

COMLINKS

WOMEN'S ENTREPRENEURIAL BUSINESS CENTER



Imagine *the* Possibilities...

March 2005

Newsletter

Volume 2

The WEBC Welcomes New Project Manager Brenda Thornton

Greetings from the newly remodeled WEBC offices! I joined the ComLinks WEBC team in February as the new Project Manager. In my short tenure, I have found that ComLinks is an amazing place to work and the people I have served through the Women's Entrepreneurial Business Center are phenomenal!

I hold a BS in Business Administration from Clarkson University and a BS in Community Health Education from SUNY Potsdam. In addition to my educational background, my professional background is in Healthcare and Industrial Management, where I learned a great deal about inventory control, state and federal regulations, employee training and human resource management. Prior to coming to ComLinks I worked in the not-for-profit sector where I wrote grants, developed comprehensive marketing plans, evaluated programs, researched various health topics, wrote surveys and performed statistical analysis on data I collected.

If you haven't been in to the WEBC in quite some time, I urge you to make an appointment! If you know someone else we can help, please refer them to us! Together we can make your business dreams a reality!

~Brenda Thornton

New Training Facilities at the ComLinks WEBC

Beginning this past fall ComLinks began a comprehensive remodeling project of the downstairs portion of the Malone Offices. The Women's Entrepreneurial Business Center upgraded its offices and training facilities to include a new computer lab and multimedia training room. With these renovations, the WEBC can offer trainings in-house and our clients can use our facility to write résumés, perform market research, and receive business counseling in one convenient location. Stop in to see the improvements today, or attend our OPEN HOUSE on MAY 4, 2006 beginning at 2:00. Tours will be given and refreshments will be served.



Economic Development Goes "On the Road"

On March 16th, Nancy Reich, Brenda Thornton, and Kristin Colarusso presented the Tupper



Lake Lions Club with an informational session on the services offered through Economic Development at ComLinks. Kristin spoke about the MicroEnterprise Loan program and financial planning assistance she provides. She also spoke about job growth that has resulted from the loans awarded as well as the structure of the loans. Brenda spoke about the Women's Entrepreneurial Business Center's counseling services such as assistance with business plans, marketing strategies, loan assistance, accounting and finance training, human resource assistance, networking opportunities, and a variety of

training opportunities on current business topics and the skills required to succeed in business. Our CEO, Nancy Reich spoke about all of the programs ComLinks offers.

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U.S. Small Business Administration



Your Small Business Resource

Are You Worried About A Mega-Retailer Moving Into Your Neighborhood?

If you are a small business you are probably worried about a “Mega-Retailer” opening its doors in your backyard. In conjunction with the Canton and Plattsburgh SBDCs the ComLinks WEBC will be hosting a 3-hour workshop both in Potsdam and Saranac Lake entitled "Strategies for Success in a Marketplace with Mega-Retailers." This 3-hour workshop will focus on the following areas:

1. Identifying and Embracing Your Competitive Advantages
2. Capturing Untapped Revenues using Creative Marketing Strategies
3. How Other Communities have Adjusted to the Entrance of Mega Retailers

The dates for the events are:

May 17th from 5:30-8:30 in Saranac Lake– Location TBA

May 18th from 1:00-4:00 in Potsdam at the Potsdam Civic Center

As details are being finalized, please call our office at (518) 481-1261 ext. 1012 for more information and to register for this extremely helpful and timely workshop.

2006 Spring/Summer Schedule of Courses

<u>CLASS</u>	<u>DATE</u>	<u>LOCATION</u>	<u>TIME</u>
Marketing Research	TBA	ComLinks	4:00-6:00pm
Make Money with eBay	TBA	AEDC office	4:00-6:00pm
Make Money with eBay	TBA	ComLinks	4:00-6:00pm
Core Four-Planning for Business Success	6/20/2006	AEDC office	4:00-6:00pm
Core Four-Planning for Business Success	6/22/2006	ComLinks	4:00-6:00pm
Core Four-Market Planning	6/27/2006	AEDC office	4:00-6:00pm
Core Four-Market Planning	6/29/2006	ComLinks	4:00-6:00pm
Core Four-Cash Flow Planning	7/6/2006	ComLinks	4:00-6:00pm
Core Four-Cash Flow Planning	7/11/2006	AEDC office	4:00-6:00pm
Core Four-Operations Planning	7/13/2006	ComLinks	4:00-6:00pm
Core Four-Operations Planning	7/18/2006	AEDC office	4:00-6:00pm
Get Your Business Online	8/8/2006	AEDC office	4:00-6:00pm
Get Your Business Online	8/10/2006	ComLinks	4:00-6:00pm

*AEDC office in located in Saranac Lake

If **YOU** have any suggestions for workshops or training classes , **PLEASE** contact the office by E-mail or phone. **NOTE: Minimum class size must be met for the class to be taught.**



Business Starlight

On May 3rd, the Akwesasne Mohawk Territory and surrounding areas will welcome a delectable delight! Delinda Comins, Owner and Operator of Three Days a Week... a takeout service offering only freshly prepared dinner meals, will be hosting her grand opening and open house at the Hogansburg Akwesasne Volunteer Fire Department. Delinda will feature a selection of her best dishes in a taste testing from 4:30-7:00. Reservations ARE REQUIRED and can be made by calling (518) 358-9905. The Fire Station is located on St. Rt. 37 in Akwesasne next to the First Americans IGA and across from the Akwesasne Mohawk Casino.