



E-Newsletter

March 2008

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This monthly e-mail is one of your many benefits as a member of the statewide microenterprise industry association.

Business Development Training & Technical Assistance

Congratulations to the Floyd County entrepreneur programs on their designation as an Entrepreneur Friendly Community (EFC).

Yvonne Days-Cuffie of Goodwill of North Georgia and P.C. Williams, GMEN Executive Director were part of the review team for this effort. In addition to reviewing the services available to entrepreneurs in Floyd County [including GMEN members Greater Rome Area Community Enterprises (GRACE) and Latinos for Education and Justice Organizations (LEJO)], the review team led by Dawn Townsend, regional manager of GDEcD had site visits with three local entrepreneurs:



Lamonte Attaud
Tendo Technologies



Executive Director's Corner

I want to encourage GMEN members to provide success stories about your clients with pictures ASAP. Funders and supporters appreciate the very important work that you are doing ... but, they want to see the end-product ... your

Brian Kase
Premier Firewood



clients ... as validation for their support. The GMEN fundraising committee is working very hard to secure funding focused in four areas: regranteeing to you, standards & accreditation for you, store/e-commerce to market your clients' products, and outreach to tell your story.

The GMEN staff is working very hard to secure funding for an "access to markets" project in support of expanding the marketing support to your programs. The first step will be a feasibility study focused on:

- national best practices (site visits)
- focus groups across the state with programs and clients
- evaluation of venues: retail store, store inside a store, tradeshows, distribution center, etc.

As we move closer to a commencement date you will receive a flyer soliciting your participation in some stage of the feasibility study. Watch this e-newsletter for more details.

Another project we are working on is increased awareness of microenterprise programs across the state. You should have received the January GMEN Newsletter with an article about the American Marketing Association project. We are excited about the feedback and looking forward to increasing the publicizing of the great work you are doing to make a difference in your communities.

We look forward to seeing all GMEN members at the April 23rd feedback session on the

**Carol Rutledge
Great Harvest Bread
Company**



Congratulations on exciting news!

The Edge Connection announces the building of its 30,000 square foot Commercial Kitchen, Business Incubator, and Production Center. Their new facility will be located in Kennesaw at Highway 41 (Cobb Parkway) and Kennesaw Due West Rd. The location is approximately 2 miles from their current offices at Kennesaw State University. This is going to be a state-of-the-art facility that will house all of The Edge Connection program services and will include an event space. The facility will be LEED (Leaders in Energy and Environmental Design) certified as a green and sustainable building. The scheduled opening is in 2009.

Congratulations on a new location ... **Latinos for Education & Justice Organization (LEJO)** announces their relocation to a new building at 1289 Curtis Parkway, Calhoun, GA 30703.

Congratulations go out to **Center for Black Women's Wellness** as they were recently celebrated at a festive event by metro Atlanta chapters of Alpha Kappa Alpha.

Centers of Innovation Now Part of GDEcD

The Georgia Department of Economic Development (GDEcD) announced that the Centers of Innovation (COI) are now part of the Global Commerce division at GDEcD. To learn more about the transition, click on the [feature story](#); for more information about the Centers of Innovation or the five strategic industries it promotes, visit georgiainnovation.org.

DECA Events Need Judges

There is an exciting opportunity to serve as professional judges for DECA students: the International DECA Competition at the Georgia World Congress Center (April 28). To sign up to judge go to www.deca.org/judging.html.

Microenterprise Standards and Accreditation Program pilot. Remember you must pre-register in order to get access to the Federal Reserve building. Last, but not least, we are working on updating the GMEN website by the end of May ... appreciate your patience.

Thank you for all that you do to make a difference in the start-up and growth of micro businesses in Georgia!!!

P.C.

Entrepreneur Corner



**Fran Jackson:
Frantastic Cakes**

"Thanks to **WESSP**, my newfound understanding of strategic planning, product innovation, marketing and operational management has allowed me to turn my passion for baking into profits for earning a living!"

Fran Jackson's interest in culinary arts began at the age of ten, baking and decorating a cake or cookies for relative's birthdays. Many years passed, but she never forgot her God

Future Business Leaders of America (FBLA) Needs You!

