

Workshops for Small Business



Monday, November 2 5:15-7:00 p.m.

Thinking about Starting a Business? What about a Winning Franchise?

Is a franchise right for you? In this workshop you'll gain an overview of the franchise process from a franchise consultant and a franchise attorney.

Topics covered:

- Franchising 101 - What's it all about?
- Is franchising right for you?
- How to research franchises and understand their legal issues
- What will it take to get financing
- How do you find and work with franchise brokers, attorneys and advisors?

Presenters: Bill Brimmer, is a Franchise Consultant with FranNet CT & RI and has over 25 years of experience in business development and sales executive.

Cliff Ennico : See "Legal Issues of Social Media" workshop.

Monday, November 16 6:00-7:00 p.m.

New Developments in Constant Contact

From the growing importance of mobile to new features in the editor and the database, working in Constant Contact means you need to keep up with the evolution of best practices and the best ways to create great looking email campaigns that drive results.

Targeted to the current or returning user of Constant Contact, this session will discuss designing for mobile and take a look at some new and not-yet-widely released features in the tool.

Presenter: Robert Clark is Managing Principal of Lucid Pointe, LLC and a Constant Contact Authorized Local Expert with over 30 years of experience advising small and medium-sized businesses.

Monday, November 30 6:00-7:00 p.m.

Legal Issues of Social Media

Social Media websites such as Facebook®, LinkedIn® and Twitter® are changing the ways we advertise and promote ourselves to others, the way we communicate with others, and even the way we think about things.

The rise of social media has been so fast and so pervasive that our legal system has had trouble keeping up with the new technology. As a result, social media has created a host of legal questions:

- Do you have privacy rights when you post something on Facebook?
- Can someone post information about you online without your permission?
- Who owns a Facebook or Twitter account?
- Can you use information on someone else's Facebook page without their permission?
- Can employers restrict their employees' social media activities?
- Do you have to charge sales taxes when you sell something on a social media website?

These are cutting-edge issues, and many attorneys, accountants and other professionals are grappling to find the answers. In this fast-paced, entertaining presentation, we'll help answer some of your questions about the rules that apply when you engage in social activities online.

Presenter: Cliff Enico is the host of Public Television's *Money Hunt* show for entrepreneurs, a business expert, attorney, and author of a syndicated newspaper column "Succeeding in Your Business" and several books on business law and finance.

**All Free! REGISTRATION IS REQUIRED
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"Events" or call 203-797-4527.**

**Networking 30 before each session. Bring along
your business cards. Beverages served.**

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