



# E-Newsletter

June 2008

## In This Issue

Executive Director Corner

Entrepreneur Corner

Business Development  
Training & Technical  
Assistance

Micro Finance

Standards & Accreditation  
Support

Events of Interest



## Executive Director's Corner

I am excited to announce that the "Access to Markets" project you were introduced to in the March e-newsletter has obtained initial funding. We are still awaiting full funding, but will kick-off the initial site visits in July. Watch your email for more details on how you can participate.

We will have a session at the GMEN annual conference in October that gives more insight into this project. In that regard, watch your email and register for the conference early ... save by registering before the early bird deadline.

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** on the recent Ground Breaking Ceremony for **The EDGE Connection's** new Enterprise Center, launching a 30,000 sq. ft. facility to house a visionary commercial kitchen complex and business incubator. The venture is a city government, campus, and community partnership between The Edge Connection, Kennesaw State University, Kennesaw Development Authority, and the City of Kennesaw. It will advance economic development for the Northwest Region in Georgia and the broader community.

### Everyone wants to start a business

Last year a record number of Americans started companies. Here's why becoming your own boss has become a national obsession. [Click here](#) for the Fortune Small Business magazine article.

### Interesting approach ... is this an option for your program to pursue ... [sbtv.com](#)

[SBTV, \(Small Business Television\)](#) is the only video news and information destination for America's 25 million small businesses that provides resources, information and programming to small businesses to manage, grow and protect their ventures. Bonnie Ross-Parker, Suze Orman and Michael Gerber all serve as Featured Advisors with SBTV.com. Advisors to the Small Business Growth Series share expert advice, offer tips and cutting-edge information by providing America's small businesses with the tools they need to remain successful.

### or maybe this ... **The Joy of Connecting®**

A unique and innovative marketing program that enables women to build their businesses by bringing women business owners, entrepreneurs and professionals together in a natural "female model" to connect with one another in a relaxed atmosphere. It is an innovative marketing tool that eliminates the frustration, fear and rejection associated in building one's business. To attend a JOC gathering in your area or to learn more, please visit [www.thejoyofconnecting.com](http://www.thejoyofconnecting.com).

### Do you need to expand your services and the format provided?

Look at this company in New York [www.businesspipeline.com](http://www.businesspipeline.com)

We are excited that **Terry Axelrod of Benevon™** will be our keynote speaker. This is an attempt to help you with fundraising/sustainability. You are encouraged to invite other non-profits in your area to attend this year's conference and learn from this national expert on non-profit organizations' sustainability.

Terry will do the luncheon keynote and a follow-up workshop at the conference. You may direct others to our website for a copy of the registration form. They can mail in their registration or complete it online via paypal on the GMEN website.

There will be other great national and Georgia speakers to help you expand your client base, broaden your service offerings, learn from best practices of non-Georgia programs, and increase your fundraising capability. The conference planning committee has developed a packed event that includes networking opportunities. There will also be a marketing competition the day before the conference. Details will be released in late July.

If you would like to participate in planning this conference or other GMEN events, volunteer on one of the GMEN committees by contacting the committee chairs noted below:

- Annual conference, Yvonne Days-Cuffie ([ydayscuffie@ging.org](mailto:ydayscuffie@ging.org))
- Micro fair at conference, Rachel Davis ([rdavis84@kennesaw.edu](mailto:rdavis84@kennesaw.edu))
- Marketing competition, G.D. Stanford ([myrebroker@comcast.net](mailto:myrebroker@comcast.net))
- Awards reception, Julia Menefield ([jmenefield@eadcinc.com](mailto:jmenefield@eadcinc.com))
- Membership meeting, Thelma Adams-Johnson ([taact1@bellsouth.net](mailto:taact1@bellsouth.net))
- Advocacy, Norman Michael ([nmichael@augustaga.gov](mailto:nmichael@augustaga.gov))

Lastly, I want to encourage GMEN members to provide success stories about your clients with pictures ASAP. Funders and

**Entrepreneurial Attitude Assessment: RuBizReady.com** Technology Based Solutions has recently completed an Entrepreneurial Attitude Assessment. This assessment located at [RuBizReady.com](http://RuBizReady.com) is designed to help individuals learn more about their attitudes and how they compare to the attitudes possessed by successful entrepreneurs. The results can aid individuals in deciding whether they would like to go into business for themselves. The assessment is available two ways: 1) free to those who purchase and complete [mySimBiz](http://mySimBiz) a Simulated Work Experience Program; or \$7 per test. For more information contact Jim Roberts at [jim@asktbs.com](mailto:jim@asktbs.com).

