



Women's Business Connection...

a business issues conference call brought to you by the National Women's Business Council

409 3rd Street, SW, Suite 210 ★ Washington, DC 20024 ★ 202-205-3850 (p) ★ 202-205-6825 (f) ★ www.nwbc.gov

**November Teleconference Call
Tuesday, November 23, 2004
3:00 PM – 4:00 PM ET
Call 1-877-326-2337, enter code 3687613#**

“The Unique Challenges of Home-based Businesses”

Featuring:

Joanne Pratt

Joanne H. Pratt Associates

**Wilma Goldstein, Associate Administrator
Office of Women's Business Ownership
US Small Business Administration**

**Radwan Saade, Ph.D.
Regulatory Economist, Office of Advocacy
US Small Business Administration**

**Kristie Darien and Maureen Petron
National Association for the Self-Employed (NASE)**

**Moderator: Karen Kerrigan, NWBC Member and
President & CEO, Women Entrepreneurs, Inc.**

The latest Census Bureau release on home workers reported that nearly 4.3 million people worked at home in 2000, up from 3.4 million in 1990 (Census Bureau Alert October 20, 2004). This represents a 23 percent increase in home-based workers age 16 and older – double the growth in the overall work force during the decade. More recent estimates from the American Community Survey show 4.5 million people worked at home in 2003.

The Census further indicates that fifty-seven percent of businesses with receipts less than \$25,000 in 1992 were home-based. And because of their general “invisibility” – due to lack of a storefront or other facility – this is a vast and largely underserved market.

Based on some information gathered by the US Small Business Administration's Office of Women Business Ownership, issues of greatest concern to this large assemblage are (in priority order): 1) access to capital and credit; 2) access to education and training; regulatory reform; 3) networking; 4) access to affordable health care; 5) access to professional meeting space; and 6) lack of recognition of the economic impact of businesses based in home offices.

Our guest speakers will present different perspectives on home-based businesses. Joanne Pratt is a nationally recognized expert on home-based business; Wilma Goldstein is Associate Director of the SBA's Office of Women's Business Ownership; Dr. Radwan Saade is a regulatory economist with the SBA; and Kristie Darien is Director of Government Affairs for the National Association of the Self-Employed (NASE).

Home-based business owners are encouraged to call in and share their experiences. We look forward to a lively discussion on who you are, what you do, and the special challenges you face.

If you have questions, please contact Aileen M. Kishaba, NWBC Director of Policy Programs at (202) 205-6829 or by email at aileen.kishaba@sba.gov

Please join us January 25, 2005 at 3:00 PM ET for a discussion on Peer-to-Peer Mentoring moderated by Council member Marsha Firestone, President of the Women Presidents' Organization.

To listen to previous *Women's Business Connection* discussions, dial 1.866.803.1430 to access the playback center; enter "1" to indicate you would like to listen to an archived message; enter 3687613#, the NWBC conference ID, then enter the playback ID for the discussion you are interested in. Questions? Contact aileen.kishaba@sba.gov



The National Women's Business Council is a bi-partisan Federal advisory council created to serve as an independent source of advice and policy recommendations to the President, Congress, and the U.S. Small Business Administration on economic issues of importance to women business owners. The Council's mission is to promote bold initiatives, policies and programs designed to support women's business enterprises at all stages of development in the public and private sector marketplaces, from start-up to success to significance.