

Please Join Us on October 2, 2012



National Encore Entrepreneur Mentor Day

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In May 2012, the U.S. Small Business Administration (SBA) and AARP launched a strategic alliance to provide American entrepreneurs over the age of 50 with real-world, actionable information to start or grow a small business. Through this alliance, the two organizations have jointly committed to train 100,000 "encore entrepreneurs" over the next year. As part of meeting that goal, the SBA and AARP will host National Encore Entrepreneur Mentor Day on October 2, 2012, featuring local mentoring events throughout the country.

For more than 70 million Americans over the age of 50, business ownership is a practical option. It can be a second career or a chance to leverage life experiences into an interesting and financially practical "encore" career. Entrepreneurship training is the toolkit that empowers these business owners to use their experience, knowledge, and skills to become job creators.

Events will be offered in a variety of formats, including Speed Mentoring, Mentoring Brown Bags, and Mini-Mentoring Fairs. To find a Mentor Day event near you, go to www.sba.gov/mentorday.

The SBA has also developed a dedicated web page for Americans over the age of 50 featuring an online self-assessment tool that will help potential small business owners understand their readiness for starting a business as well as information to help with business planning, shaping a winning business idea, professional counseling, financial services and information to find local resources in your area. This web page can be found at: <http://www.sba.gov/content/50-entrepreneurs>.

SBA and AARP also will jointly develop and host a customized online course, self-assessment, and webinar series for more mature entrepreneurs. The SBA already offers a wide variety of online courses for people who want to start and grow their business. To take a course, go to <http://www.sba.gov/training> under "online courses." Course topics include start-up basics, finance strategies, marketing tactics, overseas trade, and more.



Could you be America's next successful small business owner?

Sixty-three percent of Americans plan to work during retirement. Small business ownership is a good option and small business owners with long-term counselors see greater sales, hire more workers and are more successful. Join us to meet mentors from the SBA's network of Small Business Development Centers (SBDCs), Women's Business Centers (WBCs), and SCORE chapters. These experts can help turn your business idea into a reality and advise you throughout the life of your business.

When:

Where:

For More Information & Reservations:

Co-sponsorship Authorization #: 12-7630-141. SBA's participation in this cosponsored activity is not an endorsement of the views, opinions, products or services of any cosponsor or other person or entity. All SBA programs and services are extended to the public on a nondiscriminatory basis. Reasonable arrangements for persons with disabilities will be made, if requested in advance. Contact: