

TRAINING AND EMPLOYMENT NOTICE	<b>NO.</b> 21-06
	<b>DATE</b> February 9, 2007

**TO:** All STATE WORKFORCE AGENCIES  
 All STATE WORKFORCE LIAISONS  
 All STATE ONE-STOP CENTER SYSTEM LEADS  
 All STATE AND LOCAL WORKFORCE INVESTMENT BOARDS

**FROM:** EMILY STOVER DeROCCO /s/  
 Assistant Secretary

**SUBJECT:** Announcement of EntrepreneurshipWeek USA and ETA-sponsored  
 Webinar

**1. Purpose.** To announce to the public workforce investment system that the week of February 24-March 3, 2007, is being designated as EntrepreneurshipWeek USA and, as part of the weeklong event, ETA will host an entrepreneurship Webinar on Tuesday, February 27, 2007.

**2. Background.** The Ewing Marion Kauffman Foundation, *Inc.* and *The New York Times* have launched EntrepreneurshipWeek USA to ignite the nation's consciousness around the importance of being entrepreneurial and inspire young people everywhere to explore their potential as self-starters and entrepreneurs. The Week will be a collection of thousands of activities, ranging from classroom competitions to academic gatherings and from local town halls to a national policy summit. More than 850 organizations throughout the country have answered the call and joined the initiative as partners, planning activities from coast-to-coast.

Successful entrepreneurs like Paul Orfalea, the founder of Kinko's, and Richard Caruso, the 2006 Ernst & Young Entrepreneur of the Year, are actively involved in the Week. So are names that young people recognize and can associate with like Randall Pinkett, the season four winner of *The Apprentice*, and Judson Laipply, the creator of the most-watched video in YouTube history. Dozens of others like them are involved as well, pointing to a promising amount of action leading up to and during the Week.

In today's global environment, entrepreneurship permeates into very diverse areas of society, and entrepreneurial thinking people emerge from all sorts of routes and backgrounds. The underlying message of EntrepreneurshipWeek USA is one that resonates with people of all ages, of all ethnic backgrounds and from all walks of life. It is a celebration and an acknowledgement of what has made America great from the start – and an incredible opportunity to ensure that it remains a beacon for generations

to come.

ETA has recently made entrepreneurial assistance for workforce investment system clients a focused policy initiative. Specifically, Section 134 of Title I of the Workforce Investment Act of 1998 allows States to “provide adults and dislocated workers occupational skills training, including training for nontraditional employment, and entrepreneurial training.” The workforce investment system and its partners are playing a key role in promoting entrepreneurship and small business development in support of regional economic development. Innovative workforce investment boards in states such as Maine and Virginia have co-located entrepreneurial training and technical assistance centers within One-Stop Career Centers. Other states such as New York and Pennsylvania are promoting entrepreneurship for the unemployed through the Self Employment Assistance (SEA) program.<sup>1</sup> Project GATE (Growing America Through Entrepreneurship), an ETA random assignment research demonstration, is testing the effectiveness of providing entrepreneurial training and resources through America’s system of One-Stop Career Centers. Results from this demonstration will be available in the fall of 2007.

ETA’s Workforce Innovation in Regional Economic Development (WIRED) Initiative is enabling regional economies around the nation to create new talent development strategies in support of entrepreneurship for every part of the innovation life cycle – knowledge creation through research and development; technology transfer and incubation of product development leading to investment in new companies or expansion of existing companies; job growth resulting from taking new products to market; and the maturation of entire industry clusters. WIRED regions across the nation are identifying new ways to harness both private sector resources and workforce system and other public resources. As a result, a new roadmap is being created for how workforce system investments can be most effectively utilized in the entrepreneurship process.

ETA will be launching new entrepreneurship initiatives and projects and providing additional policy guidance that will further enhance the workforce system’s capacity to drive regional economic development.

**3. EntrepreneurshipWeek USA Activities.** More than 850 partner organizations are in the process of planning thousands of activities for EntrepreneurshipWeek USA to engage potential entrepreneurs in the main spaces they occupy in their lives – education, work, leisure and media. The range of these activities is unlimited, but a growing list of planned activities is available on the EntrepreneurshipWeek USA Web site at [www.entrepreneurshipweekusa.com/activities](http://www.entrepreneurshipweekusa.com/activities). If you would like to plan a local activity during the Week, you can sign up to be a partner at [www.entrepreneurshipweekusa.com/partners](http://www.entrepreneurshipweekusa.com/partners).

**4. EntrepreneurshipWeek USA Webinar.** The Employment and Training

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<sup>1</sup> SEA programs are targeted to unemployment insurance (UI) recipients who are identified through State worker profiling and reemployment service (WPRS) models as likely to exhaust their UI benefits.

Administration plans to host a Webinar titled, "Entrepreneurship in a WIRED World" on Tuesday, February 27, 2007, at 2:00 p.m. as part of the Entrepreneurship Week USA festivities. Additional information on this exciting event will be available on the [www.workforce3one.org](http://www.workforce3one.org) Web site. Space is limited, so be sure to register for this timely event at [http://www.workforce3one.org/public/skillbuilding/webinar\\_info.cfm?id=167](http://www.workforce3one.org/public/skillbuilding/webinar_info.cfm?id=167). Please note that if you are not already registered for the workforce<sup>3</sup>one website, you will need to register and confirm your registration by clicking the link sent to you in your confirmation email. You will not be allocated a seat in the Webinar until you have confirmed your site registration. The Webinar will also be archived on the workforce<sup>3</sup>one Web site for those unable to attend the live event.

**5. Action Required.** State administrators are requested to notify appropriate staff about EntrepreneurshipWeek USA and have them visit the EntrepreneurshipWeek USA Web site at [www.entrepreneurshipweekusa.com/activities/](http://www.entrepreneurshipweekusa.com/activities/) to locate local activities. State administrators are encouraged to permit appropriate staff to participate in EntrepreneurshipWeek USA activities including the ETA Webinar. State and local workforce investment boards are requested to sponsor and engage in the Week's activities. The Week's activities will have particular value for private sector workforce investment board members and business partners.

**6. Inquiries.** Questions or comments can be directed to the appropriate regional office. Additional information can be found at <http://www.entrepreneurshipweekusa.com> and [www.workforce3one.org](http://www.workforce3one.org).