

Upcoming Workshops and News

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Networking Wednesdays: Restaurant Start-Up Assistance
Wednesday, March 2, 9:00 a.m. - 11:00 a.m. Free for all.

Presented by City of Cambridge. The workshop will be held at Cambridge City Hall Annex, 344 Broadway, Cambridge.

Thinking about opening a restaurant? Learn about the steps to starting a food service business from city departments.



E-Commerce - Building a Web Presence

Thursday, March 3, 2:00 p.m. - 4:30 p.m. Free for Cambridge eligible residents and business owners, \$20 for others. Presented by C S Wurzberger, New Media Marketing Power. The workshop will be held at Cambridge

City Hall Annex, 344 Broadway, Cambridge. This workshop will provide an introductory overview to the world of online selling to internet-based businesses or storefront businesses interested in expanding to the web. Topics include approaches to selling online, what to look for in a shopping cart, how to organize your online store, tracking store performance and order logistics.

Business Demographics Workshop

Tuesday, March 15, 9:30 a.m. - 11:00 a.m. Free for all. This workshop will be held at Cambridge City Hall Annex, 344 Broadway.

Understanding your market and customer base is a key ingredient at every stage of your business. City staff will give an overview of the Cambridge population and commercial districts.

More Upcoming Workshops at the Annex:

- [State Small Business Purchasing Program Training Workshop](#), March 18, 9:00 a.m. - 12:00 p.m.
- [Increasing Traffic to Your Website](#), March 29, 2:00 p.m. - 4:30 p.m.
- [Networking Wednesday - Developing Your Elevator Pitch](#), April 6, 9:00 a.m. - 11:00 a.m.
- [Advanced Retail Marketing Best Practices](#) - April 27, 8:30 a.m. - 11:00 a.m.

ACCION USA Is Providing Small Business Loans



ACCION USA is a non-profit organization that offers small business loans of up to \$50,000 for established businesses, \$30,000 for start up businesses and transitional businesses. ACCION USA has also started a Green Loan Program for businesses interested in saving energy and improving business profits. To learn more about

these programs, [click here](#).

The City of Cambridge is also sponsoring a workshop with ACCION USA to prepare you for applying for a loan on Thursday, April 21, from 6:00 p.m. - 7:30 p.m. at Cambridge City Hall Annex. Come to the workshop to learn key strategies for building and maintaining strong credit, hear about ACCION's loan requirements and initiatives for entrepreneurs in Greater Boston. This workshop is free for all.

Cambridge Seeking Nominations for 2011 "Go Green" Awards

The City of Cambridge "Go Green Awards" recognizes exceptional environmental practices in five areas- energy use, transportation, waste reduction, stormwater management, and climate protection.

Nominations are accepted for Cambridge businesses, institutions, large residential buildings, commercial properties and non-profits. Self nominations are welcome. A City committee will review the nominations and award winners will be honored at a special reception in May.

The deadline for nominations is April 4, 2011. Submit to: John Bolduc, jbolduc@cambridgema.gov, fax 617-349-4633. Good luck!

To pre-register for these workshops, please contact Rona Holmes at 617-349-4637 or rholmes@cambridgema.gov or Pardis Saffari at 617-349-4654 or psaffari@cambridgema.gov.