



To inspire and contribute to the vibrant culture of innovation in the New Haven community.

### Elmseed Office Hours

Saturdays, 10 am-12 pm  
Drop-ins Welcome!



Elmseed

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

For more information visit [elmseed.org](http://elmseed.org)

### Elmseed Entrepreneurship Development Course

Saturday, March 28, 11 am-2 pm

Learn how to turn your newest idea into a successful company. Presented by the dedicated Yale student volunteers of Elmseed.

### Collab Office Hours

Thursdays, 3-5 pm

Fridays, 1:30-3:30 pm

COLLAB

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](http://collabnewhaven.org).

### Collab Course: Know Your Expertise

Monday, March 30, 1-2:30 pm

Want to start a business, project, or nonprofit, but don't have an idea yet? In this workshop, participants will learn how to tap into their own expertise to come up with ideas that can impact their community.

Register for all Exchange programs and office hours at [nhfpl.org/ives-squared](http://nhfpl.org/ives-squared)

### Tune-up your Brand Resonance for Marketing Success

Tuesday, March 3, 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 superpowers.

### Marketing Communications Workshop for Nonprofits

Thursday, March 12, 6-7:30 pm

Gain confidence in using digital tools to produce messaging that is effective and brand-oriented. Ryan Turner is Co-Owner and SEO Evangelist at 3Prime Web Solutions and a mentor for SCORE New Haven.

### Small Business Counseling Day with the WBDC

Tuesday, March 17, 10 am-3 pm

Register for one-on-one hour-long appointments with representatives from the Women's Business Development Council where you'll receive expert advice and counsel pertaining to your business dream.

### New Haven Artrepreneur Series

Join us for conversation with prominent New Haven artists as they discuss the opportunities and challenges unique to being an artist and an entrepreneur. Facilitated by local artist and entrepreneur, Eric Rey.

### Dooley-O Jackson

Saturday, March 14, 3:30-4:30 pm

Meet hip-hop DJ, MC, recording artist, and producer Dooley-O.

### Kwadwo Adae

Saturday, March 21, 3:30-4:30 pm

Chat with local visual artist, muralist and founder of the Adae Fine Art Academy.

### Coming in April

### SCORE Entrepreneur Series – Spring 2020

Thursdays in April, 5:30-7:30 pm

Registration open now at [nhfpl.com/ives-squared](http://nhfpl.com/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 held Tuesday, March 17 instead of Monday, March 16.

Make an appointment at: [nhfpl.org/ives-squared](http://nhfpl.org/ives-squared)

### Social Media Management for All Businesses

**Wednesday, March 4, 1:30-3:30 pm**

Learn how to best manage your social media to reach your target customers! Includes focus on both Instagram and Facebook.

### Presenting with Confidence: Reduce Your Stress & Grow Your Business

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

Featuring: Steve Porcaro - SalesPlus

Learn how to make presentations less frustrating and more enjoyable for yourself and your audience. Learn the skills to become more confident and relaxed in front of an audience which will translate into a successful speaking event to grow your business.

### How to Get Paid When You Can't Work

**Tuesday, March 17, 1:30-3:30 pm**

Featuring: Marty Feldman - Combined Insurance

As a business owner, what would happen if you got into an accident or got sick and couldn't work? Learn how to financially protect yourself and your income by using programs that will pay cash directly when you are injured and unable to work.

### The Foundation of Entrepreneurship - Key Strategies for Success

**Wednesday, March 25, 1:30-3:30 pm**

Featuring: Tracy V Allen

As an entrepreneur, goal setting is especially important. Learn to set goals before & during your entrepreneurship journey to ensure the success of your business and operational planning.

### Payroll & Tax Filing for Small Businesses

**Tuesday, March 31, 1:30-3:30 pm**

Featuring: Mike Bennis - ADP

Payroll and taxes don't have to be daunting. Learn implementable strategies to improve your payroll processes and tips all small business owners need to know about filing taxes.

**Register for all Exchange programs at [nhfpl.org/ives-squared](http://nhfpl.org/ives-squared)**