



presented by



October 17, 2011

Re: Interview Request

Dear News Editor:

The Alliance for Economic Inclusion (AEI)* and Good Work Network will hold the **2011 Southeastern Louisiana Small Business Conference (SLSBC)** at the UNO Lindy Boggs International Conference Center on Tuesday, November 8th, 2011 from 7:30a.m. To 5:00 p.m.


My team would like to suggest an interview with either Ms. Phyllis Cassidy or Ms. Adele London of the Good Work Network, and Mr. Reginald Harley of the U.S. Small Business Administration to discuss the economic prospects for small business owners at this year's event.

Given the current state of the national/local economy, the upcoming **SLSBC** is a perfect segue for a discussion on entrepreneurship. Contrary to popular belief, these are the times when challenges can be turned into opportunities. Your audience will want to know:

- When to recognize the right time to launch a business?
- What steps do they need to take?
- How to determine the marketability of an idea?
- Which pitfalls to avoid as a new startup?
- Where to find and go to for resources, assistance and seed money?

Ms. Cassidy or Ms. London, respectively the executive director and the business development director of the Good Work Network, a nonprofit business resource organization with an outstanding success record of training entrepreneurs and assisting business startups, and Mr. Harley can share their expertise on this subject with your audience.

My office will place a call to you soon to discuss having Ms. Cassidy or Ms. London, and Mr. Harley as guests on your show. Please feel free to contact me by calling 504.258.8987 or emailing gkdoug@oecommunications.com.

Sincerely,

Gregory K. Douglas

*AEI is an economic initiative established by the Federal Deposit Insurance Corporation (FDIC) to stimulate community partnerships and nurture business enterprise and Good Work Network is a nonprofit business resource organization.

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