



E-Newsletter

September 2008

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Executive Director's Corner

In each edition of the monthly GMEN e-newsletter information is included on trade mission trips around the world. The purpose for including this information is to encourage you to encourage your clients to consider attending one of these events **to increase their sales**. In almost every case persons that go on these trade missions make a sale. The October GMEN Summit on Entrepreneurship included a workshop on international trade and the tools available to

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

Business Development Training & Technical Assistance

Craft Across Cultures: Access To Markets

Under the *Women in the Marketplace Initiative* implemented by Greater Rome Area Community Enterprises (GRACE) the beading class in **Craft Across Cultures** has been invited to sell their jewelry at the Rome Area Council for Arts consignment store. The group met recently with Rebecca Koontz, the new director of RACA, Inc. At the meeting Rebecca shared that she would like to start jewelry making classes and would pay those that teach the classes. This is a wonderful opportunity for GRACE's clients and partners to participate in such an exciting initiative. The jewelry will be on display in early October and classes will be starting around mid October. For information about the beading classes contact Silvia Castillo @ (706) 506-4020 or hablarsil@aol.com

GMEN at EADC Luncheon in September



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)

Nov 9-15 **Trade Mission to India.** FedEx and the US Commercial Service are working together on this business mission for US businesses interested in expanding their business into India. For more information go to fedex.com/thinkindia

Export Finance Resource (see Micro Finance section)

Export trade leads can also be found at

help your clients reach out to 95% of the world's consumer base.

For the third year in a row, the Georgia Economic Developers Association annual conference and annual theme is **globalization**. At this year's GEDA conference Heidi Green, GDEcD Deputy Commissioner for Global Commerce gave a profile of Georgia's international marketing program and economic development strategies that include thus far in 2008 over 53 foreign projects creating 7000 jobs and \$1B in investment in Georgia. Georgia has 10 international offices around the world. Their focus is attracting foreign investment, market diversification, and attracting tourist. Ken Stewart, GDEcD Commissioner gave an analysis of Georgia's competitive positioning. Do you have a client that could benefit from this market opportunity?

Given the current economic climate it is more important than ever that small businesses look for a diversified customer base ... to include the **opportunity** for global sales. Make sure your clients are aware of the resources available in Georgia and considering how to tap into the global market place.

Lastly, 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 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

www.susta.org/foreignbuyers/trade_leads.html

Georgia Made Georgia Grown. Check out this [website](#) for marketing your client's "Georgia Made Georgia Grown" business and products.

Micro Finance

GMEN Board Member in the News...

Georgia's Business Climate Ranks High

Albany, GA (WALB) With a slumping economy, some businesses are suffering or being forced to close their doors for good. ([Full Article](#))

CDFA Announces The Revolving Loan Fund Essentials Course November 20-21 in Washington, DC

The course offers an intense look at RLF program development, implementation and management. This course will demonstrate how a RLF program can compliment your economic development strategy, encourage investment and assist traditionally underserved businesses. You will also learn the essential elements needed to operate a successful RLF program and discuss programs making a difference in communities throughout the country. ([Full details](#))

Export Finance Resource

The **Small Business Administration** has a representative in the *Atlanta Export Center* who serves as a source of information/referrals/and financial assistance for exporters in the five state areas of Georgia, Alabama, Mississippi, Tennessee, and Kentucky. The primary focus is to provide access to the various lender guaranty programs that can help your client obtain financing for any business purpose that can help start, strengthen, or grow their export sales. For more information, please view the following link: www.buyusa.gov/georgia/

"Can You Raise A Million Dollars" Business Plan Competition

Do you have what it takes to raise a million dollars from Private Angel Investors? Presented by the Network of Business Angels & Investors and Launch Funding Network. [Learn more...](#)

Standards & Accreditation Support

GMEN Website: Members Only Section

One of the benefits to being a member of GMEN is access to the "Members Only" section on the [GMEN website](#). There you will find the latest GMEN News, Grant Funding Opportunities and archived news. The log-in information is: username - admin / password - adminpass

GMEN Board Member participates in Atlanta Braves Nonprofit EXPO

On September 18, GMEN board member, *Julia Menefield (EADC)*, participated in the **Atlanta Braves Nonprofit Expo** presented by the Atlanta Braves Foundation and the Georgia Center for Nonprofits held during the Atlanta Braves vs Philadelphia Phillies game. Over 75 non-profits were in attendance and GCN provided a networking event on the patio as well. The following organizations were represented: SCORE, LEAD, GA Aquarium, Communities In Schools, Irving

