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Media Alert

With Today's Economic Challenges, is Entrepreneurship a Viable Option? Yes!

Make Economic Cent\$ Event at The James J. Hill Reference Library

What: With Today's Economic Challenges, is Entrepreneurship a Viable Option? Yes! event at the James J. Hill Reference Library in St. Paul, MN

The Saint Paul Public Library, the James J. Hill Reference Library and the City of Saint Paul's Planning and Economic Development Agency are hosting a series of seminars called "Make Economic Cent\$" designed to help our citizens create a job search, start a company, and just stay financially fit in uncertain times.

When: Tuesday, March 24, 2009 – 7:00 p.m. – 8:00 p.m.

Where: 80 West Fourth Street, St. Paul, MN 55101

Highlights: Tene Wells and Diane Paterson, leaders at WomenVenture, a nonprofit women's economic development agency in St. Paul, will talk about why starting a small business is right for you.

Details: Economic turmoil often stimulates thoughtful innovation and creativity in consumer spending. The silver-lining of this economic downturn and the sharp increases in downsizing at the corporate level, is that start-ups will play a critical role in strengthening the economy in the months and years ahead.

Understanding consumer behavior is important in determining the next profitable trends and successful market niches. Consumer behavior has shifted, but that is not to say that consumers are not spending. A growing number of consumers are willing to cut back on household budget items, but refuse to cut back when it comes to buying organic products. The athletic wear industry and pet care spending are other examples of markets that experienced growth despite economic challenges.

As large corporations continue to downsize, many career-minded professionals cannot expect job security the way they could in the past. A growing number of these professionals feel that the best way to create job security is to chart their own course and become self-employed.

Tene Wells and Diane Paterson will share real life stories about many successful businesses that were launched during tough financial times. They also will explain WomenVenture's approach with respect to each of its programs including Microenterprise.

WomenVenture (www.womenventure.org) is a leader in providing the technical tools and emotional support to help you start and grow your business, find a new job, or develop a new career path. WomenVenture serves women and men of all economic and ethnic backgrounds. In its 30-year history, 90,000 women and men have been served.

Cost: Free and open to the public.

Notes: News photography and filming at the event permitted. Media access to the event at no charge.

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Presented by:

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THE JAMES J. HILL REFERENCE LIBRARY provides practical business information for free at the Library or online for a membership fee. – Call (651) 265-5500 or visit www.jjhill.org.

As part of its nonprofit mission in St. Paul, the Hill Library presents a venue for experts to speak to small businesses so they can learn about ideas that otherwise would remain available only to much larger enterprises.

The James J. Hill Reference Library is a private, non-profit library located in St. Paul, Minnesota. The Library houses a world-class collection of resources and is considered the most comprehensive publicly accessible practical business library in America. The mission of the Hill Library is to provide access to and assistance in finding the practical business information clients need to succeed. The Hill Library was founded in 1921 by one of the nation's true business pioneers, James J. Hill.

More information at www.jjhill.org.

For public relations, please contact Matthew Bellin at mbellin@jjhill.org or 651.265.5442.