



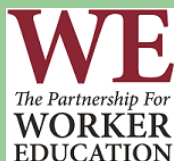
Class offerings from the

Southern Hilltowns Adult Education Center And Hilltown Community Development

Village Enterprise Center | 26 Main Street, Chester, MA 01011
www.umass.edu/shaec | SouthernHilltownsAEC@gmail.com
(413) 354-1055



A Publication of The Hilltown CDC and Friends of The Southern Hilltowns Adult Education Center | Spring 2023



SHAEC is a program of the UMass Partnership for Worker Education

Program and is funded by a Community Development Block Grant from the Mass Dept. of Housing and Community Development through the lead town of Chester in partnership with Huntington, and Middlefield.

SHAEC has been providing quality adult education to the Southern Hilltowns since 1999.

SHAEC Program Director, and Hilltown Community Development Economic Development Director
Michele Kenney

Friends of SHAEC is a non-profit 501(c)3 organization that supports the work and outreach of SHAEC. This newsletter would not be possible without the fundraising efforts of the Friends of SHAEC.

Business classes provided by the Hilltown Community Development Corporation, The Mass Growth Capital Corporation Small Business Technical Assistance Grant, and the generosity of volunteers and private donors.



**Free Classes for Hilltown Residents-
in Chester, Huntington and Middlefield: in Person and & Virtually**
Gardening - Creative Writing - Phone and computer help - Preparedness - Business Assistance
Excel - Word - Canva - QuickBooks - First Time Home Buyer - Estate Planning
And More!



**Western Mass
Hilltown Hikers
2023 group hike
schedule
Page 11**



**Spring
Writer's
workshop,
with Marilyn Antonucci- At
the Huntington Public
Library. See page 3**

**New Websites to serve you better:
Southern Hilltowns Adult Education Center: www.umass.edu/shaec/
Hilltown CDC Business Assistance: <https://hilltownbusinesshub.com/>**

Both the Hilltown CDC and The Southern Hilltowns Adult Education center have new websites to serve you better. Hilltown Business Owners can register for free classes and business assistance through the new Hilltown Business Hub <https://hilltownbusinesshub.com/>
Residents of Chester, Huntington, and Middlefield can sign up for free classes from SHAEC at www.umass.edu/shaec. This is a two-step process. You will get a confirmation email after your account is approved. Please call 413-354-1055 if you have difficulty registering online.

The GED test is now Free!



The State of Massachusetts is now offering the GED and Hi Set High School Equivalency Test free of charge. Plus, the test is available to take remotely (at home from your own laptop) if you qualify. Don't delay getting that diploma any longer. Call 413-354-1055 and find out how to schedule your free GED or HiSet exam today. SHAEC has been offering free GED and HiSet Prep classes and tutoring to Southern Hilltown residents since 1999. Call now to see if your ready to take the test- or take advantage of our free tutoring in all subject areas. Work at your own pace and start any time.

All classes are FREE for Hilltown Residents!

Preparedness With Carlos Flores : In Person Series



Carlos Flores is a former Holyoke Police officer and Army Veteran and master firearms instructor who is passionate about helping people prepare for natural and man-made disasters. He teaches Wilderness survival , emergency preparedness, and disaster readiness. Carlos owns and operates “The Gun professor Inc”, offering multi-state firearms training and certification.

Carlos teaches based on the Pillars of The Five Rules of Three:
You can live 3 minutes without air
3 hours without shelter
3 days without water
3 weeks without food
3 months without hope



Preparedness with Carlos Flores: Free In Person class
Thursday evenings at the Village Enterprise Center, 26 Main St, Chester 6-8pm
January 19th, February 2nd, Feb 23rd, March 16th, & March 30th.
Call or email to reserve your spot: 354-1055 Southernhilltownsaec@gmail.com
Or Preregister at www.umass.edu/shaec

Warmth and Shelter: Thurs January 19th 6-8pm

Learn what’s important to have on hand in order to stay alive when sheltering in place or making shelter when you're away from home, securing you from the elements, and creating fire for life giving warmth. **Register online at www.umass.edu/shaec or call 413-354-1055 and leave a message. Or Email Southernhilltownsaec@gmail.com**

Water Gathering and Purification. Thurs February 2nd, 6-8pm

Whether it's for cooking or hygiene, we need water. Without it we're in a lot of trouble, either from dehydration or bad sanitation. In this class we will discuss different methods of storing and gathering water, as well as the myths and facts about how long water lasts and the various methods of purification. Various fire starting methods will be discussed. **Register online at www.umass.edu/shaec or call 413-354-1055 and leave a message. Or Email Southernhilltownsaec@gmail.com**

