

## North Shore Business Forum - 2012 Speaker Schedule

The North Shore Business Forum, Inc (NSBF) is a group of small business owners from Boston's North Shore who meet each Friday morning for informal lectures given by business owners on a wide variety of topics. Members also introduce and describe their businesses at each meeting. All business owners are welcome: future, past, profitable, experienced or beginning.

The NSBF meets each Friday morning from 7:30 to 8:30 a.m. (registration begins at 7:15 am) at the Danversport Yacht Club, Route 62 East, Danvers, Massachusetts. Each meeting is only a \$9.00 admission fee which includes a continental breakfast. Check the notice board by the main door for the meeting room.

January	
6	<b>Annual Breakfast - Kicking Off the New Year</b>
13	<b>Goal Setting</b> <i>Kerri Salls, CEO Breakthrough Enterprise LLC</i> <a href="http://www.goalachievementexpert.com">http://www.goalachievementexpert.com</a>
20	<b>Refresh Your Social Media</b> <i>Julia Campbell, J Campbell Social Marketing</i> <a href="http://jcsocialmarketing.com/">http://jcsocialmarketing.com/</a>
27	<b>Success Speaker</b> <i>Brian C. Cranney, Owner &amp; CEO of Cranney Companies, Cranney Home Services &amp; Cranney Self Storage, Inc.</i> <a href="http://www.cranneycompanies.com/">http://www.cranneycompanies.com/</a>
February	
3	<b>CRM and Relationship Building</b> <i>Sonja Fridell, Brainsell</i> <a href="http://www.brainsell.net">http://www.brainsell.net</a>
10	<b>Convert Internet Leads to Sales</b> <i>Gregg Hanson, Net Atlantic</i> <a href="https://www.netatlantic.com/">https://www.netatlantic.com/</a>
17	<b>Principles of Effective Bookkeeping</b> <i>Tom Knowlton, Compass Business Services</i>
24	<b>Panel Discussion: Get to Know NSBF</b> <i>Nancy Black, Organization Plus, Katie Finch, Windhill Realty</i> <a href="http://organizationplus.com/">http://organizationplus.com/</a> - <a href="http://katiefinch.com/">http://katiefinch.com/</a>
March	
2	<b>Business Apps for Smartphones</b> <i>Patrick Agostino, Resolve I.T. Inc.</i> <a href="http://www.resolveitinc.com/">http://www.resolveitinc.com/</a>
9	<b>Marketing on a Shoestring</b> <i>Michelle Harris, Harris Freelance</i> <a href="http://harrisfreelance.com">http://harrisfreelance.com</a>
16	<b>Just Show Up</b> <i>Kate Ritter, Pc9Lives</i> <a href="http://www.pc9lives.com">http://www.pc9lives.com</a>
23	<b>Public Speaking for Success</b> <i>Carl Foster</i>
30	<b>Use the Cloud to Sell</b> <i>Gary Brown, Image Factory and EDOC</i>

<http://www.imagefactoryusa.com/>  
<http://www.webpagedesignusa.com/>

<b>April</b>	
6	<b>No Meeting (Good Friday)</b>
13	<b>Negotiation Skills</b> <i>Thomas J. Taranto, P.C.</i> <a href="http://www.tarantolaw.com/">http://www.tarantolaw.com/</a>
20	<b>You Charge How Much!?! Pricing Services Based on Value</b> <i>Ruth Sheets, Ducks In A Row Consulting</i> <a href="http://www.ducksinarowconsulting.com/">http://www.ducksinarowconsulting.com/</a>
27	Success Speaker
<b>May</b>	
4	<b>Tech Tools for Mobile Professionals</b> <i>Tina McManus, RE/MAX Advantage Real Estate</i> <a href="http://www.yournorthshorehome.com/">http://www.yournorthshorehome.com/</a>
11	<b>Procrastination (“well maybe later...”)</b> <i>Amy Falk, Syndala Life Coaching</i> <a href="http://www.syndala.com/">http://www.syndala.com/</a>
18	<b>Table Networking - Perfecting your 30 Second Elevator Pitch</b> <i>Working together to give our Elevator Pitches an extreme makeover so that we get what we want.</i>
23	<b>Memorial Day Weekend - No Meeting</b>
<b>June</b>	
1	<b>Be a Referral Magnet</b> <i>Ron Gendron, Deltek, <a href="http://www.deltek.com">http://www.deltek.com</a></i>
8	<b>Get Good Press</b> <i>Janice Walker, JD Communications</i> <a href="http://jdwalkercommunications.com">http://jdwalkercommunications.com</a>
15	<b>Email Marketing</b> <i>Alicia Williams, Constant Contact, <a href="http://www.constantcontact.com">http://www.constantcontact.com</a></i>
22	<b>Cash Flow to Profits</b> <i>Mike Sobus, Next Level Business Development,</i> <a href="http://www.nextlevelbizdv.com">http://www.nextlevelbizdv.com</a>
29	<b>Tips to Improve Your Website</b> <i>Donato Dandreo, Compete Now, <a href="http://startcompeting.com/">http://startcompeting.com/</a></i>
<b>July</b>	
6	<b>July 4<sup>th</sup> Weekend - No Meeting</b>
13	<b>Get Out of Your Comfort Zone</b> <i>Tony Toledo, Storyteller</i> <a href="http://www.tonytoledo.com/">http://www.tonytoledo.com/</a>
20	<b>Fit After Forty</b> <i>Michael Stare, DPT, CSCS, FAAOMPT, CNS, Spectrum Fitness Consulting, LLC</i> <a href="http://www.spectrumfit.net">http://www.spectrumfit.net</a>
27	<b>Success Speaker</b> <i>Hank Phillippi Ryan, Newscaster and Author</i> <a href="http://www.hankphillipiryan.com/">http://www.hankphillipiryan.com/</a>
<b>August</b>	
3	<b>Innovative Time Management</b>
10	<b>How Virtual Assistants &amp; Interns Can Help Your Business and How</b>

	<b>to Find One</b>
<b>17</b>	<b>SEO and Google Analytics</b>
<b>24</b>	<b>Table Networking</b>
<b>31</b>	<b>Labor Day Weekend - No Meeting</b>
<b>September</b>	
<b>7</b>	<b>Your Crisis Business Plan</b>
<b>14</b>	<b>Annual Marketing Calendar – Plan for Success!</b>
<b>21</b>	<b>Business Etiquette</b>
<b>28</b>	<b>Turn Your Expertise into an E-Book</b>
<b>October</b>	
<b>5</b>	<b>Coupon/Groupons</b>
<b>12</b>	<b>S.C.O.R.E.</b>
<b>19</b>	<b>Qualifying Leads – Does the Prospect Have Money?</b>
<b>26</b>	<b>Success Speaker</b>
<b>November</b>	
<b>2</b>	<b>Tame your Email &amp; Clean-Up Your Desktop!</b>
<b>9</b>	<b>Identity Theft</b>
<b>16</b>	<b>Food For Thought (nutritional brainpower)</b>
<b>23</b>	<b>Thanksgiving Weekend - No Meeting</b>
<b>30</b>	<b>Table Networking</b>
<b>December</b>	
<b>7</b>	<b>Annual Legal Review</b>
<b>14</b>	<b>Panel: Your Tax Returns</b>
<b>21</b>	<b>Christmas Holiday - No Meeting</b>
<b>28</b>	<b>New Year’s Holiday - No Meeting</b>