

Doing Business During a Recession Resources for Entrepreneurs

Since starting my business over eight years ago, I have experienced three recessions. The current recession has been the toughest. Rather than be idyll during slower periods, I decided to make use of the time I had available and attend workshops and seminars.

I attended several workshops offered by the SBA (Small Business Administration) and found them to be very helpful. It was encouraging to learn that my business was considered to be doing well during these difficult times. I learned about the areas of my business that were working well, and how to identify those areas that needed improvement. I was given new skills and strategies that might help during recessionary periods – and beyond. The instructors were business owners who shared their knowledge and expertise, and gave suggestions on doing business in a fluctuating economy. I took their strategies and adapted them to my particular business. Their suggestions were insightful, current and practical. Although I have not implemented all of them, I am continuously working on improving and updating my business plan.

Below is a list of the classes I found most helpful:

Offered by **Clark University SBDC:**

1. **5 Foolproof Ways To Get More Appointments, Close More Sales and Increase Profits**, presented by Jay Wallus of *Street Smarts*.
2. **Using Online Social Media & Email**, presented by Beth Goldstein of *Marketing Edge Consulting Group*.
3. **No Gimmick Selling**, presented by Margo Chevers of *Northeast Leadership Enterprise* of Wales, MA.
4. **Develop and Protect Your Business Concept**, presented by Attorney Mary Case, and Elizabeth Pierotti, Inventor/Educator.
5. **Visibility and Advertising**, presented by Louise Rijk of *Advanced Media Productions*.

Contact information:

Clark University SBDC
950 Main Street, Worcester MA 01610
508-793-7615

www.clarku.edu/offices/sbdc

Offered by **Enterprise Center at Salem State College:**

1. **Managing Your Business in a Recession**, presented by Margaret Somers, Regional Director of the *MSBDC Northeast Regional Office*, and Christine Sullivan, *executive director of the Enterprise Center*.
2. **Finding the Right Insurance For Your Business**, presented by Mark Slafsky of *Appleby & Wyman*.
3. **Your Company and the New Identity Law**, presented by Frank Pugh of *A NewTeck*.
4. **Going Green With Your Company**, presented by Margaret Somers, Regional Director of the *MSBDC Northeast Regional Office*.
5. **Financing Your Business: Do You Qualify?** presented by Walter Manninen, *MSBDC Advisor*.
6. **Sustaining and Growing Your Service Business in a Recession**, presented by Bruce Whear, Frank Campbell, Phyllis Sagan, Chris Zorzy.

Contact Information:

Enterprise Center at Salem State College
121 Loring Avenue
Salem MA 01970
978-542-6343
www.salemstate.edu/sbdc

Both organizations offer a variety of programs during the year. Classes, seminars, workshops and other services are listed on their respective web sites.