**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](mailto:pcwill@bellsouth.net))

Sept 22-26 **Brazil Reverse Trade Mission** will bring buyers to Atlanta for one-on-one meetings. Participation fee: \$50. Contact Maggie Adamack at [madamack@agr.state.ga.us](mailto:madamack@agr.state.ga.us)

Sept 24-26 **IFEAmericas Show in Miami.** Contact David Bryant at [dbryant@agr.state.ga.us](mailto:dbryant@agr.state.ga.us)

Oct 19-23 **SIALParis Trade Show.** For more details visit [www.susta.org](http://www.susta.org) Register by September 26. **Note:** the State of Georgia will have a display booth of Georgia products. For more details on shipping your product to Paris to be displayed in the US Pavilion contact Corry de Wit at [georgiasagcdewit@arcadis.be](mailto:georgiasagcdewit@arcadis.be)

Nov 5-8 **GIDA Trade Show, Istanbul, Turkey.** Registration deadline October 15. Contact Corry de Wit at [georgiasagcdewit@arcadis.be](mailto:georgiasagcdewit@arcadis.be)

Nov 10-13 **HACE Trade Show, Cairo, Egypt.** Registration deadline July 15. Contact Corry de Wit at [georgiasagcdewit@arcadis.be](mailto:georgiasagcdewit@arcadis.be)

Dec 2-4 **IFEIndia, New Delhi.** Registration deadline November 10. Contact Corry de Wit at [georgiasagcdewit@arcadis.be](mailto:georgiasagcdewit@arcadis.be)

Dec 4-6 **ShanghaiChina.** SUSTA invites southern US Companies to exhibit products at Food and Hotel China at NewInternationalCenter in Shanghai. Contact Maggie Adamack at [madamack@agr.state.ga.us](mailto:madamack@agr.state.ga.us)

## **Micro Finance**

**NBAI Private Equity Investor Forum at the Ravinia Club Atlanta, July 30th**

This exclusive private event is for Investment and Business

supporters appreciate the very important work that you are doing ... but, they want to see the end-product ... your clients ... as validation for their support. The GMEN fundraising committee is working very hard to secure funding focused in four areas: regranting to you, standards & accreditation for you, store/e-commerce to market your clients' products, and outreach to tell your story.

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

P.C. Williams  
678-296-1059

---

## Entrepreneur Corner



### **Gearlean Mayse: Mayse N Grace Home Daycare**

I had always loved kids, when I was a little girl living with my grand-parents in Alabama. My grandmother taught me how to do hair, cook, and anything else she felt I would need to know when I grew-up. I took care of my baby sisters while my mother worked, I didn't play like other kids my age, instead I was feeding & changing diapers and taking care of two babies. As I grew older, a compassion for children took over my being. With love and learning about Jesus Christ, He blessed my soul by giving me the desire to love and understand children. That's when I knew I wanted to work with kids and to own my own childcare business. One day a friend started telling me how I could go to school. My records from high school had been lost

Professionals. A select group of professional investors are expected to represent over twenty million dollars in funding from private equity funds, angel investors, venture capitalists, high net worth individuals, investment bankers and other financial institutions. [Click here for more details and to register.](#)

## **Standards & Accreditation Support**

### **Asset Alliance meeting to focus on IDA programs for Georgians with Disabilities**

As a follow up to this year's Summit an Asset Alliance meeting has been scheduled for Friday, August 8<sup>th</sup> from 8:30-10 am at the Georgia Society of CPA's- 3353 Peachtree Road, Suite 400, Atlanta, GA 30326. *RSVP by phone at 404-541-9005 by Friday, August 1st.*

### **Award Recognizes the Cooperative Spirit**

[The Collaboration Prize](#), created by The Lodestar Foundation, will provide a \$250,000 award to a team of nonprofit organizations that have chosen cooperation over competition. To be eligible, a collaboration must involve two or more U.S. nonprofit organizations that would otherwise provide similar programs and compete for clients, financial resources, and staff. The prize also seeks to build an information base of effective practice models that can be studied by academics, nonprofit leaders, and grantmakers to inspire and advance their work. Nominations will be accepted beginning June 1, 2008, and the process will close at 5 p.m. EDT on July 21, 2008. Eligibility details and nomination instructions are available on the website listed above.

