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Top Stories

Brown Bag series is back

JAY PATEAKOS , Herald News Staff Reporter

08/26/2004

FALL RIVER -- Do you know what company features a Happy Meal? Or which company advertises about English muffins with nooks and crannies? Or what corporation spouts "Just do it"?

One of the biggest problems facing existing and potential businesses is getting the average consumer to identify their products.

Companies like McDonald's, George Weston Bakeries, which produces Thomas' English muffins or Nike can sink millions of dollars into getting consumers to buy their products or frequent their establishments, but most smaller businesses don't have that amount of money to throw into a marketing campaign, so the Univeristy of Massachusetts Dartmouth Advanced Technology and Manufacturing Center will attempt to assist those businesses find other ways to market their products or services.

The ATMC is bringing back the Brown Bag Speaker Series for a new season in its continued effort to promote and enhance the success of the small business and entrepreneurs in southeastern Massachusetts.

The first session, slated for Wednesday, Sept. 8, will focus on "Marketing on a Shoestring Budget," featuring Carol Malysz, director of the Center for Women and Enterprise of Providence. Since January 2000, Malysz has worked to improve access to capital and credit for women by creating a national center of excellence and model innovation approaches in small business finance.

"The biggest concern for businesses is how to market their product, reach customers and create a target audience," said Malysz. "These businesses want to send the right message in the right media and find cost effective ways to connect to that audience.

"Marketing is the greatest concern out there today, where people try to find a market for their product or service before they even start the business," said Malysz. "The type of information provided at this session is practical



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and hands-on, and one that they will be able to implement right away."

The CWE is part of a national network of woman-owned business centers that promote women's entrepreneurship by providing a professional network for women including attorneys, accountants and lawyers, as well as training and educational opportunities and various networking events throughout the year.

The ATMC Brown Bag Series' average attendance, which includes up to 50 businesses per session, is a free, monthly series at the ATMC that has included such topics as Incorporating, out-sourcing, raising capital and characterization.

Although the namesake of the series has always been to bring your own brown bag lunch to each session, a complimentary lunch will be provided for this event only.

The program will run from noon to 1:30 p.m. Ms. Malysz will field questions after the completion of the session. A networking session will also follow the event.


Interested individuals and businesses should RSVP to Jon Miller at 508-910-9830.

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