Food: Thursday, February, 23rd, 6-8pm

What food should you store ahead of time? What can you make, gather or produce for our food storage? In a long power outage, most foods in your fridge will be spoiled in under 48 hours. Understand what expiration dates truly mean on various foods and their actual shelf life. Special diets will be discussed, as well as fire making and methods of cooking. **Register online at www.umass.edu/shaec or call 413-354-1055 and leave a message. Or Email Southernhilltownsaec@gmail.com**

First Aid and Medicine Thurs, March 16th, 6-8pm

In this class we will discuss what first aid equipment knowledge you need to have in order to be prepared for a potential crisis situation. We will discuss treating many different kinds of wounds or other medical issues, as well as choices to consider for pain killers and antibiotics. Sanitation will be covered in full detail including what to do with human waste and its potential usefulness for long-term survival. We will also cover gray water, Brown water, and black water. We will even cover what happens when a loved one passes away. What do you do to preserve the cadaver until emergency assistance comes along. AKA hurricane Katrina. Fire starting in regards to sanitation will also be discussed. **Register online at www.umass.edu/shaec or call 413-354-1055 and leave a message. Or Email Southernhilltownsaec@gmail.com**

Transportation and Communication Thursday, March 30th, 6-8pm

Without proper communication, a simple dilemma can become an incredibly huge disaster if you can't find out what's going on around you. Transportation can be part of that communication process. In this class we will cover CB radios, store-bought radios, and Ham radios, as well as various forms of transportation. We will also discuss group organizing of friends family in order to have a pre-existing group, so that if and when a crisis situation occurs, one has support from others that have also prepared themselves. **Register online at www.umass.edu/shaec or call 413-354-1055 and leave a message. Or Email Southernhilltownsaec@gmail.com**

Gardening Help, Writers Workshop: In Person



Ed Sourdiffe, known as The Green Thumb Guru, is the resident plant and garden expert of lifestyle program Mass Appeal on NBC affiliate Channel 22. As Head of Historic Gardens at Hancock Shaker Village, a living history museum in Western Massachusetts, Ed planned, planted and maintained gardens consistent with Shaker tradition, widely making use of organic gardening techniques while nurturing a variety of heirloom flower, herb and vegetable strains.

Organic Garden Planning w/ Ed Sourdiffe

Thursday, April 27th
6-8pm

26 Main St Chester



Organic Garden planning: Every successful new beginning starts with a plan, and it's no different with organic gardening. Tips on locating your garden, the type of plants you can grow, and how to get great abundance with less effort. Finally, and perhaps above all else, why you should organic garden in the first place, is there any real benefit or benefits? The answers may surprise you.

Register online at www.umass.edu/shaec or call 413-354-1055 and leave a message. Or Email Southernhilltownsaec@gmail.com

Successful Seed Starts, w/ Ed Sourdiffe, The Green Thumb Guru

Thursday, February 16th 6-8pm

In Person class: 26 Main St Chester



Successful Seed Starts: Save money with starting seeds and growing your own plants literally from scratch. Increase the amount of plants and the varieties you grow by starting them from seeds. As with everything there are a few tricks to get you off to a start that even the experts would envy. This and more will be covered in this timely class. Register online at www.umass.edu/shaec or call 413-354-1055 and leave a message.

Friends of SHAEC Plant Sale, @ Chester on Track

Saturday, May 20th, 2023
10am til 4pm Rain or shine
26 Main Street, Chester



Come on out and support Adult Education in the Southern Hilltowns, and grab some plant starts, house plants, or perennials flowers, herbs, or medicinals. Every year, Friends of SHAEC sponsor classes and provides funding for supplemental classes, materials, and supplies for the Southern Hilltowns Adult Education Center. Come show your support- and grow with us. Friends of SHAEC is a 501(c)3 non-profit organization.



Spring Writers Workshop w/ Marilyn Antonucci, In Person at the Huntington Public Library

4:30-6pm
Tuesdays, April 4th - May 9th
(No meeting April 18th)

Writer's Workshop



Time to let the creativity flow! Whether you're a seasoned writer, or just beginning your journey of creative expression, you will enjoy this in-person Spring Writers Workshop led by Dr Marilyn Antonucci. Marilyn has many years of experience helping people of all ages and abilities hone their craft and develop a love for writing. **Space is limited, so register early at www.umass.edu/shaec or call 413-354-1055 and leave a message. Or email Southernhilltownsaec@gmail.com**



Huntington Public Library, 7 East Main Street, Huntington

Weather Cancellation Policy

SHAEC's daytime in person classes are generally cancelled when classes and activities in the Gateway School District are cancelled. Cancellations are also noted on our Facebook page: <https://www.facebook.com/SouthernHilltownsAdultEd> We encourage pre-registration so that we may contact class participants in the event of any class scheduling change.

