

MICROBUSINESS IMPACT IN ALABAMA



ALABAMA MICROENTERPRISE NETWORK

THIRD ANNUAL FORUM • OCTOBER 28, 2014 • EMBASSY SUITES HOTEL • MONTGOMERY, AL

ALABAMA MICROENTERPRISE NETWORK
THIRD ANNUAL FORUM

Alabama Microenterprise Network (AMEN) Forum

is a gathering of like-minded people and organizations that are committed to the growth and development of microbusiness service providers in Alabama and the entrepreneurs they represent.

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9:30 - 10 a.m.
Registration

10 - 10:15 a.m.
Opening Remarks
Gaynelle Adams Jackson
President, Alabama MicroEnterprise Network (AMEN)

10:20 - 11 a.m.
Bigger Than You Think: The Impact of Microbusinesses on the US and Alabama Economies

Patricia Harris
Board Chair, Association for Enterprise Opportunity

How great of an impact does microbusiness have on our new economy? A lot greater than many previously thought. By their very nature, microbusinesses are flexible and resilient; moreover, microbusinesses create a variety of positive social impacts by providing income, wealth and upward mobility across racial, ethnic, and gender lines. Strategies to promote the expansion of successful microbusinesses can create greater equality and economic inclusion while seeding new businesses and jobs. Historically regarded as too small to count, microbusinesses are bigger than once thought of—and too important to ignore.

11:05 - 11:45 a.m.
Strategies for Supporting Microbusiness Owners' Financial Success

Katherine Lucas McKay, *Associate Director for Government Affairs Corporation For Enterprise Development*

CFED's recent entrepreneurship research has identified challenges that prevent microbusiness owners from achieving financial stability, and identified strategies that governments, nonprofits and financial institutions can use to help microbusiness owners overcome these challenges. Challenges range from a need to build business skills such as marketing, to difficulty managing cash flow and building savings, to lack of access to capital. Addressing those challenges effectively takes multiple approaches and a variety of resources. CFED's research and reports highlight a variety of public systems, policies, programs, and partnership strategies that practitioners can use to support microbusiness owners' financial success.



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12 noon - 1:30 p.m.
Lunch
The State of Microbusiness in Alabama

Dr. Sam Addy, *Director, Center for Business and Economic Research, Culverhouse College of Commerce and Business Administration, The University of Alabama*



1:40 - 2: 25 p.m.
Microenterprise: Future Trends

Joyce Klein, *Director, Microenterprise Fund for Innovation, Effectiveness, Learning and Dissemination FIELD at the Aspen Institute*

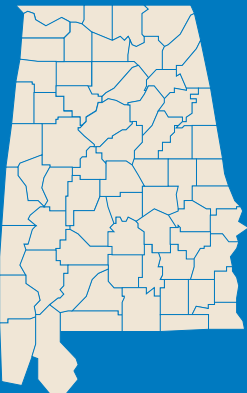
The Great Recession had a profound effect on our economy and American households. It also brought to the forefront underlying economic trends that will have a profound effect on the well being of U.S. households. What are these trends, and what are their implications for the role of microenterprise in our economy, and the work of microenterprise development organizations?

2:35 - 3:20 p.m.
Panel Presentation: Don't Miss the Boat

Access to Capital | Business Financial Education | Training & Business Coaching

3:30 - 4:00 p.m.
Wrap-up / Closing Remarks

Grover Brown, Vice President, Alabama MicroEnterprise Network



THE EFFECT MICROBUSINESS IS HAVING ON THE US ECONOMY IS ALSO BEING FELT RIGHT HERE IN ALABAMA. THERE ARE **355,950** MICROENTERPRISES IN ALABAMA, **88 PERCENT** OF ALL BUSINESSES IN ALABAMA. **21 PERCENT** OF ALL EMPLOYMENT IN ALABAMA IS ACCOUNTED FOR BY MICROENTERPRISES, JOBS FOR AN ESTIMATED **2.2 MILLION** PEOPLE.

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EARLY BIRD REGISTRATION: \$35 (Ends October 17)
GENERAL REGISTRATION: \$45

TO REGISTER, COPY THE LINK BELOW TO YOUR BROWSER WINDOW

http://www.eventbrite.com/e/2014-alabama-microenterprise-network-amen-forum-tickets-12936959795

HOTEL INFORMATION

Rooms are available at the Embassy Suites Hotel (300 Tallapoosa Street)

at a rate of \$119 per night.

- Call: 1-800-Embassy (362-2779)
• Call the hotel directly at (334) 269-5055 Ext 1092;
• Book online at www.embassysuites.com <http://www.embassy-suites.com/>

When booking, use group code AME.

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