from 10:00am to 1:00pm

CWE Rhode Island, 132 George M. Cohan Boulevard, 2nd floor, Providence, RI 02903  
Thursdays, October 20 and October 27 from 9:30am to 12:30pm

Fee: \$95 *Must register to attend. Partial scholarship may be available to those who qualify.*

Note: If registering for 2-week Visioning and 10-week Business Planning together, the total fee for the package will be \$495 (\$50 discount).

## Start Your Business

*Programs for individuals in the planning or start-up phase of a new business.*

### Community Entrepreneurs Program: Business Planning: Getting Started (10 weeks)

Do you have an idea for a business that you want to launch or explore more deeply? Have you always dreamed of becoming an entrepreneur, but were never sure just where to start?

This course will help you to take the necessary steps to becoming an independent business owner, while gaining confidence in yourself and your knowledge of small business management. In this 10-week business planning course, you will:

- Explore and assess the financial and market viability of your business concept
- Learn how to market yourself and your business to target customers
- Explore options for funding the start-up and ongoing costs of operating your business
- Actively participate in class time and in one-on-one consulting sessions
- Build a network of fellow entrepreneurs that can support you in launching and growing your new enterprise

At the end of this program, you will leave with a completed business plan to guide you in the launch and growth of your new company.

*This course does not require any previous experience or education in business management. However, access to a computer and knowledge of MS Word and Excel is strongly recommended.*

CWE Central MA, 69 Milk Street, Suite 217, Westborough, MA 01581  
Wednesdays, October 12 through December 21 from 4:00pm to 7:00pm

CWE Eastern MA, 24 School Street, 7th floor, Boston, MA 02108  
Tuesdays, October 4 through December 13 from 6:00pm to 9:00pm  
NOTE\*: No class on Tuesday, November 8th- Election Day

CWE New Hampshire, 30 Temple Street, Suite 610, Nashua, NH 03060  
Wednesdays, October 5 through December 6 from 6:00pm to 9:00pm

CWE Vermont, Valley Works, 4477 Main Street, Waitsfield, VT 05673  
Tuesdays & Thursday, Oct 11- Nov 10, 5:30pm-8:30pm (10 classes in 5 weeks)

Fee: \$450. *Must register to attend. Partial scholarships may be available to those who qualify.*  
Includes 6 one-hour 1-on-1 consulting sessions (January-February 2017)

Note: If registering for 10-week Business Planning and 2-week Visioning together, the total fee for the package will be \$495 (\$50 discount).

## Start Your Business

*Programs for individuals in the planning or start-up phase of a new business.*

### Explore Small Business Administration Resources

This workshop will help you understand the various SBA programs and services that are available to entrepreneurs looking to start or expand a business.



Topics covered will include:

- Technical Assistance Programs
- SBA Loan Guarantee Program
- 8(a) Business Development Program
- HUBZone (Historically Underutilized Business Zones) Program
- Government Contracting Opportunities

CWE Eastern MA, 24 School Street, 7th floor, Boston, MA 02108

Friday, September 9 from 11:30am to 1:30pm

Friday, October 14 from 10:00am to 12:00pm

Wednesday, November 16 from 11:30am to 1:30pm

Thursday, December 1 from 11:30am to 1:30pm

CWE New Hampshire, 30 Temple Street, Suite 610, Nashua, NH 03060

Monday, November 21 from 9:00am to 11:00am

CWE Rhode Island, 132 George M. Cohan Boulevard, 2nd floor, Providence, RI 02903

Thursday, September 8 from 11:00am to 1:00pm

Wednesday, October 12 from 11:00am to 1:00pm

Tuesday, November 15 from 1:00pm to 3:00pm

Wednesday, December 14 from 11:00am to 1:00pm

Fee: Free. *Must register to attend.*

# Start Your Business

*Programs for individuals in the planning or start-up phase of a new business.*

## Ready, Set, Go!

This workshop series lays the groundwork for helping new and aspiring entrepreneurs launch a business idea, and understand the steps to building a business that is credit ready.



The information is laid out simply and focuses on:

READY: Basics of business startup

- Covers what you need to consider and prepare for in the early stages

SET: Essentials of becoming credit-ready

- Where to get money; five C's of Credit; how to prepare a business loan application

GO: How and where to find additional small business support and educational resources

- SBA District Office, SCORE, SBDC, Center for Women & Enterprise, Veterans' Centers

CWE Central MA

Leominster Emergency Management Services, 37 Carter Street, Leominster, MA

Thursday, September 22 from 9:00am to 2:00pm

Fee: Free. *Must register to attend.*

## Start Your Business

*Programs for individuals in the planning or start-up phase of a new business.*

### Branding for Your Small Business

A lot of people think “branding” is only for Audi, Apple and American Express. The truth is companies of all sizes need to develop a brand.

Branding goes beyond a mere color palette and logo—it’s your **reputation**, and is **essential to keeping your customers**. However, many small business owners struggle in developing a strong, solid brand.

In this workshop, you will gain a better understanding of the importance of good branding, and learn tips for building your own successful brand.

Join us and learn how to:

- Recognize the difference between strong and weak branding, and understand how a well-conceived **brand is critical to a company’s growth and success**.
- **Define your own business’s vision and brand, and receive instructor and peer feedback**.
- Learn how to articulate your brand to designers to translate your vision into a quality result.

CWE Vermont, 110 Main Street, Burlington, VT 05401  
Wednesday, October 5 from 9:30am to 11:30am

Fee: \$20. *Must register to attend. Partial scholarship may be available to those who qualify.*

### Creating a Successful New Product

New ideas and new products are the drivers of any economy. Seeing an existing product that does not work quite right, solving a problem or finding a way to save time prompts creative people to “find a better way”. But how does that “idea” turn into a mass-marketed product, or a company?

What steps are needed to take a product from design stage to profitability? This session will cover the seven “Proofs” of a successful product, and provide guidelines for bringing your fantastic new idea from design to mass production.

CWE Central MA, 24 School Street, 7th floor, Boston, MA 02108  
Monday, November 7 from 4:00pm to 6:00pm

Fee: \$20 *Must register to attend. Partial scholarship may be available to those who qualify.*

## Start Your Business

*Programs for individuals in the planning or start-up phase of a new business.*

### Crowdfunding: Alternative Financing for Your Start Up Business

Are you looking for an alternative way to finance your startup? Come to this informative session on crowdfunding, the hottest new way to gain capital to start your business!

