



**Town Hall Meeting for Women Entrepreneurs  
Georgia Tech Student Center  
Atlanta, GA  
April 29, 2009**

**DRAFT Agenda**

**10:15 – 11:00 a.m. Registration and Networking**

**11:00 – 12:30 p.m. Luncheon & General Session (Welcome and Introductions)**

*Participants will be introduced to the National Women's Business Council and will hear from local policy leaders.*

**12:30 – 12:45 p.m. Break**

**12:45 – 1:45 p.m. Breakout Sessions** (See reverse for descriptions.)

*Attendees will discuss specific priorities and challenges they face running their businesses to assist the NWBC in formulating future national policy recommendations. These sessions repeat, enabling participants to provide input on their top two concerns.*

Access to Capital  
Affordable Health Care  
Education & Workforce Development  
Procurement  
Taxes  
Microenterprise

**1:45 – 2:00 p.m. Break**

**2:00 – 3:00 p.m. Breakout Sessions Repeated** (See reverse for descriptions.)

Access to Capital  
Affordable Health Care  
Education & Workforce Development  
Procurement  
Taxes  
Microenterprise

**3:00 – 3:15 p.m. Break**

**3:15 – 4:30 p.m. General Session and Women Business Owner Panel**

*Attendees will hear from breakout session facilitators about the key issues to emerge from each session topics. In addition, there will be an interactive Q&A with NWBC members and local business owners who will address issues from the breakout sessions by providing insights from their own professional experiences.*

## BREAKOUT SESSIONS

Each breakout session will provide an opportunity to discuss specific priorities and challenges faced by women entrepreneurs. The information gathered will assist the Council in formulating future policy recommendations to the President, Congress, and the Small Business Administration. Sessions will be repeated, giving participants the opportunity to provide input on their top two concerns in small groups. Due to space limitations, please consider attending your first choice topic when it repeats in the second time slot.

### Session Descriptions:

#### Access to Capital

*12:45 – 1:45 p.m.*

*2:00 – 3:00 p.m.*

Access to funding for starting or expanding a business is typically a challenging issue for any business owner, but particularly women entrepreneurs. What policies or regulations could assist women business owners in securing financing for their businesses? How have you been impacted by the current economic climate?

#### Affordable Health Care

*12:45 – 1:45 p.m.*

*2:00 – 3:00 p.m.*

The availability of affordable health care options ranks as one of the top concerns of most small business owners. Join the discussion on how policymakers can craft laws and regulations to make affordable health care available to small businesses. Are you a business owner that provides healthcare options for your employees? Are you a sole-proprietor seeking affordable healthcare options for yourself?

#### Education and Workforce Development

*12:45 – 1:45 p.m.*

*2:00 – 3:00 p.m.*

Entrepreneurial development and technical assistance programs are committed to helping entrepreneurs start and grow their businesses. What programs should the government be supporting to help business owners find qualified employees and achieve business success? Are you familiar with entrepreneurial development programs in your area?

#### Federal Procurement

*12:45 – 1:45 p.m.*

*2:00 – 3:00 p.m.*

Government contracts can be a great source of business revenue for both new and established businesses. But to get those contracts, you have to understand the process and how to navigate it successfully. What can the government do to make procurement policies more accessible to women-owned businesses? Have you tried to access the federal procurement marketplace?

#### Microenterprise

*12:45 – 1:45 p.m.*

*2:00 – 3:00 p.m.*

Sole-proprietorships and small businesses with less than 5 employees frequently experience challenges that are different from their “larger” small business counterparts. If you are a newly established business, a sole-proprietorship, or a business with fewer than 5 employees, what are the most prevalent obstacles to your business success?

#### Taxes

*12:45 – 1:45 p.m.*

*2:00 – 3:00 p.m.*

Understanding tax policy is difficult for any small business. What challenges do women business owners face related to local, state and federal taxes? How can tax policy be changed to support entrepreneurial ventures? Are you familiar with the tax code changes that have emerged as a result of the American Recovery and Reinvestment Act of 2009?