



ALABAMA OUTREACH

A Newsletter of the Alabama Entrepreneurial Research Network

Volume 2 Number 1

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A Message from Senator Hank Sanders

The progress of the Alabama Entrepreneurial Research Network is exciting. The events and training sessions that will take place in the months to come are positive signs of this growing entrepreneurial endeavor. As a senator from West Alabama, I am supportive and recognize the importance of economic growth in our region. This program provides the resources needed to encourage and enhance economic development and entrepreneurial endeavors in these counties. I am grateful that my constituents have access to these resources and trust they will use them to reap economic rewards.

*Hank Sanders
Senator, State of Alabama*

Training Seminar Scheduled for February in Selma

The Alabama Entrepreneurial Research Network, together with the Selma Chamber of Commerce, is offering a training seminar in Selma on February 21, 2002. This program's objective is to introduce the people of Selma to the Alabama Entrepreneurial Research Network. Registration for this seminar starts at 1:30 p.m. at 513 Lauderdale Street. The session will begin at 2:00 p.m. While seating is limited, the program is open to the public, and admission is free.

This seminar will describe ways the Network can help develop businesses in the Selma area. The Entrepreneurial Center, at the Selma Chamber of Commerce, contains multiple resources for people who want to start a business or who already have a business. At the Center, people have access to work stations, business plan software, the Internet, and printed business research materials.

At the February 21 program, presenters will talk about how to write a business plan, how to do market research, and how to gather pertinent demographics. The seminar will also cover information about specific types of business. A business packet will be given to attendees. Among the packet contents will be a list of useful web sites, information about how to use the Entrepreneurial Network, and other resources that are helpful to small businesses.

Seminar speakers will include officials of the Selma Chamber of Commerce, Paavo Hanninen, director of the Alabama Entrepreneurial Research Network, and Andy Glenn, a student in the Master of Business Administration (MBA) program at the Culverhouse College of Commerce.

For more information about the seminar, contact Paavo Hanninen at (205) 348-7011 or Jamie Wallace, president of the Selma Chamber of Commerce, at (334) 875-7241.

The Charter Members and their Contact Persons

Sumter County Industrial Development Authority	Ms. Felicia Jones	(205) 652-9303
Greene County Industrial Development Board	Ms. Phillis Belcher	(205) 372-9763
HERO (Hale County)	Mr. Jim Kellen	(334) 624-9100
Demopolis Area Chamber of Commerce	Ms. Kathy Leverett	(334) 289-0270
Selma Area Chamber of Commerce	Mr. Jamie Wallace	(334) 875-7241
Alabama-Tombigbee Regional Commission	Mr. John Clyde Riggs	(334) 682-4234

Greene County and The University of Alabama Combine Forces to Build the Greene County Web Site

"A West Alabama community dedicated to promoting and enhancing economic growth and community development" is the quote found on the home page of the Greene County web site. This site, www.greencountyalabama.com, was specifically designed for Greene County by The University of Alabama and is one of the web sites created for the Alabama Entrepreneurial Research Network partners.

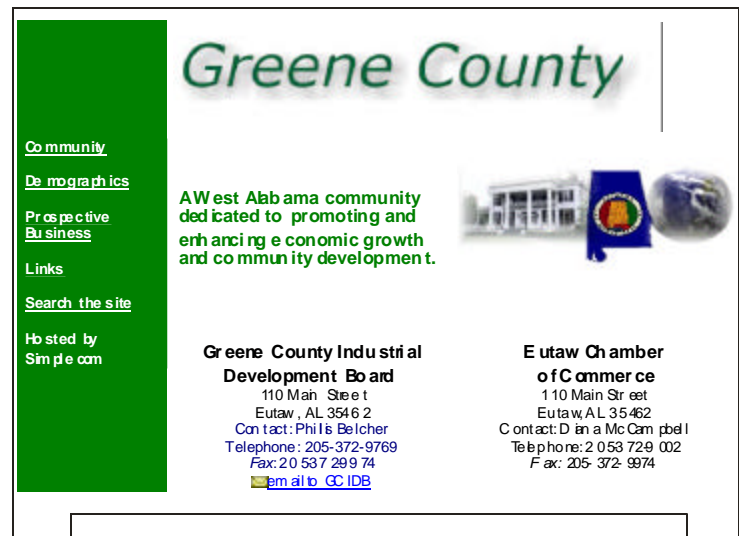
Greene County is one of six charter members of the Network, which is a cooperative effort between the partners and The University of Alabama. Greene County's membership is through the Greene County Industrial Development Board. As a Network member, Greene County consulted with the University of Alabama's College of Commerce and Business Administration about building a web site for the county. Dr. Joanne Hale, Assistant Professor in Information Systems, Statistics and Management Science, took charge of developing the web site. She and a group of students worked for approximately 2,250 hours building and finalizing the sites for Greene and other counties.

