



## **Entrepreneurs:**

*America's Economy Heroes and Competitive Advantage*

Keynote/Lecture by Doug Tatum

Author of the Best Selling Book

***No Man's Land – A Survival Manual for Growing Midsize Companies***



We're in the sharpest economic downturn since the Depression. Corporate icons like GM, Chrysler, and GE struggle to keep the price of their stock over \$5 and remain in business. What will turn the economic tide in this country? Our Labor Cost? Our Engineering? Our Science?

Our competitive advantage as a nation is not Wall Street or political intervention; it's the innovation driven by our **Economy Heroes** - the entrepreneurs. The economy will turn around only if we fuel the unique cultural environment that enables entrepreneurs to march "North" while every else is marching "South".

Highlights from Doug's talk:

- The vital role Economy Heroes play in our nation's success
- Why entrepreneurs are America's competitive advantage
- Key challenges and hurdles facing entrepreneurs today
- Economy heroes fight the battles of risk and reward to generate over 70% of jobs and almost all innovation

- The momentum of the Economy Heroes Movement
- How to rescue Economy Heroes so they can rescue our economy

Doug Tatum, Chairman Emeritus of Tatum LLC, Chairman and CEO of the Co-Investment Partnership, Chairman of 4M Navigator and author of the best selling book No Man's Land brings over twenty years of case studies with thousands of emerging businesses as well as interaction with government leaders and participation on the congressional floor, to provide unique insight and inspiration about the most vital group of heroes in our nation today. He appears regularly on major networks and in publications. Doug Tatum is considered one of the world's leading experts on emerging business and entrepreneurs.