

Entrepreneurial and Small Business Development Strategies

AGENDA

February 1, 2010

8:30 - 9:00 am **Registration**

9:00 - 10:15 am **Introduction to Entrepreneurship: Who are Entrepreneurs?**

This course begins with a description and deeper analysis of entrepreneurial trends, survival rates, job creation, patents and etc. Specifically, this session will lay out the characteristics of entrepreneurs and small business owners, the barriers they face and how economic development organizations can promote entrepreneurial development by making their regions more fertile for entrepreneurs. Also, this session will review the different types of entrepreneurial businesses (e.g., survival, micro-enterprise, lifestyle, second-stage growth and etc.) to help practitioners better understand what resources are needed to assist an array of entrepreneurs.

10:30 am - 12:00 pm **Rural Entrepreneurship**

Encouraging entrepreneurship is a growing strategy in rural America and beyond. This session addresses how to provide rural entrepreneurs and small business owners with the necessary skills to help them establish networks of business service providers, manage a wide-variety of clients and employ the most recent innovations in technology to help grow their businesses.

12:00 - 1:30 pm **Lunch on your own**

1:30 - 3:30 pm **Data Sources and Assessment Tools for Entrepreneurial Development**

This session will introduce attendees to data sources and assessment tools for entrepreneurial development. Having a deep understanding of your regional labor market is critical to making effective economic development policy decisions. In addition, this session will help practitioners understand ways to benchmark their economic development strategies using multiple data points.

3:45 - 4:30 pm **Interactive Case Study**

This session will focus on a minority-focused entrepreneurial and small business development program. Specifically, micro-enterprises, micro-lending and minority-focused economic development are important economic functions to consider in an entrepreneurial and small business development growth strategy. Practitioners should encourage these enterprises because they can often help diversify the business climate within your community and add to the overall distinctiveness of your economic base.

February 2, 2010

- 9:00 - 10:15 am The Role of Economic Development Organizations**
This session will discuss the types of assistance (e.g., micro-lending, economic gardening, rural entrepreneurship, tech-based economic development, university connections/partnerships and etc.) typically available to entrepreneurs. In today's knowledge economy, the role entrepreneurs (e.g.: individuals that transform ideas into commercial and industrial uses) are key concerns to a community's business climate. Economic development organizations need to have an entrepreneurial and small business development strategy that augments the business climate of their respective community.
- 10:30 am - 12:00 pm Small Business Development**
In addition to SBA loans, commercial banks, angel investors and SBTDC programs are all viable options for entrepreneurs to acquire small business development funding. This session will help practitioners better understand the diverse set of funding sources available. Also, this session will improve the practitioners understanding of what SBTDC and angel investors are typically looking for in a start-up venture.
- 12:00 - 1:15 pm Lunch on your own**
- 1:15 - 2:30 pm Financing and Equity Options for Entrepreneurs and Small Businesses**
There are other viable options for entrepreneurs to acquire small business development funding such as commercial banks, angel investors and SBTDC programs. This session will help practitioners better understand the diverse set of funding sources available. Also, this session will improve the practitioners understanding of what lenders and angel investors are typically looking for in a start-up venture.
- 2:45 - 4:30 pm Incubator Support**
In order for businesses to be successful, they need to identify a location where it can operate, sell and/or manufacture products or services and where it can have access to a network of business support services. Incubators across the country support small and emerging businesses by fulfilling these basic needs. During this session attendees will learn how to develop business incubators to foster small business growth in their community.
- 4:30 - 4:45 pm Wrap-up and Certificates**

PLEASE NOTE: This agenda is subject to change.

In order to receive full IEDC certification credit for this course and a certificate indicating course completion, participants must attend the entire course and stay through the final session on the last day. Please make travel plans accordingly.

Training Location / Accommodations

The Hotel Captain Cook
939 West 5th Avenue
Anchorage, AK 99501
(907) 276-6000 or (800) 843-1950
Website: www.captaincook.com

IEDC room rate: \$99 single/double
Cut-off date: Monday, January 4, 2010

Please reference the International Economic Development Council to obtain the discounted group rate. The group rate is available until Monday, January 4, 2010 or until the room block is full.