

## Mission

BiGAUSTIN assists small businesses to successfully grow by providing comprehensive education, tailored business counseling and flexible loans.

## Vision

BiGAUSTIN strives to be the leader as a self-sustained small business development organization by providing innovative growth strategies to underserved entrepreneurs in Central Texas.

## BOARD OF DIRECTORS

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President and CEO

### **Brian J. Anderson,**

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## **BiGAUSTIN**

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News Release

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## **BETTY DUNKERLEY LEADS BiG AUSTIN's BiG|idea DAY CELEBRATION**

At a time when small business has been move to the forefront of the national agenda, BiGAUSTIN is preparing to celebrate and encourage Austin's microenterprises. Betty Dunkerley, former Mayor Pro Tem of the City of Austin, has been named Honorary Chair for the BiG | idea Day event, sponsored by BiGAUSTIN, at 11:30 a.m. on Friday, April 17, 2009, at the Hilton Hotel Downtown at 500 East 4<sup>th</sup> Street in Austin. The theme is "A New Time. A New Way. Help Austin's Small Businesses Shine."

"Her selection was critical this year," said Jeannette Peten, President and CEO of BiGAUSTIN, "because small business growth is essential to the economy. Betty Dunkerley lends an expertise to this process both as a former Budget Director and Mayor Pro Tem of the City of Austin. She understands the stakes and has been a supporter of small business for years. We're really glad to have her help."

As Chair, Dunkerley has worked tirelessly with great enthusiasm gathering financial support for BiGAUSTIN. "Although this is a time of economic difficulties and challenges for all of us, I believe that America and Austin, will make it through this—and be the stronger for it," said Dunkerley. "To do it, we must work together helping each other, helping our neighbors, helping Main Street Austin. That is why I have asked large companies, entrepreneurs and individuals to join me in helping small businesses by supporting BiGAUSTIN in their efforts to train and assist these microenterprises.

Small businesses provide two-thirds of the jobs in Austin. Consequently, their success is vital to the strength of this economy. BiGAUSTIN has classes to help people get started toward successful entrepreneurship and money to set them up with SBA loans. BiGAUSTIN also helps small businesses through comprehensive education, tailored business counseling and flexible loans. Each year at the BiG|idea Day annual fundraiser luncheon, BiGAUSTIN showcases entrepreneurs to help them network with bankers, venture capitalists and corporations as potential suppliers, partners and customers.

Three small business owners will compete in "American Idol" style for the best business plan presentation. The winner will be selected "LIVE" by the audience and receive \$10,000 in prizes and cash. Shamina Singh, Chief Operating Officer and Director of Communications and Strategy for CitiBank's Global Communications Relations Division, is the featured guest at the luncheon.

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