### **CFED's Youth Entrepreneurship Capacity Building Program**

CFED is launching a new Youth Entrepreneurship Capacity Building Program. The program will include an initial survey of the youth entrepreneurship field to gather data about the types of programs that exist and their successes and challenges in serving youth. The survey will be used to build a youth entrepreneurship website and technical assistance program designed to help programs in their efforts to serve youth entrepreneurs. They will also feature some effective practice models on the website, including programs and partner programs. A section for youth entrepreneurs to describe their businesses and network with their peers will also be part of the website. Go here to participate in the [survey](#). Contact [Kim Pate](#) for more information on this program.

**Look at this creative way CBWW has found to fundraise...**

[ImageXpres](#) Offers FREE Ads to CBWW Donors

**Make your Tax Deductible Donation to CBWW TODAY and receive FREE Digital Advertising to Promote Your Next Event, Grand Opening, Business Services, Products and MORE!**

and that meant that I would have to start all over again and I would have to get my GED. I knew that I didn't have the money for it so I thought I would have to let my dreams go for good. I decided to go to God and He opened doors. When God speaks something you better believe it. I got my GED and my college diploma in the same year and started pursuing my dream. God sent different people across my path, that served as stepping stones to help me get where He wanted me. In March 2007, I started my own childcare and I have been Praising God ever since.

*Gearlean participated in **Greater Rome Area Community Enterprise's (GRACE) Core Four Business Planning class in 2005, graduated, and started immediately working to be certified as a home daycare provider. Once she received her diploma in Early Childhood Care & Education she worked diligently with the State of Georgia to have her business certified to provide home daycare.***

---

### **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](mailto:pcwill@bellsouth.net) by the last calendar day of each month.

---

### **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](http://www.georgiamicroenterprise.org)

---

**P. C. Williams**  
**Executive Director**

P: 678-296-1059  
F: 404-349-3877  
[pcwill@bellsouth.net](mailto:pcwill@bellsouth.net)

To request an advertising package, email **Tori Allen** at [tallen@brainchildassociates.com](mailto:tallen@brainchildassociates.com)

## **Events of Interest**

**... 2008...**

- |            |   |
|------------|---|
| July 22-23 | <a href="#">National Institute of Health &amp; Small Business Innovation Research present its 10<sup>th</sup> annual conference</a> at the Omni Hotel in Atlanta.   |
| July 22-25 | <a href="#">Georgia Community Action Association's Annual Conference</a> in Savannah  |
| July 30    | <a href="#">NBAI Private Equity Investor Forum</a> at the Ravinia Club Atlanta  |
| Aug 17-19  | <a href="#">2008 Americas Competitiveness Forum: Promoting Prosperity and Economic Opportunity</a> will be held at the Hyatt Regency Atlanta  |
| Aug 27-29  | <a href="#">3<sup>rd</sup> Annual Georgia Environmental Conference</a> - Hyatt Regency Savannah   |
| Sept 10-12 | <a href="#">Annual Conference on Financial Education</a> at the Westin Peachtree Plaza - presented by the Institute for Financial Literacy  |
| Sept 11-13 | CFED announces the <a href="#">2008 Assets Learning Conference</a> - <b>Advancing America's Assets Agenda: Expanding Opportunity, Promoting Prosperity and Mobilizing Communities</b> will be in Washington DC. |
| Sept 15-16 | <a href="#">2008 Global Youth Enterprise Conference</a> at the George Washington University in Washington DC.   |
| Oct 6      | <a href="#">The Greater Atlanta Economic Alliance</a> : "How to Develop a Bid" course   |
| Oct 9-10   | <b>GMEN 2008 Summit on Entrepreneurship</b> at The Loudermilk Center in Atlanta   |
| Nov 1      | <b>The EDGE Connection's GALA 2008: Celebrating 10 years of Accomplishment</b> at the Marriott Marquis Atlanta  |
| Nov 17-23  | <b>EntrepreneurshipWeek USA</b> focus is on global entrepreneurship<br><a href="http://www.unleashingideas.org">www.unleashingideas.org</a>   |
| Dec 9-12   | <a href="#">Opportunity Finance Network Conference</a> - Hyatt Regency Albuquerque  |

---

## ***Success Story!***

Do you have a microentrepreneur "Success Story"? Share it with us and it may be featured in our ***Entrepreneur Corner***. Email it with the subject line "Success Story" [pcwill@bellsouth.net](mailto:pcwill@bellsouth.net)

### **Forward email**

#### **SafeUnsubscribe®**

This email was sent to barnettd@aol.com by [georgiamicroenterprise@yahoo.com](mailto:georgiamicroenterprise@yahoo.com).  
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



GMEN | 3695-F Cascade Road | PMB 215 | Atlanta | GA | 30331