

# MEDIA ADVISORY

## Media Contact:

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## Event: Strengthening the Economy by Strengthening Microbusiness

**Date:** Thursday, Jan. 31, 2013  
**Time:** 8 a.m. to 11:45 a.m., CST  
**Location:** Federal Reserve Bank of Dallas  
2200 N. Pearl St.; Dallas, Texas 75201

**Register [Here](#)**

\*There is no charge for this event, but you must register\*

***Sponsored by: Association for Enterprise Opportunity (AEO)  
and Citi Community Development***



***Hosted by: Federal Reserve Bank of Dallas***



Dallas — On Thursday, Jan. 31, 2013, the [Association for Enterprise Opportunity](#) (AEO) and [Citi Community Development](#) will co-host a forum on microbusiness and self-employment. The forum, "[Strengthening the Economy by Strengthening Microbusiness](#)," is designed to stir a conversation about promising pathways for job creation, and strengthening business-support services to Dallas's underserved entrepreneurs.

**More than 80 percent of Dallas's 61,000 enterprises are classified as small businesses,** according to the [2010 U.S. Census](#), and they employ nearly 40 percent of Dallas's workforce. Most of these small businesses are classified as microbusinesses, which have five employees or fewer. Additionally, one in six individuals in the Dallas/Fort Worth workforce is self-employed.

Recently released data from the [Dallas Office of Economic Development](#) indicates that since the start of the Great Recession, **self-employment in Dallas has increased by 1.8 percent every year while payrolls have decreased by 1.3 percent annually.** Clearly, microbusinesses are an important driver of economic activity.

"The microbusiness industry has tremendous value to the U.S. economy, and AEO aims to highlight the power of microbusinesses. We hope that this convening will help **position Dallas's Main Street microbusiness owners, and future Main Street business owners, for sustainability and job creation,**" says Connie Evans, president and CEO of AEO.

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“Dallas’s microbusinesses are vital agents not only to their local communities, but also to the entire nation’s economic and employment health. In fact, [AEO research](#) shows that [if one in three Main Street microbusinesses hired just one employee, the country would reach full employment](#),” Evans says.

**Click here for free registration:** <http://www.dallasfed.org/cd/events/2013/13microbusiness.cfm>  
Contact Malinkca Johnson at 214-922-5377 or [malinkca.johnson@dal.frb.org](mailto:malinkca.johnson@dal.frb.org) for questions [about registration](#).

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*AEO is the national nonprofit organization and business trade association that represents the U.S. microbusiness development industry. Its One in Three Alliance is a national movement to create awareness that **microbusinesses are job-creation agents**.*

### **INTEVIEW OPPORTUNITIES**

- *Connie Evans, President and CEO, AEO*
- *Nell Merlino, Founder and President, Count Me In for Women’s Economic Independence*
- *Patricia Harris, Executive Director and CEO, The Edge Connection*
- *Julie Abrams, national expert on microfinance and women’s issues*

### **CONVERSATION DRIVERS**

- *How microbusiness contributes to asset building, job creation, family stability and other aspects of community and economic development.*
- *Products and services that create, support and grow microbusinesses.*
- *Opportunities and challenges to further support and promote microbusiness.*