



WJS Business Smart Workshop - Agenda

April 16, 2016

Activity	Presenter	Start	End	Duration
Welcome & Introductions	David Martin WJS, Dina Kanabar J.V. Fletcher Library	10:00	10:05	5 mins
Massachusetts SBA and the Business Smart Workshop	Lisa Gonzalez Welch Economic Development Specialist, U.S. Small Business Administration	10:05	10:20	15 mins
Business Smart READY Module	Mike Chase Principal, Great Results LLC	10:20	11:10	50 mins
Westford Works: Local Start-up and Small Business Support	Tom Barry, Bill Nussbum Chair & Co-chair Westford Economic Development Committee	11:10	11:30	20 mins
Business Smart SET Module	Lisa Gonzalez Welch Economic Development Specialist, U.S. Small Business Administration & John Figmic, SBA Relationship Manager, Citizens Bank	11:50	12:40	50 mins
Got Employees? Payroll Considerations	Zoe Hornsby Territory Account Manager, Advantage Payroll Services	12:40	1:00	20 mins
Lunch		1:00	1:30	30 mins
Business Smart GO Module	Lori Allen Program Manager, Center for Women & Enterprise & Peter Morbeck, SCORE Councillor	1:30	2:15	45 mins
Marketing and Social Media	Walter Wise President and CEO, BPI Strategy	2:15	2:35	20 mins
Tax Considerations for Start-ups	Beth Logan Enrolled Agent, Kozlog Tax Advisers	2:35	2:55	20 mins
Entrepreneurs Panel	Moderator: James Normington Financial Advisor, Edward Jones	2:55	3:40	45 mins
Wrap up	David Martin WJS, Dina Kanabar J. V. Fletcher Library	3:40	3:45	5 mins
Networking Opportunity	All	3:45	4:00	15 mins