

# North Shore Business Forum - 2010 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. (registration begins at 7:15 am) at the Danversport Yacht Club, Route 62 East, Danvers, Massachusetts. Each meeting is only a \$9.00 admission fee which includes a continental breakfast. Check the notice board by the main door for the meeting room.

## January

- 1**                    **Holiday No Meeting**
- 8**                    **Annual Breakfast - Kicking Off the New Year**
- 15**                   **Creating a Good First Impression—Who You Are**  
*(How to create your 30 second commercial and write your bio)*  
*Kate Victory Hannisian, Blue Pencil Consulting*
- 22**                   **Get a Good Night's Sleep, Get Fit, De-stress for a Healthy New Year - Panel Discussion**  
*Dr. Agnes Jimenez, Majorek Medical Group Inc, will talk on how to get a good night's sleep.*  
*Jean Boccelli, Your Positive Image, ISSA Fitness trainer and WW leader, will speak on diet/exercise.*  
*Ellen Skryness, M.Ed., M.P.H., Onsite Stress Reduction, will lead a group meditation teaching how to center and de-stress.*
- 29**                   **Table Networking Event**  
**Featured discussion topic: Marketing Ideas You've Found Successful**  
*(Share marketing ideas for promoting your business in the New Year. What have you found to be successful?)*

## February

- 5**                    **Personal Information Law - What Needs to be Done to Comply**  
*Laurie LaBrie, Integrated Staffing, Inc.*
- 12**                   **Selling Part I: Target Marketing - (Target Marketing can be the key to a small business' success. Do you know who your customers are? And, who will buy your product?)**  
*Charlene St. Jean, Purple Diamond LLC*
- 19**                   **Social Media Marketing for All Businesses**  
*George Wallace, The Discovery Communications Group*
- 26**                   **A Success Story!**  
*Paul Van Ness, owner of CinemaSalem*  
CinemaSalem, known locally as a "Real Community Theater," is a non-profit theater showing first run movies that donates \$1000/month to charity... it's part of their business plan! The theater is one of the driving forces behind the Salem Film Fest.

## March

- 5**            **Selling Part II: The Sales Call/Presentation**  
*Doreen Blades, Fun Loving Pets*
- 12**           **Getting Good Coverage in the Press**  
*Megan Woolhouse, Boston Globe*
- 19**           **Tough Situations Collecting Your Fees**  
*Jeremy Cohen, Cohen & Associates, PC*
- 26**           **Marketing on a Shoestring - Panel Discussion**  
*Carol Sanger, The Web Division; Tony Toledo, Storyteller; Anna Mae Melchiorre, Genworth Financial*

## April

- 2**            **Retirement Planning for the Small Business**  
*Thomas Haynes & Jeff Simes, Edward Jones*
- 9**            **Stress Management**  
*Michael Stare, Spectrum Fitness Consulting, LLC*
- 16**           **Selling Part III: Handling Objections and Closing the Sale**  
*Caleb Powers, Action Business Coaching*
- 23**           **Honing Presentation Skills**  
*Bonnie Rynkowski, North of Boston Arts Center*
- 30**           **Table Networking Event**  
*Each member will 5 minutes to discuss a problem they are having and seek guidance from group members.*

## May

- 7**            **Navigating Pricing in the Current Economy**  
*Arthur Sullivan, The Schooner Group*
- 14**           **Organization and Declutter**  
*Mona Hersey, To Do, Ta Done; Moira Kiley, Feng Shui Unlimited*
- 21**           **A Success Story!**  
*Kelly Delaney, Cakes For Occasions*
- 28**           **Memorial Day Friday—No Meeting**

## June

- 4**            **Small Business Resources at The Enterprise Center at Salem State College**  
*Laura Swanson, Assistant Director, Enterprise Center at Salem State College*
- 11**           **Blogging for Business**  
*Christa Terry, Author of "iDo: Planning Your Wedding With Nothing But 'Net"*
- 18**           **Market Your Business with Video on the Web**  
*Kim Stone, Stone Digital Productions*
- 25**           **Financial Planning for Business/Budgeting - Panel Discussion**  
*Liz Silva, Hamilton Bookkeeping; Joseph M. Princi II*

## July

- 2**            **July 4<sup>th</sup> Weekend--No Meeting**
- 9**            **Life Coach Presentation**  
*Connie Komack, LifeWork Enterprises*
- 16**           **Turning Around a Business in Trouble**  
*Nicholas Martorano*
- 23**           **Obtaining Financing through Banks and other sources**  
*Ken Halkin, Kenneth C. Halkin Management Consulting*
- 30**           **Table Networking Event**  
*Expand your 30 second presentation to 5 minutes!*

## August

- 6**            **Selling on Ebay**  
*Kate Ritter, PC9Lives*
- 13**           **Think Niche and Grow Rich**  
*Gwen Ryan, Axis Promotions*
- 20**           **Communication Skills**  
*Patricia Merolle, Winning, Inc. ([www.winninginc.com](http://www.winninginc.com))*
- 27**           **A Success Story!**  
*Janice Preston, Owner of Case de Moda*  
An eclectic gift shop on Cabot Street in Beverly. They have much to teach about how to adapt a business and stay in business for 40 years!

## September

- 3**            **Labor Day Friday—No Meeting**
- 10**           **Business Plans for Start Ups and Established Businesses**  
*David Manley, SCORE*
- 17**           **Customer Surveys for Your Business**  
*Jeff Bard, Bard Integrated Marketing*
- 24**           **Home Office vs. Outside Office - Panel Discussion**  
*Atty. Marianne Pantelakis; Nancy Black, Organization Plus*

## October

- 1**            **Long Term Care and the New CLASS Law**  
*Ed Young, Young Insurance Agency*
- 8**            **How My Book Got Published**  
*Dyan DeNapoli, Gloria Bakst, Kate Victory Hannisian*
- 15**           **Office Ergonomics**  
*Tania Lillak, Elemental Ergonomics*
- 22**           **Business Supporting the Local Arts**  
*Bill Hanney and Karen Nascembeni, North Shore Music Theatre*
- 29**           **Table Networking**  
Answer questions to get to know each other better:  
  1. What is the most challenging aspect of your job?
  2. Who is your ideal client?
  3. What business person or leader do you most look up to?
  4. What do you do for fun?

5. If you weren't doing the job you are doing now, what would be your dream job?
6. If you were "rich" and free to volunteer – where would you be most apt to volunteer your time?

## November

- 5**            **Seasonal Marketing** - What to do for clients at year-end. How to market around the holidays.  
*Beth Gandalfi*
- 12**           **How Mentoring Can Help Your Business**  
*Fran Dichner, R&L Associates, Inc.*
- 19**           **A Success Story!**  
*David Cohen, Founder of WellSpoken*
- 26**           **Thanksgiving Weekend - No Meeting**

## December

- 3**            **Annual Tax Review**  
*Mike Albanese, CPA -Ryan & Coscia, PC*
- 10**           **Top Ten Human Resources Issues for Small Businesses**  
*Jean M. Colachico, Esq.*
- 17**           **Why Goals Drive Me Nuts**  
*Mike Sobus, Next Level Business Development*
- 24**           **Christmas Eve Day – No Meeting**
- 31**           **New Year's Eve Day – No Meeting**