Visit or call your local AERN Center:

Visit our AERN website at http://aern.cba.ua.edu

Find us on Facebook. http://www.facebook.com/AERN.UA

Call us or email us:

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Outreach Coordinator
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205.348.6191

The University of Alabama
Culverhouse College of Commerce
and Business Administration

Rural Alabama
Prosperity

AERN...Connecting Entrepreneurs to Resources
Start it...

Begin with AERN’s Resources

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

**Toolkit of Resources**

- A computer, printer, and specialized business planning software
- A set of specialized business reference books
- Someone who will help you
- Expert advice from University of Alabama professionals

**Training**

- Seminars, workshops, and personal guidance
- The steps to take when starting a business
- How to find industry and economic profiles of your county
- How to use the internet effectively in conducting and researching business

Own it...

Use the AERN website to manage effectively

Many online resources designed for ease of use:

- Business guides
- Useful links to other websites
- “Ask a Business Librarian”
  - Submit questions to the librarians at the Angelo Bruno Business Library at The University of Alabama
  - Get a personal response within 24 hours
- News and current business information posted here

http://aern.cba.ua.edu

Grow it...

Access the information you need to become efficient and to market effectively

Dream big, work smart.

Find resources for:

- Researching your business idea
- Developing your business plan
- Keeping adequate records
- Marketing your product or services
- Determining your competition and strategy