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
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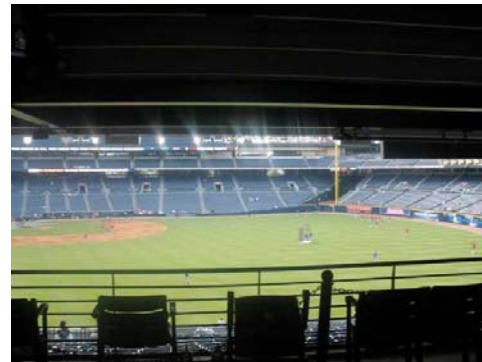
Entrepreneur Corner



Malcolm Palmore Attorney At Law

Malcolm Palmore was an attorney with Athens Clarke County Public Defenders Office when he came to EADC to take advantage of the Micro Enterprise business plan writing class. His goal was to leave the public defenders office and start his own law firm. Mr. Palmore recognized he had no knowledge or experience in running his own business. So, he came to EADC to gain the knowledge and understanding of what to expect and the necessary skills to start a business. Since that time Mr. Palmore resigned as an attorney with the public defenders office and is now running his own law firm. Malcolm's law office specializes in Criminal Cases, Felonies & Misdemeanors, DUI, UPA, MIP, VGCSA, ALS, Suspended License and Violent Crimes. His services also include Civil Cases, such as Car Wrecks, Hit & Runs, Drunken Driving Victims, and Work Accidents & Injuries. The start of this new business has created one full-

Harris-Youth Entrepreneurship, Atlanta Braves, Keystone, GCN, Hawks/Thrashers (would like to do an event marketing nonprofits during their games as well).



Grants to Green Announces Round 2 Grant Cycle

The Grants to Green initiative is a partnership between **The Community Foundation**, **Southface** and **Enterprise Community Partners** to provide funding to nonprofit organizations to "green up" their facilities. The project gives metro Atlanta nonprofits the opportunity to renovate or build healthier work places that are energy and water efficient, and are eco-friendly. The ultimate goal will be to improve a nonprofit organization's building structure to not only have less of an environmental impact, but also to increase the cost-efficiency of operations, ideally saving more finances to serve more people in need. Click [here](#) for more information about this new initiative. The application deadline is noon, November 10, 2008.

Opportunity Knocks' 2008 National Nonprofit Wage and Benefits Report is available

How do you determine competitive nonprofit salaries for recruiting new employees and retaining prized talent? How does your organization's benefits compare to nonprofits of similar size and location? Opportunity Knocks conducted its own survey for this report, which is available for \$39.95 to the nonprofit community, to provide comprehensive salary and benefit information based on organization size and location. This national report uniquely provides data on titles ranging from Executive Director through Receptionist, which enables organizations to see information beyond the top positions that are typically analyzed in state by state surveys. [Click here for more information.](#)

Connecting Leaders with Nonprofit Organizations

The Georgia Center for Nonprofits, in partnership with **boardnetUSA**, now offers a unique online tool designed for the express purpose of connecting nonprofit boards with new leaders. If you're an individual interested in board service or a nonprofit looking for a new board member, [get more information about boardnetUSA.](#)

Small Business Struggling As Credit Dries Up

(CNBC) While most of the nation's attention is focused on saving behemoth financial firms, small businesses are struggling to ride out a perfect storm of tougher credit conditions in a badly hobbled economy. [\(Full Article\)](#)

Events of Interest

... 2008...

time job and a part-time job.
Congratulations to Malcolm
Palmore.

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.

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

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|--------------------|--|
| Nov 1 | The EDGE Connection's GALA 2008: Celebrating 10 years of Accomplishment at the Marriott Marquis Atlanta |
| Nov 14-15 | CBWW's awards reception and Women's Health Expo at the Twelve Hotel at Atlantic Station in celebration of its 20 year Anniversary . |
| Nov 17-23 | EntrepreneurshipWeek USA focus is on global entrepreneurship www.unleashingideas.org |
| Nov 20-21 | CDFA - RLF Essentials Course in Washington DC |
| Dec 9-12 | Opportunity Finance Network Conference at the Hyatt Regency Albuquerque |
| ... 2009... | |
| May 11-12 | GA Center for Nonprofits 18th Annual Summit at the AmericasMart in Atlanta. |

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