Southernhilltownsaec@gmail.com

Daytime in- Person Computer Classes

Heather Morgan will patiently work with you to help you learn computer and phone applications throughout the Southern Hilltowns. Classes will be held in conjunction with the Middlefield COA at the Middlefield Town Hall, in conjunction with the Huntington COA at Stanton Hall, and on location for residents of Hamblin Court. If you need assistance with a computer or phone related problem, feel free to request an appointment by calling 413-354-1055 or email Southernhilltownsaec@gmail.com. You can arrange to meet with Heather at any of these locations, or at our Chester Classroom. Virtual help is also available.



Stanton Hall, Huntington
Weds March 15, 1-2pm
Hamblin Court
(Residents only)
Tuesday, January 31 10:30 – 11:30am

One reason YouTube is so popular is the sheer number of videos you can find. On average, 100 hours of video are uploaded to YouTube every minute, so there's always something new to watch! You'll find all kinds of videos on YouTube: Cooking demos, science lessons, fashion tips, and even how to repair household appliances. **To Register for this class, go to www.umass.edu/shaec or call 354-1055 and leave a message**



Google Photos
Stanton Hall, Huntington
Wednesday, April 12th, 1- 2pm
Hamblin Court , Tues, Feb. 28, 10:30 – 11:30am

Can't find the photos you took on your phone? Want to create memories that last longer than a social media post? Learn the many things you can do with Google Photo. From free storage and automatic organization of your photos, to creating digital photo albums, movies, or a collage; Google photos offers much more than storage, filters, and sharing of your memories. Join SHAEC teacher Heather to learn the many things already available to you at your finger tips. Google photos is the safe choice for your personal and professional photos. **To Register for this class, go to www.umass.edu/shaec or call 354-1055 and leave a message**

Adding and Deleting Unwanted Apps on Your Phone



Hamblin Court (Residents only)
March 28th, 10:30am-11:30am
Stanton Hall, Huntington
Wednesday, May 24th, 1-2pm

Learn how to add new applications on your phone. Learn about the Android or Google Play Store or the iPhone App Store. This class will also cover getting rid of apps you no longer need. **To Register for this class, go to www.umass.edu/shaec or call 354-1055 and leave a message**



Smartphones and Tablets
Middlefield Town Hall
Tuesday, March 21 1:00 – 2:30pm

Get to know your smartphone or tablet. Put an end to the frustration and learn what it can do to make your life a little easier. You will learn how to get started, the basics, and some helpful tips. **To Register for this class, go to www.umass.edu/shaec or call 354-1055 and leave a message**



Cell Phones Tips
Middlefield Town Hall,
Tuesday, April 18 1 – 2:30pm
Hamblin Court (Residents Only)
Tuesday, April 25, 10:30 – 11:30am

Come and discover how to get the most out of your cell phone. Learn about Bluetooth, App permissions, and five things you didn't know you could do with your smartphone. **To Register for this class, go to www.umass.edu/shaec or call 354-1055 and leave a message**



Your Google Account, More Than Just Email
Middlefield Town Hall
Tues, May 16th, 1-2:30pm

Come and explore what apps Google has to offer. You can do a lot with a Google account, from using Google Drive for cloud storage to creating and sharing documents, spreadsheets, and presentations to using Google Maps to learn your way around. **To Register for this class, go to www.umass.edu/shaec or call 354-1055 and leave a message**

Evening Computer Classes by SHAEC



Learn Excel to further your career : Three Part Series
An introduction to Excel touching on
the 50 most common Excel interview questions.



Virtual Class:

Mondays, January 23rd, 30th, & February 6th
6-8pm

In Person class:

Mondays, March 13th, 20th, & 27th 6-8pm
The Village Enterprise Center 26 Main St Chester

Join Steph Stoudenmire in this 3 part series: divided into beginner, intermediate and advanced courses. The first hour will cover the material; the second hour will be available for any unique questions the audience has.

Intro/ Beginners: Are you brand new to Excel? Looking to expand your horizons in the workplace? In our intro to excel class for beginners we will give you the tools you need to have a solid foundation. Whether you know a little or a lot we will get down to the basics.

Intermediate: In our intermediate course we will use a data set for practical everyday applications in Excel. We will take a broader approach on Excel skills. Learn how to utilize the tools you learned in the beginner course to find out how Excel can be a handy tool.

