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For Immediate Release

Conference on Economic Opportunity

Business owners and local leaders to discuss evolving economy and growth opportunities

What: PeopleFund and Capital One Bank present the 7th Annual Conference on Economic Opportunity. The Conference (formerly the East Austin Economic Summit) unites elected officials, community members, business owners and innovative thinkers in a dynamic dialogue about our region's evolving economy.

This year's program includes twelve interactive sessions on topics such as Housing & Development, Small Business, Workforce Development, Green Jobs, Urban Agriculture, and Arts & Culture. In addition to a distinguished line-up of panelists (including Jack McDonald, PeopleFund Board Chair), our keynote presentations include President Obama's newly-appointed National Director of the Minority Business Development Agency.

"PeopleFund creates opportunity for Texans by providing capital and training to low-income entrepreneurs to start and expand their own small businesses," said Jack McDonald, chairman of the PeopleFund board of directors and moderator of the session on Workforce Development and Green Collar Jobs. "Small businesses create two-thirds of American jobs. In tough economic times like these, it's critical that we focus on economic development and job creation by making responsible credit available to small businesses in Central Texas. The Conference on Economic Opportunity provides a timely forum for discussing the economic challenges facing small business in Central Texas and how we can work together to support small business owners and get our economy moving."

When: Saturday, Oct. 24, 2009, 8:30 a.m. – 3:00 p.m.

Where: ACC Eastview Campus, 3401 Webberville Rd., Building 8000, Multipurpose Hall

Who: Approximately 300 attendees including small business owners, policy makers, business community leaders, developers, artists, and neighborhood leaders.

Why: Through strategic and interactive panel discussions, the diverse viewpoints inspire the conversations that lead to solutions and economic equity for all Central Texans. For more information on PeopleFund and the Conference on Economic Opportunity, please visit www.peoplefund.org.

Speakers:**David Hinson**

National Director
Minority Business Development Agency

Kenia Davalos

L.A. County Commissioner
Minority Business Advocate

Suzi Sosa

President and Founder
MPOWER Foundation

Hopeton Hay

Host and Producer
Economic Perspectives on KAZI
88.7FM

Jordana Barton

VP for Community Development
Banking
Capital One Bank

Laura Mathieu

Senior Vice President
Capital One Bank

Visuals: Performance by Pro Arts Collective artists. Density presentation by HousingWorks, and displays by other community organizations and businesses. Live coverage of the community development survey results, data and reactions of local leaders.

**Media interviews and briefings available in English and Spanish upon request.*