

Town of Acton

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FOR IMMEDIATE RELEASE

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Acton Economic Development Department Hosts Three-Part Seminar for Local Businesses

ACTON – Town Manager John Mangiaratti is pleased to announce that the Economic Development Department will be hosting an interactive, three-part seminar for local businesses.

The virtual seminar, titled “Learn the Art of Public Speaking to Help Grow Your Business” will be held Aug. 16, 23 and 31, at 10 a.m. each day. Business owners who are interested in attending are required to pre-register for each session online [here](#).

The seminar will be hosted by SCORE Counselor and Instructor Susan Bloomstone, and is being offered in connection to the Acton Business Incubator (ABI), which launched in May, in an effort to support local small businesses throughout Acton.

Acton Business Incubator seeks to assist small businesses with funding, guidance, and aid for businesses just getting started in Town.

The grant program launched in May, and participants were made eligible for the program in two categories:

- The Sign Program, which provides aid for businesses’ new or renovated signs.
- The General Program, which helps struggling or new businesses with funds for

equipment, staffing, marketing, etc. This program was made in connection to the COVID-19 pandemic as many lingering obstacles created by the pandemic have prevented small businesses from recovering and growing financially.

The seminar will teach business owners how to effectively communicate with a variety of stakeholders in ways that boost credibility and sales including customers, the media, financial institutions through networking and collaboration.

Each seminar meeting will cover different material. Businesses who did not participate in the grant program are still eligible to participate in the three-part seminar.

The grant awardees are:

- Handworks Gallery
- Anita's Shoe Boutique
- Eve & Murray's Farm to Home
- Q Cleaner & Tailor
- Live 4 Physical Therapy & Wellness Advising
- Acanthi
- SquashWest Sports & Fitness
- Charlie Media
- TensorDock
- Abode to Adore LLC
- RF's Workshop LLC
- Green Home Solutions
- Sal's Auto
- Penguin Coding School
- Ames Art Studio & Gallery
- Cooperative Elder Services
- Wicked Good Henna

"We are very excited to offer this webinar to local businesses. We help give the necessary tools and resources to small businesses in an effort to see them succeed and grow," said Economic Development Director Julie Pierce Onos. "I want to thank Susan Bloomstone for hosting this seminar and mentoring business owners in our town. We are very grateful for her dedication to helping small businesses and look forward to hearing her advice."

"Business owners are encouraged to sign-up and attend the webinars for insight and

advice on effective business communications," Town Manager Mangiaratti added. "This will be a great event for everyone to attend."

The Town of Acton is looking forward to supporting its businesses and helping them thrive.

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