

## Webcast Overview

Each presentation will take place on the specified day from 2:00 to 2:45 p.m. E.T. Subscribers who miss the live event will be able to view the recorded presentation online via our website. The webcast will be followed by a 30 minute live chatroom. During this time, you will be able to submit questions directly to the presenter. Each webcast will be captioned. You will need a computer with an Internet connection and RealPlayer, which is a free software program. Technology support is available to provide technical assistance and answer questions via phone and e-mail.

## Webcast Cost

**Subscription to Webcast Series -- \$150** (Includes access to all 6 webcasts and archives in the series for one individual.)

**Agency Subscription to Webcast Series -- \$550** (Includes access to all 6 webcasts and archives for 5 computers at the same location.)

**Individual Access to a Single Webcast -- \$50** (Includes access to a selected webcast and archive for one individual.)

**Agency Access to Single Webcast-- \$175** (Includes access to a selected webcast and archive for 5 computers at the same location.)

**Scholarships** are available for individuals with disabilities to participate at no cost. Please contact Teri Blankenship.

**For additional subscription information contact:**

**Teri Blankenship**  
**(804) 828-2197 -- [tcblanke@vcu.edu](mailto:tcblanke@vcu.edu)**

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# START-UP USA 2009

## Self-Employment Webcast Series

- **Negotiation Strategies for Business Owners and Promoters**  
April 1, 2009 -- Cary Griffin
- **Inclusive Entrepreneurship**  
May 20, 2009 -- Gary Shaheen and Mirza Tihic
- **Three Models of Self-Employment**  
June 17, 2009 -- Debra Noel and Tammy Smith
- **The Customized Self-Employment Model**  
July 22, 2009 -- Rich Sanders and Pamela Sprout
- **Current Research in Self-Employment**  
August 19, 2009 -- Grant Revell and Mike West
- **The Financial Side of Self-Employment**  
September 16, 2009 -- Michael Morris



# START-UP USA 2009 Self-Employment Webcast Series

April 1, 2009

Cary Griffin, START-UP/ USA, Co-Director  
Technical Assistance

**Negotiation Strategies for Business Owners and Promoters --** This webcast is designed for current and potential business owners and those who support them. The presentation introduces a series of interest-based negotiation elements useful for solving common management problems. The intent is to establish good working relationships with suppliers, to work effectively with funders such as Vocational Rehabilitation, and to deliver customer service that secures lasting sales and minimizes conflicts. Concepts covered include understanding and managing the change cycle and the causes of conflict and matching negotiation strategies to specific business situations.

May 20, 2009

Gary Shaheen & Mirza  
Tihic, START-UP/NY

**Inclusive Entrepreneurship --** This webcast will present the Inclusive Entrepreneurship model currently being implemented by Syracuse University and its partners. It has been a catalyst for a growing awareness across a number of colleges at Syracuse University of the economic and social value of entrepreneurship that includes people with disabilities. Syracuse University has coined the term "Inclusive Entrepreneurship" to describe this evolving recognition and its set of core principles and practices.

June 17, 2009

Debra Noel & Tammy  
Smith, START-UP/  
Florida, Agency for  
Persons w/Disabilities

**Three Models of Self-Employment --** This webcast will present the three models of self-employment being evaluated as part of START-UP/Florida which include: BOSS (Bridging Opportunities for Self-Sufficiency), METTA (Micro-Enterprise Training and Technical Assistance), and FastTrac™. Although each model addresses self-employment in a different way, START-UP/Florida plans to bring real issues to this webcast by sharing true stories of how all entrepreneurs are faced with common challenges. This webcast will draw from the experiences of many customers, but will focus on how an individual's quality of life has changed through self-employment.

July 22, 2009

Rich Sanders, Project  
Coord. Alaska Works  
Initiative & START-UP/  
Alaska & Pamela Sprout,  
START-UP/Alaska

**The Customized Self-Employment Model --** START-UP/Alaska will be highlighting innovative small businesses that focus on the "customized" aspects of the project and how the customization of self-employment services sets them apart from everyday small business or microenterprise business startups. In addition, the presenters will provide an overview of accomplishments and successful innovations to date from the project as a whole including mentoring, the methods used in the virtual incubator model, and other unique aspects of the project. Lastly, the presenters will provide strategies and progress with integrating the customized self-employment model into existing employment systems serving individuals in both rural and urban areas state to ensure sustainability of the model.

August 19, 2009

Grant Revell & Mike  
West, START-UP/USA,  
Virginia Commonwealth  
University

**Current Research in Self-Employment --** Self-employment is increasingly sought and attained by individuals with disabilities, including VR clients. This webcast will present findings from the START-UP/USA research studies on self employment, specifically: the extent to which self-employment is used as an employment option for individuals with disabilities in the VR system, VR policies and practices that promote and inhibit self-employment goals for these clients, and exemplary state models for self-employment for use within a customized employment approach. The presentation will include a discussion of the implications and research findings for individuals with disabilities pursuing self-employment through the state VR system, and also for their service providers.

September 16, 2009

Michael Morris, Director,  
National Disability  
Institute

**The Financial Side of Self-Employment --** Advancing self-sufficiency for individuals with disabilities requires skills, planning and focus on building a better economic future. The purpose of this webcast is to increase awareness, gain knowledge about a variety of tools, strategies and relationships that can help improve the management of money, access to capital, and peer/professional support in your local community. The topics to be discussed are financial tax provisions, access to matched savings plans and other strategies to start and grow a microenterprise or small business. Learn more about the Earned Income Tax Credit, Volunteer Income Tax Assistance sites, Individual Development Accounts, Microenterprise Development Lenders, Work Incentives, and multiple strategies to advance financial literacy.

## PAYMENT OPTIONS

1. Register and pay online using Visa, Mastercard, AMX, Discover, or purchase order. <http://www.start-up-usa.biz/training/webcasts.cfm>.
2. Mail registration form with your check made payable to VCU-RRTC. Attention: Roberta Martin, VCU-RRTC, PO Box 842011, Richmond, VA 23284-2011.
3. Fax the registration form and P.O. to 804-828-2193. We must have a copy of the purchase order to process your request. Be sure to include the names and e-mail addresses of all participants.

## WEBCAST REGISTRATION

For subscriptions, send a typed list of all individuals and e-mail addresses who are included in this payment. **We must receive these to register you or your group.** We also require billing contact's name and address. Check the appropriate box below. Place a check by your selected option.

- ☐ **Individual Subscription -- \$150**  
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### Individual Access to a Single Webcast -- \$50

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sure to  
provide the  
names and  
e-mail  
addresses  
for all  
participants.**

Contact Person: \_\_\_\_\_

Agency: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Amount Enclosed: \_\_\_\_\_