Advanced: In this class we will take the skills we learned above and learn some ways to speed up your processing. These are tips that make using Excel a more comfortable experience and takes you into more real life applications.

Call 413-354-1055 or email Southernhilltownsaec@gmail.com to preregister for the in person class,



Make a Professional
Presentation Quickly
and Easily using
PowerPoint
Two Part Virtual Class
w/ Heather Morgan

Mon. Feb 13th & 20th 6-7:30pm

Join Heather Morgan and learn how use PowerPoint's powerful tools to create a professional presentation quickly and with ease. You will learn how to use templates, themes, and Designer. Themes and templates help you to create professional looking presentations without all the manual formatting, saving you precious time. There are hundreds of free themes and templates available for use or you can create and share your own. Some familiarity of PowerPoint is required.

Register at www.umass.edu/shaec



Master Word's Mail Merge
and other Mailing Tools:
Virtual class
w/ Heather Morgan

Tuesday, April 4th & 11th
6- 7:30pm

Have you ever wondered how you can create unique labels, customized envelopes and create personalized letters? By using MS Word's Mailings tools, you can. Mail Merge allows you to produce multiple letters, labels, envelopes, name tags, and more using information stored in a list, database, or spreadsheet. Word's Write & Insert Fields tools allows you to insert in multiple letters unique customized fields such as a name, address, greeting, and more. Think of the time and energy you will save. There will be opportunity to practice what you have learned. We will go slow and leave no one behind. Familiarity with Word required. Taught By Heather Morgan

Register at www.umass.edu/shaec



Introduction to Canva:
Virtual two part class w/
Heather Morgan

Weds, March 1st & 8th
6 - 7:30pm

Canva is a free online graphic design platform that can be used to create business cards, Zoom backgrounds, flyers, presentations, lesson plans, and more. Need to collaborate with others on a project? With Canva you can. Share your design and allow others to view or edit your project. You can even upload and edit your own photos. You will learn how to use the Canva drag and drop interface to create your own design or modify one of Canva's free templates.

Register at www.umass.edu/shaec

Call 413-354-1055

SouthernhilltownsAEC@gmail.com

In person and virtual resources for Hilltown Residents



Estate Planning with Attorney Emily Smith Lee

Virtual Class:
Thursday, Jan 26th
6-7:30pm



In Person Class: Friday, January 27th, 12- 1:30pm
26 Main St, Chester

A brief course on the basic elements of an estate plan in Massachusetts, including: What happens to your assets if you pass without a will. How can you avoid or minimize the need to go to probate court. When you need to worry about Massachusetts estate taxes How to keep assets intact and in the family (land or a family business). How to protect assets from assisted living/nursing home care costs. Addressing unique circumstances like a blended family, a family member with special needs, and more
Call 413-354-1055 or email Southernhilltownsaec@gmail.com to preregister, or register online at www.Umass.edu/shaec for the virtual class.



Digital Payments: Safe and Secure payments through your phone.

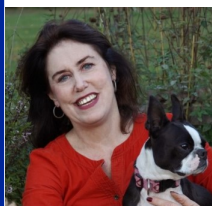
In Person class
Weds Feb 22nd 1-2pm
Stanton Hall, Huntington

Virtual Class Wednesday, March 29th, 6-7pm

Learn about the world of digital payments and how to never lick a stamp again while you safely pay bills, transfer money and tap your way to the future.

Payment mechanisms like Venmo (which one-third of US adults use) and Zelle (which major US banks have integrated into their systems) make it easy for you to gift grandkids, pay housecleaners or simply pay utilities bills. Learn how apps on your smartphone can be used to tap payment in stores so you never have to search for credit cards again.

We will cover all the security issues you need to know to enter the fast moving world of digital payments safely. Cash and payment by check is rapidly going away globally and this mini course taught by Kathryn Koegel will have you prepared.



Call 413-354-1055 or email Southernhilltownsaec@gmail.com to preregister for the in person class, Or register online at www.Umass.edu/shaec for the virtual class



First Time Home Buyer

Virtual Class:
Tues, Feb, 28th 6-7pm

In Person Class: Thurs,
March 9th 6-7:00pm

26 Main Street, Chester

Brought to you by a team of experts!

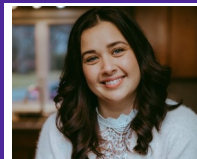
Ready to stop paying rent and become a homeowner? Worried you don't have what it takes to purchase your first home? Well, you're in luck because we put together some of the areas top individual such as loan officers, real estate attorneys in realtors to help walk you and your family through the steps. It takes to become a successful homeowner in this market. They will break it down into real words you can understand so you can get real results. We will discuss no money down programs, including the USDA Rural Housing Development Program. Buying your first home can be within your reach. Learn from this team of experts, and take the first step towards home ownership.

