



**Workshops, Online
Course Catalog &
Business
Resources
2023**

*These programs are made possible by a
federal Institute of Museum & Library Services grant through
the Library Services and Technology Act.
The grant is administered by the
Massachusetts Board of Library Commissioners.*

The Bellingham Library was awarded a federal LSTA grant to provide programs and services to the Bellingham area business community.

The library will work with the Bellingham Business Association, and others, to assist businesses with meeting the challenges of the 21st century, including the challenges they have faced during the pandemic. We will offer resources, courses, and business counseling from experts on topics the business community identifies as important to their success.

In this pamphlet you will find information about upcoming programs, workshops and trainings, as well as information about online courses and resources that you can access to assist your business.

The items included are:

- Calendar and description of in-person or hybrid programs, courses and workshops. *Please note: In-person events will host up to 75 registrants. Hybrid events will host up to 12 people in person, and another 75 on Zoom.*
- List of online courses that you can take at your convenience on topics that are of interest to you and will help your business!
- List of resources available on the library website to assist with your business needs.

If you need help with any of these resources, please contact us at library@bellinghamlibrary.org or contact Reference Librarian Cecily Christensen at 508-966-1660.

Workshops & Courses

Kick-Off Event!

Turning Your Passion Into Your Profession with Jeff Belanger

In-Person Event

Monday, January 23, 2023

6:30 pm

Jeff Belanger is an author, podcaster, storyteller, adventurer, and explorer of the unexplained. He has turned his passion for chasing legends into his career. He's the award-winning Emmy-nominated host, writer and producer of the New England Legends television series on PBS and Amazon Prime, and is the author of over a dozen books, published in six languages. Jeff has climbed Mt. Kilimanjaro, explored the ruins of Machu Pichu, searched the catacombs of Paris (where he encountered his first ghost), faced his life-long struggle with basophobia on his birthday by skydiving and has been host hunting all over the world, from a former TB asylum in Kentucky to medieval castles in Europe, to an abandoned prison in Australia. Jeff can show you a pathway to turn any passion into your profession.



February



Finding the Right Partners for Your New or Growing Business In-Person Event

Monday, February 13th
6:30 pm

We will have an accountant/tax professional, attorney, insurance professional and banker for a panel discussion of why businesses of all sizes need these professionals, and what these professionals can do to help your business. Registration preferred but not necessary.

March

Social Media for Business Hybrid Event *

Wednesday, March 15th
6 pm



You have a personal social presence so why do you need a business page? We'll explain the difference between personal and business accounts, why you need business accounts, and cover the most common social platforms like Facebook, Instagram, LinkedIn, Twitter and Snapchat. Learn about privacy and security settings, linking your social accounts, advertising and managing multiple accounts. We'll also briefly cover some of the tools that can be used to create content for your social pages. Bring your computer or tablet to follow along in real-time.

****Up to 12 people may register to attend in person. Once the in-person limit is reached, all other registrants will be registered to attend via Zoom.***

March

Graphics & Design

Hybrid Event *

Tuesday, March 21st

6 pm



This session takes a closer look at some of the tools available for creating content for your business. We'll demonstrate some projects created with tools like PowerPoint, Canva and Flixpress among others, and learn how to create some basic projects. Bring your computer or tablet (for the best experience it is not recommended to use a phone) to get a hands-on experience and leave with one completed asset.

****Up to 12 people may register to attend in person. Once the in-person limit is reached, all other registrants will be registered to attend via Zoom.***

April

Soft Skills

Hybrid Event *

Tuesday, April 4th

6:30 pm



People running businesses face many challenges. From how to deal with irate customers, to managing paperwork, to retaining good employees. Soft skills are the answer! Participants will learn how to apply soft skills, such as: compassionate listening, conflict resolution, understanding our own worth, perspective taking, and “interlacing”. Each skill can be applied inwardly and outwardly. This workshop will consider the impact of applying the skills in both directions.

