

# Southeastern MA Regional SBDC Newsletter

Contributing to the Economic & Entrepreneurial Growth in Massachusetts Since 1980

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**SBDC CLIENT,  
RED HORSE INN,  
CHOSEN 2005 BEST  
OF CAPE COD**

The idea behind the Red Horse Inn in Falmouth started eight years ago, when entrepreneurs Eleacia and Bob Fredette began buying small houses and fixing them up. Their biggest purchase came three years ago, when the Fredettes became the new owners of the Red Horse Inn. Bob Fredette came to the MSBDC Network's Southeastern office in March of 2004 seeking advice on increasing revenues. The MSBDC's Senior Management Counselor, Cliff Robbins, assisted Fredette with designing and implementing a new comprehensive marketing plan. Additionally, in order to increase his understanding of his business, Fredette also attended a 12 week NxLevel training session, taught by Robbins, in order to write a better business plan.

When the Fredettes purchased the Red Horse Inn, Room 5 was referred to as the "punishment room" by the housekeeping team. This room was consistently the last to be rented due to its old motel style furnishings with orange and brown decor. The Fredettes decided to take the Red Horse Inn's "worst" room and make it its best room. Room 5 now boasts new hardwood floors, a whirlpool tub, fireplace... Revenues at the Red Horse Inn have climbed steadily allowing the Fredettes the ability to make improvements to the rooms and the grounds. These improvements had led the way to being chosen as the 2005 Best of Cape Cod by *Cape Cod Life Magazine* and as Spotlight Entrepreneurs from the *Boston Globe*. Currently, there are 22 rooms at the Red House Inn. During this past winter, 10 more rooms were renovated. The Fredettes have 12 more rooms awaiting renewal. More such updating is scheduled for this season.

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The Southeastern Massachusetts Regional Small Business Development Center (SBDC) provides free and confidential one-on-one management counseling to the small business community in Southeastern Massachusetts in the counties of Bristol, Barnstable, Dukes, Nantucket, Plymouth and part of Norfolk.

SBDC assistance is tailored to the needs of individual clients. Our mission is to support the future success of your business.

Management Counseling Services include, but are not limited to:

- ✍ Start-up Businesses
- ✍ Business Plan Development
- ✍ Financial Plan Development
- ✍ Marketing & Sales Strategies
- ✍ Cash Flow Analysis
- ✍ Organizational & Personnel Issues
- ✍ Government Procurement Assistance
- ✍ Minority Business Assistance
- ✍ International Trade Assistance

## Training

The MSBDC conducts low or no-cost seminars, workshops, courses and conferences addressing a wide range of concerns for both start-up and existing businesses. Many of these training programs are co-sponsored with local chambers of commerce, colleges and universities, community development organizations, banks and trade associations.

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## SUCCESS STORY (continued):

In addition to the Red Horse Inn, Bob & Eleacia Fredette also own Distinctive Property Services, Inc. Through this business, the Fredettes offer what they have learned at their inn and through their construction business, to other properties in the Falmouth area.

Over the years, the Fredettes have purchased twenty houses and have renovated and resold many of them. Some of these properties were kept as rental properties. At the time of purchase, some of these houses were in dire need of repair. In their renovations the Fredette's often found themselves tearing down the walls and rebuilding them. While this took a great deal of effort, these rundown houses are now beautiful homes. "This" say the Fredettes "is an accomplishment of which we are proud".

"The level of expertise offered to small business owners through the SBDC has been invaluable to us. We greatly appreciate the opportunity to have such fantastic resources available to us. We will continue to use these resources as we grow both of our companies. Thank you!" *Eleacia and Bob Fredette*

Red Horse Inn - [www.redhorseinn.com](http://www.redhorseinn.com)

Distinctive Property Services, Inc. - [www.distinctiveprops.com](http://www.distinctiveprops.com)

## SBDC SPOTLIGHT

Melinda Ailes joined the Massachusetts Small Business Development Center as a senior management counselor in November 2002. She provides management consulting to small to mid size businesses ranging from start-up through maturity throughout Southeastern Massachusetts. She consults with a wide variety of industries including high technology, service, distribution and manufacturing companies. She has extensive experience as a strategic planning and financial consultant, commercial banker and trainer.

Prior to joining the MSBDC, Melinda worked for several local and regional banks in senior management positions with responsibility for commercial lending, small business lending, asset based lending, strategic planning and product development.

Melinda also has worked as an independent consultant for privately held businesses, government agencies and not-for-profit companies in the areas of financial management, capital access, strategic planning, business development and planning, and turn-around management. She holds office hours in Fall River, New Bedford, Attleboro, North Attleboro Brockton and Mansfield.

In 2004 Melinda won the MSBDC's State Star Award and in 2001 she received the SBA Minority Small Business Advocate of the Year Award for New England Region.

She is a member of the New Bedford Economic Development Council and on the boards of the Tri Town Business Association and the Academic Center for Entrepreneurship at BCC. She earned her MBA from Boston University and her BA from McGill University.

## FAQ's

### What do I have to do to make my new company legal?

We wish there was a standard answer for all new businesses, but unfortunately each situation is different. It depends on the type of business and the industry. For example, certain legal requirements for starting a trucking business are very different from starting a restaurant or hair salon.

However, here are some standard steps for getting off on the right foot that are applicable to most all businesses.

