



**FOR IMMEDIATE RELEASE**  
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**Best-selling author and entrepreneur Craig Hall and LiftFund CEO Janie Barrera  
explore opportunities for small business and economic recovery**

*Free virtual conversation open to small business owners and community leaders*

**SAN ANTONIO, TX** – (May 11, 2021) -- *New York Times* bestselling author and entrepreneur Craig Hall will share his insights on small business and revitalizing the economy in a conversation with LiftFund President & CEO Janie Barrera. Hall is the founder and chairman of Dallas-based HALL Group, which he founded in 1968 at 18 years old with \$4,000 saved from small ventures he began at age 10. Hall is an author, civic leader and philanthropist who works to support new entrepreneurs and nurture young startups.

Together with nonprofit and small business leader Barrera, Hall will explore ways to economic recovery through small business opportunities and employment, two key concepts to the nation's future prosperity – especially for women and people of color. The free virtual conversation is scheduled for Friday, May 14 at 11 a.m.

"We're so pleased to be able to sit down with Craig Hall and share his knowledge, personal experience and forecast for the future of small businesses," said Barrera. "This talk is a great opportunity for small business owners and entrepreneurs to learn from one of the most respected and forward-thinking entrepreneurs of our time."

As the pandemic has progressed, women and BIPOC entrepreneurs have been particularly affected and in general, small business has received less attention and continues to be hurt by the consolidation of big corporations, Hall said.

"Big business, with its prioritization of short-term wins for shareholders, will not save the American economy," Hall wrote. "Today, with millions of Americans out of work and millions more young people entering the labor market each year, their best hope for a job may be to start new businesses. Now is the time to commit to a new platform that will build our country back better, beginning with entrepreneurial opportunity for all Americans."

Hall said he learned many lessons during the 1980's recession that apply to the current business climate, and the pandemic has forced businesses, particularly small businesses, to rally around liquidity, cashflow and relationships.

"We're in survival mode – emotionally and financially," he said. "And this is a place I've been before. I learned then that there is a better tomorrow. And today there are positive and unique opportunities for small businesses."

To join the conversation, register at: [www.LiftSmallBusiness.com/events](http://www.LiftSmallBusiness.com/events)

### **About LiftFund:**

LiftFund, a nonprofit community small business lender, transforms lives by opening doors, leveling the financial playing field and building a community of shared success through entrepreneurship. Founded in 1994 in San Antonio, Texas, LiftFund provides capital, financial coaching, tools and resources to entrepreneurs who do not have access to loans from commercial sources. Since inception, LiftFund has provided over \$372 million in capital, propelling the dreams of over 23,000 diverse small businesses throughout its 15-state footprint.