

The Rural Entrepreneurship Development System Project

- The N.C. Rural Center and 20 Development Partners •

The North Carolina Business Resource Alliance

The North Carolina Entrepreneurial Association

The 2006 North Carolina Entrepreneurship Policy Summit

Building the Foundation

Wednesday, April 19, 2006
The William and Ida Friday Center
for Continuing Education
Chapel Hill

The 2006 North Carolina Entrepreneurship Policy Summit: Building the Foundation

Event purpose:

To celebrate North Carolina's entrepreneurs as drivers of our economy and discuss how a clear system of education, capital and other assistance can accelerate innovation and the development of successful homegrown businesses.

This first-ever statewide entrepreneurship summit is called Building the Foundation because it will launch a process to develop specific entrepreneurship policy recommendations to present to North Carolina's state, local and business leaders in 2007. The Entrepreneurship Development Partners listed on this program will all be involved in that effort and they welcome you to join them.

Who should attend:

- State and local elected officials and professional staff
- Economic development organizations and chambers of commerce
- Federal elected officials and staff
- Educators at all levels
- Non-profit and foundation leaders
- Economic policy thinkers
- Business editors
- Business service providers
- Entrepreneurs with policy interest

Event sponsors:

- W.K. Kellogg Foundation: Rural Entrepreneurship Development System grant
- North Carolina's Touchstone Energy Cooperatives
- North Carolina Department of Commerce
- North Carolina Innovation Foundation

Session and panel sponsors:

- Capital Bank
- e-NC Authority
- East Carolina Bank
- Institute for Rural Entrepreneurship, N.C. Rural Center
- Mountain Microenterprise Fund
- NC REAL Enterprises, Inc.
- North Carolina's Eastern Region
- Piedmont Triad Partnership
- Research Triangle Regional Partnership

AGENDA

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|------------|---|------------|---|
| 8:00 a.m. | Registration & Networking | 11:45 a.m. | Lunch Buffet & Open Networking, Trillium Room |
| 9:00 a.m. | Building the Foundation for Entrepreneurial Competitiveness Billy Ray Hall, President, N.C. Rural Center | | Reaching N.C.'s Entrepreneurs Statewide Martin Lancaster, President, N.C. Community College System |
| | Creating Businesses throughout North Carolina Robert McMahan, Senior Advisor to the Governor for Science and Technology Erik R. Pages, President, EntreWorks Consulting | 12:50 p.m. | Critical Elements of Entrepreneurship Infrastructure Moderator: Michael Brader-Araje, Managing Partner, SunPocket Management June Atkinson, Superintendent, N.C. Department of Public Instruction Anita Brown-Graham, Professor of Public Law & Government, UNC School of Government Scott Daugherty, Executive Director, Small Business & Technology Development Center Monica Doss, President, Council for Entrepreneurial Development Sam Taylor, President, N.C. Entrepreneurial Association Everett Wallace, President, Community Development Initiative Capital, Inc. |
| 10:30 a.m. | Investing in Entrepreneurship as an Economic Development Strategy Thomas M. Sullivan, Chief Advocacy Counsel, U.S. Small Business Administration | | Integrating Entrepreneurship into N.C.'s Economic Development Practice Jim Fain, Secretary, N.C. Department of Commerce |
| | Showcasing Successful Entrepreneurs Moderator: Valeria Lee, President, Golden LEAF Foundation Christy Schaffer, Inspire Pharmaceuticals, Research Triangle Park Uli Bennewitz, Weeping Radish Brewery & Restaurant, Manteo Claudette Finger, CODE, LLC, Hickory Harvey Godwin, Two Hawk Employment Services, LLC, Lumberton | | |

Entrepreneurship Development Partners

Blue Ridge Entrepreneurial Council
Business Innovation & Growth Council
Council for Entrepreneurial Development
E-NC Authority
East Carolina University
EntreWorks Consulting
Golden LEAF Foundation
Good Work, Inc.
Handmade in America
High Country Business Network
IDA and Asset-Building Collaborative of North Carolina, Inc.
Junior Achievement
Mountain Microenterprise Fund
NC REAL Enterprises
North Carolina Board of Science and Technology
North Carolina Business Incubation Association
North Carolina Citizens for Business and Industry
North Carolina Community College System
North Carolina Community Development Initiative

North Carolina Department of Agriculture
North Carolina Department of Commerce
North Carolina Department of Public Instruction
North Carolina Entrepreneurial Association
North Carolina Indian Economic Development Initiative
North Carolina Institute for Minority Economic Development
North Carolina Rural Center
North Carolina State University
Piedmont Triad Entrepreneurial Network
RTI International
Self-Help
Small Business and Technology Development Center
UNC-Pembroke
University of North Carolina at Chapel Hill,
School of Government
Uptown Business and Professional Association
Western Carolina University

REGISTRATION

Deadline: April 12, 2006

Fees: \$85/person for full summit and lunch

For more registration information contact: Michelle Hall at the Rural Center. Telephone (919) 250-4314. E-mail rsvp@ncruralcenter.org.

Accommodations: Participants requiring overnight accommodations must make their own reservations. There are a number of hotels in the area, including The Carolina Inn (800-962-8519), The Courtyard by Marriott (919-888-0700) and Hampton Inn (919-968-3000).

You may register by completing and returning the form, at right, in this brochure by mail to 4021 Cary Drive, Raleigh, NC 27610, by calling (919) 250-4314 or by e-mailing rsvp@ncruralcenter.org.

Scholarships: Full and partial scholarships are available for the 2006 Entrepreneurship Policy Summit for individual hardship cases. To apply, contact Michelle Hall at 919-250-4314 ext 335 or e-mail rsvp@ncruralcenter.org by April 5 and request a scholarship application form. Scholarships are limited to one per organization and cover the cost of registration only.

Name: _____

Organization: _____

Telephone: _____

E-mail: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Dietary Needs: _____

Enclosed is my check or money order: **yes** **no**

Please copy and complete a separate registration form for each participant. Enclose check for \$85 per participant payable to: N.C. Rural Center and mail to Entrepreneurship Policy Summit, N.C. Rural Center, Attn: Michelle Hall, 4021 Cary Drive, Raleigh, NC 27610. Payment or arrangements must be received by April 12, 2006.

RELATED TRAINING SESSION

Boosting Local Economies through Entrepreneurship

Sponsored by: UNC-Chapel Hill School of Government

Tuesday, April 18, 2006

The Friday Center, Chapel Hill, N.C.

Cost: \$65

- 8:30** **Registration**
- 9:00** **How Local Government Can Support Entrepreneurship:** Overview of entrepreneurship's importance as a part of a balanced local/regional economic development portfolio.
- 10:45** **Who Are the New Entrepreneurs?** How local government can support various types of entrepreneurs who are increasingly present in our communities—minorities, women, youth, etc.
- 12:15** **Lunch**
- 1:15** **Local Strategies for Entrepreneurship Support:** Concurrent sessions on incubators, entrepreneurship education and capital development.
- 3:00** **Measuring Your Successes:** Why and how to evaluate the success of local entrepreneurship development efforts.

For further information, please visit www.cednc.unc.edu/trainingadvanced.htm, or contact Community & Economic Development Program Director Jennifer Lobenhofer at (919) 843-7736 or lobenhofer@sog.unc.edu



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