Call 413-354-1055 or email Southernhilltownsaec@gmail.com to preregister for the in-person class, March 9th.

Or register online at www.Umass.edu/shaec for the Virtual class February 28th

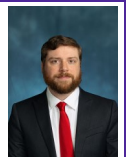
Class led by:

BECKYJEAN THOMPSON REALTOR®
Coldwell Banker Realty Licensed in MA & CT
413.386.6405 The Key to Your Next Move
beckyjean.thompson@cbrealty.com



Angela Tourville 413-302-2215 Mobile
Loan Officer | NMLS: 1702059
Certified Military Home Specialist
www.ATHomeWithAngelaTourville.com

Brian Rucki has been a residential real estate attorney for Hampden and Hampshire Counties since 2016. Phone 413.886.8383 Bacon Wilson, P.C.



Small Business Resources: Virtual Classes



Dee Dice is a serial entrepreneur and an independent business consultant. She started selling cross country skis during college and since then has had several businesses including a fruit and produce market, a catering business, landscape business, and a seasonal Christmas tree and holiday shop. She is certified with Constant Contact the email service provider and also with LIVEPLAN a Business planning software. But one of the things that delights her the most is helping entrepreneurs plant the seeds to grow into their businesses. She has the personal experience, has made the mistakes and continues to thrive working with small business owners.



**Grant Opportunities
for Hilltown Business Owners
Monday, January 9, 2023, 6-7:30pm
Virtual Class with Dee Dice**

Mass Growth Capital Corporation is sponsoring two grants for existing small business owners. Most business owners are eligible. With the Empower Digital Grant, owners can expect to receive \$5000.00 to help with anything digital for their business. Biz – M- Power is a matching crowdfunding grant for up to \$40,000. This workshop will offer a complete explanation of these two current MGCC grants, Empower Digital and Biz-M-Power. Starting from eligibility to completion, this workshop will arm all participants with exactly what they need to apply and what are eligible uses of the grant. It will supply them with valuable templates and information to complete the application seamlessly. If you decide to apply for either grant, Dee will personally assist you through that process.

Sign up at <https://hilltowndirectory.com/events/>

These grants are open to established for-profit businesses in Massachusetts. They are not open to non-profit organizations.

Making your business plan Live Plan, with Dee Dice

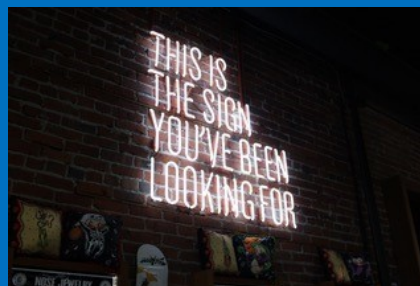


**Virtual Class Series
Jan. 11, 18,
25th, & Feb.
15th,
6-7:30 pm**

Are you an entrepreneur starting a new business or looking to grow an existing one? Join Dee Dice in this four-week guided workshop to create your unique business plan- Which will be your road map as you navigate and grow your business. Dee is the owner of Constant Growth Marketing and Consulting and has many years of experience as a business owner. Class participants will use Live Plan Software with Dee as you explore topics of finance, accounting, marketing, and management.

Live Plan Software can make writing your business plan easier and more fun while helping you create a professional-looking business plan.

Sign up at <https://hilltowndirectory.com/events/>



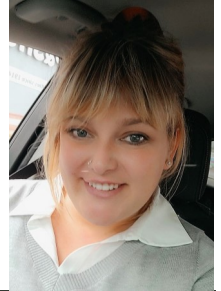
Marketing beyond Social Media

**Virtual Class with
Dee Dice
Wednesday, March 22 6-8 pm**

Get Creative to Find New Customers: This 2-hour class Marketing is NOT all about Social Media. Learn about creative and inexpensive ways to connect with new customers, craft unusual and memorable marketing ideas, and network to partner and explore many places to find those ideal customers. Sign up at <https://hilltowndirectory.com/events/>

More Resources for Small Business Owners: Virtual Classes

Introducing Stephanie Stoudenmire: Stephanie grew up in Westfield, MA and attended UMass Amherst for Mathematics and Economics concentrating in Actuarial Science, and received certification in business administration. Stephanie has created financial models for several multi million IPOs in NY. She attributes her love for Excel to those grueling days in the city. Stephanie loves to share her expertise in Microsoft tools as well as consulting on business endeavors. She currently works with her family's business Clockworks.com managing over 100k a year in ad spend as well as developing and structuring the online portion of the business as a key administrator. She also works as a digital associate and bookkeeper for Drenen Financial Services in Westfield, MA.



