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Recommended Citation

Lathrop, Janet, "Training Sessions Help NH Businesses" (2001). *UNH Today*. 2579.
<https://scholars.unh.edu/news/2579>

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[NH SBDC](#)

Training Sessions Help N.H. Businesses

By [Janet Lathrop](#)
UNH News Bureau
603-862-1462

September 14, 2001

DURHAM, N.H. -- In tight economic times, small businesses naturally try to do things smarter, says Mary Collins, statewide director of the Small Business Development Center (SBDC) at the University of New Hampshire.

Six SBDC regional offices across the Granite State are there to help, offering low-cost workshops on business fundamentals and providing retailers and manufacturers with information they need to stay lean and competitive even in slow periods.

The SBDC offers workshops on such topics as taxes, finance, complying with environmental regulations, designing a marketing or sales plan, and principles of customer service and human relations. Recognizing that "time is money" for anyone in business today, N.H. SBDC recruits highly qualified consultants and experts to address "bread and butter" issues for participants.

"To have business owners take time away from their day requires a certain high level of quality," Collins remarks. "We feel they must be able to say, 'I'm glad I did that.' for us to call it a successful session."

This month, for example, Ann McArdle, president of The McArdle Group, Inc., Manchester, will offer a workshop titled "Productivity and Profits Through People" for an SBDC audience at the Mt. Washington Valley Economic Council in North Conway. McArdle has been assisting corporate and not-for-profit clients since 1996 and is a frequent speaker on strategic planning, leadership, transition management and organizational success.

The objective is simply "to help the small business

owner with information that will help them every day." SBDC workshops scheduled in September include the following:

- Sept. 18 -- "Financial Management" by Helen Dutton, A Vision of Your Own, Inc., presented in North Conway.
- Sept. 20 -- "Retirement Planning" by Richard Rawlings and Tim Rioux, Northwestern Mutual, presented in Rochester.
- Sept. 20 -- "Are the Businesses You Serve Operating in the Green?" by John Cusack, Innovest Strategic Value Advisors, and Helen Sahi, Fleet Boston Financial Corp., in Bedford and Portsmouth.
- Sept. 25 & 26 -- "Productivity and Profits Through People" by Ann McArdle, The McArdle Group, Inc., in North Conway (Sept. 25) and Concord (Sept. 26).

Additional topics are scheduled throughout October and November. For more information or to register, call the Manchester office of the SBDC at 624-2000.

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