

UP

URBAN PROFESSIONALS

Small TALK II



with
Mark S. Lee

Women-owned small businesses are becoming a major economic force. A remarkable trend is emerging in the U.S. job market—one that will greatly impact the workplace of tomorrow. Women are becoming the nation's job-creation engine, starting small businesses and stimulating new jobs at a rate that outdistances their male counterparts and disproportionately exceeds their current contribution to U.S. employment.

The Guardian Life Small Business Research Institute projects that female-owned small businesses, now just 16% of total U.S. employment, will be responsible for creating one-third of the 15.3 million new jobs anticipated by the Bureau of Labor Statistics

by 2018.

Specifically, the Institute expects that women who own small businesses will create from 5 million to 5.5 million new jobs across the U.S. by 2018. This dramatically changes the workplace of tomorrow, meaning future dynamics of the workplace will be vastly different than in the past.

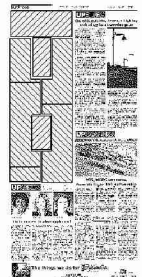
Here are key facts when thinking about the impact of women entrepreneurs:

- There is a faster growth rate of female-owned vs. male-owned businesses;
- Generally have higher college graduation rates relative to men who start their businesses,
- Have higher level of self-funding and are less reliant on bank financing, and
- Tend to focus on business segments, industry sectors and occupations traditionally dominated by women.

Understanding the impact women's businesses are having, not only in Michigan, but across the country, Walsh College, in collaboration with Huntington Bank, the Michigan Women's Foundation and Inforum, have designed a unique event for women who have a passion for entrepreneurship — Entrepreneur-YOU.

Entrepreneur-YOU is a one-day program designed to assist in identifying critical steps necessary to open, run, and grow a business — and the unique challenges and opportunities that women entrepreneurs often encounter.

"In today's economy, entrepreneurs have the potential to positively impact and reshape our community," said Stephanie Bergeron, president and CEO



of Walsh College. "Entrepreneur-YOU was created to support women who desire to start and grow any type of business."

Bergeron continues, "This event will address the unique challenges and opportunities female entrepreneurs face and will offer them the knowledge, resources and connections to take that

next step. Walsh is proud to collaborate on this event with Michigan Women's Foundation, Huntington Bank, and Inforum, as we support efforts to accelerate growth in Michigan through education and entrepreneurship."



Stephanie Bergeron, president and CEO of Walsh College.

If you're considering entrepreneurship, Entrepreneur-YOU will have something for everyone — from the stay-at-home mom with a good idea to the seasoned professional. Each knowledge path includes work sessions and panel discussions specifically selected to assist you in navigating every stage of entrepreneurship.

For example, there are various buckets of entrepreneurs and this workshop will assist you based on where you are in your journey. Attendees will be able to select from topics based on their stage in the business journey:

- **NOVICE:** The Novice Entrepreneur is a woman who is thinking about starting a business;
- **PRACTITIONER:** The Practitioner Entrepreneur is a woman who has been in business for at least a year and wants to grow.
- **ACHIEVER:** The Achiever Entrepreneur is a woman who has run a success-

ful business for many years and is looking at succession, philanthropy, and self-actualization.

- **COMPETITOR:** The Competitor Entrepreneur is a woman who wants to enter her business idea into entrepreneurship competitions for prize money.

Belinda Jefferson, president of Hercules & Hercules, is the second generation family owner of a growing company. Her minority-owned, Detroit-based business focused on the distribution of janitorial products and services.

Jefferson, who will be a panelist for Entrepreneur-You, says, "There's the value of networking and making contacts. Entrepreneurship is something's that's attainable by anyone and you should not be afraid to pursue the opportunity."

Panel and breakout sessions will include funding, starting a business, succession planning and resources.

The power of entrepreneurship lies with you and, if you're willing to unlock the key to the future, Entrepreneur-You is good for YOU.

Entrepreneur-YOU will be held on Wednesday, Feb. 8, from 8 a.m. to 3 p.m. at Walsh College's Troy Campus, 3838 Livernois. For more information, please visit www.thewalshinstitute.com/eyou.

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