

About the Alabama Entrepreneurial Research Network

The Alabama Entrepreneurial Research Network (AERN) is a program to enhance business development throughout rural Alabama. AERN is directed through the University of Alabama's Culverhouse College of Commerce and Business Administration in partnership with agencies in rural counties. The program has three components.

Toolkit of Resources. One is to provide computers and peripheral equipment, business software, and other business research resources to chambers of commerce, industrial development agencies, or other nonprofit organizations whose mission includes business development in very rural, low income portions of Alabama.

Each AERN Center has these resources for use by local entrepreneurs:

- A computer, printer, and specialized business planning software
- A set of specialized business reference books
- Someone who will help you.

Partner organizations make the resources available to the public to encourage potential entrepreneurs to start a business, to expand an existing small business, or for other economic development work in the target area.

Training. The second component is a strong training emphasis. The staffs of the partner agencies receive training in how to use the materials and how to help their local constituencies. And periodically the public is offered seminars and workshops.

- Learn the steps to take when starting your own business
- Find industry and economic profiles of your county
- Use the Internet effectively in conducting and researching business

Website. The third component is the AERN website. Many online resources are easily accessible there and the site is designed for ease of use by the lay public.

From the website you can

- Submit questions to the librarians at the Angelo Bruno Business Library at The University of Alabama
- Locate pointers to useful business information on the World Wide Web
- Learn more about who we are, what services we offer, and how we can help you.

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Sponsoring Agencies

