

Ives Main Library | 133 Elm Street, New Haven, CT 06510 | (203) 946-8130 x140

To accommodate NHFPL's Mardi Gras Celebration, please note the following schedule changes:

Ives Squared will be **CLOSED** Monday, February 24 and Tuesday, February 25

Ives Squared will **open at 12 pm** on Wednesday, February 26

Elmseed Office Hours

Saturdays, 10 am-12 pm

Drop-ins Welcome!

Address your business questions and concerns with dedicated Yale student volunteers.

For more information visit elmseed.org



Collab Office Hours

Thursdays, 3-5 pm

Fridays, 1:30-3:30 pm

Collab is a small business, nonprofit, and for-profit support program committed to serving Connecticut entrepreneurs. Get one-on-one advice about obtaining capital, mentorship, and other resources for entrepreneurs based in Connecticut. For more information about Collab, visit collabnewhaven.org. Book an appointment at collabnewhaven.org/office-hours

COLLAB

March Preview

Tune up your Brand Resonance for Marketing Success

Tuesday, March 3 2020, 6-7:30 pm

Problem: How do you stand out in a sea of brands?
Solution: By harnessing the power of harmony, consistency, momentum and impact. Through interactive exercises, you'll discover ways to express how you want your brand to make people feel, who is in your tribe, and how to articulate your brand's super powers.

Register at nhfpl.org/ives-squared

DreamKit Launch Party

Saturday, February 1, 1-3 pm

Come learn about a new, locally-developed app focused on connecting people ages 18-25 facing housing insecurity with mentorship, employment, and housing opportunities while also paying users for positive behaviors and connecting them to employers in the Greater New Haven area. There will be free soul food, music, and DreamKit staff to chat with about any questions you might have.

For more information, visit dreamkitapp.com.

Steps to Improve Your Business Internet Visibility

Tuesday, February 11, 6-7:30 pm

Familiarize yourself with a checklist of best practices that impact your website, your local search listings and social media accounts. Get an overview of SEMrush, a professional toolkit you can access free through the library, and learn more about using Pay Per Click (PPC) advertising.

Register at nhfpl.org/ives-squared



Small Business Counseling Day with the Women's Business Development Council

Wednesday, February 26, 10-3 pm

Register for one-on-one hour-long appointments where you'll receive expert advice and counsel pertaining to your own small business and startup dreams in order to make them a reality.

Register at nhfpl.org/ives-squared



Carving Your Path in Digital and TV Production

Saturday, February 29, 1-2:30 pm

This workshop is designed to help creatives, production and post-production crew, and talent navigate their way through the industry by providing tools for getting in the door of their dream job, building their network, developing their craft and climbing the ladder of success.

Register at nhfpl.org/ives-squared

Register for all Exchange programs and office hours at nhfpl.org/ives-squared

Entrepreneur-in-Residence: Samantha Williams

Samantha (Sammi) Williams, M.S. is a content strategist with over twenty years of writing experience. She founded the content development firm, Sam's Word, LLC in 2015, with the goal of alleviating the writing burden of others. Writing has been a natural passion for Sammi, and she leverages those skills through the facilitation of business development, marketing, and communication workshops. When Sammi is not providing training to other businesses, she assists businesses with content development, editing, proofreading, copywriting, and more.

Sammi earned a Master's in Health Care Administration from the University of New Haven and a Bachelor's in Business Administration / Human Resource Management from York College - CUNY. Sammi is also a certified Six Sigma Green Belt and Notary Public.



Office Hours

Mondays, 10:30 am-12:30 pm

Wednesdays, 10:30 am-12:30 pm

***Office hours will be cancelled Monday, February 24 and Wednesday, February 26**

Make an appointment at: nhfpl.org/ives-squared

“The Quiz” - Do You Have What it Takes to be an Entrepreneur?

Wednesday, February 5, 1:30-3:30 pm

This interactive presentation will help you learn the basic skills needed to become a successful entrepreneur. You will also learn to identify potential pitfalls to avoid when you're ready to make the leap.

“Marketing 101” - Are You Unique in the Marketplace?

Wednesday, February 19, 1:30-3:30 pm

Most small business owners go into business for all the right reasons. However, many experience failure or can't maintain sales growth. Much of this stems from the inability to communicate the value a business brings its customers. This interactive session allows you to figure if you have fallen into one of these traps and help you learn strategies to make beneficial changes.

“Hats, Hats, Hats!” - The Management Process

Monday, March 4, 1:30-3:30 pm

Most business owners are wearing several hats, managing many different elements at once. However, as the business grows, it becomes impossible to do it all. This presentation will give you a one-page view of the interaction of all critical business functions. You will learn how to use these controls so you can manage your business effectively.

Presenting with Confidence: Reduce Your Stress & Grow Your Business

Wednesday, March 11, 1:30-3:30pm

Learn how to make presentations less frustrating and more enjoyable for yourself and your audience. We'll discuss creating a compelling program, using various types of visual aids, and engaging your audience.

**Register for all Exchange programs
at nhfpl.org/ives-squared**