

**Massachusetts Small Business Development Center Network  
Boston Regional Office & Minority Business Center  
At UMass Boston  
Spring/Summer 2009 Training Calendar**



**Tuesday, 3/10 Business Law and Contracts FREE**

In this comprehensive overview of business law and contracts, you will learn about how contracts are defined and constructed, the types of law that govern contracts, navigating oral and written contracts, contracts in the internet age, breaches, disputes, and different avenues for remediation, and typical issues and areas of concern, including product liability, employment agreements, commercial leases, and finding corporate attorneys to meet your need.

**Time:** 6:00-8:00pm (Check-in registration will begin at 5:30pm)

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

**Co-sponsors:** Kirstein Business Library & Copley Square Library– Social Sciences Department and the Lawyers' Committee for Civil Rights

**Tuesday, 4/28 Getting Started in Business FREE**

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

**Time:** 6:00-8:00pm (Check-in registration will begin at 5:30pm)

**Location:** The MultiCultural Banking Center, at HarborOne Credit Union, 68 Legion Parkway, Brockton

**Co-sponsors:** HarborOne Credit Union

**Tuesday, 5/12 Surviving an Economic Downturn–  
Business Strategy and Finance FREE**

This workshop will provide valuable perspective on sharpening your business strategy, understanding basic finance and accounting concepts, managing cash flow in a depressed economy, pursuing outside capital, and more effectively navigating a difficult business environment. Ample time will be allotted to answer questions and discuss issues specific to your need.

**Time:** 6:00-8:00pm (Check-in registration will begin at 5:30pm)

**Location:** Mattapan Public Library, 1350 Blue Hill Avenue, Mattapan

**Co-sponsors:** Mattapan Community Development Corporation and the Mattapan Board of Trade

**Tuesday, 3/31 Business Finance & Accounting Basics FREE**

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

**Time:** 6:00-8:00pm (Check-in registration will begin at 5:30pm)

**Location:** Conference Room 05/06, Copley Square Library, 700 Boylston Street, Boston

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

**Tuesday, 6/16 Getting Started in Business FREE**

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

**Time:** 6:00-8:00pm (Check-in registration will begin at 5:30pm)

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

**Tuesday, 4/14 Sales & Marketing Basics FREE**

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

**Time:** 6:00-8:00pm (Check-in registration will begin at 5:30pm)

**Location:** Conference Room 05/06, Copley Square Library, 700 Boylston Street, Boston

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

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