****Up to 12 people may register to attend in person. Once the in-person limit is reached, all other registrants will be registered to attend via Zoom.***

April

Google Workspace, Is it for you?

Hybrid Event *

Wednesday, April 12th
6 pm



In this session we'll identify what Google Workspace is, and how it works for businesses. We'll discuss the difference between the free and paid tools, and learn how to use Google Contacts, Gmail, Calendar and how to store and share files using Drive. Learn security and file permissions and how to export data to use outside of Google applications. In addition, we'll demonstrate how to access your data seamlessly across devices. Bring a device to participate.

****Up to 12 people may register to attend in person. Once the in-person limit is reached, all other registrants will be registered to attend via Zoom.***



Microsoft Office

Hybrid Event *

Monday, April 24th
6 pm

Microsoft Office is another popular production software application used by many individuals and businesses. We'll demonstrate how Outlook can keep track of your contacts, emails, appointments and tasks and seamlessly integrate with other tools such as Zoom, Asana and others. We will demonstrate the basic functions of Word, Excel, OneNote and how to create mail merges and export data to use outside your Office products. Bring a device for a more engaging experience.

****Up to 12 people may register to attend in person. Once the in-person limit is reached, all other registrants will be registered to attend via Zoom.***

May

Conducting Business in a Virtual World

Hybrid Event *

Saturday, May 6th

9:30 am



Digital meeting tools have been around for many years but have become essential since the pandemic. This session will help identify some of the most popular digital meeting and webinar tools and how they can help increase your business's reach. We'll identify what can be done with a free vs. paid account. We'll discuss Zoom, Google Meets, GoTo Webinar and Webex. We'll explain how to set up Zoom to make your meetings more professional and engaging. We'll apply security features, identify different audio and video devices, and practice how to schedule, record, and access recordings and reports. Bring your device to set up Zoom during the session.

****Up to 12 people may register to attend in person. Once the in-person limit is reached, all other registrants will be registered to attend via Zoom.***

Business Resources

Hybrid Event *

Wednesday, May 17th

6 pm



There is so much technology out there that can help business owners get the brand recognition needed to succeed. In this session, we'll explore services that can help you keep your business in the forefront by providing email campaigns, customer relations management, logo production, business printing, website hosting, and development. With brand recognition, comes a busy schedule but not always the budget for payroll, so we'll discuss virtual assistants and how to identify companies that provide these services. Included will be a preview of some of the available tools, such as MailChimp, ConstantContact, Fiverr, Vistaprint, HostGator and more.

****Up to 12 people may register to attend in person. Once the in-person limit is reached, all other registrants will be registered to attend via Zoom.***

June



How to Become a Certified Massachusetts Minority Business Enterprise

Hybrid Event *

Monday, June 12th

6:30 pm

A representative from the Supplier Diversity Office of the Massachusetts Executive Office for Administration & Finance will discuss how to become a certified Massachusetts Minority Business Enterprise (MBE).

****Up to 12 people may register to attend in person. Once the in-person limit is reached, all other registrants will be registered to attend via Zoom.***

Using Video for Advertising

Hybrid Event *

Thursday, June 15th

6 pm



Why do you need to think about video for your business? Statistics show that videos get more views and engagement than any other form of media, so it's a great way to build that brand recognition you desire for your business. However, most people think it's too much work or they aren't good at it. In this session, we'll debunk the myths about video, demonstrate some of the tools that can help you create great video content in your own office, and give some basic advice on video editing. Bring your device and we'll give it a try. Any device with a camera and microphone will work!

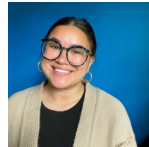
****Up to 12 people may register to attend in person. Once the in-person limit is reached, all other registrants will be registered to attend via Zoom.***

Our Panelists & Workshop Instructors



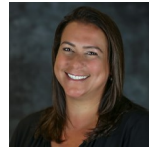
Kay Lock Kolp, M.Ed., Coach & Creator

As a life coach, Kay helps people create the life they want to be living. Kay will be presenting our workshop on Soft Skills.



