

I will be a Keynote Speaker at The White House Urban Entrepreneurship Forum in New Orleans July 20.



You are invited to an:

## URBAN ENTREPRENEURSHIP FORUM

*Co-hosted by: The White House, The Office of Mayor Mitch Landrieu, City of New Orleans, Xavier University of Louisiana, Urban League of Greater New Orleans, New Orleans Business Alliance, 100 Urban Entrepreneurs, Operation HOPE, & multiple federal agencies*

**Wednesday, July 20, 2011 – 9:00 a.m. to 5 p.m.**  
**Registration 8 a.m. to 9 a.m.**

**Xavier University**  
**1 Drexel Drive**  
**University Center**

Featured speakers include:

**The Honorable Mitch Landrieu**  
Mayor, New Orleans, LA

**John Hope Bryant**  
Founder, Chairman & CEO, Operation HOPE, Inc.

**Deborah Elam**  
VP & Chief Diversity Officer, GE

**Dr. Calvin Mackie**  
Greenleaf Energy & Channel Zero

**Magnus Greaves**  
100 Urban Entrepreneurs

The Forum will also feature a **live 60-Second Pitch Event** hosted by **100 Urban Entrepreneurs**.  
(Click here to apply to participate in Pitch Event.)

President Barack Obama has laid out a vision to win the future by out-innovating, out-educating and out-building the rest of the world. Recognizing the critical role that entrepreneurship plays in creating jobs and economic opportunity for people in the private sector, the Administration is committed to creating public-private partnerships to support current entrepreneurs and spark a new generation of urban entrepreneurs. The work of these urban entrepreneurs will strengthen the core of our economy, reset urban communities as future job factories, and attractive emerging markets for investment. The result will be a new era of sustainable economic opportunities for not just urban America but the entire country, and a new culture of prosperity shared by all.

The purpose of this event is to discuss best practices with urban entrepreneurs and hear their feedback on how the Administration and the private sector can best support their growth and success in the global economy.

This invitation is non-transferable. The event is free. Pre-event registration is required and space is limited.

**Please RSVP at: [Urban Entrepreneurship Forum – New Orleans](#).**

These events are open to pre-credentialed media. Media interested in covering the Urban Entrepreneurship Forum in New Orleans on July 20 should RSVP [HERE](#) before 12 PM EDT on Tuesday, July 19 or email [rferni@nola.gov](mailto:rferni@nola.gov) for questions about media logistics.

[www.whitehouse.gov/africanamericans](http://www.whitehouse.gov/africanamericans) / [www.sba.gov](http://www.sba.gov) / [www.mbda.gov](http://www.mbda.gov)  
<http://www.whitehouse.gov/administration/eop/oua> (Office of Urban Affairs) / [www.nola.gov](http://www.nola.gov)