



# spring 2020

## WORKSHOPS & LECTURES AT WREN

Now that the long nights of winter are over, it's time to spring into a new season of learning. Whether you are a fledgling entrepreneur hoping to take flight with your new business or a wise owl ready to add some new feathers to your cap, our lineup of spring 2020 workshops and lectures are bound to make both your business and personal goals soar. We can't wait to see you at WREN!

THIS IS A SAMPLING OF THE WORKSHOPS AND LECTURES AVAILABLE AT WREN THIS SEASON. FULL CLASS DESCRIPTIONS FOR EACH PART OF OUR WORKSHOP SERIES CAN BE FOUND ONLINE. PLEASE VISIT OUR WEBSITE AND SOCIAL MEDIA PAGES FOR ADDITIONAL INFORMATION REGARDING PROGRAMMING, EVENTS, NETWORKING OPPORTUNITIES, AND MORE.....[www.wrenworks.org](http://www.wrenworks.org)

### march

#### INTRODUCTION TO THE WORLD OF WORDPRESS WORKSHOP SERIES

**Part I:** WordPress and Setting Up Essential Functions

**Instructor:** Thomas Lane

**Date:** Monday, 3/23, 6-8PM

**Price Per Class:** \$35 per person for nonmembers/\$25 for WREN members/\$0 for CDBG grant recipients

Have you always wanted to create a website for your small business? In this 4-part workshop series, web and digital SEO specialist Thomas Lane will walk participants through the process of building an exceptional WordPress website, one step at a time. Part I begins with the very basics. Why pick WordPress? What are the fundamentals of a successful website? How do you set up a domain? Starting on day one, Lane's expertise will give beginners the confidence to begin building their own website, all the way from picking a theme to plug-ins, analytics, and more. \*In order to take part in this workshop series, participants must have an existing website and laptop. Laptops may be available for CDBG grant recipients upon request. \*\*Instructor Thomas Lane is available for 1-on-1 technical assistance for CDBG grant recipients following completion of this workshop series.

**Part II:** WordPress Design and Usability, MON, 3/30, 6-8PM

**Part III:** Google Analytics and Optimization, MON, 4/6, 6-8PM

**Part IV:** The Cloud's the Limit, MON, 4/13, 6-8PM

### april

#### GRAPHIC DESIGN MADE EASY WITH CANVA

**Instructor:** Annie Stuart

**Date:** Saturday, 4/4, 10-12pm

**Price:** \$35 per person for nonmembers/\$25 for WREN members/\$0 for CDBG grant recipients

Whether it's brochures, business cards, flyers, or social media posts, quick graphic design moments pop up in every small business. But what if you don't have the budget to hire a designer or pay for premium software? In this eye-opening two-hour presentation, instructor, marketer, and graphic design guru Annie Stuart will show you how to get started with Canva, one of the web's most intuitive design sites. Whether you're picking a template or starting from scratch, this easy-to-use source will help you meet your graphic design goals.

#### CUSTOMER EXPERIENCE WORKSHOP SERIES

**Part I:** Creating a Customer Experience Culture Within Your Organization

**Instructor:** Kelly Bryer

**Date:** Tuesday, 4/7, 6-7:30pm

**Price Per Class:** \$35 per person for nonmembers/\$25 for WREN members/\$0 for CDBG grant recipients

Here in New Hampshire, tourism is a big deal. As the #2 industry in the state, and the #1 industry in the north country, making your business a warm, memorable spot for visitors is an absolute must. During Part I of this workshop series, Kelly Bryer of Granite State Ambassadors will provide you with proven strategies for creating a top-notch customer experience, every single time. From identifying best customer service practices to pinpointing the unique qualities of your own business, Part I of this workshop series will provide front-line employees, management, and small business owners with the tools they need to establish a customer experience culture within your organization.

**Part II:** Destination Marketing through Prioritizing Customer Experience, TUES, 4/21, 6-7:30pm

#### BUSINESS PLAN BASICS

**Instructor:** Linda Lotti, C.P.A.

**Date:** Thursday, 4/9, 6-8PM

**Price:** \$35 per person for nonmembers/\$25 for WREN members/\$0 for CDBG grant recipients

When it comes to setting up your small business, getting started on the right foot is everything. During this illuminating two-hour workshop, C.P.A. Linda Lotti will cover business plan basics from A-Z, including why a business plan is needed, a comprehensive overview of essential business plan components (such as an executive summary, market analysis, and financial projections), and an overview of financial statements and forecast preparations. This course is designed to demystify the daunting process of building a business plan, and is brand new business-friendly. \*CDBG participants interested in delving deeper into the business planning process may also sign up for 1-on-1 technical assistance with Linda following participation in this workshop.

