

About AEO

Association for Enterprise Opportunity (AEO) is the national association of organizations committed to microenterprise development, providing its members with a forum, information and a voice to promote enterprise opportunity for people and communities with limited access to economic resources.

AEO is the premier leader in microenterprise development training, providing over 500 microenterprise development programs, advocates and supporters nationwide with comprehensive training essential for creating and managing microenterprise development organizations and policy and advocacy education.

About GMEN

The Georgia Micro Enterprise Network (GMEN) is the state trade association/intermediary for microenterprise development programs in Georgia. It was founded in 1997 to create opportunities and support for microenterprise development throughout Georgia. Its membership consists of microenterprise development programs and supporters such as funders, consultants, government officials, community-based developmental organizations, academics, and entrepreneurs.



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

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

“Preparing your organization to use sector-based marketing to help entrepreneurs access high value niche markets”

Georgia Micro Enterprise Network

Presents

Association for Enterprise Opportunity's

**ACCESS TO MARKETS™
INSTITUTE**

Wednesday, January 30, 2002
8:00 AM to 4:00 PM

R. Charles Loudermilk, Sr.
Conference Center
40 Courtland Street, NE
Atlanta, GA 30303

About the Access to Markets™ Institute

The Access to Markets™ Institute is a full day training workshop developed by the Association for Enterprise Opportunity and funded by the CS Mott and Kellogg Foundations. This institute is a combination of instruction, presentations, and small group learning activities providing an in-depth introduction to:

- Concepts such as niche marketing, clustering, and networking
- Strategies to develop high value products and markets
- Tools and resources to help growing enterprises meet market and growth demands
- Program Design components that facilitate access to a particular market sector
- Organizational roles for accessing markets

This workshop will be conducted by **Sarah Bobrow-Williams**. Sarah manages the Georgia Rural Community Develop Initiative and the Southern Rural Development Initiative; and is co-owner of Bobrow-Williams Consulting.

The small group facilitators will be:

- Natallie Keiser
AEO Senior Program Manager
- Veda McKnight
State Coordinator - Georgia Client's Council
- Diana Moore
Moore's Training & Consulting Group

ACCESS TO MARKETS™ INSTITUTE

What Participants Should Expect

- To understand what entrepreneurs need to successfully reach higher margin markets and how to assist them
- To learn about successful, innovative, Access to Markets programs that are transforming local and regional economies
- To discover how to select an appropriate market sector for your community or region
- To identify next steps needed to develop a market access strategy or strengthen an existing program
- To learn how to network with other practitioners focusing on the same or similar market sectors

Who Should Attend

- Microenterprise development organizations considering providing or already providing assistance with marketing
- Advocates and supporters of microenterprise development programs
- Local and state government officials
- Community-based development organizations
- Local financial institutions
- Microentrepreneurs

ACCESS TO MARKETS™ INSTITUTE

Registration Form

(Please Print)

Name _____
Position _____
Organization _____
Address _____
City _____ State ____ Zip _____
Telephone _____
Fax _____
Email _____

Type of Organization:

- Community-based development organization
- Entrepreneur
- Financial Institution
- Governmental organization
- Microenterprise development organization
- Other _____

FEE: Access to Markets™ Institute:
\$50.00

Complete this form and make check payable to:
Georgia Micro Enterprise Network
3695-F Cascade Road
PMB #215
Atlanta, GA 30331



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