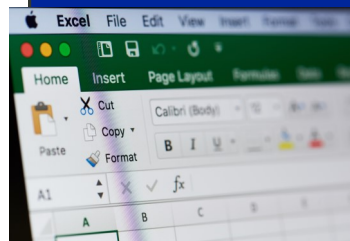
Vimeo Video Advertising: Virtual Class Mondays, Feb 27th & March 6th, 6-8pm

These two, 2 hour class will get you started creating professional advertising videos and give you that “x” factor in marketing. We will walk through creating a Vimeo account and creating your first real advertising video. Vimeo is a powerful free application that makes creating quick fun advertising videos for any social media account fast and easy. We will also go over branding and color theory concepts that make for a good quality video. This involves tricks and tips on how to get color information online, balancing images and matching your brand to your videos. All of these aspects create the flow of the video and brand. Vimeo makes this easy to put together. People of any age can use Vimeo

Sign up at <https://hilltowndirectory.com/events/>

Excel for Business Owners: Virtual class

Mondays, April 3, & 10th
6-8pm



As a business owner you need to know some unique Excel skills to build and develop your business.

In this course we will focus on the product database: what it is and how to navigate it. Before you know it you will be editing products and services on a mass scale with ease. Understanding how to utilize databases with import/export functionality can cut time spent on updates no matter what the application.

Sign up at <https://hilltowndirectory.com/events/>

Robyn Miller, the Founder of MorningBird Media. Opened MorningBird in 2018, but her real boss is 4-year old, Adeline! Molecular biologist turned radio host, turned NBA-emcee, turned social media manager turned digital relations guru. Who says you have to choose one thing? Lover of holistic wellness, lifelong learning, boxing, aerial yoga, chocolate and bright colors. Join Robyn’s dynamic classes to put Social media to work for your business.



Creating a Content Calendar

Virtual class
Weds, Feb 1 & 8
6-7:30pm



Whether you have a website, social media page, or a blog, creating relevant and engaging content is a must to keep and grow your audience. But it doesn't have to be a daily chore. Learn content creation strategies from Robyn Miller of MorningBird Media in this free two-part virtual class. Sign up at <https://hilltowndirectory.com/events/>

Shopify, Virtual Class
Wed, Feb 22nd 6-7:30pm

Debating on whether Shopify is for you? This e-commerce platform allows you to create and manage your online store with a wide range of features and tools to help sell your products online, with a customizable storefront, payment processing, order management, shipping and fulfillment options. There are even marketing and advertising tools to help you carry out your branding mission! Learn the basics of what Shopify is capable of, the different plans, the themes and more in our Intro to Shopify Workshop. Sign up at <https://hilltowndirectory.com/events/>

Call 413-354-1055

Tax and Accounting help for Small Businesses & Non-profits



Rosemarie Goyette, CPA is an Accountant with over 30 years of experience in bookkeeping, taxation, including personal, non-profit, corporate, and partnership. Rosemarie's experience also includes business operations: streamlining accounts and best practices.

Understanding Small Business Taxes

Virtual class: Tuesday, Feb 7th, 6-7:30pm

In Person Class: Tuesday, Feb 21st, 6-7:30pm
Village Enterprise Center, 26 Main St Chester

Are you self-employed or received a 1099NEC? CPA Rosemarie Goyette will walk you through the Schedule C, the IRS small business form. You will learn what expenses can be deducted to get the best refund possible, how to keep track of your income and expenses, and how to avoid paying tax penalties to the IRS. This class will help you file your own 2022 tax return or gather necessities for your personal tax accountant.

Sign up at <https://hilltowndirectory.com/events/>



QuickBooks Basics In Person Class: Tuesdays

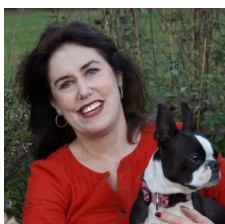
March 14, 21 & 28th, 6-7:30pm

Village Enterprise Center,
26 Main St Chester

Whether you are new to QuickBooks or would like a refresher. Put this program to work for you and your business. This class will include an overview of QuickBooks, navigating the program, business accounting overview, set-up for your business including chart of accounts, recording transactions, customers and sales, vendors and accounts payable, working with cash accounts, financial statements, and budgeting.

This in-person class has two sessions, with a bonus third "workshop" session where class participants can work with Rosemarie on their individual QuickBooks programs.

