

# North Shore Business Forum

## 2008 Speaker Schedule

The North Shore Business Forum, Inc (NSBF) is a group of small business owners from Boston's North Shore who meet each Friday morning for informal lectures given by business owners on a wide variety of topics. Members also introduce and describe their businesses at each meeting. All business owners are welcome: future, past, profitable, experienced or beginning.

The NSBF meets each Friday morning from 7:30 to 8:30 a.m. at the Danversport Yacht Club, Route 62 East, Danvers, Massachusetts. Each meeting is only \$8 and includes a continental breakfast. Check the notice board by the main door for the meeting room.

### January

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#### **Annual Breakfast - Kicking Off the New Year**

Cost is \$12 if reserved by Dec 29th, \$15 thereafter. All reservations must be received by January 2nd. **Reservations Required!**



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#### **How to do a 30 Second Commercial - (Or....Let Your Neighbor Toot Your 30 Second Horn!)**

*Tony Toledo, Storyteller*

What good thing can you say in half a minute about someone else's business? Come ready on January 11th to be as crazy, creative, touching or informative as you can be in a 30 Second Commercial for someone else's business. So many of us have given our own 30 Second Talk so often we don't see the forest for the trees. On this day let your friends toot your horn. You might be surprised at the sound. If they say something really good remember it and use it yourself. Be sure to thank them. At the start of the morning we will open in our usual way with each person speaking for themselves. Then Tony Toledo will lead us in a participatory talk that will end in folks doing a 30 Second Talk about someone else's business. Are you game?

30 Seconds is the window each of us at the North Shore Business Forum have to share about our own business as we go around the room. If there are 50 folks attending that 30 second time limit has to be strict. If every person took 1 minute the speaker would only get 10 minutes. And gesh, that would never do for Tony Toledo....

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#### **Blogging and Your Business**

*Connie Komack, LifeWork Enterprises*

What is a blog? What is blogging? How can I start a blog? And how can blogging help my business grow? Learn blogging basics plus some sophisticated blogging tips, as NSBF member Connie Komack shares how blogging has become a key element in her business marketing plan. To get a jumpstart on Connie's talk, take a moment to visit this presentation on YouTube: <http://www.youtube.com/watch?v=NN2I1pWXjXI>

Connie Komack of LifeWork Enterprises is a Life/Career Coach and a writer, author, and Writing Coach. She has been blogging for her business for two years. For a look at her blog, **Life Coaching Blog - Designing Your Life**, visit: <http://conniekomack.blogspot.com/>.

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#### **A Success Story! – Phyllis Sagan, Sagan Agency Realtors**

Founded by Phyllis Sagan, CRB, CRS, GRI, Sagan Agency Realtors is the largest independent real estate office in the area. Sagan Agency Realtors was named to the 2005 Boston Business Journal list of the area's top 25 residential real estate firms - for the third time in the past five years. Come hear her story!

## February

- 1**            **Home Offices – Panel Discussion**  
*Nancy Black, Organization Plus; Sid Falthzik, Best Writers Group;*  
*Christine Pierce, Columbia Insurance Agency*
- 8**            **Writing a Book**  
*Kate Victory Hannisian, Blue Pencil Consulting*
- 15**           **Healthy Eating**  
*Gloria Bakst, Balanced Nutritional Lifestyles*
- 22**           **Newsletters Online or Print?**  
*Joan Plummer, Fresh Image Graphics*
- 29**           **Leap Day Networking**  
*Take advantage of this extra day of the year to network!*

## March

- 7**            **Identity Theft**  
*Kevin Ouellette, Pre-Paid Legal Services*
- 14**           **Branding Your Small Business**  
*Stephen Melanson, Melanson Consulting*
- 21**           **Small Business Procurement Opportunities with the Government You Didn't Know Existed – Part 1**  
*Richard Renehan, Renco Corporation*
- 28**           **Small Business Opportunities with the Government You Didn't Know Existed – Part 2**  
*Peter Milano, Massachusetts Office of Business Development*

## April

- 4**            **Business Etiquette – Open Discussion – Moderated by Host**
- 11**           **Alternative Health Options**  
*Bryn Clark, Acupuncturist*
- 18**           **Elements of a Successful Website**  
*C S Wurzberger, Internet Jungle Guide*
- 25**           **A Success Story! Chet Harding, Co-Founder of the [ImprovAsylum](#)**  
Featured on HBO and named Boston's Best Comedy Club, **Improv Asylum's Main Stage Show** features a cast of actors who bring together improvisation and sketch material in front of a live audience. The show has been described as a "hilarious mix of *Whose Line is it Anyway?* meets *Saturday Night Live!*." The cast takes suggestions from the audience and creates comedic scenes on the spot – nothing is predictable, anything can happen and it's never the same show twice!

## May

- 2**            **New Business Concepts**  
*Bill Beckman, Pharmacenter Custom Medicine*
- 9**            **How to Implement a Paperless Office**  
*Nancy Michaels, Grow Your Business Online*
- 16**           **Protecting Your Computer**  
*Kate Ritter, PC9Lives*
- 23**           **Holiday – No Meeting**
- 30**           **Public Speaking**  
*John Maihos, Toastmasters of Beverly*

## June

- 6**            **How to Handle Customer's Concerns – Panel Discussion**  
*Marisa Cole, Sensational Travel and Phil Jay, Perfecto's Cafe*
- 13**           **Marketing Your Products and Services Internationally**  
*Marie Hladikova, Trade Services Manager, Massachusetts Export Center*  
Join us for a discussion on the international market development process and government resources available to Massachusetts businesses engaged in international trade. This presentation will review the basic export process and discuss the different players involved in the export transaction.
- 20**           **Getting Good Press**  
*David Olson, Editor, The Salem News*
- 27**           **A Networking Event - 6 Degrees of Separation**  
It happens all of the time: we meet someone who knows someone we know. It's a small world, that's for sure. The object of this game is to see how small the world really is!