Two opportunities to participate in the upcoming [FBLA 2008 National Leadership Conference](#) in Atlanta (June 22-23 and 27-28). They need 550 judges - Help determine the best of the best by volunteering as a judge - download the [Judge Request Form](#) and the [Competitive Event Description](#) (deadline May 15)

Marketing opportunity for your clients: (If you have a current or former TANF client that would like to participate in one of these events, a portion of any fees & expenses may be reimbursable by GMEN, contact pcwill@bellsouth.net)

April 28 -
May 2

US Food Exports Showcases in Chicago, New Orleans & Atlanta. Chili Supermarket chain, Jumbo. Contact Beth Miller at bmiller@agr.state.ga.us or 404-656-3740

June 29 -
July 1

2008 Summer Fancy Food Show in New York. Exhibit at the Georgia Pavilion this year. To find out whether you qualify, and how to apply contact Beth Miller bmiller@agr.state.ga.us

Oct 19-23

SIAL Paris Trade Show. For more details visit www.susta.org Register by September 26

To be placed on the **GA Dept of Agriculture, Office of International Trade's** Marketing Opportunities Mailing List, contact Matt Anderson at manders@agr.state.ga.us

GDEcD's **International Trade Opportunities Alert** is one of several resources available to help Georgia companies sell their products internationally. To receive the latest list contact Valerie Gannon at vgannon@georgia.org

GDEcD's **calendar of business events** is another helpful resource. [Click here](#)

Made In Georgia Export Directories

Georgia exporters and potential exporters are encouraged to contact [GDEcD](#) to assure that contact information is correctly listed in the business export directories.

Micro Finance

given gift in the area of art.

Fran attended Atlanta Technical Institute majoring in Culinary Arts, concentrating in baking and pastry; she went on to be a pastry chef at RW Goodtimes. She also managed a Great American Cookies store. That's where Fran got the basic understanding to running a successful bakery operation. Fran took a decorating class and friends began to encourage her to sell her cakes as a business. "I didn't know how to run my own business, and was pricing my product way too low."

Fran became more serious about starting her business, and enrolled in the **Center for Black Women's Wellness (CBWW) Women's Economic Self Sufficiency Program (WESSP)**. "I could not believe the knowledge and insight that I received from the program." Before WESSP, Fran had never written a business plan and did not know how to start. She learned everything from how to properly price her cakes, to the legal side of running a business. "The business plan helped me set future goals for my business." She said she enjoyed the networking most about the program, "meeting as a group we would feed into each other, giving each other ideas and suggestions, and even make purchases from each other. We were a community of women supporting each other, the atmosphere was comfortable and friendly, and everyone in the class cared for each other and wanted each other to succeed."

Fran is preparing to move her home based business into a commercial establishment in



Congratulations to **Tony O'Reilly** of the **Small Business Assistance Corporation** in Savannah. He was a speaker at the Governor's Biennial Summit on Entrepreneurship "*The Journey Continues ...*" on March 4-5 in Perry, Georgia. Tony spoke about small business loan funds, including micro loans on the "Capturing Capital: What's already available in your communities?" panel. We also want to thank **Pat**

Moore for her support of the GMEN exhibit at this event.

Congratulations to **Grace Fricks** on her radio spot on *Dot's Bright Spot!* at Radio Sandy Springs 1620 AM on March 28th. The show is archived and available to listen at

<http://www.radiosandysprings.com/brightspot.php>

EDA RLF Grant Award Standard Terms and Conditions

The U.S. Department of Commerce Economic Development Administration (EDA) has issued new terms and conditions for its RLF grantees. All RLF grant recipients are responsible for understanding and complying with the requirements set forth in the new regulations. They can be found on the [EDA website](#).

2008 Economic Stimulus Payment from IRS

In order to receive the 2008 ESP, remind your clients to file their 2007 income tax return by April 15. To determine eligibility for the ESP, go to

<http://www.irs.gov/newsroom/article/0,,id=177937,00.html>

Standards & Accreditation Support

GMEN Members Featured at WAM

GMEN members featured at Women Advancing Microfinance (WAM) - Atlanta event at Ogelthorpe University:



the near future. She is also looking into teaching culinary classes at Atlanta Technical Institute.

Fran Jackson's story is one of many, which illustrates how **CBWW's Women's Economic Self Sufficiency Program** prepares women to take control of their lives through personal, professional, and financial success.



AEO Board Elections

Patricia Williams, GMEN Executive Director will be running for a three-year term on the AEO board of directors. She has completed a one year term on the AEO board as the appointed representative of State Microenterprise Associations (SMAs) across the country. This term expires in May 2008.

Historically, Georgia is in the top six states in terms of AEO membership and AEO annual conference registrations.

Marvin Bryant of the Atlanta Micro Fund is on the AEO board and his second term expires in May 2009. **Grace Fricks** of Appalachian Community Enterprises is on the AEO board and her first term expires in May 2011. The AEO board has a maximum of 35 members.

Spread the News!

Do you have news about your program that you would like to share with other members? If so email pcwill@bellsouth.net by the last calendar day of each month.

(l-r) Patricia Harris, The EDGE Connection; Miguel Granier, Microcapital Consulting; Grace Fricks, Appalachian Community Enterprises

For more information about this organization go to www.wam-international.org

Unique Opportunity for Successful Entrepreneurs!