Walk away from this session understanding:

- What crowdfunding is, and its advantages and limitations
- The different online crowdsourcing platforms available for business ventures
- How to best plan a crowdfunding campaign
- Which online platform makes the most sense for your unique business idea
- The fundamental differences between what is "fundable" and what is not

CWE Eastern MA, 24 School Street, 7th floor, Boston, MA 02108  
Thursday, November 17 from 10:00am to 12:00pm

CWE New Hampshire, 30 Temple Street, Suite 610, Nashua, NH 03060  
Thursday, October 20 from 11:00am to 1:00pm

CWE Rhode Island, 132 George M. Cohan Boulevard, 2nd floor, Providence, RI 02903  
Thursday, December 15 from 9:00am to 11:00am

Fee: \$20 *Must register to attend. Partial scholarship may be available to those who qualify.*



## Start Your Business

*Programs for individuals in the planning or start-up phase of a new business.*

### Franchising—Is It Right For You?

Want to be your own boss, but not sure you want to take on the risk of starting your own business from scratch? From restaurants to gyms, retail, and personal services, franchising offers a wide range of opportunities for entrepreneurs.

In this workshop you will learn:

- What is franchising?
- What's the difference between owning a franchise and starting my own business?
- Types of franchising available
- Where to find out about franchise opportunities
- Initial investment requirements

You will leave this workshop prepared with the information you need to make an informed decision about whether franchising is a good option for you.

CWE Central MA, 24 School Street, 7th floor, Boston, MA 02108  
Thursday, October 20 from 11:30am to 1:30pm

Fee: Free. *Must register to attend.*

### Ways to Utilize LinkedIn

Are you ready to take your business's online presentation up a notch? Join us for this interactive workshop to learn the 12 top tips for creating your LinkedIn profile.

Bring questions, work live on your company's page, and leave with a basic page built. You will cover how to:

- Search for and add contacts for strategic networking
- Request recommendations and testimonials
- Use the "Groups" function to establish your expertise and connect with your target audience

CWE Vermont, 110 Main Street, Burlington, VT 05401  
Friday, September 23 from 9:30am to 11:30am

Fee: \$20. *Must register to attend Partial scholarships may be available to those who qualify.*

## Start Your Business

*Programs for individuals in the planning or start-up phase of a new business.*

### How to Navigate the Health Insurance Marketplace in New Hampshire

The Affordable Care Act provides new choices for entrepreneurs when it comes to purchasing health insurance. **This session will help you understand the options that are available for you. Whether you're considering entrepreneurship for the first time or you already have an established business, this class will leave you better informed and equipped to purchase health insurance for yourself, your family or your employees.**

CWE New Hampshire, 30 Temple Street, Suite 610, Nashua, NH 03060  
Thursday, September 22 from 9:00 am to 11:00 am

Fee: \$20. Must register to attend. *Partial scholarships may be available to those who qualify.*

### Insure Your Business With Confidence

In this workshop, you will learn how to effectively protect your business and personal assets by choosing appropriate and cost-effective insurance policies. The session will provide you with an overview of the various types of business insurances, and how they may be critical to protecting your assets as a business owner.

The workshop will cover:

- The importance of insurance in protecting your personal and business assets
- How to compare plans and save money
- Questions to ask insurance brokers
- Which types of insurance apply to your business
- How best to protect employees

This workshop is suitable for pre-start up entrepreneurs, or those looking to revisit their insurance needs.

CWE Eastern MA, 24 School Street, 7th floor, Boston, MA 02108  
Wednesday, December 14 from 10:00am to 12:00pm

Fee: Free. *Must register to attend.*



## Start Your Business

*Programs for individuals in the planning or start-up phase of a new business.*

### Keeping the Books: Basic Recordkeeping and Accounting

Whether you're just starting out or you are an experienced business owner, staying on top of your financial recordkeeping is critical to your success.

This workshop will provide you with an introduction to the best practices in keeping books for your small business. Even if you have an accountant, this class will help you understand why good bookkeeping is valuable for effectively running your business.

Topics covered will include:

- Bookkeeping terminology
- Records to track and organize
- Explanation of each financial statement
- Bookkeeping systems

CWE Eastern MA, 24 School Street, 7th floor, Boston, MA 02108  
Thursday, October 13 from 11:00am to 1:00pm

CWE New Hampshire, 30 Temple Street, Suite 610, Nashua, NH 03060  
Wednesday, September 28 from 6:00pm to 8:00pm  
Monday, November 14 from 10:00am to 12:00pm

CWE Rhode Island, 132 George M. Cohan Boulevard, 2nd floor, Providence, RI 02903  
Tuesday, October 4 from 9:30am to 11:30am

Fee: \$20 *Must register to attend. Partial scholarship may be available to those who qualify.*

## Start Your Business

*Programs for individuals in the planning or start-up phase of a new business.*

### Marketing on a Shoestring

Competition for a spot in the marketplace and in the media is tough. Learn how to maximize your resources to gain visibility for your products and services. Find out how to market your product, determine and refine your target audience, and reach customers with the right message and the right media. Join us to learn effective, affordable ways to connect with your audience.

CWE Central MA, 69 Milk Street, Suite 217, Westborough, MA 01581  
Thursday, September 15 from 10:00am to 12:00pm

CWE Rhode Island, 132 George M. Cohan Boulevard, 2nd floor, Providence, RI 02903  
Wednesday, October 26 from 1:30pm to 3:30pm

CWE Vermont, 106 Main Street, Burlington, VT 05401  
Thursday, September 22 from 4:30pm to 6:30pm  
Wednesday, October 19 from 4:30pm to 6:30pm

*Fee: \$20 Must register to attend. Partial scholarship may be available to those who qualify.*



## Start Your Business

*Programs for individuals in the planning or start-up phase of a new business.*

### No Surprises! Minimizing the Risk of Manufacturing New Products

The complexities and costs involved with mass-producing a new product demand the highest level of attention to detail.

As with any venture, planning is imperative and knowing what questions to ask is more critical than searching for a particular or absolute answer. Come join us and learn from an established professional, who has been directing the development and manufacture of consumer products for major corporations since 1982.

CWE Central MA, 69 Milk Street, Suite 217, Westborough, MA 01581  
Monday, November 14, from 4:00pm to 6:00pm

*Fee: \$20 Must register to attend. Partial scholarship may be available to those who qualify.*

### Play CASHFLOW and Increase Your Financial Intelligence

Increase your financial intelligence learning to play CASHFLOW. The game shows players how to use financial and emotional intelligence to work smarter, not harder.

During this workshop, you will learn to make decisions about money such as controlling how much you spend, the difference between buying assets and liabilities, and more! Understanding cash flow patterns and how and why they are different, will help you answer the common question, “where does all my money go?”

CWE Rhode Island, 132 George M. Cohan Boulevard, 2nd floor, Providence, RI 02903  
Wednesday, September 14 from 9:00am to 12:00pm

*Fee: \$20 Must register to attend. Partial scholarship may be available to those who qualify.*

# Start Your Business

*Programs for individuals in the planning or start-up phase of a new business.*

## Pricing for Your Market

Often business owners price their products simply by marking up their cost. Although margin is an important consideration, it is not the only factor when determining the price of a product or service. Understanding your customers' perceived value and establishing a pricing strategy that is right for your market is as important to your success as understanding your costs and breakeven point.

