



Business Matters

NEWS FROM THE AGAWAM SMALL BUSINESS ASSISTANCE CENTER • FALL 2006

ASBAC hosts Golf Tournament Supporters of Center receive recognition

The Agawam Small Business Assistance Center held its first annual golf tournament at St. Anne Country Club, Agawam on Wednesday, June 7.

The event was a fund-raiser to help the Center continue providing free business counseling to startup businesses in Agawam and the surrounding area.

In spite of torrential rain and whipping winds a hardy group of golfers took part in the nine-hole shotgun scramble. The rain never let up but the golfers kept going shooting pars and birdies throughout the day.

The event culminated with a banquet and an awards program. Recognition was given to the businesses that have contributed to the Center over its four-and-a-half year existence. Agawam Chamber of Commerce, Berkshire Power Company, John's Trucking Company, Olympic Manufacturing Group, United Bank, Western Massachusetts Electric Company, and the Woronoco Charitable Foundation were among those with representatives who attended to receive their awards.



The inside-out umbrella clearly shows the type of weather this foursome had to endure during the tournament!



Donna Safford Fleury, President of the Agawam Chamber of Commerce accepts a certificate of recognition from (left) outgoing Center President, Cynthia Ayre and (right) Deborah Dachos, Agawam Director of Planning and Community Development.

Keith Herrmann joins Board of Directors

The Agawam Small Business Assistance Center welcomes Keith Herrmann to the Board of Directors. Keith is a new resident of Agawam, and is employed with Six Flags New England as the General Sales Manager, where he is responsible for corporate sales, group business and Tourism. He re-



located to Agawam in May from his home state of Texas. Keith was most recently the Regional Sales Manager at Six Flags Fiesta Texas in San Antonio, where he was very active in the local hospitality and tourism industry. Keith has spent the last 20 years with the Six Flags organization where he started as a sixteen-year-old performer. He also spent 4 years touring North America with the stage production of "Sesame Street Live". Keith is a graduate of Texas A&M University with a degree in Business Management and Marketing.

New series of workshops scheduled for the Fall

Following the successful series of workshops held earlier this year, the Agawam Small Business Center will be presenting a new series in the Fall of 2006. Under the umbrella heading "Getting connected", the Center will host three workshops to help small businesses get connected with the organizations that can help them network with other businesses.

September 13

"How to make the Chamber work for you"

October 11

"Networking with Business Organizations"

November 8

"How to work with your existing client base to gain referrals"

All workshops will be held in the Community Room at the Agawam Public Library on Cooper Street, Agawam, from 9:30am to 11:30am. Admission is free, but reservations are required in order for us to plan seating. Watch for more details as they become available.



The last workshop of the Spring series of workshops drew a large number of business people to listen to the experts talk on the techniques of Advertising and Marketing.





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Mary Kay Cosmetics

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Facilitator

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See what we can do to help you

The Agawam Small Business Assistance Center (ASBAC) is an organization that serves the business community in Agawam and the surrounding area. The Center fosters economic growth and client education by providing free professional counseling, workshops and other support services to area entrepreneurs who plan to start or improve their businesses.

Our counselors and consultants are working (or retired) business people, highly-experienced and willing to share their expertise in financing, marketing, management, strategy, and more. Our hours are 9am to noon Tuesday through Thursday. We are located on the lower level of the Agawam Town Hall (by the mailroom) at 36 Main Street, Agawam.

You can call us at 413-786-0172 and leave a message and one of our volunteers will call you back.

What we have been able to accomplish ...

Since the Agawam Small Business Assistance Center opened its doors in February 2002, the Center has responded to over 200 requests for counseling, which is provided free by the agency. Many of the requests are for multiple topics.

Listed below is a summary of the counseling sessions the Agawam Small Business Center has arranged:

Business Startup – 145

Business Loans – 81

Market Sales – 79

Accounting/Financial/Tax Counseling – 58

Human Resources, Inventory Control, Employee Training, International Trade, Government Procurement – 12

Technology & Computer Systems - 8

Business Planning Counseling, other – 180

Gender breakdown: Female - 98, Male - 108

Volunteers wanted!

Volunteers are the backbone of the Agawam Small Business Assistance Center. We are located in the Agawam Town Hall, and are looking for volunteers to work in our office to answer phone inquiries. If you can spare 3 or 6 hours a month we would love to hear from you. Please call Pat Roberts at 786-8580 for more information.

Agawam Small Business Assistance Center

36 Main Street, Agawam, MA 01001

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