1. Choosing a name:
  - ✍ Company Name search with Secretary of State <http://www.state.ma.us/sec/cor>
  - ✍ Trademark search with U.S. Patents and Trademarks Office <http://www.uspto.gov>
2. Choosing a corporate structure (type of organization – more information at <http://www.mass.gov>):
  - ✍ Sole Proprietorship
  - ✍ General Partnership
  - ✍ Corporation (S Corp)
  - ✍ Limited Liability Company or Partnership (LLC or LLP)
3. Registering the business:
  - ✍ The town or city clerk's office where the business will be located
  - ✍ Secretary of State
  - ✍ Other states
4. Getting the necessary licenses and permits, for example:
  - ✍ Zoning
  - ✍ Board of Health
  - ✍ Contractors
  - ✍ Division of Professional Licensure
  - ✍ FCC
5. Getting a tax identification numbers:
  - ✍ For Massachusetts <http://www.mass.gov> (click on registering a business)
  - ✍ For Federal Tax or Employer Identification Number (EIN) <http://www.irs.gov>
6. Obtaining the required insurances:
  - ✍ Worker's compensation insurance
  - ✍ Commercial automobile insurance
7. Obtaining important insurances, for example:
  - ✍ Liability
  - ✍ Property and casualty
  - ✍ Bonding

We at the MSBDC can guide you through each of these steps and others. We will help you research and identify what licenses, permits and other information are needed for your specific business. You can also find more help on the internet at <http://www.mass.gov>.

CALENDAR OF EVENTS

SESSION I – LEARN THE FUNDAMENTALS OF PLANNING, PREPARING FOR & FINANCING YOUR BUSINESS

SESSION II – LEARN TO UNDERSTAND FINANCIAL STATEMENTS & HOW THEY HELP TO DETERMINE THE HEALTH OF YOUR BUSINESS

8:30 am – 12:00 pm.

2005 Dates:

September & October TBA

Entrepreneurial Workshops are held in a different location once a month, with the exception of July & August. For reservations & directions please contact: Kathi Torres @ SEED 508-822-1020. Cost for trainings are FREE.

Overview of SBA Programs & Services

10:00 am – 11:30 am.

2005 Dates:

July 26, August 30, September 27, October 25, November 29, December 13

For reservations & directions, please contact Anna Outerbridge @ 617-565-8510. Web Conference Availability. Cost for training is FREE.

TEACHERS LEARN MARKETING TIPS & WE WOULD LIKE YOUR HELP

Cliff Robbins from the SBDC led a workshop on “The Marketing Plan” for area high school teachers who participated in a five-session workshop on “Entrepreneurship” presented by Bristol Community College. Each one of the five sessions highlighted a different topic and teachers followed a hands-on project-based module similar to what they will use when teaching “Entrepreneurship” to their high school students. Cliff covered the entire marketing plan which included brand recognition, advertising a product, market analysis, and competitive advantage.

These area high school teachers can use your help as they implement an “Entrepreneurship” component to their curriculum. In particular, local business owners, who can share some of their entrepreneurial spirit with high school students, are encouraged to volunteer as speakers. New Bedford High School launched this curriculum in 2003 and it has gained much popularity with the students. Please call or e-mail Jane M. Jacobsen, CS² Entrepreneur at New Bedford High School if you would like to volunteer as a speaker for the entrepreneurship class being offered both during the school year and as a summer course for New Bedford youth. Jane can be reached at 508 997-4511 x2469 or [jjacobsen@newbedford.k12.ma.us](mailto:jjacobsen@newbedford.k12.ma.us)

Bristol Community College is creating a new Academic Center for Entrepreneurship (ACE). ACE will be a valuable resource to residents of Southeastern Massachusetts ranging from those who currently own a small business and want to augment existing skills to “entrepreneurs-to-be” whose passion for a service or product can form the foundation for a new small business. ACE will work to stimulate the development of new business ventures in the region while serving the needs of existing small business owners to ensure that their ventures remain productive and profitable. Melinda Ailes, also from the SBDC, is on the ACE Advisory Board. To learn more about BCC’s Entrepreneurship Center, members can call Phoebe Blackburn @ BCC 508-678-2811 x2417.

Staff Members

Melinda L. Ailes

Senior Management Counselor

Clifford Robbins

Senior Management Counselor

Daniel Lilly, Jr.

Procurement Specialist

Michael P. Sullivan

International Trade Counselor

Tammi A. Jacobsen

Client Service Coordinator

The SBDC office in Fall River is easily accessible from Routes 195, 24 or 6. Facilities are handicapped accessible.

To better serve the Massachusetts small business community, the Southeastern Massachusetts Regional SBDC has outreach sites in conjunction with chambers of commerce and economic development entities.

- Attleboro Chamber North Attleboro Chamber
- Falmouth Chamber Yarmouth Chamber
- Plymouth Chamber Tri Town Chamber
- Cape Cod Chamber Metro South Chamber
- Fall River Chamber N.B. Economic Develop. Council

For general information, training information or to make an appointment, please contact Tammi A. Jacobsen at extension 104 or log onto our website [www.msbdc.org/semass/](http://www.msbdc.org/semass/)

*“The Massachusetts Small Business Development Center Network is a partnership program with the U.S. Small Business Administration and the Massachusetts Department of Business and Technology under cooperative agreement 5-603001-Z-0022-25 through the University of Massachusetts Amherst. SBDCs are a program supported by the U. S. Small Business Administration and extended to the public on a non-discriminatory basis. SBA cannot endorse any products, opinions or services of any external parties or activities. Reasonable accommodations for persons with disabilities will be made, if requested at least two weeks in advance. For further information, contact the SBDC office at (508) 673-9783.”*