The site is easy to locate and operate. Links regarding the community, the county, and prospective businesses are found on the web site. The wealth of information provided at the web site should prove useful to individuals or businesses interested in knowing more about opportunities in Greene County.

The "Community" link on this web site provides a community profile and links for local business, business traveler, community testimonials, and Greene County's history. Under the "Local Business" link there is a directory of the Eutaw, Alabama Chamber of Commerce (EACOC) members. The directory provides contact information for members.

The "Demographic" link provides statistics about the population and households in the county. The "Prospective Business" link offers details about business opportunities in Greene County. This section has information on workforce advantages, incentives, education and training, industrial sites, and assistance available for businesses wishing to expand or relocate in Greene County.

Under "Links," information about relocating and funding can be found. This section, although similar to the "Prospective Business" link, has web links to different organizations that can provide help in relocating and



Pictured above is the opening page of the Greene County web site.

funding. The University's Center for Business and Economic Research also is found under this section.

At the bottom of the "Prospective Business" page, there is a section titled "Additional Information," which offers a link to the University of Alabama's Center for Business and Economic Research (CBER). The Greene County web site provides easy, efficient ways to locate businesses, community events, and history. To learn more about Greene County, visit the web site at <http://www.greencountyalabama.com>.

CBER and the University's Small Business Development Center are the founding units of the Alabama Entrepreneurial Research Network. CBER houses the production of this newsletter, *Alabama Outreach*. Past issues can be found at the "Publications" page of CBER's web site at <http://cber.cba.ua.edu>.

New Additions to The University of Alabama Team Members

- ❖ **Dr. Bryan H. Reber** joined The University of Alabama this year as assistant professor of public relations after a 15-year stint working in college relations.
- ❖ **Suzanne Hensleigh** from Butler, Alabama, is a master's student in the College of Communication and Information Sciences, pursuing a degree in advertising and public relations.
- ❖ **Keith Weaver** is a graduate student in the Geography Department of the College of Arts and Sciences, pursuing a specialty in Geographic Information Systems (GIS).

A Look at the Working Age Population Persons Aged 16-64

Persons between the ages of 16 and 64 are usually considered the working age population. Of course, many people in that age group are not working or looking for work. Many teenagers are full-time students. Other people are full-time homemakers, early retirees, disabled, or not part of the labor force for some other reason. Nevertheless, looking at the age group as a whole gives some indication of the potential for workers in a county.

Hale County has seen a great increase in its working age population in the years since 1990. Much of that population growth has occurred at the north end of the county near the Tuscaloosa County border. Greene County has seen a modest increase, and the other current Entrepreneurial Network counties have seen stagnation or decline over the past 12 years in this age group. None of these counties is heavily populated. In three of the six counties, the total number of people of the usual working age is fewer than 10,000.

	Dallas County			Greene County			Hale County		
	Total	Male	Female	Total	Male	Female	Total	Male	Female
1990	28,152	12,701	15,451	5,579	2,491	3,088	8,761	4,120	4,641
2002	28,258	12,849	15,409	5,935	2,714	3,221	10,659	5,041	5,618
Change over 12 years	106	148	-42	356	223	133	1,898	921	977
Percent change	0.4%	1.2%	-0.3%	6.4%	8.9%	4.3%	21.7%	22.3%	21.1%

	Marengo County			Sumter County			Wilcox County		
	Total	Male	Female	Total	Male	Female	Total	Male	Female
1990	13,617	6,422	7,195	9,487	4,375	5,112	7,386	3,434	3,952
2002	13,594	6,344	7,250	8,886	4,065	4,821	7,415	3,467	3,948
Change over 12 years	-23	-78	55	-601	-310	-291	29	33	-4
Percent change	-0.2%	-1.2%	0.8%	-6.3%	-7.1%	-5.7%	0.4%	1.0%	-0.1%

Source: 1990 Census of Population and the Center for Business and Economic Research, The University of Alabama.

A Newsletter of the
Alabama Entrepreneurial Research
Network

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A Message from President Andrew Sorensen, The University of Alabama

Dear Network Members and Friends:

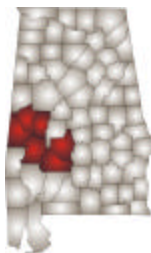
The University of Alabama is excited about the progress being made through the Alabama Entrepreneurial Research Network. Our partnership with six West Alabama counties continues to provide tools necessary for economic development.

As a new year begins, we anticipate the program's continued success. We are hopeful new members will join the Network, because we look forward to providing other counties with the resources this program has to offer. Economic development is important to our Alabama communities and this program helps lay the foundation for success by providing resources to help these rural communities.

The University is dedicated to this program and anticipates continued progress during the coming year. We believe the work began in earnest during 2001 will thrive and grow in 2002. The University of Alabama and representatives in the six member counties will undoubtedly build on and use the tools provided, thus far, by the Alabama Entrepreneurial Research Network.

Best wishes in the new year,

Dr. Andrew A. Sorensen
President, The University of Alabama



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