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WREN Springs into Another Season of Learning with COVID-Specific Small Business Series

Photo: Mary Secor, instructor for WREN's Spring Small Business Series, "Seedling to Start Up"



Spring is just around the corner, and with it, the latest round of online classes hosted by the Women's Rural Entrepreneurial Network (WREN).

As a North Country nonprofit that has been cultivating the better lives and livelihoods of small business owners for over 25 years, WREN's latest roundup of online courses is designed with the ambitious entrepreneur in mind. Of particular note this season is WREN's brand-new Spring Small Business Series, "Seedling to Start Up".

This 4-part online series kicks off with a free information session scheduled for Tuesday, 3/30 from 6 – 6:45pm. During this brief introduction, instructor Mary Secor, will give potential class participants a sneak peek at the course content that will be reviewed over four informative weeks.

"Seedling to Start Up" is a user-friendly business and product development course designed to help

prospective or current business owners as they plan a strategic, successful path forward, even in light of the unpredictability of the current pandemic. Indeed, adaptability is a cornerstone of the curriculum found in "Seedling to Start Up". Class topics will include conducting an initial assessment, developing operating assumptions based on changing and emerging conditions, and creating a compelling elevator pitch. As the Spring Small Business Series continues, participants will discover the process of using market research to test and validate a business/product/idea, and learn how to prepare for the

successful opening/reopening of their businesses by developing appropriate policies and procedures and monitoring Key Performance Indicators (KPI).

“Seedling to Start Up” instructor Mary Secor is excited to bring her expertise to this new schedule of classes at WREN. Secor has over twenty years of experience in developing and delivering educational programs and workshops for academic, nonprofit, and for-profit organizations, and has specialized in facilitating strategic business planning workshops and guiding collegiate entrepreneurship programs. WREN’s Spring Small Business Series serves as a welcome opportunity for Secor to make her mark in the North Country, and she joins a host of other eager instructors who are ready to assist small business owners and lifetime learners from this region and beyond.

This season, WREN’s online programming includes everything from a 2-part Canva graphic design series to “The Musts of Email Marketing”, “Shooting Short Videos on Your iPhone or Android”, and a variety of coursework related to QuickBooks, Pinterest, digital marketing, managing online reviews, and more. All online classes will be hosted via Zoom, and recorded versions of each class will also be available for purchase.

WREN’s SPRING ONLINE CLASS SCHEDULE

- “Getting Creative with Canva” (2-part series, 3/24 & 3/31)
- “Pinterest Part II” (3/25)
- “A Longer Look at QuickBooks” (3/29)
- SPRING SMALL BUSINESS SERIES: “Seedling to Start Up” (4-part series, 3/30, 4/6, 4/13, 4/20, 4/27)
- “Managing Your Online Reviews” (4/5)
- “The Musts of Email Marketing” (4/8)
- “Shooting Short Videos on Your iPhone or Android” (4/15)
- “Build a Blog” (2-part series, 4/21 & 4/28)
- “Framing How-To’s” (4/22)
- “Managing Your Social Media Channels” (5/4)

Individuals interested in attending one, some, or all of WREN’s online classes are encouraged to visit wrenworks.org/classes-events/ for full course descriptions and prices, as well as registration information. All classes are free to Community Development Block (CDBG) grant recipients.

WREN is always accepting new members, and currently has spots available in its CDBG Microenterprise Grant Program. To learn more about WREN’s membership and grant opportunities, please visit wrenworks.org.

Additional Information on WREN’s CDBG Microenterprise Grant Program

Thanks to the NH CDFA and Grafton County, WREN is able to administer the CDBG Microenterprise Grant Program. This powerful grant program enables low- to moderate-income recipients to access all of WREN’s amenities free of charge, including online classes, 1-on-1 technical assistance with industry experts from a variety of professional fields, market access through Local Works Marketplace and the Gallery at WREN, a free WREN membership, and more.

Spots are currently open in WREN's CDBG Microenterprise Grant Program, and small business owners are highly encouraged to apply today at wrenworks.org/grants.

About WREN

The Women's Rural Entrepreneurial Network (WREN) is a nationally recognized nonprofit organization in Bethlehem, NH. WREN provides classes, workshops, community work space, networking and events to support better lives and livelihoods, access to markets, and rural economic development in the North Country.

Local Works Marketplace & the Gallery at WREN Hours:

OPEN: 11am – 5pm, Monday, Tuesday, Thursday, Friday, Saturday, Sunday. CLOSED: Wednesdays.

Local Works Marketplace sells the works of over 90 local artists. To learn more about WREN, visit www.wrenworks.org. 2011 Main St, Bethlehem, NH 03574.