Amanda LaCroix, Diverse & Small Business Engagement Coordinator, Massachusetts Supplier Diversity Office

Amanda is an administrative and project management professional with nearly a decade of experience providing strategic business support to executives. She will be leading our workshop on "How to Become a Certified Massachusetts Minority Business Enterprise".



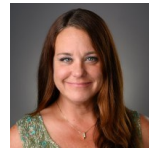
Meghan J. Moylan, AVP/Commercial Loan Officer, Dean Bank

Meghan has nearly 15 years of banking experience and will be our expert banker on the February 13th "Finding the Right Partners for Your New or Growing Business" panel.



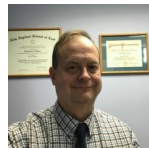
Jeanne Owen, Owner, Owen Financial Services

With nearly 30 years of bookkeeping and tax preparation experience, Jeanne enjoys helping people start and grow their businesses. She will be serving on the February 13th "Finding the Right Partners for Your New or Growing Business" panel.



Beverly Pierce, Acuity Learning & Technology

Beverly is an enthusiastic, energetic trainer/speaker and instructional designer with nearly two decades of experience. Beverly will be leading numerous workshops on a variety of topics scheduled between March and June.



Christopher J. Ryan, Esquire, Ryan Law Office

Chris Ryan is an attorney with nearly 30 years of experience helping businesses and individuals with legal services. Chris will be serving on the February 13th "Finding the Right Partners for Your New or Growing Business" panel.

Online Courses to Support Your Business Endeavors



The library subscribes to UniversalClass™, which offers hundreds of online continuing education classes facilitated by dedicated instructors sharing their knowledge on almost any imaginable topic. Join today, and start learning! There are lessons on topics from Accounting to Yoga and just about everything in between.

The majority of courses offer International Association for Continuing Education and Training (IACET) continuing education units (CEUs). According to the IACET site, the following Massachusetts organizations accept IACET CEUs: Board of Professional Engineers, Board of Registration in Nursing, and the Department of Education

You need a Bellingham Library card to access these courses. Go to the library website and click on Business Resources, Online Courses for the link to Universal Class for a full course listing.

For businesses there are courses on the following topics:

- Accounting & Financial Management
- General Management
- Human Resources
- Marketing
- Software & Computer Training
- Starting & Growing a Business

Detailed Course Listing By Topic

The following pages list the business courses that are available in Universal Class. We have assigned each course as either a core course or an elective. If you already have expertise in the core course(s) check out the electives for courses that will expand your knowledge.

We recommend participants choose at least one core course to complete each month to help expand their knowledge!

Starting & Growing A Business

Core Courses

- How to Write a Business Plan
- How to Write Effective Policies & Procedures
- Small Business Guide

Electives

- Home Business
- How to Start and Run an Online Business
- Virtual Assistant 101



Accounting & Financial Management



Core Courses

- Accounting & Bookkeeping for Everyone
- Business Budgeting 101: How to Plan, Save, and Manage
- Understanding Financial Statements

Electives

- Accounts Payable Management
- Accounts Receivable Management
- Business Credit 101
- Debt Reduction
- Financial Analysis 101: Planning & Control
- Investing 101
- Managerial Accounting 101
- Payroll Management 101
- Purchasing & Vendor Management 101
- Quickbooks 101

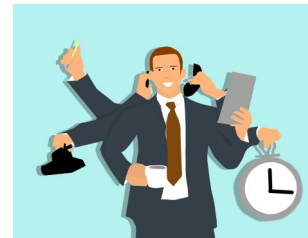
General Management

Core Courses

- Business Management
- Decision Making Skills
- Leadership & Supervision 101
- Leadership Skills for Managers
- Management Essentials
- Managing Workplace Teams
- Operations Management 101
- Project Management 101
- Running Effective Meetings
- Strategic Planning

