



*“working collaboratively to bolster the vitality of Downtown Hudson”*

Support the Businesses that Support Your Community



# START A BUSINESS BOOT CAMP

*Where do I begin?  
How much will it cost?  
How do I write a business plan?  
How do I market and advertise?  
What do I need to know legally?  
Who can help me?*

**The Hudson Business Association presents this six class seminar series.**

April 26, May 3, 10, 17, 24, June 7 - 6:30-8:30 PM

Hudson Appliance Community Room

171 Main Street, 2nd Floor - Hudson, MA

**\$99 for All Six Seminars!**

**Get \$250 gift certificate** - awarded to the first two attendees to register and open a business in Hudson. This gift certificate may be used at any of the Hudson Business Association's businesses to purchase the services and support you'll need to get up and running.

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## **Building the Foundation: Incorporating & Financial Planning**

*Presented by Attorney Richard Frias, Attorney Christopher Yates, Jim McGowan of McGowan Financial Coaching & Bill Ross of Better Accounting*

## **Protecting Your Business: Understanding Insurance and Cash Management**

*Presented by Avidia Bank & Murphy Insurance*

## **Location, Location, Location! Understanding Lease Agreements & How to Make Your Real Estate More Appealing to Consumers**

*Presented by Kristin Gray Lembo of Beyond Real Estate & Ken Fries of RK Associates*

## **Attracting and Retaining Customers: Successful Sales, Marketing and Customer Service Tips That Will Drive Revenue**

*Presented by Shelley Hall of Catalytic Management*

## **Your Staff is Your Greatest Asset: Hiring, Motivating, Training, and Retaining High Performing People**

*Presented by Bill Ross of Better Accounting Ser., Rich Dunn & Ginger Allen of XcelHR*

## **Technology You Need and Building a Successful Business Plan**

*Presented by Gavin Livingstone of Bryley System, Inc. & Shelley Hall of Catalytic Management*

Seats are limited. Visit the website for registration information [hudsonbusinessassociation.com](http://hudsonbusinessassociation.com), or contact DJ Collins at [dj@hudsonappliance.com](mailto:dj@hudsonappliance.com)

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[www.HudsonBusinessAssociation.com](http://www.HudsonBusinessAssociation.com)

PO Box 150, Hudson, MA 01749

Phone: 978-562-3352 Ext. 16 • Email: [dj@hudsonappliance.com](mailto:dj@hudsonappliance.com)