In this workshop, we will cover:

- Pricing strategies
- **Prospective customers' value points**
- Maximizing profits using various pricing strategies and tactics

During the workshop, you will complete exercises to help you to develop profitable pricing strategies for your business.

CWE Central MA, 69 Milk Street, Suite 217, Westborough, MA 01581  
Wednesday, November 30 from 2:00pm to 4:00pm

CWE Eastern MA, 24 School Street, 7th floor, Boston, MA 02108  
Monday, December 19 from 10:00am to 12:00pm

CWE Rhode Island, 132 George M. Cohan Boulevard, 2nd floor, Providence, RI 02903  
Wednesday, October 19 from 9:00am to 11:30am

CWE Vermont, 110 Main Street, Burlington, VT 05401  
Tuesday, September 13 from 9:30am to 11:30am

Fee: \$20 *Must register to attend. Partial scholarship may be available to those who qualify.*

## Start Your Business

*Programs for individuals in the planning or start-up phase of a new business.*

### QuickBooks Basics Intensive - 4-weeks

Keeping track of your business's finances can be complicated, but a systematic approach with QuickBooks can make a world of difference. In this 4-week intensive series, participants will learn the basics of navigating the QuickBooks program and have the opportunity to practice using it in real-time. Both beginners and business owners looking for a refresher course will find this class helpful.

Throughout the 4 weeks, this course will cover:

- Setting up and maintaining a financial and bookkeeping system using QuickBooks
- Understanding your company's basic financial statements and terms
- Understanding key reporting features of QuickBooks that are needed to make day-to-day financial decisions
- Common features including invoicing, entering and paying bills, entering credit card transactions, and managing loans

Participants are welcome to bring their own laptops with company QuickBooks, or a trial version of QuickBooks. This class is appropriate for QuickBooks Pro and Premier 2013, and is suitable for those business owners working with QuickBooks 2011, 2012, 2013 and 2014. The class does not cover QuickBooks for MAC or QuickBooks Online.

CWE New Hampshire, 30 Temple Street, Suite 610, Nashua, NH 03060  
Tuesdays, October 4, 11, 18 and 25 from 6:00pm to 8:00pm

CWE Rhode Island, 132 George M. Cohan Boulevard, 2nd floor, Providence, RI 02903  
Mondays, November 28 and December 5, 12, 19 from 9:30am to 11:30am

Fee: \$195 *Must register to attend. Partial scholarship may be available to those who qualify.*

## Start Your Business

*Programs for individuals in the planning or start-up phase of a new business.*

### Speed Mentoring Clinic

Get an opportunity to meet up with up to 4 small business experts and get your questions answered in one morning! Select up to 4 topics you would like to speak to a counselor about. Each appointment lasts 30-minutes. Topics: Marketing & Sales, Legal Entity, QuickBooks, Insurance, Business Operations, Business Plan Writing, Town Zoning, Business Acquisition, Finance & Accounting, HR, and more.

CWE New Hampshire, 30 Temple Street, Suite 610, Nashua, NH 03060  
Thursday, October 27 from 10:30am to 1:00pm

*Fee: \$25 Must register to attend. Partial scholarship may be available to those who qualify.*

### Social Media Made Simple

Are you looking to use social media for your business? Join us for this workshop and learn:

- The basics for using social media such as Facebook, LinkedIn, Twitter, and Pinterest to help your business thrive
- Ways to decrease time spent on Social Media with automation
- How to integrate different social media into your marketing strategy to bring in additional revenue
- How you can use social media to target your audience with effective marketing messages

CWE Central MA, 69 Milk Street, Suite 217, Westborough, MA 01581  
Tuesday, October 25 from 4:00pm to 6:00pm

CWE Eastern MA, 24 School Street, 7th floor, Boston, MA 02108  
Tuesday, October 11 from 10:00am to 12:00pm

CWE New Hampshire, 30 Temple Street, Suite 610, Nashua, NH 03060  
Tuesday, September 20 from 5:30pm to 7:30pm

CWE Rhode Island, 132 George M. Cohan Boulevard, 2nd floor, Providence, RI 02903  
Wednesday, September 21 from 1:30pm to 3:30pm

*Fee: \$20 Must register to attend. Partial scholarship may be available to those who qualify.*

## Start Your Business

*Programs for individuals in the planning or start-up phase of a new business.*

### Starting a Non-Profit

Do you have enormous passion around addressing a social issue or providing services to an underserved group of people? Do you have a great idea on how to address social issues in a way that you have not seen before? Do you want to start a non-profit so you can put your good ideas to work?

We will provide information on starting and running a 501(c)(3), including:

- Registration requirements
- Get state and federal approval
- Pros and cons of incorporating
- Filing your articles of incorporation
- Creating by-laws
- Licenses and insurance
- Fundraising

CWE Eastern MA, 24 School Street, 7th floor, Boston, MA 02108  
Thursday, October 20 from 6:00pm to 8:00pm

CWE Rhode Island, 132 George M. Cohan Boulevard, 2nd floor, Providence, RI 02903  
Friday, November 4 from 12:00pm to 2:00pm

*Fee: \$20 Must register to attend. Partial scholarship may be available to those who qualify.*

# Start Your Business

*Programs for individuals in the planning or start-up phase of a new business.*

## Understanding Cash Flow Management

Many new business owners feel intimidated by the financial aspects of running their new venture, however, it is vital to the success of any business strategy. This workshop will help you to understand the importance of proper cash flow management and how it can help your business survive and thrive during the first years of operation.

In this session, you will:

- Learn the basics of cash flow projections and how it can help you avoid risks associated with cash flow shortages
- Understand how a cash flow projection can be used as a tool to project cash needs and resources
- Understand the key drivers of cash in your business
- Learn about some of the financial products available that may be able to support you in managing your **business's cash flow**
- Build a 12-month cash flow projection for your business using MS Excel

A template for the cash flow projection will be provided in this workshop. Students will need to have basic level of proficiency in MS Excel in order to participate in the interactive portion of the workshop.

CWE Central MA, 69 Milk Street, Suite 217, Westborough, MA 01581  
Wednesday, December 7 from 2:00pm to 4:00pm

CWE Rhode Island, 132 George M. Cohan Boulevard, 2nd floor, Providence, RI 02903  
Thursday, October 13 from 10:00am to 12:00pm

CWE Vermont, 110 Main Street, Burlington, VT 05401  
Wednesday, November 2 from 9:30am to 11:30am

Fee: \$20 *Must register to attend. Partial scholarship may be available to those who qualify.*



## Start Your Business

*Programs for individuals in the planning or start-up phase of a new business.*

### Understand, Manage, and Improve Your Credit

The first step to planning and launching a new business is ensuring you, yourself are financially stable. This workshop will help you understand the importance of managing your credit and how it can affect your personal financial health. You will learn the costs of having poor credit and the advantages of investing time into improving and managing it.

