



Southern Rural Development Center

DISCOVERING NEW IDEAS, APPLYING NEW STRATEGIES.



**Big News about Small Business:
Their Contributions to Rural America**

A free webinar showcasing the research of:
Charles M. Tolbert and Carson Mencken, Baylor University, and
Troy C. Blanchard, Louisiana State University

May 30, 2012

Noon -1:30 pm CST

Sponsored by the Southern Rural Development Center, Mississippi State University

Small businesses have many beneficial effects on rural communities, as they are associated with higher income levels and lower poverty, unemployment, and crime rates. In a free Southern Rural Development Center-sponsored webinar, “Big News about Small Business,” the research team of Tolbert, Mencken and Blanchard will report on nearly two decades of work on local firms’ many contributions. The webinar will:

- Unveil new research findings drawn from federal economic data and hours of focus groups/interviews with rural businesses people that capture the trials, tribulations, and successes of rural entrepreneurs.
- Report on the latest published data on small businesses and important public health outcomes.
- Seek audience input on rural small businesses and policies that best nurture them.

To Connect:

Those wishing to participate in the webinar are encouraged to access the following website approximately 20-30 minutes prior to the start of the webinar to ensure a successful connection to the Adobe Connect site:

<http://msues.na4.acrobat.com/srdc/> Please enter as Guest.

To Hear the Audio Portion:

Please call the following toll-free number a few minutes prior to the start of the webinar in order to hear the audio portion of the small business webinar.

1-800-244-2500; Participant Code: 888069#

For technical problems, please contact the Southern Rural Development Center at 662-325-3207.

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