

If you would like to submit information regarding any resources or upcoming events hosted by your organization, please click [here](#).

## **Small Business Resources & Upcoming Events**

*(Last Updated 3/17/23)*

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### **Community Development Corporation of South Berkshire**

The CDC's Small Business Technical Assistance (SBTA) program is free and works with local small businesses. Whether you want to launch, pivot, or scale your business, the program's goal is to equip you with fundamental business operations knowledge and practical guidance on business growth and operations.

**This program is open to all small businesses in Berkshire County with fewer than 20 employees, with a special focus on under-resources communities. To learn more about the program and how to apply contact Emmalyn Gaertner at [emmalyn@cdcsb.org](mailto:emmalyn@cdcsb.org) or call 413-717-7806.**

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### **Social Media 101 (hosted by Center for Women and Enterprise)**

**March 20, 2023**

**Registration Link:** <https://cwewbc.ecenterdirect.com/events/978542>

Anyone can post to social media, but when you do so as a business, there's money—and your reputation—on the line. If you're new to social media or feel lost when it comes to marketing your business, then finding the best platform(s) for you, using the appropriate brand voice and imagery, managing active accounts consistently, and implementing advertising approaches designed to reach even more customers can all feel overwhelming to navigate.

Julia Becker Collins, COO of the locally-based full-service marketing agency Vision Advertising, has years of experience helping businesses identify their specific target audiences and crafting unique social media marketing plans that successfully reach those ideal clients, thereby increasing the company's online presence and driving sales. Now, Julia's sharing her expertise in a condensed and digestible social media marketing crash course to help your business achieve success online.

Questions Julia will address in this interactive workshop include:

- Why do I need social media marketing?

- How do I stand out from my competition?
  - How can I promote my products and services on social media?
  - What platforms (Facebook, Instagram, LinkedIn, Twitter, etc.) should I focus on?
  - How do I gain attention, likes, comments, and followers?
  - What content should I share? What are the common pitfalls and blunders?
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### **Steps to Start a Business (hosted by Center for Women and Enterprise)**

**March 21, 2023**

**Registration Link:** <https://cwewbc.ecenterdirect.com/events/978555>

If you are considering starting a business or in the early stages of launching one, this workshop will outline everything you need to know. In this workshop, you will:

- Develop your business idea and planning
  - Review the importance of a business plan
  - Gain an understanding of the process and requirements for starting a business, including;
  - Legal structures
  - How to choose and register a business name and entity
  - How to obtain an employer identification number, licenses, permits and insurance
  - Determining your financing needs
  - Understanding employer responsibilities
  - Learn about available resources and training
  - You will leave the session with an A-to-Z overview, and specific tools and tips that will help you get started quickly.
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### **Instagram for Business (hosted by Center for Women and Enterprise)**

**March 27, 2023**

**Registration Link:** <https://cwewbc.ecenterdirect.com/events/978543>

Are you ready to take your business onto Instagram for better marketing and sales? Join Julia Becker Collins, COO at Vision Advertising, as she covers everything you need to know about using the heavily visual platform for business. From setting up your business account to capitalizing on engagement with your customer base, Julia will walk you through the beginning steps and the ongoing maintenance that's required to get the most out of Instagram!

In this interactive workshop, Julia will:

- Provide an introduction to Instagram
- Review the set-up processes for personal vs. business pages
- Explain the difference between a creator account and business account
- Give an overview of Instagram's different features (posts, stories, reels, IGTV, lives)
- Share platform-specific tips and tricks

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### **Business Plan Basics (hosted by Center for Women and Enterprise)**

*March 28, 2023*

**Registration Link:** <https://cwewbc.ecenterdirect.com/events/978511>

This workshop provides an overview of writing a business plan. Topics include:

- Why you need to write a business plan
- Overview of each section of a business plan
- Research and writing tips
- Resources for help and support

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### **How Feminist Businesses of The Past Can Help Us With The Future hosted by the Center for Women and Enterprise**

*March 29, 2023, 1:00pm*

**Registration Link:** <https://cwewbc.ecenterdirect.com/events/978620>

Back in the late 60's, when women entrepreneurs began to emerge, the idea of a "women's business" was still uncommon. Some women did own businesses, of course, but women weren't supposed to own businesses, much less run them or start them. Women's businesses were rare. Outliers. Radical, even.

Women in the late 60s had important reasons for starting businesses. They were seeking not only financial independence but also political, social, and personal agency. They were trying to create businesses that would make profits and sustain livelihoods because they changed our culture.

To cap off Women's (Business) History Month, we'll use this "lunch and learn" session to explore the goals and challenges of culture-making, feminist businesses of the 60s, 70s, and 80s. We'll consider not only the conventional challenges they faced as new businesses with new kinds of customers and products, but also the unique challenges they faced because they were led by women and for women. I'll

focus on three types of businesses — feminist bookstores, feminist music companies, and feminist toy stores — and describe how their approaches to doing business aimed to create both financial sustainability and social change at the same time.

We'll use a simple Business Identity Framework to assess who these businesses were and what they stood for. Then, I'll delve into three areas where these businesses struggled— and sometimes triumphed— to make real change: through their products, their missions, and their connections with their communities.

Participants are invited to bring their questions about women's business history and especially questions about feminist businesses. You'll be encouraged to think about whether and how the challenges these businesses faced are similar to what women's enterprises are facing today. We'll consider what lessons and insights we might take forward into our own work to be successful financially and as agents of cultural change. For folks who want to continue learning on their own, I'll share some feminist business history resources.

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## **10 – Week Business Planning Program**

*Create a full business plan document in 10 weeks. Black & Latinx entrepreneurs and SB owners in: Boston, Brockton, Cambridge, Lawrence and Lynn are encouraged to apply.*

**Wednesdays, January 25th – March 29th @ 6:00PM – 8:00PM (VIRTUAL COURSE)**

Registration Link: <https://cwewbc.ecenterdirect.com/events/978440>

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## **10 – Week Business Planning Program (Spanish) El Plan de Negocios en 10 Semanas**

*Capacitación para crear un plan de negocio completo en 10 semanas.*

**Martes, 31 de enero - 4 de abril @ 6:00PM – 8:00PM (VIRTUAL COURSE)**

Regístrese aquí: <https://cwewbc.ecenterdirect.com/events/978441>

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**10 – Week Business Planning Program (Spanish) El Plan de Negocios en 10 Semanas**

*Capacitación para crear un plan de negocio completo en 10 semanas.*

**Jueves, 12 de abril – 15 de junio @ 6:00PM – 8:00PM (VIRTUAL COURSE)**

Regístrese aquí: <https://cwewbc.ecenterdirect.com/events/978451>

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