## July

- 4**            **Holiday No Meeting!**
- 11**           **Understanding Credit Scores - where they come from, how to improve them, who to call for errors, etc.**  
*Brett Kirkpatrick, Mortgage Financial*
- 18**           **Turning Around a Business in Trouble**  
*Nick Martorano from Nicholas B. Martorano & Associates*
- 25**           **A Success Story!**  
**Webster Bull, Commonwealth Editions**  
From startup to "Publisher of the Year" in eight short years, Webster Bull recounts the journey of Commonwealth Editions, publisher of gift-quality nonfiction books about the history, traditions, and beauty of places in New England.

## August

- 1**            **Working with Community Development Offices**  
*Tom Daniels, City of Salem – working with Community Development Offices*
- 8**            **Get Linked In - The Use of LinkedIn and Social Networking**  
*David West, Meadowview Construction, LLC*  
Learn how to market your business through Social Networking. The advantages and tips & tricks for social networking are discussed using the popular business networking site [LinkedIn.com](https://www.linkedin.com).
- 15**           **Manifesting and Creating Real Magic**  
*Gloria Ward, Psychic Entertainment*  
Deep within is a place of limitless possibilities. It is here that real magic takes place and you can begin to manifest all you seek in your physical world. The key is learning how to focus, affirm and visualize goals. From this place of new awareness your purpose in life becomes very clear to you. Your relationships miraculously shift to new levels of spiritual partnership. You find yourself making decisions with less and less effort and you find yourself in the "flow" of life and in the world of real magic.  
  
Gloria is an intuitive counselor, artist, teacher and business owner. The name of her business is Psychic Entertainment where she works with event planners to furnish psychics for corporate events. She has taught at Salem State College and the North Shore Community College and lectures on creating and manifesting your own reality. "You create the world around you with your thoughts and beliefs about yourself and the world you live in." This philosophy and a deep commitment to spiritual and personal growth is the foundation to Gloria's work.
- 22**           **What's Your Biggest Challenge?**  
Join us as we break into small groups and work on our biggest business challenges.
- 29**           **Holiday – No Meeting!**

## September

- 5            **New Fixed Income Investment Opportunities Available Today**  
*Bill Larkin, Cabot Money Management*
- 12           **Credit Card Processing Solutions for Small and Medium Sized Businesses**  
*Jonathan Arst, Merchant Consulting Group*
- 19           **Videos on Web Sites – How does it work, what are the new trends?**  
*Jay Duchin, Duchin Productions*
- 26           **Organizing Your Home Office**  
*Nancy Black, Organization Plus*

## October

- 3            **Pursuit of the Paperless Office- Using Technology to Streamline Your Business Process - and Save a Few Trees!**  
*Christine Letterman, equitable*
- 10           **How to prepare, present and market your business message on local cable TV as a guest on a show or as a host of your own show**  
*Debra Crosby's, A Quest Actors Studio*
- 17           **Peabody Veteran Memorial High School Marketing Presentation**  
*DECA team, Lenny Brand, Faculty Advisor*
- 24           **[A Success Story! George Carey, owner of Finz Restaurant](#)**  
Surrounded on three sides by windows overlooking Salem Harbor, Finz offers guests lively waterfront scenery in a comfortable open concept interior. With events centered around local arts, Finz is the place to experience Salem. With locations in Salem and Dedham, Finz owner George Carey will tell us his success story -- creating a "hip" restaurant with inspired and innovative menus.
- 31           **Halloween Networking**

## November

- 7           **Managing Cash Flow**  
*Julia Tiernan MSF, CPA*
- 14           **Stress Management for Business Owners**  
*Patricia Woods, LMHC, Medical Psychology Center in Beverly*
- 21           **Improv Workshop - Wanna Play?**  
*Kate Ritter, Willow The Good*  
"You can learn more about a person in an hour of play than in a year of conversation." Plato
- There is more to life than work! No, it's not like standup comedy. Improv is like recess. Remember recess? When you could just PLAY and have fun and not be concerned with being correct? Improv helps actors create characters, develop scenes, and perform before an audience in a confident manner. This is for you if you're interested in acting, public speaking, and interpersonal relationships. You'll be laughing, and quite accidentally, developing cooperation, narrative, and timing skills. You'll also learn how to set up an environment and handle yourself on stage without a script. This is going to be FUN! YES!
- 28           **Holiday – No Meeting**

## December

- 5           **Year End Tax Review**  
*Herb Harris, Padgett Business Services and David Bateman, CFP, CPA*
- 12           **Year End Legal Review**
- 19           **Looking Back Over 2008 and Forward to 2009 – How to analyze your year and plan for the future**  
*Ruth Sheets, Ducks In A Row Consulting*  
Don't fall into the trap of focusing on the day-to-day running of your business! Conduct a simple review of your business performance. Create an action plan for 2009.
- 25           **Holiday – No Meeting**

## January

- 2           **Holiday – No Meeting**