In this session, you will learn:

- About credit reports and what they contain
- How credit scores are calculated
- What predatory lending practices are and how to watch out for them
- Debt reduction strategies
- How to avoid identity theft

This workshop is recommended for those who are interested in improving their credit or building a credit history. Those clients who are unsure what their credit report contains will also benefit by attending the workshop.

CWE Eastern MA, 24 School Street, 7th floor, Boston, MA 02108  
Wednesday, November 2 from 11:00am to 1:00pm

CWE New Hampshire, 30 Temple Street, Suite 610, Nashua, NH 03060  
Friday, October 7 from 10:00am to 12:00pm  
Tuesday, December 6 from 12:00pm to 2:00pm

Fee: \$20 *Must register to attend. Partial scholarship may be available to those who qualify.*

## Start Your Business

*Programs for individuals in the planning or start-up phase of a new business.*

### **Understanding Your Business' Financial Statements**

You have financial statements for your business--what knowledge can you gain from them? This workshop will provide you with the tools necessary to understand your income statement, balance sheet and statement of cash flow; all essential skills for operating a successful business.

CWE Central MA, 69 Milk Street, Suite 217, Westborough, MA 01581  
Wednesday, November 16 from 2:00pm to 4:00pm

CWE Eastern MA, 24 School Street, 7th floor, Boston, MA 02108  
Thursday, October 27 from 10:00am to 12:00pm

CWE New Hampshire, 30 Temple Street, Suite 610, Nashua, NH 03060  
Tuesday, September 27, from 6:00 pm to 8:00 pm

*Fee: \$20 Must register to attend. Partial scholarship may be available to those who qualify.*

### **What to Say & How to Say It For Maximum PR and Branding**

Using words and images to craft your marketing and social media campaigns? Heard of "location, location, location"? For online marketing and PR, it's "Content, Content, Content!" and "Sharing, Sharing, Sharing!"

What you say, and the way you say it (tone, date & time, frequency) is how you will attract, engage and be share-worthy to your audiences. What are the keys to great content? And how do you use this to maximize visibility, credibility and leadership position? This seminar will teach you the time-saving tips, techniques, and yes, even apps that will help your content - and the way you share it - succeed!

You'll learn how to: create, curate, extend and repurpose.....the content that will help you achieve your goals. We'll cover tidbits like how many links create the most engagement, how to turn questions into high-open subject lines, tips on using graphics, pictures and videos, re-purposing content across multiple platforms to promote your brand, and more. And, we'll give you the structure and tools to make creating your content and PR efforts fast, easy and effective.

CWE New Hampshire, 30 Temple Street, Suite 610, Nashua, NH 03060  
Monday, September 19, from 9:00am to 11:00am

*Fee: \$20 Must register to attend. Partial scholarship may be available to those who qualify.*

## Build Your Business

*Programs for individuals interested in growing an early-stage or later-stage business.*

### Accounting for Non-Accountants

Many entrepreneurs detest the financial piece of their business. **But, they don't discount its importance.**

In this workshop, participants will learn:

- How to read and understand basic financial statements
- How to use the numbers to make well informed operational decisions

The numbers tell a story; do you know how to read it?

CWE New Hampshire, 30 Temple Street, Suite 610, Nashua, NH 03060  
Wednesday, December 7 & 14 from 6:00 pm to 8:00 pm

CWE Rhode Island, 132 George M. Cohan Blvd, Providence, RI 02903  
Thursdays, October 27 and November 3 from 9:00am to 11:00am

Fee: \$50 *Must register to attend. Partial scholarship may be available to those who qualify.*

## Build Your Business

*Programs for individuals interested in growing an early-stage or later-stage business.*

### Best Practices in Email Marketing

At the heart of small business marketing are the campaigns that drive action – collections of marketing activities that help a small business or organization to achieve its goals and objectives.

E-newsletters and announcements have become core components of those campaign choices. Email is more important than ever – to the communication efforts of businesses and non-profits everywhere, and to the customer, donor, client, or supporter of those organizations.

This session will reveal some simple and effective best practices and considerations for small businesses or non-profits seeking to make their email communications more effective. Attendees of this presentation will learn:

- The different types of e-newsletters
- What to write about in your newsletter or announcement, and how to use images
- Subject line best practices, and when to send your newsletter
- The importance of understanding the connection between email marketing and social media
- What types of additional tools might be useful

Join us and learn some great new strategies to help your email and social media efforts be more effective.

CWE Eastern MA, 24 School Street, 7th floor, Boston, MA 02108  
Thursday, November 3 from 10:00am to 12:00pm

CWE Rhode Island, 132 George M. Cohan Blvd, Providence, RI 02903  
Monday, December 12 from 10:00am to 12:00pm

Fee: \$25 *Must register to attend. Partial scholarship may be available to those who qualify.*

## Build Your Business

*Programs for individuals interested in growing an early-stage or later-stage business.*

### Effective Presentation Skills

As an entrepreneur, your ability to persuade your audience through a concise and compelling presentation is a key factor to your business success. This interactive workshop focuses on the basics of developing a strong presentation and the skills you can use when speaking to various stakeholders such as potential investors and clients.



This workshop will cover:

- Verbal and non-verbal factors that influence the success of a presentation
- Creating compelling visuals that you can use to tell a story
- How to organize a presentation into a logical and concise format
- Managing and capitalizing on public speaking anxiety
- Discovering your strengths and authenticity as a public presenter

Participants will have the opportunity to practice impromptu speaking as well as formal presentations during the workshop. This session is open to new and established business owners alike.

CWE Central MA, 69 Milk Street, Suite 217, Westborough, MA 01581  
Tuesday, October 25 from 9:00am to 12:00pm

*Fee: \$25 Must register to attend. Partial scholarship may be available to those who qualify.*

## Build Your Business

*Programs for individuals interested in growing an early-stage or later-stage business.*

### Elevator Pitch: Sell Them on Your Idea, Your Product, Your Company, You!

We've all sat through (and maybe even delivered) boring presentations. What's the difference between one that's dull and uninspiring, and one that moves us?

In this interactive session, we'll discuss practical tips and techniques that will enable you to create more interesting and impactful presentations, so you can sell your ideas, get your project funded, ace the interview, and win business. You'll learn storytelling techniques to engage your audience and unmask the secrets of master presenters like Steve Jobs. Be prepared to practice your pitch out loud!

In this session you will:

- Understand how to analyze and engage your audience
- Explore ways to use impactful stories to sell your ideas
- Create your 5-10 minute presentation
- Learn how to anticipate and handle questions
- Master your elevator pitch

CWE Central MA, 69 Milk Street, Suite 217, Westborough, MA 01581  
Tuesday, October 18, from 9:00am to 12:00pm

Fee: \$25 *Must register to attend. Partial scholarship may be available to those who qualify.*

## Build Your Business

*Programs for individuals interested in growing an early-stage or later-stage business.*

### Get Noticed! Optimize Your Website Through SEO

Search Engines are one of the primary ways that Internet users find websites. That's why a website with good search engine listings may see a dramatic increase in traffic.

