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E-Newsletter

November 2008

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Executive Director's Corner

2009 will be a challenging year for small businesses and those that support them. It is critical that GMEN members are positioned for what will also be opportunities with the national economic recovery effort. This positioning includes clear documentation on your past successes in developing and growing micro businesses. We would like to do a January newsletter highlighting accomplishments

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

Membership Renewals for 2009

GMEN 2009 Membership renewal notices are coming out this week. Be on the look out for yours.

Business Development Training & Technical Assistance

Peer Learning

The EDGE Connection recently presented their Incubator project, outcomes strategies and *Learn 2 Earn (L2E)* program to **East Athens Development Corporation** for purposes of starting a replication program in Athens. Kudos for reaching out and sharing successful ideas in microenterprise program development.

Free Marketing website for Georgia's Art-centric businesses

Connecting Georgia artists with locals, visitors, creative professionals and corporate buyers: Launching **January 2009**. Simply go to www.gamadegagrown.org and follow the instructions.

mySimBiz

This is not an endorsement but an example of how your work is valued in the open market. GMEN members are strongly encouraged to review the published pricing of their services and noting the availability of scholarships in order to help low-income persons. Go to www.exploringjobs.com/company/index.php

Early County CDC's Executive Director, Nancy Wright, graduates from the *Georgia Academy for Economic Development Leadership Training* class. Ms. Wright (center) said it was a very interesting and beneficial class.

from all our member organizations. Please forward stories and pictures to pcwill@bellsouth.net by **January 15th**.

Survey Highlights

We also want to thank the GMEN membership for participation in the annual membership survey. The detailed survey results will be available in the *Members Only* section of the GMEN website in January. Some highlights include:

- 68% of GMEN microenterprise organizations participated in the survey. This is a significant return rate. (Q1)
- 93% of respondents indicated that all or most of their needs are met by GMEN. (Q10)
- the top three services used were the annual conference, the website, and the quarterly newsletter. (Q12)
- the top satisfaction rating was for committee participation followed by a tie between quarterly newsletter and monthly e-news. (Q13-23)
- the most valuable membership benefits were the annual conference and networking opportunities. (Q24)
- 67% of respondents indicated they read all materials received from GMEN. (Q28)
- 87% of respondents would like an email confirmation of receipt of dues payment (Q33)

Practitioner Advisory Committee

As discussed in the October annual membership meeting,



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)

Jan 24-28

SIRHA a world class food show held in Lyon, France. Registration deadline Dec 19. Contact Beth Miller @ bmiller@agr.state.ga.us for more information.

Feb 23-26

SUSTA at Dubai, UAE. There are no booths for companies, but companies will be able to send product to be displayed at the SUSTA booth at Gulfood at their own expense. For more info, contact Corry De Wit at georgiasagcdewit@arcadis.be.

Clients need help financing their organic certification?

Your clients may be able to qualify for as much as 75 percent of the cost (up to \$750) under the National Organic Certification Cost Share Program! Organic producers, handlers and processors must be certified by a USDA accredited certifying agent. The cost share program is on a first-come, first-served basis for qualified applicants. Interested persons should apply as soon as possible because only \$25,000 is available. Certification costs must be incurred during the period October 1, 2008 through September 30, 2009. Applications will be mailed to certified organic growers, processors and handlers who express an interest. **Applications must be submitted no later than September 30, 2009.** For further details and obtain an application, contact Vernon Mullins, Organic Program Manager for GA Dept of Agriculture at vmullins@agr.state.ga.us or 706-595-3408.

Georgia Dept of Agriculture to increase GA presence in China

The International Trade division will now have a permanent presence in China with trade specialist Matt Anderson in Shanghai to help promote Georgia products within the Asian market. Anderson will assist in food shows featuring Georgia agricultural products. For more info call the IT office at 404-

a practitioner advisory committee has been established. At the board's November meeting the following nominations were approved for membership on this committee:

- Yvonne Days-Cuffie
- Karen Dublin
- Vonda Echols
- Patricia Harris
- Winston Heard
- Tamatha Quartiman
- Abra Reed
- Nancy Wright

This committee will be charged with providing input on GMEN capacity building activities to include the annual conference. A nomination form was provided at the membership meeting and another emailed after the membership meeting to solicit volunteers for this committee.