Electives

- Business Consulting 101
- Business Ethics
- Business Etiquette
- Business Law for Entrepreneurs
- Business Professionalism
- Business Research Methods
- Business Writing
- Career Coaching
- Communication with Diplomacy & Tact
- Crisis Management 101
- Cross Cultural Communication
- Customer Relationship Management
- Dealing with Difficult People
- Delegation Skills
- Habits of Millionaires
- Legal Terminology
- Negotiation Skills
- Problem Solving Strategies
- Stress Management
- Team Building 101
- Telephone Skills and Quality Customer Service
- Time Management 101



Human Resources

Core Courses

- Conflict Resolution 101
- How to Deal with Difficult Personalities
- Human Resources Compensation & Benefits
- Human Resources Management 101
- Job Performance Appraisals: A How to Guide
- Recruitment and Retention Strategies
- Resolving Workplace Conflict



Electives

- Assertiveness Training
- Confidence Building
- Constructive Feedback and Criticism
- Cross-Cultural Communication
- Diversity and Inclusion Training
- Fair Standards Labor Act and the Workplace
- Gender Sensitivity Training
- Generational Diversity in the Workplace
- HIPPA Compliance 101
- Lawful Employee Termination
- Listening Skills 101
- Mediation 101
- Mindfulness in the Workplace
- Personal Protective Equipment
- Recruitment and Retention Strategies
- Sensitivity Training for the Workplace
- Sexual Harassment Compliance
- Talent Management for Business
- Workers' Compensation 101
- Workplace Safety
- Workplace Sexual Harassment in the #MeToo Era
- Workplace Violence: A Guide to Responding & Preventing

Marketing

Core Courses

- Business Branding 101
- Internet Marketing Basics
- Marketing 101

Electives

- Advertising Copywriter
- Advertising, Marketing and Sales Writing
- Creating an Effective Sales Team
- Marketing Copywriter 101
- Marketing Outreach
- Marketing for Small Business 101
- Mastering Sales Skills 101
- SEO Copywriting



Software & Computer Training

Core Courses

- Computer Literacy Level 1 - Computer Basics
- Computer Literacy Level 2 - Internet Basics
- Computer Literacy Level 3 - Living & Working Online
- Digital Photography 101
- Google - Docs, Sheets & Slides
- Microsoft - Word, Excel & Windows 10
- Office Skills 101
- Quickbooks - 101 and Online
- Typing & Keyboarding 101

Electives

- Adobe - Acrobat, Captivate, Premiere, Photoshop, InDesign, Illustrator
- Cybersecurity 101
- Introduction to CSS (Cascading Style Sheets)
- Learn HTML - Create Webpages Using HTML5
- Microsoft - Access, Outlook, PowerPoint, Project, Publisher, Visio
- Securing Your Data and Privacy
- Slack
- SQL, Introduction



Books & AudioBooks



Grant funds have been used to purchase books and audiobooks, in both physical and electronic formats. We have collated a list of all recent business books and eBooks that are available to assist your business. Links to these collections are on the Business Resources - Books & AudioBooks link on our website.

Research & Resources

A to Z Databases is a Reference, Research, Marketing, Mailing Lists/Sales Leads, and Job-Search Database. The database includes 30 million business & executive profiles, over 240 million residents with interests, hobbies and lifestyles information, over 7 million real-time job listings, 2 million new businesses, over 12 million healthcare professionals, over 12 million new movers, 2 million new homeowners, and much more. The databases are ideal for sales leads, mailing lists, market research, employment opportunities, finding friends, relatives and a whole lot of other possibilities.



Journal & Magazine Articles are available from the Gale Databases. There are three databases with business information:

- **Gale Business One File** - Articles from 1654 business publications (including: The Economist, Entrepreneur, Forbes, Kiplinger and Inc. Magazine) on accounting, marketing, management and related fields.
- **Gale Economics & Theory** - Articles from 575 business publications (including: American Economist, Business Theory & Practice, and Business Week) on economics, interviews with CEOs and entrepreneurs, and more.
- **Gale Insurance & Liability** - Articles from 77 business publications (including: Business Owners Policy Coverage Guide, Employee Benefits, and Pensions Management) on mortgages, insurance, labor relations, legal issues and more!