AEO is partnering with *Inc.* in its search for America's fastest growing companies...the Inc. 5,000 Awards. This annual list is sponsored by *Inc.* magazine and *Inc.* com.

To qualify, companies must have been founded and generating revenue by the first week of 2004, and able to show four full calendar years of sales as of December 31, 2007. Revenue in 2004 must have been at least \$200,000, and revenue in 2007 must be at least \$2 million.

The **deadline is April 30th** and there is no application fee. If one of your current or former clients meets these criteria, encourage him to apply. Visit <http://www.inc.com/inc5000apply/> for more information.

Is the economic downturn impacting your microenterprise development program?

AEO would like to know how microentrepreneurs are surviving (or not surviving) the recent economic downturn. How are high food, energy and gas prices impacting the way your clients do business? What are some of the solutions they've come up with that are helping keep their businesses afloat?

We would also like to know how the current economic downturn is impacting microenterprise development programs. Have you seen

GMEN's Mission

To create opportunities and support for microenterprise development as an avenue for economic self-sufficiency in Georgia.

GMEN Website

www.georgiamicroenterprise.org

P. C. Williams
Executive Director

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an increase in demand for entrepreneur support services? Are you making more microloans? Are your clients having trouble paying back loans on time? Have you added additional services to help your clients make it through this downturn - flexible loan terms, emergency loans, coaching, etc.? Please send all replies directly to Sara Ignas at signas@assoceo.org.

Bank of America Charitable Foundation

The Bank of America Charitable Foundation is pleased to announce the **Neighborhood Excellence Initiative™**, an exciting program designed to recognize and encourage the many organizations and individuals making a positive impact within the community. To learn more about the awards and how to apply, [go here](#).

Join GMEN Members at the AEO Conference

Will you be attending the AEO conference in Anaheim this year? If so let us know, we will have tables for GMEN members at the gala event on Thursday night. Email pcwill@bellsouth.net if you would like to be included at a GMEN table.

Events of Interest

... 2008...

- | | |
|------------------|--|
| April 23 | GMEN MSAP Pilot feedback session at the Federal Reserve Bank of Atlanta. Pre-register by April 11th at pcwill@bellsouth.net |
| April 28-29 | Southeast Private Equity Conference in Atlanta |
| April 29 - May 1 | CDFA's 2008 Annual Development Finance Summit in St. Louis, Missouri |
| May 4-7 | National Business Incubation Association's 22nd International Conference on Business Incubation in San Antonio, TX |
| May 5-6 | Georgia Nonprofit Summit 2008 at the Hyatt Regency Atlanta |
| May 8-9 | Results Count 2008 - CANCELLED - International conference hosted by the Atlanta Women in Business at the Ashford Club in Atlanta |
| May 13-16 | Council for Community and Economic Research (C₂ER) - 48 th Annual Conference at Atlanta's Westin Buckhead Hotel. |

- May 19-21 **National Community Land Trust Network and Academy** will present three days of CLT workshops in Atlanta, GA. Save the date - more details to follow.
- May 20 AEO presents an all day pre-summit forum on entrepreneurship and **prisoner re-entry strategies** entitled *RITES of Passage*. www.aeonationalsummit.com/pre_forums.cfm
- May 20 **AEO's first Rural Summit!** Event to be held before the annual conference in Anaheim. [Click here](#) for agenda & registration detail
- May 20-23 [2008 AEO Annual Conference](#) - National Summit on Entrepreneurship in Anaheim, CA
- June 16-19 [Annual FAA National Small Business Procurement Training Conference and Trade Show](#) in Las Vegas
- June 19-29 [Future Business Leaders of America 2008 National Leadership Conference](#) at the Marriott Marquis in Atlanta
- June 22-27 **Georgia Center for Nonprofits** is offering the **Executive Leadership Program for Nonprofit Organizations** at the Emory Conference Center in Atlanta. [More info can be found here.](#)
- Sept 11-13 CFED announces the [2008 Assets Learning Conference - Advancing America's Assets](#) **Agenda: Expanding Opportunity, Promoting Prosperity and Mobilizing Communities** will be in Washington DC.
- Sept 15-16 [2008 Global Youth Enterprise Conference](#) at the George Washington University in Washington DC.
- October 6 [The Greater Atlanta Economic Alliance](#): "How to Develop a Bid" course
- October 9-10 **GMEN Annual Conference** at The Loudermilk Center in Atlanta
- November 1 **The EDGE Connection's 10th Anniversary Celebration** at the Marriott Marquis Atlanta
- Nov 17-23 **EntrepreneurshipWeek USA** focus is on global entrepreneurship www.unleashingideas.org
-

Success Story!

Do you have a microentrepreneur "Success Story"? Share it with us and it may be featured as our *Entrepreneur Highlight*. Email it with the subject line "Success Story" pcwill@bellsouth.net

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