Join us for this interactive session to learn about SEO (Search Engine Optimization) – the main way your website gets “found” by search engines— and help improve your chances of appearing higher on search results. You will learn how to:

- Use keywords to get a better position during searches
- Analyze your website traffic
- Submit to directories
- Leverage link-building strategies

CWE Rhode Island, 132 George M. Cohan Boulevard, 2nd floor, Providence, RI 02903  
Wednesday, October 5 from 9:00am to 11:00am

Fee: \$25 *Must register to attend. Partial scholarship may be available to those who qualify.*

### Grant Writing for Non-Profits

Designed for non-profit business clients, this class will provide an overview of the grant seeking process including:

- Types of funders
- Researching grant opportunities
- Writing proposals
- Managing awards

We will also discuss "do's and don'ts", best practices and setting realistic expectations for your grant writing goals.

CWE Eastern MA, 24 School Street, 7th floor, Boston, MA 02108  
Tuesday, October 25 from 10:00am to 12:00pm

Fee: \$25 *Must register to attend. Partial scholarship may be available to those who qualify.*

## Build Your Business

*Programs for individuals interested in growing an early-stage or later-stage business.*

### Marketing Intensive –3-weeks

As an entrepreneur, everything you do is a marketing opportunity. It is essential for you to reach potential customers and develop loyalty in ways that are practical, convincing, clear, and urgent.

In this 3-week intensive course, you will:

- Understand market research and how to identify and quantify your target
- Review the commonly-referenced "4Ps and 3Cs" of marketing
- Know how marketing tools such as Social Media, Search Engine Optimization, Online Marketing, and E-Marketing can work for you
- Gain clarity around how traditional marketing concepts such as Branding, Advertising, Public Relations, Event Marketing, and Collateral Development can support you in growing your business
- Understand the importance of tracking and metrics



*Please bring, or send in advance, any marketing materials you have for your business that you would like to share, received feedback on, or improve (ex: advertisement, logo, brochures, business cards, etc.)*

CWE Eastern MA, 24 School Street 7<sup>th</sup> Floor, Boston, MA 02108

Tuesdays, November 29, December 6 and December 13 from 10:00am to 1:00pm

Fee: \$195 *Must register to attend. Partial scholarship may be available to those who qualify.*



## Build Your Business

*Programs for individuals interested in growing an early-stage or later-stage business.*

### Power Up! Strategic Planning—13-weeks

Gearing up to take your business to the next level? This fast-paced comprehensive program is designed for entrepreneurs with some business background, or for those who have begun a business without a formal plan.

A different, professional guest lecturer will present at most classes, followed by an interactive work session with the instructor. In this 13-week program, you will:

- Learn how to write a business plan, find and access capital, develop revenue projections, and manage cash flow
- Learn how to successfully market and promote your products and services
- Leave the program with a completed business plan
- Build a professional network of business owners
- Gain valuable knowledge from the real-life experiences of other entrepreneurs

Power Up! is a program designed to connect business owners with the resources they need, including financial, business, and technology training. Life skills and business skills are taught together throughout this program to provide every opportunity for success.

CWE Rhode Island, 132 George M. Cohan Boulevard, 2nd floor, Providence, RI 02903  
Wednesdays, September 21 through December 6 from 5:30pm to 8:30pm

*Fee: \$600.00. Must register to attend. Partial scholarships may be available to those who qualify.*



## Build Your Business

*Programs for individuals interested in growing an early-stage or later-stage business.*

### Promoting Your Business in Vermont

Vermont is a small state with a lot of character. The way businesses market here is different from marketing elsewhere. If you want to get your business in front of the press in Vermont, check out this workshop to learn the approaches and techniques that will help you effectively attract attention.

You'll cover topics such as:

- Is the press release dead?
- Utilizing community media, how to reach out to reporters, and how not to approach the media
- How to promote from a media standpoint

CWE Vermont, 110 Main Street, Burlington, VT 05401  
Tuesday, October 11 from 9:30am—11:30am

Fee: \$25. *Must register to attend. Partial scholarship may be available to those who qualify.*

### Protect Your Business Brand with Copyright

This workshop will outline ways you can avoid the common pitfalls related to copyright that could potentially spell trouble for your business brand.

At the end of this workshop, you will be able to:

- Differentiate between plagiarism and copyright
- Avoid copyright infringement and the possible legal and financial consequences
- Appreciate the evolving relationships between copyright and new digital technologies (web pages, social media, streaming, etc.)
- Locate, identify, and select materials (images, photos, etc.) under various categories such as:
  - Free to use
  - Use with conditions
  - Permission required

NOTE: This workshop is for informational purposes only and should not be construed as legal advice. For legal advice please consult your attorney.

CWE Rhode Island, 132 George M. Cohan Boulevard, 2nd floor, Providence, RI 02903  
Monday, October 17 from 9:30am to 11:30am

Fee: \$25. *Must register to attend. Partial scholarship may be available to those who qualify.*

## Build Your Business

*Programs for individuals interested in growing an early-stage or later-stage business.*

### Selling Online

Do you want to start selling your products and services online but don't know where to start? This hands-on workshop will help you understand the different platforms, tools and tips to successfully start conducting online commerce.

CWE Vermont, 110 Main Street, Burlington, VT 05401  
Wednesday, October 26 from 9:30am to 11:30am

Fee: \$25 *Must register to attend. Partial scholarship may be available to those who qualify.*

### Social Media Intensive—3 weeks

Do you need to strengthen your market reach and increase customer engagement? Are you looking to use social media to generate more revenue?

This 3-week intensive course will help you:

- Create a social media strategy tailored to your business
- Increase client loyalty & effectively capture your audience with blogs
- Gain traction on Facebook, Twitter, LinkedIn, YouTube, Google+ and Pinterest
- Decrease time spent on social media with automation
- Integrate different social media to bring in additional revenue
- Learn best practices in privacy and security settings

This course focuses on the business applications of Facebook, Twitter, LinkedIn, YouTube, Google+ and Pinterest social media platforms. Prior to registration, participants in this workshop should have a basic working knowledge and registered account for each of the platforms covered.

CWE Rhode Island, 132 George M. Cohan Boulevard, 2nd floor, Providence, RI 02903  
Mondays, September 19 & 26 and October 3 from 9:00am to 12:00pm

Fee: \$125 *Must register to attend. Partial scholarship may be available to those who qualify.*

## Build Your Business

*Programs for individuals interested in growing an early-stage or later-stage business.*

### Strategies & Skills for Successful Negotiations

Many people shy away from the idea of negotiating, but developing your negotiation skills can be a key factor in the success of your new or growing venture. This course will provide practical tools and tips that will help you to negotiate effectively, and understand the different styles of negotiation.

