

Registration Form

(Please Print)

Name _____

Position _____

Organization _____

Address _____

City _____ State __ Zip _____

Telephone _____

Fax _____

Email _____

Fees:

Conference Registration \$ _____

- Member \$ 75
- Non-Member \$ 150

Membership Dues \$ _____

- Individual \$ 75
- MEDP organization \$ 150
- Bronze Supporter \$ 500
- Silver Supporter \$ 1,000
- Gold Supporter \$ 5,000

Total Enclosed \$ _____

Complete this form and make check payable to:

Georgia Micro Enterprise Network
3695-F Cascade Road
PMB #215
Atlanta, GA 30331

Conference Hotel

Fairfield Inn Downtown Atlanta. Call (800) 228-2800 by June 1 to reserve your room. Be sure to mention GMEN to receive the conference rate.

Contact Information

P. C. Williams • Tel: (678) 296-1059



3695-F Cascade Road
PMB #215
Atlanta, Georgia 30331

Visit our website at: www.accessatlanta.com/community/groups/gmen

“Small businesses account for about half of private gross domestic product in our economy...it is essential that the opportunity to an enterprise is open to anyone with a viable business concept...I encourage community groups to continue productive partnerships and activities that have yielded much progress in increasing the assets of their constituencies.”

-- Alan Greenspan

Georgia Microenterprise 2002 Annual Conference

5th Anniversary Celebration

Thursday, June 13 - 6:00 PM to 8:00 PM

Conference

Friday, June 14 - 8:00 AM to 4:00 PM

R. Charles Loudermilk, Sr. Conference Center

40 Courtland Street, NE
Atlanta, GA 30303

Special thanks to our sponsors:



About GMEN

The Georgia Micro Enterprise Network (GMEN) is a private, non-profit organization dedicated to making a difference in the economic development of Georgia. The organization serves as a trade association to provide tools and resources for the development of microenterprise in Georgia.

Initiatives for such an organization began in 1994. GMEN was formalized in June 1997, and will celebrate its 5th anniversary in June 2002.

A "micro" enterprise is a business that is owner operated with less than 5 employees, and start-up capital needs of less than \$35,000. These businesses usually have initial gross revenues of less than \$100,000.

Who Should Attend

- Microenterprise development organizations providing training, technical assistance, or access to capital to microentrepreneurs
- Advocates and supporters of microenterprise development programs
- Local and state government officials
- Community-based development organizations
- Local financial institutions
- Microentrepreneurs

Track One: Emerging or New MEDP (0-3 years)

- **Designing a microenterprise program (MEDP)** — learn the four basic models of microenterprise programs and how to select the one that's right for your community. Facilitated by a nationally recognized and successful MEDP executive director.
- **Target Markets** — this program component is focused on defining your audience for receiving program services to start a micro business. Panelist will discuss TANF recipients, the disabled, and low-to-moderate income individuals as potential clients for starting microbusinesses. The panelists will also address how to market to these audiences and recent policy papers on success stories.
- **Organizational Setting** — this program component will discuss the varied types of organizational settings for MEDPs to include business incubators, retail incubators, and community organizations. Feedback will be provided from a recent national study about microenterprise and organizational settings.
- **Program Evaluation** — as a non-profit it is important for MEDPs to understand how to define and report success. This panel will review three program evaluation models used to assess MEDP success.

Track Three (new): Microentrepreneurs

- **Vendor Certification Opportunities** — at least three entities with certification programs (corporate and state government) will present their requirements for certifying vendors to sell to their entity. This is an important opportunity for entrepreneurs to expand their sales opportunities.
- **SBA "Dollars and Cents" / part one** — another opportunity for microentrepreneurs to expand their sales opportunities. Representatives from the SBA and other governmental agencies will discuss how to do business with the federal government and federal vendor certification programs: ProNet, SDB, 8(a), and HUBZone.
- **SBA "Dollars and Cents" / part two** — here the SBA will discuss prequalification loan; government credit card payment option; and SBA programs and services.

Track Two: Established MEDP (4+ years)

- **Training Programs** — there are a number of well developed commercial training programs focused on microenterprise. MEDPs do not need to re-develop microenterprise training. This session will highlight the Kauffman, NxLevel, and YoungBiz programs. The latter has a focus on the youth market.
- **Access to Markets** — once an MEDP has become established with their training component, the next step is post-graduate services. One of those services is helping entrepreneurs increase their sales volume with help on accessing markets. This session will build on the recent "AEO: Access to Markets Institute" to expand on budgeting and staffing for an access to markets function. There will also be discussion on the extensive work of the MS Foundation in this area.
- **Funders Panel** — a panel of funders will give their perspective on investing in microenterprise development in Georgia. Specifically funders will discuss expectations and funding approaches.
- **Accessing Capital: debt and equity** — this panel will discuss micro loans funds and an innovative approach to equity financing for microbusinesses.

\$ BUY MICRO \$

Exhibit space will be available for micro businesses that are MEDP graduates to feature their product or services for sales. If you are interested in being an exhibitor, please contact Stephanie Jones at (404) 614-0199 for an exhibitor registration form.

All conferees should bring their checkbooks and actively support microentrepreneurs.