Research & Resources



Created in 1953, the SBA continues to help small business owners and entrepreneurs pursue the American dream. SBA is the only cabinet-level federal agency fully dedicated to small business and provides counseling, capital, and contracting expertise as the nation's only go-to resource and voice for small businesses. **There is a Massachusetts District Office that can be reached at: <https://www.sba.gov/district/massachusetts>**

SBA Business Partners

- **Center for Women & Enterprise**, <https://cweonline.org/About-CWE/CWE-Central-Massachusetts> , is a nationally known nonprofit organization dedicated to helping people start and grow their businesses. It is partially funded by the SBA.
- **SCORE Business Mentoring**, <https://www.sba.gov/local-assistance/resource-partners/score-business-mentoring#section-header-0> , the nation's largest network of volunteer, expert business mentors, is dedicated to helping small businesses plan, launch, manage and grow.
- **Small Business Development Centers**, <https://www.sba.gov/local-assistance/resource-partners/small-business-development-centers-sbdc#section-header-0> , provide counseling and training to small businesses, including working with the SBA to develop and provide informational tools to support business start-ups and existing business expansion.
- **Veteran's Business Outreach Centers**, <https://www.sba.gov/local-assistance/resource-partners/veterans-business-outreach-center-vboc-program> , (VBOC) program is designed to provide entrepreneurial development services, such as: business training, counseling, and resource partner referrals to transitioning service members, veterans, National Guard & Reserve members, and military spouses interested in starting or growing a small business.
- **Women's Business Centers**, <https://www.sba.gov/local-assistance/resource-partners/womens-business-centers> , (WBCs) are part of a national network of entrepreneurship centers throughout the United States, which are designed to assist women in starting and growing small businesses. WBCs seek to "level the playing field" for women entrepreneurs, who still face unique obstacles in the business world.

Our Partner

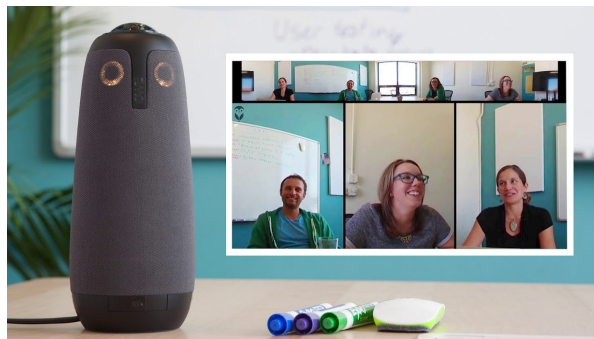


Building a Better Community through Business.

The Bellingham Business Association, the (BBA) is a nonpolitical, nonsectarian, nonprofit organization, comprised of business owners and self-employed individuals situated in and around the town of Bellingham, Massachusetts. It was founded in 1981 to promote and build a better community through business. Membership consists of a wide variety of businesses, both large and small, including retailers, wholesalers, consultants, contractors, restaurants, as well as a variety of professionals from the legal, accounting, publishing, medical, computer and other fields.

Would you like to try hosting hybrid meetings? Borrow the library's Meeting OWL Pro!

The Meeting Owl Pro, a 360 degree camera, microphone and speaker easily facilitates hybrid meetings (via Zoom, Teams and other online platforms). It will be available, by reservation, for borrowing for a 2-week period.



Bellingham Business Expo



Applications to participate are available on the library website on the Business Resources page:

<https://www.bellinghamma.org/library/pages/business-resources>

- Space is limited so submit your application soon!
- This is your business's opportunity to reach the Bellingham community about your company or organization's product and/or services in a fun, non-sales environment!

Questions about the program?

Contact Bernadette Rivard

Library Director

brivard@bellinghamma.org

508-657-2776

**Bellingham Public Library
100 Blackstone Street
Bellingham MA 02019
www.bellinghamlibrary.org**