#### FARMERS MARKETS TO FINE ART FAIRS: HOW TO BUILD A BOOTH THAT FITS YOUR VENUE

**Instructors:** Pamela Sullivan and Diane Louise Paul

**Date:** Monday, 4/13, 6-7:30PM

**Price:** \$35 per person for nonmembers/\$25 for WREN members/\$0 for CDBG grant recipients

With the wonderful weather comes a whole host of festivals, fairs, and outdoor events. Does your booth setup have what it takes to stand out? Join instructors Pamela Sullivan (Executive Director of WREN and owner of Sullivan Creative) and Diane Louise Paul, leatherworker extraordinaire, for 1.5 hours filled with technical advice alongside creative prowess. By the end of this workshop, you will have assembled a comprehensive list of booth kit necessities, and gained insight into just what makes the best booths pop, be it for a farmers market or fine art show. \*CDBG grant recipients who would like to master their market day setup may receive 1-on-1 technical assistance with Pamela following participation in this workshop.

#### QUICKBOOKS ONLINE WORKSHOP SERIES

**Part I:** Getting Started with QuickBooks

**Instructor:** Linda Lotti, C.P.A.

**Date:** Thursday, 4/16, 6-8pm

**Price Per Class:** \$35 per person for nonmembers/\$25 for WREN members/\$0 for CDBG grant recipients

Did you know QuickBooks has an online platform? For many small businesses and start-ups, this user-friendly platform trumps the typical software route. In this six-part workshop series, instructor and C.P.A. Linda Lotti will show participants the ins and outs of QuickBooks Online, beginning with Part I: "Getting Started with QuickBooks, Minus the Software". In this two-hour workshop, you will learn how to set up your company profile in QuickBooks, navigate the website, compare products and services, and monitor money-in workflows.\*In order to take part in this workshop series, participants must have a laptop. Laptops may be available for CDBG grant recipients upon request. \*\*CDBG participants interested in learning more about QuickBooks may also sign up for 1-on-1 technical assistance with Linda following participation in this workshop series.

**Part II:** All Set Up—Now What?, THUR, 4/23, 6-8pm

**Part III:** Account Reconciliations, All Online, THUR, 4/30, 6-7pm

**Part IV:** Sales & Customers, Suppliers & Expenses, THUR, 5/7, 6-8pm

**Part V:** Payroll & Employees, THUR, 5/14, 6-8pm

**Part VI:** Reports and Company Activities, THUR, 5/21, 6-8pm

#### SMARTPHONE PRODUCT PHOTOGRAPHY

**Instructor:** Annie Stuart

**Date:** Saturday, 4/18, 10am-12pm

**Price:** \$35 per person for nonmembers/\$25 for WREN members/\$0 for CDBG grant recipients

In the world of e-commerce, great product photos are key to establishing a fantastic first impression and getting sales. You could hire a professional photographer or invest in photo editing software, but that can be expensive if you're just starting out....and sometimes, you really just want to quickly post your latest and greatest on Instagram. In this hands-on workshop, instructor Annie Stuart will teach participants how to take great product photos with their smartphone, quickly and easily. You will cover tips and tricks for backgrounds, composition, staging, and lighting, and the basic principles of how to show your products to the world in a way which makes them look their very best. This class is for all phones and operating systems, but students should be familiar with their smartphone camera function and know how to send and receive image files from their phone.

#### SEO, GOOGLE ANALYTICS, AND ADWORDS, OH MY! WORKSHOP SERIES

**Part I:** Google Analytics

**Instructor:** Thomas Lane

**Date:** Monday, 4/20, 6-8:00pm

**Price Per Class:** \$35 per person for nonmembers/\$25 for WREN members/\$0 for CDBG grant recipients

The digital marketplace is a competitive one--do you have what it takes to stand out? In this 4-part series, experienced web and digital SEO specialist Thomas Lane will teach you (continued on other side)

*(continued from other side)* how to harness the power of Google Analytics, AdWords, and more to drive both new customers and return visitors to your website. Part I of this workshop series will delve deep into the analytical marketplace, including understanding and installing Google Analytics, interpreting recorded user data, and integrating the fundamentals of SEO (search engine optimization) into your own website. \*In order to take part in this workshop series, participants must have an existing website and laptop. Laptops may be available for CDBG grant recipients upon request. \*\*Instructor Thomas Lane is available for 1-on-1 technical assistance for CDBG grant recipients following completion of this workshop series.