Sign up at <https://hilltowndirectory.com/events/>



Kathryn Koegel is a digital pioneer whose first web project was taking US News Best Colleges online.

She has worked on marketing and digital strategy for major corporations and startups in New York, San Francisco, London, Eastern Europe and Australia but now calls the Hilltowns home. She is excited about how digital media and payments can make it easier for companies outside of major cities to reach both local and global markets.

Digital payments for business: What you need to know

A Mini Course for Hilltowns Business Owners

Virtual class Thursday, February 7, 6-7pm



Have your customers/clients been asking whether you "take Zelle" or "Venmo"? Confused about all the payment options on phones like Google Pay and Apple Pay? Need to understand your options and what the costs are for merchants and small business owners? This mini course will lay out your options, the fee structures and give you an understanding of the various platforms so you are ready to take payments however your customers want to make them. With 2/3 of the US population now using Venmo, especially anyone under 30, you need to future proof how you accept payment. Bring your smartphone and your questions for a lively session.

Sign up at <https://hilltowndirectory.com/events/>

www.hilltowndirectory.com/events

Small Business Legal guidance & SEO



Emily Smith-Lee has been an attorney in Massachusetts for over 25 years. She is the owner and founder of slnlaw, with offices in both Chester and Sharon Mass. Emily and her team help individuals and small business owners with business law, employment law, and estate planning. Emily has been named on the Massachusetts Super Lawyers list every year since 2013, and was named one of Massachusetts Lawyers Weekly's Lawyers of the Year for 2018. Emily can be reached at 667-2322, or learn more at Hilltownlaw.com



Business Entity Basics

In Person : Thurs. March 2nd, 6- 7:30pm

Village Enterprise Center, 26 Main St Chester

Understand the difference between operating as a sole proprietorship or dba and forming a business entity, what your business entity options are, and how you can get it done. Topics include:

- Protecting your personal assets with a corporation
- The difference between an LLC and an S Corp
- How to incorporate in Massachusetts
- When you need a lawyer and when you can do it yourself

Sign up at <https://hilltowndirectory.com/events/>

Protecting Your Brand and Business Name

In Person: Thurs. April 20th 6-7:30

Village Enterprise Center, 26 Main St Chester

Learn how to use trademark and copyright to secure legal protection for your business name, taglines and logos you use in your business, and your creative work. Topics include:

- What kinds of things can be protected by trademark laws
- Free resources to check if anyone else has trademarked a name or tagline
- Protecting your brand online by acquiring domains
- How to get trademark protection
- How to protect yourself when paying someone else to develop images, written content, or other creative work.

Sign up at <https://hilltowndirectory.com/events/>

Paul Stallman, Owner and web guru of Alias Solutions has had a long career in graphic design and website development. Paul worked as an engineer for a variety of Fortune 100 companies including Ford Motor Company, and ALCOA before starting Alias Solutions, so he brings with him a world of problem solving expertise. Paul and his team have developed over 600 website for clients around North America. See his website at www.alias-solutions.com Wwww.alias-solutions.com Solutions for Website Design, Graphic Design, Printing, Marketing, and Signage 413-364-6147



Common Sense SEO (Search Engine Optimization)

with Paul Stallman

Virtual Class

Tuesday, March 7th, 6-7:30pm



We've all heard the acronym and wondered "what do I need to do to make sure our site has good SEO?" Or you've gotten relentless calls and emails about optimizing your SEO for only a small monthly charge of \$500 or \$1000. Well tune in and learn the tricks to get better search engine rankings that will take a little time, but cost you very little. The basis is all common sense, but...we all forget them when working on our websites. We will also show you some tools that make figuring out what to concentrate on when attracting people thru search.

Taught by Paul Stallman, Web-Guru at Alias Solutions.

Sign up at <https://hilltowndirectory.com/events/>

www.hilltowndirectory.com/events

Jacobs Ladder Business Association/ Western Mass Hilltown Hikers

Join JLBA by March 1st to be on the 2023 Hilltown Destinations Map business locator and trail map

Join JLBA by March 1, 2023 to be included on the next edition of the JLBA Hilltown Destinations map. Membership is \$95 a year, and also entitles you to a discounted rate for a booth at the 2nd annual Hilltown Homeshow, Saturday, May 20th, downtown Chester– concurrent with Chester On Track. Go to www.JLBA.org to sign up today!

TRAIL MAPS AVAILABLE ONLINE
Visit westernmasshilltownhikers.com for maps of all trails listed.