In this class you will:

- Learn about competitive vs. cooperative styles of negotiation
- Understand the importance of planning before entering an important negotiation
- Learn more about your own negotiating preferences and style
- Practice your negotiation skills with peers and receive feedback
- Gain confidence and feel empowered in your ability to negotiate

CWE Eastern MA, 24 School Street 7<sup>th</sup> Floor, Boston, MA 02108  
Tuesday, October 4 from 10:00am to 12:00pm

CWE Vermont, 110 Main Street, Burlington, VT 05401  
Thursday, September 15 from 9:30am to 11:30am

*Fee: \$25 Must register to attend. Partial scholarship may be available to those who qualify.*

### Twitter for Small Business

This course will help you understand how Twitter works—from demystifying the secrets of this social media network, to how to use it as a tool to help grow your business.

In this workshop you will learn:

- Why Twitter is a hot marketing tool
- Secrets of a successful profile
- How to use Twitter for business, 140 characters at a time
- How to leverage Twitter as part of your sales funnel
- How to build your list of followers and foster business relationships
- To increase your brand and profile recognition

CWE New Hampshire, 30 Temple Street, Suite 610, Nashua, NH 03060  
Thursday, December 1 from 6:00pm to 8:00pm

*Fee: \$25 Must register to attend. Partial scholarship may be available to those who qualify.*

## Build Your Business

*Programs for individuals interested in growing an early-stage or later-stage business.*

### Ways to Maximize LinkedIn for Your Business

This is an intensive hands-on workshop designed for business owners who want to quickly master their firms' business development potential through LinkedIn.

It's a packed agenda, including:

- Advanced network building strategies
- Using LinkedIn for lead generation & prospecting
- Become a LinkedIn group power user
- Anatomy of a company page
- Using LinkedIn Pulse to stay top of mind!

This is an advanced LinkedIn workshop. Anyone may register, but it is suggested that attendees:

- Have a nearly 100% completed (All Star, LinkedIn) profile
- Have a minimum of 150 connections
- Belong to at least 5 groups
- Participate on LinkedIn at least once a week

CWE Rhode Island, 132 George M. Cohan Boulevard, 2nd floor, Providence, RI 02903  
Tuesday, November 29 from 9:30am to 11:30am

CWE Vermont, 110 Main Street, Burlington, VT 05401  
Wednesday, September 28 from 9:30am to 11:30am

*Fee: \$25 Must register to attend. Partial scholarship may be available to those who qualify.*



## Grow Your Business

*Programs for individuals interested in growing an existing and established business.*

### Steps to Grow Your Business

Have you recently launched your business and secured your first few clients, but want to take your business to the next level? This workshop will cover some basic strategies to grow your revenue base and formalize your company. It is suited for businesses in the first 1-3 years of operations with sales between \$25-\$100K./year.

During this session, you will:

- Identify where your business is today in its growth cycle
- Learn the 10 quickest, most effective ways to grow your business
- Understand the difference between business planning and strategic planning
- **Begin to take an inventory of your company's strengths, weaknesses, opportunities and threats**

CWE Eastern MA, 24 School Street 7<sup>th</sup> Floor, Boston, MA 02108

Monday, September 19 from 6:00pm to 8:00pm

CWE New Hampshire, 30 Temple Street, Suite 610, Nashua, NH 03060

Monday, October 24 from 6:00pm to 8:00pm

Thursday, December 15 from 6:00pm to 8:00pm

CWE Rhode Island, 132 George M. Cohan Boulevard, 2nd floor, Providence, RI 02903

Friday, October 14 from 10:00am to 12:00pm

Tuesday, November 8 from 10:00am to 12:00pm

Fee: Free. *Must register to attend.*

## Grow Your Business

*Programs for individuals interested in growing an existing and established business.*

### Advanced Insurance Options: Protecting Your Business Investment

Now that you are in business, you need to think about protecting your business (and yourself) for the long term.

This session will cover topics such as:

- Key person insurance
- Succession planning
- Business transfer issues
- Buy-Sell agreements
- Other financial planning tips

CWE Central MA, 69 Milk Street, Suite 217, Westborough, MA 01581

Wednesday, September 14 from 12:00pm to 2:00pm

Fee: \$30. *Must register to attend. Partial scholarship may be available to those who qualify.*

### Creating the Ultimate Online Customer Experience

If you're currently selling online, or looking to expand online, your business is entering a whole new realm of customer service considerations. In this workshop, you'll learn how to grow and maintain your customer base by delivering excellent online customer service without maxing out your capacity to do business.

In this session, you'll learn:

- **Technical tools to help you enhance a customer's interaction on your e-commerce site**
- How to keep in touch with your customers in the online space without being obnoxious
- Ways to automate excellent customer service without compromising in-person values

You will find this workshop most relevant if you are currently operating a business and have strong understanding of your business strategy. Current owners of e-commerce businesses strongly encouraged to attend.

CWE Eastern MA, 24 School Street 7<sup>th</sup> Floor, Boston, MA 02108

Thursday, October 6 from 12:00pm to 2:00pm

CWE Vermont, 110 Main Street, Burlington, VT 05401

Wednesday, November 9 from 9:30am to 11:30am

Fee: \$30 *Must register to attend. Partial scholarship may be available to those who qualify.*

## Grow Your Business

*Programs for individuals interested in growing an existing and established business.*

### Effective Leadership Practices

Attend this workshop to develop effective leadership strategies and skills. In this session, you will:

- Increase awareness of your own leadership style, examine the responsibilities of leadership, and determine best practices
- Discuss how advanced influence and staff motivation effect your bottom-line
- Define decision-making, conflict/negotiation strategies, and meeting management techniques

CWE New Hampshire, 30 Temple Street, Suite 610, Nashua, NH 03060  
Thursday, November 17 from 6:00 pm to 8:00 pm

Fee: \$30. *Must register to attend. Partial scholarships may be available to those who qualify.*

### Federal Government Contracting

Looking for new markets for your small business' goods or services? Consider selling to the federal government in 2017. Attend this workshop, led by the U.S. Small Business Administration to:

- Learn how the federal government purchases goods and services
- Understand these federal certification's application process and benefits for:
  - Small Business
  - Small Disadvantaged Business
  - Women Owned Small Business
  - Veteran and Service Disabled
  - 8(a) Business Development Program
  - HUBZone Program

Small business certifications are like professional certifications; they document a special capability or status that will help you compete in the marketplace. Unlike permits and licenses, you do not need to obtain certifications to legally operate. However, in order to take advantage of business opportunities, such as government contracts, you may need to obtain some certifications.