This committee will have its first meeting in January 2009. That meeting will include an update on industry level activity related to data collection to better position your services for inclusion in the national economic recovery efforts.

Hope you had a Happy Thanksgiving and wishing you a Merry Christmas, PC

646-3740.

The Virtual Trade Show

The Virtual Trade Show is part of the SUSTA website and acts as a showcase of southern products. An index page directs visitors to available company pages, or "booths". Each company page is solely devoted to that company's products and information. Participation in the tradeshow can develop a web presence for your clients, or drive traffic to their existing website. This is an excellent low-cost form of internet advertising, reaching customers across the country and around the world. For more information go to www.susta.org/tradeshow.

Export trade leads can also be found at 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

AEO & Microlending in the News - MSNBC.com

AEO and several clients of AEO and GMEN member organizations are featured in an article just posted to **MSNBC.com**. The story focuses on how microlending helps U.S. small business owners get the capital they need to survive during tough economic times. Big thanks to Wisconsin Women's Business Initiative Corporation, Appalachian Community Enterprises (GMEN member), and ACCION New Mexico for sharing their client success stories! Check out the article at <http://www.msnbc.msn.com/id/27929987/>

Entrepreneur Corner



**Frances Sobers
Bumps Cookies**

Fran Sobers is a GMEN 2008 Marketing Competition winner and

Economic Development Finance Service (EDFS) webinars to cover new market tax credits, angel investors & marketing RLFs. [Click here](#) for more info and to register for upcoming webinars. For more details about EDFs visit www.nado.org/edfs/

Next Angel Investing Workshop - Advance Notice

February 5, 2009 - 7:30 am to 6:30 pm in Athens (probably on the UGA campus). Hold the date, more details will be coming. Contact Don Betts at betts@gatech.edu.

Standards & Accreditation Support

Best Practices for Entrepreneurs Reference Guide Released

A report of successful practices for assisting

BusinessNOW client who used her prize funds to have a website developed to market her business - visit [Bumps Cookies](#)

Bumps Story

Bumps are more than just the best ingredients....old fashion oatmeal, organic unbleached flour, brown sugar, quality fruits and nuts and no preservatives. It was love that went into every mixing bowl, each batch of cookies and into the mouths of my children that kept them saying "Ma, when are you gonna' make some more of them Bumps?" The 'oatmeal pecan raisin' cookies became our Christmas tradition in the 80's in Seattle. We ate them morning, noon and night and all day Christmas. In 2004, I retired as a high school asst. principal and moved to Atlanta. I gave out Bumps Cookies at Christmas and people raved "Girl what did you put in those cookies? I can't stop eating them. You got something there! You should sell these!" Baking delicious and healthy oatmeal cookies and watching people hum and nod as they tasted them was rewarding. The possibilities felt like a gift from God and something good to do with the rest of my life!

So, in January 2005, I took \$50 to Costco, bought ingredients and began to 'give away a thousand cookies' to see what would happen. I gave out samples at hair salons and coffee shops and asked people a few marketing questions about the taste, the size, the packaging, the price and the name 'Bumps'.

After a few days of getting good feedback people started giving me a \$1 for a snack bag and buying them for their friends. They called me 'Ms. Bumps' and the 'Cookie Lady' as I delivered Bumps Cookies around Atlanta in my little red car. Upon customer requests I created other flavors. Today we make fresh Bumps Cookies from scratch daily and deliver them in the local Atlanta area & ship them nationwide in Ziploc bags, gift boxes and silver tins.

'Bumps' are not too big and not too sweet! When people bite into a 'Bump' their taste buds make them look at the cookie with an inquiring

U.S. small businesses was recently released by the U.S. Senate Committee on Small Business and Entrepreneurship. The comprehensive reference guide, entitled *What Works for Small Businesses*, contains hundreds of innovative methods to enhance entrepreneurship and improve the economy. To view the reference guide [click here](#).

Capitol Hill and business leaders "SAY YES" to youth entrepreneurship during Global Entrepreneurship Week

"Entrepreneurship training provides at-risk youth an opportunity to learn how to function in the marketplace and strengthen their community's economy. High quality entrepreneurship training can help ensure a better quality of life for individual entrepreneurs and their communities as a whole," - House Education and Labor Committee Chairman George Miller.

