

## INFORMATION

### HOST AND VENUE

Atlantische Akademie Rheinland-Pfalz e.V.  
Lauterstr. 2, 67657 Kaiserslautern  
Tel: 0631/366100, Fax: 0631/3661015  
E-Mail: [info@atlantische-akademie.de](mailto:info@atlantische-akademie.de)  
Web: [www.atlantische-akademie.de](http://www.atlantische-akademie.de)

### IN COOPERATION WITH

Economic Development Agency Kaiserslautern  
Welcome to Rheinland-Pfalz  
American-German Business Club Kaiserslautern  
Gründungsbüro der TU & HS Kaiserslautern  
Business + Innovation Center Kaiserslautern  
U.S. Consulate General Frankfurt

### ADMISSION

Free admission. Please bring your own lunch.

### REGISTRATION

Please register with the attached form or via email,  
phone or fax until **March 16, 2017**:  
Atlantische Akademie Rheinland-Pfalz e.V.  
Phone: 0631 366100  
E-Mail: [info@atlantische-akademie.de](mailto:info@atlantische-akademie.de)

## *A Brown-Bag Luncheon on Chances and Challenges for Female Entrepreneurs in the New Digital Workforce*



**Friday, March 17, 2017**

**12 - 2pm**

**Atlantic Academy**

**Lauterstr. 2**

**67657 Kaiserslautern**

*Free admission. Please bring your own lunch.*



Bitte  
ausreichend  
frankieren



WILLKOMMEN  
WELCOME



Willkommen in Rheinland-Pfalz  
Welcome to Rheinland-Pfalz

US-Generalkonsulat  
Frankfurt



**Atlantische  
Akademie**



Rheinland-Pfalz

Atlantische Akademie Rheinland-Pfalz e.V.  
Lauterstr. 2  
67657 Kaiserslautern

## ABOUT THIS EVENT

For the past 30 years, women in the United States have earned more bachelor and master degrees than men, and women-owned businesses are growing at a 1.5x faster rate than all other firms. Women-owned businesses are generating \$1.3 trillion in revenues annually, and the value continues to rise; revenues were up 59% in the U.S. between 1997 and 2013. On top of that, women entrepreneurs in the U.S. are much more engaged in the innovation sector, with 36% of female business owners delivering innovative products and services, compared to 17% of men. In spite of these developments start-ups are still mostly founded by men.

Prof. Fisher will discuss why this is so, what skills are necessary to overcome existing obstacles, what role factors such as work-life balance play, what experiences female entrepreneurs have made in the start-up culture in the United States and what their future might be like in the new digital workforce.

The luncheon is part of an ongoing German-American discussion about how to build a start-up community in the region and how to support Americans and their businesses and business ideas.

We're looking forward to an interesting talk and a great discussion!

Dr. David Sirakov  
Atlantic Academy, Kaiserslautern

Prof. Greg Evans  
American-German Business Club Kaiserslautern

Matthias Vogelgesang, M.A.  
Economic Development Agency Kaiserslautern (WFK)

Consul Carrie Lee  
U.S. Consulate General Frankfurt

## PROGRAM

FRIDAY, MARCH 17, 2017

12-12.10pm **Welcome**  
Dr. David Sirakov, Atlantic Academy  
Consul Carrie Lee, U.S. Consulate General

12.10-1.00pm **Chances and Challenges for Female Entrepreneurs in the New Digital Workforce**  
Prof. Melissa S. Fisher, PhD, New York University

1.00-1.30pm **Discussion**

1.30pm **Social Gathering**



MELISSA S. FISHER is a Visiting Assistant Professor in the Department of Social and Cultural Analysis at New York University. She earned her Ph.D. and M.A. in cultural anthropology at Columbia University, and her B.A. at Barnard College. She has received grants and fellowships, including awards from the Alfred Sloan Foundation, the Institute for Advanced Study at Lancaster University, and the Centre for Organizational Research at Stockholm University. Fisher's research is situated in the interdisciplinary fields of American Studies, Urban Studies, and Gender and Sexuality Studies as well as Anthropology and Sociology.

Please send me further information about the program of the Atlantic Academy.

The Atlantic Academy will collect and store your data for internal information purposes only.

I would like to attend this event with ..... people.

Name: \_\_\_\_\_ Profession: \_\_\_\_\_  
 Street and No.: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Zip, Town: \_\_\_\_\_ Email: \_\_\_\_\_  
 Date: \_\_\_\_\_ Signature: \_\_\_\_\_

Topic: Brown-Bag Talk on TTIP? Brexit? Exit?  
 Program No.: 17-014  
 Date: Friday, March 17, 2017, 12 - 2pm  
 Venue: Atlantic Academy, Lauterstr. 2, 67657 Kaiserslautern