CWE Central MA, 69 Milk Street, Suite 217, Westborough, MA 01581  
Wednesday, October 19 from 10:00am to 12:00pm

CWE New Hampshire, 30 Temple Street, Suite 610, Nashua, NH 03060  
Monday, December 5 from 5:30pm to 7:30pm

Fee: Free. *Must register to attend.*



## Grow Your Business

*Programs for individuals interested in growing an existing and established business.*

### Getting to the Yes: Effective Sales Strategies

Would you like to increase your sales? Would you like to overcome your fear of rejection? This interactive workshop will help you learn effective sales techniques. Whether you are in a formal or informal setting, there are several key elements that apply to any sales situation.

In this session, you will learn how to:

- Ask customers the right questions
- Plan an effective sales presentation
- Handle customer objections
- Shorten the sales cycle to close the sale

CWE New Hampshire, 30 Temple Street, Suite 610, Nashua, NH 03060  
Thursday, October 6, from 2:00pm to 4:00pm

Fee: \$30 *Must register to attend. Partial scholarship may be available to those who qualify.*

### Pitching to Angels: What Investors Want to Hear to Fund Ventures Your Business

Entrepreneurs and investors want the same result—success!

One of the biggest mistakes entrepreneurs make when pitching to angel investors is bombarding them with data and boring PowerPoint slides, instead of inspiring and engaging them, and sometimes, that is the difference between getting funded and not.

In this workshop, you will learn:

- How angel groups work
- How they choose the companies they'll invest in
- How to make yours one that would be funded

CWE Rhode Island, 132 George M Cohan Bld., Providence, RI 02903  
Monday, September 12 from 5:30pm to 7:30pm

Fee: \$30. *Must register to attend. Partial scholarships may be available to those who qualify.*

## Grow Your Business

*Programs for individuals interested in growing an existing and established business.*

### Using Blogging to Grow your Business

Are you a business that would like to reach out to your audience effectively, inexpensively, and in a timely manner? Do you enjoy writing, sharing your thoughts and ideas while creating conversation? If you answered yes, then blogging is for you!

Blogs are an amazing addition to any business website and social media campaign. They work to communicate with your customers effectively, truthfully, and quickly. In this workshop, you will have an interactive learning experience as you create your very own blog. Using social media to build blog exposure, you will leverage your blog to generate business, as well as improved search engine rankings and website leads.



CWE New Hampshire, 30 Temple Street, Suite 610, Nashua, NH 03060  
Tuesday, September 13, from 6:00 pm to 8:00 pm

Fee: \$30. *Must register to attend. Partial scholarships may be available to those who qualify.*

## Grow Your Business

*Programs for individuals interested in growing an existing and established business.*

### WBENC: Why and How You Should Certify Your Business as Women-Owned

*Recommended for businesses with \$50k+ in revenues looking to grow*



The Women's Business Enterprise National Council (WBENC) certification offered through CWE is the nation's leading independent certification of women-owned businesses. Over 12,000 businesses are certified nationwide, and over 600 corporate supplier diversity and procurement professionals recognize the WBENC certification.

Certification enables you to grow your business through contracts with large companies, colleges & universities, and some government entities; it also provides an opportunity to partner and/or conduct business with other certified women-owned businesses. If your business is at least 51% owned, and 100% operated, managed, and controlled by a woman or women, you may qualify for this national certification.

Join us for this complimentary, informative webinar and learn:

- Why WBENC certification is good for business
- How WBENC certification can help you expand your business network and ultimately grow your business through contracts with corporations, colleges and universities, and government entities
- Whether your business is a good candidate for certification
- What the certification process entails and how to get started

Register for a webinar online: [WBENC Webinar](#)

- Tuesdays, September 6, October 4 and November 1 from 12:00pm to 1:00pm EST

*Fee: Free. Must register to attend.*

### Es el Empresariado adecuado Para Usted?

Asista a este taller y le ayudara a decidir si comenzar su propio negocio es adecuado para usted. Como parte de este taller, usted podrá:

- Explorar el proceso y aprender acerca de los riesgos y beneficios de poner en marcha su propio negocio.
- Llevar a cabo una autoevaluación que le ayudará a decidir si iniciar su propio negocio es adecuado para usted.
- Escuchar historias de éxito de mujeres que han trabajado con CWE y ahora están prosperando en el mundo de los negocios.
- Obtener una visión general de los diversos recursos en CWE y en otros lugares para ayudar a seguir adelante con su idea de negocio y tener éxito.
- Tener la oportunidad de programar una consulta individualizada con la Directora de Programas de CWE.

Donde: CWE Rhode Island, 132 George M. Cohan Boulevard, 2nd floor, Providence, RI 02903

Cuando: Viernes, Septiembre 9 de 9:30am-11:30am

Cuando: Jueves, Diciembre 8 de 9:30am-11:30am

Costo: Gratis. Registración requerida.

### Pasos Para Iniciar un Negocio

Si usted está pensando en ser dueño de un negocio o se encuentran en las primeras etapas de iniciar uno, entonces este taller es para usted. Inscríbase para que:

- Desarrolle sus ideas de negocio y la planificación del mismo.
- Considere su estructura legal.
- Discuta la elección de un nombre y una entidad.
- Aprenda cómo obtener un número de identificación patronal, licencias, permisos y seguros.

Al final de este taller usted tendrá una visión general de la A la Z, herramientas y consejos específicos que le ayudarán a empezar rápidamente

Donde: CWE Rhode Island, 132 George M. Cohan Boulevard, 2nd floor, Providence, RI 02903

Cuando: Viernes, Octubre 3 de 9:30am-11:00am

Cuando: Martes, Noviembre 22 de 10:00am-12:00pm

Costo: Gratis. Registración requerida.

## Online Learning

*Programs for individuals at any stage of business or career.*

### Self-Paced Online Business Programs

No time to attend an in-class program? Regardless of where you are in your professional journey, CWE has online learning opportunities for you. You can choose among monthly live webinars, over 100 instructor-led online business courses, or self-paced online business programs.

Designed for people who like to learn on their own, or at their own pace. These programs, exclusively created by CWE instructors, guest expert speakers, and staff, provide you with foundation skills in a variety of business areas. Courses include online presentations, related readings, worksheets and videos, and quizzes to reinforce learning.

Learn more: [CWE Online Learning](#)

Currently available:

- How to Start Your Business
- Raising Angel Capital for Your Business
- Everything You Need to Know About Funding Your New or Growing Business
- Effective Hiring Practices for Highly Successful Organizations
- Positioning Your Product or Service for Maximum Value
- Why Public Relations is Your Most Powerful Marketing Tool
- People, Teams and Culture: How to Build & Manage Productive Teams

Coming Soon:

- Building an Advisory Board for Your Business
- Effective Business Networking
- LinkedIn For Business Professionals
- Take Risks, Make Mistakes, Move Forward
- Why Marketing to Non-English Speakers is a must

## Online Learning

*Programs for individuals at any stage of business or career.*

### Instructor-Led Online Business Courses

Designed for people who want to combine the convenience of online learning with assignments, personal support, interaction with fellow learners, and feedback from expert instructors. Powered by award-winning e-learning provider Ed2Go, our courses are affordable, fun, convenient, and chock full of skill-building and practical information that you can put to immediate use.