"Entrepreneurship education is good for kids because it's not just about running a business it's also about running your life. The entrepreneurship side is a plus. The future depends on our generation and if we all learned how to run our own business then we would be able to live in a fully functional community. The mere fact that a kid knows about entrepreneurship is a plus in the job field. Society is split into two sections; those that work for themselves and those that work for others. In learning entrepreneurship you learn how to do both so you can work for yourself and work for others and are ahead of the curve." - Fantashia Stevens, Youth Entrepreneur

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The Youth Entrepreneurship Strategy Group (YES GROUP)

is an initiative of the Aspen Institute in partnership with The National Foundation for Teaching Entrepreneurship (NFTE) and E*TRADE FINANCIAL. They convene prominent leaders from the fields of education, entrepreneurship and business, public policy, philanthropy, and the media to explore the promise of, and obstacles to, implementing youth entrepreneurship education in low-income communities nationwide. YES GROUP members represent thousands of teachers and hundreds of thousands of youths throughout the U.S. and abroad. For more information visit www.aspeninstitute.org/yesg.

Check out SBDC's New Blog!

at http://georgiasbdc.typepad.com/georgia_sbdc/ Feel free to post and make comments. They welcome your feedback!

Developing a Powerful Statement of Need

GrantStation is offering a webinar on how to create a persuasive need statement for your organization. This 90-minute webinar is designed for both seasoned grant writers and those with little or no experience. The webinar will include advice on how to gather facts and statistics from the Internet in order to bolster your need statement. This webinar is scheduled for Thursday, January 15, 2009, at 2 p.m. EST. The registration

look and then they hum or nod. Little children love them too! Not often do people have the time to make fresh baked cookies from scratch and children are delighted to taste the fresh, delicious ingredients. Bumps Cookies are a small indulgence in our fast paced life. Try some and enjoy!!

Fran, Cookie Lady

Our success story is two-fold and a prime example of entrepreneurs growing entrepreneurs...the website designer was also a BusinessNOW client!!

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

P. C. Williams
Executive Director

P: 678-296-1059
F: 404-349-3877
pcwill@bellsouth.net

fee is \$89 per person. For more info and to register go to <http://www.grantstation.com/partners/webinarjanuary1.html>.

The One Page Business Plan® for Nonprofits

A nonprofit business plan demonstrates that the structure of the nonprofit is sufficient to execute its mission. Using the One Page Business Plan methodology is a great way to articulate your mission, vision, strategies, and action plans to funders, prospective board members, staff, and partners. Go to www.capbuilders.org for more information. If you would like to attend the informational teleconference explaining how the program works for the microenterprise industry, it will be held on Wednesday 12/17 at 10:00 a.m. pst/noon cst/1:00 est. The call in # is 309-946-5300 and the pass code is 132461.

High-Potential Diverse Leaders Program

Presented by the **Allstate Foundation** and the **Georgia Center for Nonprofits** - through its Nonprofit University, is a leadership development program (6 sessions) designed to provide a diverse group of nonprofit professionals in the Southeast with the skills needed to assume executive level responsibilities within the sector. Scholarships available. **The application deadline is December 30, 2008.** The Program is limited to 20 participants. For more information go [here](#).

Events of Interest

... 2009...

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|-------------|--|
| Jan 7 | Early bird registration for the Social Enterprise Summit in New Orleans in April. |
| Jan 25-27 | Int'l Economic Development Council Leadership Summit in Tempe, AZ |
| Feb 5 | Angel Investing Workshop in Athens |
| April 15-17 | Social Enterprise Summit at the Intercontinental Hotel in New Orleans |
| May 11-12 | GA Center for Nonprofits 18th Annual Summit at the AmericasMart in Atlanta. |
| May 16-19 | 2009 AEO Summit on Entrepreneurship in Washington DC |
| Sept 17-18 | Global Youth Enterprise Conference in Washington DC - Save the Date |
| Oct 22-23 | GMEN Summit on Entrepreneurship in Atlanta - Save The Date |

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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