**Part II:** Google AdWords, MON, 4/27, 6-8PM

**Part III:** Google Page Speed, YouTube & Google Search Console, MON, 5/4, 6-8PM

**Part IV:** Social Media Advertising, MON, 5/11, 6-8PM

### LAUNCHING A MARKETING PLAN IN 3...2...1

**Instructor:** Pamela Sullivan

**Date:** Wednesday, 4/22, 6-8pm

**Price:** \$35 per person for nonmembers/\$25 for WREN members/\$0 for CDBG grant recipients

When it comes to launching a marketing plan, it's best to be strategic. You'll have to develop an integrated marketing plan, choose the right media outlets, and implement measurements of success. Sounds simple—but how do you get there? During this two-hour workshop, instructor Pamela Sullivan (Executive Director of WREN, and owner of Sullivan Creative) will show participants how to make a marvelous marketing plan for their small business in 3 simplified steps. \*CDBG grant recipients interested in learning more about launching a marketing plan may also sign up for 1-on-1 technical assistance with Pamela following participation in this workshop.

### HOW TO PRICE YOUR WORK

**Instructor:** Barbara Smith McLaughlin

**Date:** Saturday, 4/25, 11am-1pm

**Price:** \$35 per person for nonmembers/\$25 for WREN members/\$0 for CDBG grant recipients

You've had the dream and made it a reality—now what? For many artists and small business owners, pricing their product is the next major hurdle. In this two-hour workshop, instructor and experienced jewelry maker Barbara Smith McLaughlin will break down everything that goes in to pricing your work for both short term profit and long-term business stability. From determining a realistic overhead to accounting for pricing fluctuations of essential materials, as well as the marketing cost of promoting your goods, Smith McLaughlin will empower participants to explore all aspects of their business before coming up with a price.

may

### MASTERING SELECTIONS AND LAYERS IN PHOTOSHOP 2020

**Instructor:** Ellen Goddard Jacques

**Date:** Saturday, 5/9, 10am-4pm

**Price:** \$75 per person for nonmembers/\$50 for WREN members/\$0 for CDBG grant recipients

If you are feeling limited by your lack of Photoshop know-how, this course is a must. During this intensive five-hour workshop, participants will join instructor Ellen Goddard Jacques in working through all the different aspects of selections and layers in Photoshop 2020. You'll start with a basic introduction, then move on to composites, turning layers off and on, an overview of new selection tools for Photoshop 2020, and wrap it all up by creating your own original content with a nostalgic twist. \*In order to maximize the benefits of this workshop, participants are required to have the latest version of Photoshop installed on their laptop prior to the start of class. Some experience in Photoshop is recommended. \*\*1 hour allotted for lunch break/explorations in the village of Bethlehem.

### BEST WAYS TO BOOST YOUR ONLINE PRESENCE

**Instructors:** Pamela Sullivan and Caitlin Farrar

**Date:** Wednesday, 5/13, 6-8PM

**Price:** \$35 per person for nonmembers/\$25 for WREN members/\$0 for CDBG grant recipients

How does your business measure up in the online marketplace? For businesses both big and small, it can be hard to stay visible without a strategic approach towards your online presence—that's where WREN's Pamela Sullivan and Caitlin Farrar come in. Utilizing their years of expertise in the subject, these instructors will show you step-by-step what it takes to make people sit up and notice your business, all the way from social media platforms to your very own website. \*CDBG grant recipients who have additional questions regarding their online presence may also sign up for 1-on-1 technical assistance with Pamela following participation in this workshop.