Learn more: [CWE Ed2go](#)

Course categories currently available:

- Marketing and Sales (~20 courses)
- Accounting, Finance & QuickBooks (~15 courses)
- Mastering Microsoft Applications (~30 courses)
- Leadership and Management (~10 courses)
- Business Communications (~10 courses)
- Human Resources (~5 courses)
- Improving Business Operations (~15 courses)
- Running a Non-Profit (~10 courses)
- Job Search / Career Growth Strategies (~10 courses)
- Writing and Getting Published (~10 courses)

### Live Webinars

Designed for people looking for a fast, convenient way to gain knowledge from reputable and experienced experts on the hottest and most applicable topics in business. Our webinars are affordable, thought-provoking, and interactive.

Learn more: [CWE Expert Series Webinars](#)

- *Expert Series Webinars*—Live one-hour online webinars featuring presentations by industry experts on a variety of subjects that will help you learn new skills and grow your business.
- *Informational Webinars*—Free, live one-hour online webinars regarding CWE programs and services of interest.

## Events

*Programs for individuals at any stage of business or career.*

### Business Plan - Monthly Guidance to Help You Get More Done

**Do you need a place to really get the business planning and strategy work that you've been putting off done?** On the first Friday of the month, CWE offers available office space to come and get answers to questions, guidance to bolster your strategy, and even just help with keeping the motivation to get things done!

These clinics are best for quick questions. For more in-depth assessment and counseling needs, a one-on-one meeting with a CWE Program Manager should be scheduled.

CWE Vermont, 110 Main Street, Burlington, VT 05401

Fridays, September 9, October 14, November 18 and December 9 from 10:00am—12:00pm

Fee: Free. *Must register to attend.*

### Coffee & Cash Flow Clinics

Are you perplexed by your financial statements—or just need a little help understanding them? Are you looking to understand your cash flow, balance sheet, and income statement and how they interact?

**Bring your financial statements from your bookkeeper or those you're building to this monthly working session.** You will leave with a stronger understanding of the primary financial statements and your own finances.

Appropriate for both new and existing business owners.

These clinics are best for quick questions. For more in-depth assessment and counseling needs, a one-on-one meeting with a CWE Program Manager should be scheduled.

CWE Vermont, 110 Main Street, Burlington, VT 05401

Tuesdays, September 20, October 18, November 15 from 9:30am—11:30am

Fee: Free. *Must register to attend.*

## Events

*Programs for individuals at any stage of business or career.*

### Coffee & Connections

Join us for our highly anticipated morning networking event. Connect with other ambitious, accomplished women of all ages and backgrounds! **Whether you're an aspiring entrepreneur, an existing business owner**, in business or in transition, a supporter in empowering women, or if you would just like to enjoy your morning coffee in great company, do not miss this networking opportunity.

CWE Eastern MA, 24 School Street, 7th floor, Boston, MA 02108  
Wednesday, October 19 from 8:00am to 10:00am

CWE Rhode Island, Home Loan & Investment Bank, 244 Weybosset, St, Providence, RI 02903  
Wednesday, September 14 from 8:00am to 9:30am

Fee: \$10 *Must register to attend. Partial scholarships may be available to those who qualify.*

### Wednesday, Women & Wine

Connect with dozens of other ambitious, accomplished women of all ages and backgrounds at this exciting event. **Whether you're an aspiring entrepreneur, an existing business owner**, in business or in transition, join us and make new friends, catch up with old friends, make new professional connections, or simply be inspired by our guest speaker.



This event is open to the public. Bring plenty of business cards, and invite friends and colleagues!

CWE Eastern MA, 24 School Street, 7th floor, Boston, MA 02108  
Wednesday, December 7 from 6:00pm to 8:00pm

Fee: \$15 in advance. \$20 at the door. *Partial scholarships may be available to those who qualify.*



## Events

*Programs for individuals at any stage of business or career.*

### **CWE's Women Business Leaders Conference**

The premier event for women in business, this event draws women interested in learning how to start or grow a business, as well as corporate supplier diversity and purchasing professionals interested in advancing and promoting their diversity programs.



Where:

Sheraton Hotel, Framingham, MA

When:

Thursday, September 29, 2016

Event will feature:

- Two extraordinary female entrepreneurs from New England who have launched and run successful, well-known woman-owned businesses as our Keynote speakers.
- Women Business Enterprise (WBE) Stars - sharing stories with WBE Stardom and helpful tips to make the most of WBENC certification.
- Expert speakers will present on a variety of topics related to personal and professional journeys to help start and grow a business!
- Speed mentoring - one-on-one consultations with business experts
- Awards Luncheon - honoring women business leaders, corporate partners and individual volunteers for their commitment to empowering women in business.
- Networking - ample opportunities to make new connections!

For more information, visit us at: [www.CWEonline.org/WBLC](http://www.CWEonline.org/WBLC)



## Center for Women Board of Directors

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# Support Other Women in Business!

The Center for Women & Enterprise is a nonprofit, charitable 501(c)(3) organization that changes women's lives through entrepreneurship. We need your help!

Your contribution will help CWE continue to provide opportunities for women entrepreneurs and women in business to increase professional success, personal growth, and financial Independence. Donate to and/or volunteer with CWE.

## Donate

If you wish to make a tax-deductible donation, please complete the following section. [*\* Required information*]

Alternatively, you can donate online at: [www.CWEonline.org/sponsor](http://www.CWEonline.org/sponsor)

### \*Donation Amount:

\$ 25       \$ 50       \$100       \$250       Other Amount \_\_\_\_\_

### \*Donation To:

A scholarship                       CWE—Central Massachusetts       CWE—Eastern Massachusetts  
 CWE—New Hampshire               CWE—Rhode Island                       CWE—Vermont  
 Other \_\_\_\_\_                       Whatever is most needed

### \* Payment By:

Check [*Make check payable to "Center for Women & Enterprise"*]

Credit Card (Visa, MC, and AMEX accepted)

Card #: \_\_\_\_\_ Exp: \_\_\_\_\_ Code: \_\_\_\_\_

\*Name: \_\_\_\_\_ \*Email: \_\_\_\_\_

\*Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

I wish to remain anonymous

## Volunteer

If you wish to volunteer with CWE, please complete the following section.

\*Name: \_\_\_\_\_ \*Email: \_\_\_\_\_

\*Type of volunteer work of interest:

Workshop Leader \_\_\_\_\_ Business Consultant \_\_\_\_\_ Fundraising/Special Event Volunteer \_\_\_\_\_

Send completed form and payment (if applicable) to:

Center for Women & Enterprise • 24 School St., 7th Fl. • Boston, MA 02108

Thank you for your support!

**Central Massachusetts • Eastern Massachusetts • New Hampshire • Rhode Island • Vermont**

[www.CWEonline.org](http://www.CWEonline.org)

