



Maine SBDC~E-Bulletin Essential News for Entrepreneurs

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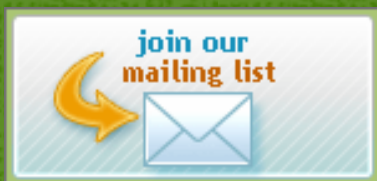
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→ Tis the Season... for Trade Show Training

"There are many skills that small business owners, artists, craftspeople and manufacturers need in order to do well at a trade show," according to Maine SBDC certified business counselor, John Entwistle, who is also Center Director of the Maine SBDC Service Center at the University of Southern Maine. According to Entwistle, some use shows to reach retailers and direct customers while others wholesale products to a broad array of buyers. They also promote their companies, network with peer companies, check out the competition, meet vendors, or get help finding sales reps. To help businesses prepare for the upcoming 24th annual New England Products Trade Show in March, 2008, as well as other shows, Maine SBDC is partnering again with the Maine Center for Women, Work, and Community to bring nationally recognized trade show expert **Bruce Baker** to Maine as one of three workshops being offered beginning in January, 2008. [To check out this training opportunity now, click here.](#)



→ At Your Convenience: Online Training

To learn more about trade show success from John Entwistle click the picture above.

Online training offers small business owners convenience and greater flexibility in accessing what they need. With that in mind, Maine SBDC has designed three online training workshops, including *Starting Your Own Business*, *Marketing* and *The Business Plan*.

"We hope that business owners and those thinking of starting their own business use these materials at their own pace to grow their skills and increase their opportunities for success," says Maine SBDC's Manager of Computer and Information Technology. Over 2200 have accessed this training so far. [To check out Maine SBDC's three online courses, click here.](#)



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