SCAN ME

2023 GROUP HIKE SCHEDULE

WESTERN MASS HILLTOWN HIKERS

ADVENTURE NATURE HISTORY
#hiketehilltowns
WWW.HILLTOWNHIKERS.COM

January 1st
Sanderson Brook Falls First Day Hike

February 25th
Kennedy Park Lenox

March 25th
Shatterack Mountain Russell

April 29th
General Knox Trail Otis

May 6th
Tekoa Mountain Montgomery

June 24th
Garnet Hill Peru

July 22nd
Ladder Rock Granville

August 26th
DeVries Sculpture Trail Middlefield

September 23rd
Chester Historic Village Tour

October 21st
Keystone Arch Bridges Trail

November 4th
Huckleberry Trolley Line Becket

December 16th
York Lake and CCC Ceremony Sandisfield

Support the Hilltown Hikers and get your membership, be a part of our historical hikes, wild adventures and experience the natural beauty of the Hilltowns! sign up at www.HilltownHikers.com
We are a non-profit 501C(3) organization incorporated in the State of Massachusetts. Tax ID #86-2532249

visit www.hilltownhikers.com for more info and registration

Western Mass Hilltown Hikers Group Hike Event

WWW.HILLTOWNHIKERS.COM

Business Networking Events Community

WE ARE THE HILLTOWNS

Destinations Business Locator
Hiking Trailheads
Water Recreation

WWW.JLBA.ORG

34
35
36
37
38
39
40
41
42
43
44
45
46

Best Hill Moving and Storage
Mansfield Animal Hospital
Christine Brink
Westerfield Bank
26 convenient locations across western Mass and southern Connecticut
westerfieldbank.com

Eni's Precision Washing
Kaufing Page LLC
H Taxes & Village
Hilltowns Plaster and Services LLC
New England Digital Services
Paw Care Petting
Hick Lane Hilltowns Law
Westerfield Bank
HCHC
www.hchcweb.org

MAP DESIGNED BY
www.hilltownhikers.com

RETREAT AT NORWICH LAKE
Gather, Relax, Explore!
VOLVY
HILLTOWN Destinations
BUSINESS LOCATOR
HILLTOWN Destinations
Hiking Trailheads
WATER RECREATION

Gateway to the Berkshires!
Deli, Fresh Produce
Cheese & Traditional Groceries,
Pork, Wine & Liquor, Lottery,
Sausage / Corned / Propane & Auto Repair!
Supporting local farmers and vendors in the region!

JLBA JACOB'S LADDER BUSINESS ASSOCIATION

JLBA has been serving Hilltown Businesses since 1992. The purpose of the Jacob's Ladder Business Association, Inc. is to provide opportunities for increased prosperity for existing businesses, as well as development and support for new and emerging businesses, through networking, events, and marketing, throughout our western Massachusetts Hilltown region.

JLBA members meet monthly on the second Thursday of the month at member businesses throughout the Hilltowns. For information times and location, go to JLBA's website: JLBA.org Events tab.

To learn more about JLBA and the benefits of becoming a member, please visit www.JLBA.org

Looking to pick up one of our Hilltown Destinations Maps? Grab one anytime at the Village Enterprise Center, 26 Main St Chester– there is a self serve box on the door– or stop by Blandford Animal Hospital, or Carm's Restaurant and Coffee Shop in Chester.

Classes offered by:

Hilltown Community Development
387 Main Road, Chesterfield, MA 01012
And

Southern Hilltowns Adult Education Center
26 Main Street, Chester, MA 01011
413-354-1055

****ECRWSEDDM****

Local Postal Customer

NONPROFIT ORG
US POSTAGE
PAID
SPFLD MA
PERMIT # 1094
ECRWSS



Free Classes for Hilltown Residents From SHAEC and Hilltown CDC

- Gardening and Preparedness
- Excel, Word, and Power Point
- Daytime in person Computer classes in Chester, Huntington, and Middlefield
- Virtual Evening computer classes
- Estate Planning, first time homebuyer
- Spring Writers Workshop, GED, & more!



Www.Umass.edu/shaec

Www.hilltowndirectory.com/events

(413) 354-1055

SouthernhilltownsAEC@gmail.com

SHAEC is a program of the UMASS Partnership for Worker Education Program, and is funded by a Community Development Block Grant from the Mass Dept. of Housing and Community Development, through the lead town of Chester, in partnership with Huntington, and Middlefield. Additional funding through the MGCC grant, and the generosity of private donors. Hilltown Business Classes and Assistance funding is provided through the Hilltown Community Development Corporation, The Mass Growth Capital Corporation Small Business Technical Assistance Grant, and the generosity of volunteers and private donors.