### YOUR STORY: HOW TO TELL IT, AND BASIC PRESS RELEASE TIPS

**Instructors:** Pamela Sullivan and Ellen Chandler

**Date:** Tuesday, 5/19, 6-8PM

**Price:** \$35 per person for nonmembers/\$25 for WREN members/\$0 for CDBG grant recipients

Your story is an important one; how do you tell it? Whether you're a small business just getting started or a seasoned professional just looking to refresh your narrative, this special workshop, co-hosted by Pamela Sullivan and Ellen Chandler, will help you discover the best way to tell your story. Participants will have the opportunity to examine emerging themes in their own business, discover effective strategies for approaching a press release, and refine their communication goals, all with the aid of two experts in the field. \*CDBG grant recipients who would like to learn more about the art of the press release may schedule time for 1-on-1 technical assistance with Pamela following participation in this workshop.

### EMAIL MARKETING WITH MAILCHIMP

**Instructor:** Annie Stuart

**Date:** Wednesday, 5/27, 6-8pm

**Price:** \$35 per person for nonmembers/\$25 for WREN members/\$0 for CDBG grant recipients

We all know that Instagram is the darling of trendy digital marketing, but did you know that email is one of the most powerful (and free) marketing tools you can use? It doesn't have to be annoying spam—with a little creativity and some great content, you can keep in touch with a growing list of interested customers and clients, discover what they really like, and turn subscribers into sales. In this presentation, instructor Annie Stuart will show participants how to start using Mailchimp to create compelling emails, whether it's a quick send to promote a new product, or a newsletter full of fascinating content that gets people clicking. Students are welcome to bring their laptops to take notes, and there will be time allotted at the end of class for questions and one-on-one help with basics.

### UNDERSTANDING EXCEL WORKSHOP SERIES

**Part I:** Worksheets & Workbooks: What to Do?

**Instructor:** Linda Lotti, C.P.A.

**Date:** Thursday, 5/28, 6-8pm

**Price Per Class:** \$35 per person for nonmembers/\$25 for WREN members/\$0 for CDBG grant recipients

If the thought of operating Excel has your running for the hills, this workshop series is for you. In Part I of "Understanding Excel," instructor and C.P.A. Linda Lotti will help you understand how to utilize Excel to its full extent, click by click. Everything from basic navigation tips to formatting a worksheet, managing your workbooks, and understanding simple formulas, will be covered during this two-hour workshop for beginner and amateur Excel users. \*In order to take part in this workshop series, participants must have a laptop. Laptops may be available for CDBG grant recipients upon request. \*\*CDBG participants interested in delving deeper into the business planning process may also sign up for 1-on-1 technical assistance with Linda following participation in this workshop.

**Part II:** Figuring out Formulas, THUR, 6/4, 6-8pm

june

### WHAT'S IN YOUR LAUNCHBOX?

**Instructor:** Joyce Presby

**Date:** Tuesday, 6/2, 6-8PM

**Price:** \$35 per person for nonmembers/\$25 for WREN members/\$0 for CDBG grant recipients

Is your launchbox packed for success? Join instructor Joyce Presby for our two-hour long workshop, and you'll find out just what you need to get your small business off the ground and running. Participants will start by assessing their business from the ground up, and then take a deep dive in everything from can't miss legal aspects to the financial, marketing, and planning musts that can make or break their business. From there, Presby will guide you through further analysis of your small business as it currently stands, and provide resources to fill your professional launchbox to the brim.

READY TO  
SIGN UP?

visit:  
wrenworks.org

## STARTING OR GROWING A BUSINESS? WREN'S CDBG MICROENTERPRISE PROGRAM COULD HELP!

For more than fifteen years, hundreds of emerging and established WREN business owners have received support in growing their enterprises, thanks to Community Development Block Grant dollars. Funding for this program flows from the Department of Housing and Urban Development to Grafton County and then to WREN. Each year we receive funds to assist fifty businesses. As long as a business owner meets our program guidelines, they may receive up to three years of free assistance.

Selection for this program depends on several factors, including: the likelihood that the emerging or established business will grow its earnings and jobs over time, as well as family income.

#### Eligible business owners receive the following assistance:

- a free annual WREN Business level membership, valued at \$75
- free enrollment in all of WREN's business development classes
- free 1-on-1 assistance from WREN staff and consultants

In return for this support, participants are expected to annually share data on their business income and expenses for the prior year, current number of employees, total wages, salaries or owner's draw paid in the prior year, and total business loans taken out in the current year.

We look forward to working with you!

**For an application and more information, contact Caitlin Farrar, Microenterprise, Marketing, and Membership Coordinator, at [caitlinfewrenworks.org](mailto:caitlinfewrenworks.org).**



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