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AARP and Black Enterprise Launch Small Business University

Four-Week Webinar Series Offers Expert Guidance to Entrepreneurs Looking to Start and Grow Small Businesses

WASHINGTON, October 7, 2013– AARP, one of the world's largest member organizations with more than 37 million members and Black Enterprise, the leading small business resource for African Americans, announced today the launch of the Black Enterprise Small Business University. The four-week, online video course will offer expert advice to entrepreneurs looking to start and grow profitable small businesses.

Registration for the Black Enterprise Small Business University began on September 23 at <http://www.blackenterprise.com/sbu>.

Kicking off on Monday, October 7 with “Crowdfunding and the Future of Small Business,” Small Business University, sponsored by AARP, aims to assist entrepreneurs in three different stages of business development: the aspiring start-up, the part-time entrepreneur, and those with an already established enterprise.

“Many Americans dream of owning their own business, sometimes as a second or third career, and using their creative talents to do productive work that also helps them gain economic stability,” said Edna Kane-Williams, AARP Vice President, Multicultural Markets and Engagement. “AARP looks forwards to collaborating with Black Enterprise to provide valuable resources and information that will help strengthen small businesses and encourage more entrepreneurs to reimagine their careers.”

The Black Enterprise Small Business University will consist of three original video tutorials per week featuring a team of rotating business, marketing, branding and technology all-stars including ‘SmallBizLady’ Melinda Emerson; Vanguard Consulting Group CEO Derrick Webster; Ramon Ray, Regional Development Director for InfusionSoft and Editor of Smallbiztechnology.com; and Alfred Edmond Jr., SVP/Multimedia Editor at Large of Black Enterprise.

In addition, Small Business University experts and the Black Enterprise editorial team will be available via Twitter chats to connect directly with participants, answer questions and provide additional resources.

“Over the past five years, Small Business University has become one of our most popular multimedia offerings at BlackEnterprise.com,” says Edmond, who produced the first series of Black Enterprise SBU videos in 2009 as Editor-in-Chief of BlackEnterprise.com. “Partnering with AARP to help new and aspiring entrepreneurs, including those who are pursuing business ownership as a new chapter of their work lives after a career of working for employers other than themselves, is a major opportunity for us to promote both entrepreneurial and financial success.”

The week-by-week schedule for the Black Enterprise Small Business University sponsored by AARP is as follows:

Melinda Emerson, acclaimed author, speaker, Small Business Coach (SucceedAsYourOwnBoss.com) and CEO of Quintessence Multimedia will discuss aspects of opening a business and what many would call the most important: finding a lawyer, choosing an accountant and finding alternate sources of funding.

Monday, October 7: Crowdfunding and the Future of Small Business s

Tuesday, October 8: What to Look for When Hiring a Lawyer

Wednesday, October 9: Picking an Accountant That's Right for Your Business.

Derrick Webster, President and CEO of Vanguard Consulting Group, will discuss competitors in the marketplace and how to establish competitive pricing for a product or service. This session will also explore the best online networks for promoting a small business.

Monday, October 14: How to Properly Assess and Compete With Your Competition

Tuesday, October 15: How to Determine Your Price point and Market Value

Wednesday, October 16: How to Decide What Online Networks are Best for Your Business

Ramon Ray, Regional Development Director for InfusionSoft and Editor and Technology Evangelist of

Smallbiztechnology.com, will provide tips on how businesses can effectively interact with their customers online and how businesses can develop a web presence that's attractive and easy to navigate.

Monday, October 21: From Start to Finish: Your First Website

Tuesday, October 22: How to Get Your Email Marketing Noticed

Wednesday, October 23: The ABCs of Customer Relationships

Alfred Edmond Jr., SVP/Multimedia Editor-at-Large of Black Enterprise, will discuss how to manage cash accounts and the positive and negative impact that social media can have on a business.

Monday, October 28: Cash flow Management: Keeping an Eye on Your Bottom Line

Tuesday, October 29: Creating and Maintaining a Social Media Presence for Your Business

Wednesday, October 30: Social Media Dos and Don'ts for Your Business

To register for the Small Business University and for additional information, tools and resources about small business success, visit www.blackenterprise.com/sbu and www.aarp.org/blackcommunity. Follow us on Twitter @BlackEnterprise and @AARPBlackCom and join the conversation using Hashtag #SmallBizU.

About AARP

AARP is a nonprofit, nonpartisan organization, with a membership of more than 37 million, that helps people turn their goals and dreams into real possibilities, strengthens communities and fights for the issues that matter most to families such as healthcare, employment and income security, retirement planning, affordable utilities and protection from financial abuse. We advocate for individuals in the marketplace by selecting products and services of high quality and value to carry the AARP name as well as help our members obtain discounts on a wide range of products, travel, and services. A trusted source for lifestyle tips, news and educational information, AARP produces AARP The Magazine, the world's largest circulation magazine; AARP Bulletin; www.aarp.org; AARP TV & Radio; AARP Books; and AARP en Español, a Spanish-language website addressing the interests and needs of Hispanics. AARP does not endorse candidates for public office or make contributions to political campaigns or candidates. The AARP Foundation is an affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors. AARP has staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands. Learn more at www.aarp.org.

About Black Enterprise

black enterprise, *your ultimate source of Wealth For Life*, is the premier business, investing, and wealth-building resource for African Americans. Since 1970, **be** has provided essential business information and advice to professionals, corporate executives, entrepreneurs, and decision makers. Every month, **black enterprise** magazine provides 4 million readers with information on entrepreneurship, careers, and financial management. A multimedia company, **be** also produces radio and television programming, business and lifestyle events, Web and mobile content, and social media engagement. **black enterprise** is the definitive source of information for and about African American business markets and leaders, and the authority on black business news and trends.

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