

**Building Entrepreneurial Communities:
Why, How and What Role for Local Leaders**

Montreat Conference Center
401 Assembly Dr., Montreat, NC
Phone: 800.572.2257 or 828.669.2911

October 4, 2007

AGENDA

- 8:30 am **Registration and Breakfast**
- 9:00 am **Welcome and Introductions**
Jen Lobenhofer, Director
Community & Economic Development Program UNC School of Government

Deb Markley, Managing Director and Director of Research
RUPRI Center for Rural Entrepreneurship
- 9:45 am **Why Entrepreneurship Development?** *Deb Markley*

This session will help participants understand the importance of entrepreneurs and small business owners to the economy generally and in North Carolina communities. It will also help participants visualize an entrepreneurial community and think about how they can move their communities toward that goal.
- 10:45 am **Break**
- 11:00 am **Getting Prepared for Entrepreneurship Development I –** *Deb Markley*
Community Readiness

This session will help participants understand what it means for a community to be ‘ready for entrepreneurship’, and provide a tool they can use to assess their communities’ readiness when they return home.
- 11:45 am **Lunch – Western North Carolina Entrepreneurs – Panel**

During lunch, a panel of entrepreneurs from the region will provide insight into who entrepreneurs are, the challenges they face in building their businesses and how local elected officials and leaders have helped them in this process.

1:00 pm **Getting Prepared for Entrepreneurship Development II – Entrepreneurial Assets** *Deb Markley*

This session will help participants understand the importance of building on a community's assets in creating an entrepreneurship development strategy and develop a broader understanding of the entrepreneurial talent in their communities.

2:15 pm **Break**

2:30 pm **Getting Started: What's Happening in the Field? – Panel of Community Leaders**

In this session, participants will learn from those who are creating entrepreneurial communities in North Carolina what role local elected officials and other community leaders have played.

3:30 pm **Articulating the Role for Local Leaders** *Deb Markley*

In this session, participants will apply what they have heard in the training to articulating their role in entrepreneurship development, working together to develop ideas for dealing with the challenges that lie ahead.

4:30 pm **Adjourn and safe travels home**