

Getting Ready for the Recovery!

Presented by: Russ Smith, Lowell Small Business Assistance Center

The Recovery, by most accounts, is on its way! Now is the time to get your business into fighting shape so you can seize the opportunities that the recovery will produce. The Center's work with entrepreneurs and business owner's provides a unique vantage point for looking at the key principles-game plan of operating a successful small business. This seminar will focus on marketing in the new economy, successful cost structures, cash flow management, and other important topics.

Bio:

Russell Smith, Executive Director – has provided the Center's leadership for the past eight years. During his tenure, the Center has become increasingly recognized as an innovator and leader in the provision of Technical Assistance both locally and at the state level. Russ is a successful entrepreneur, having founded Sales and Marketing Search, Inc., an executive search firm specializing in recruiting talented sales and marketing professionals for high technology companies. After eight years he sold the company to pursue his passion for teaching and has developed significant expertise in creating curricula for people who are educationally disadvantaged and for adult learners. Russ serves on the Massachusetts Small Business Assistance Advisory Council and on the Community and Banking Council's Economic Development Committee and the Greater Lowell Workforce Investment Board. He has an MBA from the University of Connecticut at Storrs with a marketing and finance concentration.