

# North Shore Business Forum - 2011 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

- 7**            **Annual Breakfast - Kicking Off the New Year**
- 14**            **Converting Leads into Sales**  
*Nick Richards, Sandler Sales*  
<http://www.richards.sandler.com/>
- 21**            **Goal Setting**  
*Mike Sobus – New Level Business Development*  
<http://www.nextlevelbizdv.com/>
- 28**            **Table Networking**  
What is your greatest business challenge this year?  
What one business goal have you set for this year?  
What steps will you put into place to achieve this goal?  
What problems and obstacles may come up?

## February

- 4**            **Blogging**  
*Charlene St. Jean, Purple Diamond*  
<http://www.purple-diamond.net/>
- 11**            **Presentation and Communication Skills**  
*Ed Evarts, Evarts Coaching*  
<http://www.evartscoaching.com/>
- 18**            **Health Insurance for Self-Employed**  
*Stephan Ward-Smith, Health Services Administrators of Braintree*  
<https://www.hsinsurance.com/Contact.aspx>
- 25**            **A Success Story!**  
*Jeanne Hennessey - Lorraine Roy Designer Collections & Bridal Boutique*  
Lorraine Roy Designer Collections and Bridal Boutique is an industry leader in high fashion couture. With a focus on providing designer dresses and gowns and personalized service, Lorraine Roy has been dressing women for every social occasion imaginable for over a half century. Come hear Jeanne's Success Story!  
<http://www.lorraineroy.com/>

## March

- 4**            **How to Speak so Your Customers Will Listen**  
*Dr. PeiPei Wishnow*  
<http://www.interceuticals.com/interceuticals/>
- 11**            **How do I Price my Products and or Services so I can be Successful?**  
*Doreen Blades, FunLovingPets*  
<http://www.funlovingpets.com/>

- 18           **How to Create a Compelling Social Media Profile**  
*Kate Victory Hannisian, Blue Pencil Consulting*  
<http://www.bluepencilconsulting.com/>
- 25           **Educate Your Audience While Building Your Business on Local Cable Access TV**  
*Debra Crosby, A Quest Actor's Studio*  
<http://www.talentquesttvshow.com/>

## April

- 1           **Achieving Your 2011 Goals**  
*Ruth Sheets, Ducks in a Row Consulting*  
<http://www.ducksinarowconsulting.com/>
- 8           **Public Speaking**  
*Jacki Rose, Top Performance*  
<http://www.jackirose.com/>
- 15          **How to Get Good Press**  
*Peter Chianca, New Media Gatehouse Media New England*  
<http://www.wickedlocal.com/northofboston>
- 22          **How to De-Stress**  
*Denise Koelsch - <http://www.centerforwholenessofbeing.com/>, Lucille Legner - [hartl@comcast.net](mailto:hartl@comcast.net), Iris Weaver- <http://www.irisweaver.com/>*
- 29          **Table Networking**  
*Idea Party - State your goal and the obstacle stopping you from reaching that goal. Everyone at your table will write down suggestions on an index card followed by a discussion of ideas.*

## May

- 6           **How to Use Social Networks for Business**  
*Mark J. Reeves, Clearbold Online Marketing & Website Development*  
<http://www.clearbold.com/>
- 13          **Your Website: Designed for Success**  
*Donato Dandrea, Compete Now*  
<http://startcompeting.com/>
- 20          **A Success Story!**  
*Brian Kelly, Kelly Automotive Group*  
*Brian Kelly bought his father's Datsun dealership in 1981. Since then, he has expanded his company at a rapid pace. Brian was featured in North Shore Magazine, Sept 2010.*  
<http://www.kellyauto.com/>
- 27          **Memorial Day Weekend - No Meeting**

## June

- 3           **Your Marketing Mix**  
*Lynne Vargas*
- 10          **Networking Like a Pro**  
*Jodi R. R. Smith, Mannersmith, <http://www.mannersmith.com>*
- 17          **Fit After Forty**  
*Phyllis Madanian, Peabody Athletic Club,*  
<http://www.peabodyathleticclub.com>
- 24          **Partnering with the Creative Economy**  
*Jane Bright, BrightWork, <http://www.brightworkweb.com>*

## July

- 1**            **July 4<sup>th</sup> Weekend - No Meeting**
- 8**            **Sales Negotiation**  
*Keith Boudreau, The Growth Coach*  
<http://www.growthcoachnorthshore.com/>
- 15**           **Using Video on Your Website**  
*Kim Stone, Stone Digital Productions*  
<http://www.stonedigitalpro.com/>
- 22**           **Computer FAQs**  
*Kate Ritter, PC9LIVES*  
<http://www.pc9lives.com/>
- 29**           **Table Networking**  
*Idea Party - State your goal and the obstacle stopping you from reaching that goal. Everyone at your table will write down suggestions on an index card followed by a discussion of ideas.*

## August

- 5**            **Niche Marketing**  
*Mike Sobus – New Level Business Development*  
<http://www.nextlevelbizdv.com/>
- 12**           **Organize Your Office**  
*Nancy Black, Organization Plus*  
<http://www.organizationplus.com>
- 19**           **Cloud Computing**  
*Mark Beckley, The Green Machine Company*  
<http://www.greenmachinecompany.com/>
- 26**           **How to Work a Room**  
*Charlene St. Jean, Purple Diamond*  
<http://www.purple-diamond.net/>

## September

- 2**            **Labor Day Weekend - No Meeting**
- 9**            **Closing the Sale**  
*Ian Smith, The Portfolio Partnership*  
<http://www.portfoliopartnership.com>
- 16**           **Time Management for Business Owners & Busy Professionals**  
*Ken Halkin, Kenneth C. Halkin Management Consulting*  
<http://www.kchalkinconsulting.com/>
- 23**           **Difficult Clients - When to Let Go**  
*Lauren DiBiase*
- 30**           **A Success Story!**  
*James War, BrainSell Technologies*  
<http://www.brainsell.net>

## October

- 7**            **Promoting Your Business with Groupon**  
*Arik Keller, Where, Inc* <http://site.where.com/about/management/>
- 14**           **Selling to Different Generations**  
*Vinnie Bonazzoli, Family Estate Planning Law Group*  
<http://www.vbestateplanning.com/>

21           **How Community Service Helps Your Business**  
*Fran Dichner, R&L Associates, Inc. <http://www.rlassociatesinc.net/>*

28           **Table Networking**  
*What lessons did you learn from the problems and obstacles this year?*  
*What resources do you need?*  
*What do you plan on doing next year differently from this year?*

## November

4           **Retirement Planning for Business**  
*Bob Stephens, Bay State Financial, <http://www.baystatefinancial.com/>*

11           **Outrageous, Yet Highly Effective Ways, to Reach Decision Makers**  
*Jay Wallus, How to Get Your Foot In The Door*  
<http://www.jaywallus.com/>

18           **A Success Story!**  
*Rob Lutts - Cabot Money Management*  
<http://www.ecabot.com/media.htm>

25           **Thanksgiving Weekend - No Meeting**

## December

2           **Insider Tips from a CPA on Keeping Your Business Books in Order**  
*Barry Daniel Beck, CPA*

9           **How Small Businesses Can Stay Out of Legal Hot Water**  
*Mark J. Guay, Counselor at Law <http://www.markjguaypc.com>*

16           **Personality Types - How to Read People**  
*Deb Brown, Deb Brown Consulting*

23           **Christmas Holiday - No Meeting**

30           **New Year's Holiday - No Meeting**