



# E-Newsletter

December 2008

## In This Issue

Executive Director Corner

Entrepreneur Corner

2009 Membership Renewal

Business Development  
Training & Technical  
Assistance

Micro Finance

Standards & Accreditation  
Support

Events of Interest



## Executive Director's Corner

There is much discussion in the industry about this as a time of great opportunity and challenge for microenterprise development in the United States. On the one hand, arrival of the Obama administration holds the prospect of a Federal policy climate that is far more supportive than the field has experienced in almost a

## Membership Renewals for 2009

GMEN 2009 Membership renewal notices were emailed in December. Please check your emails! **The deadline for renewals is January 30 to ensure your organization's inclusion in the 2009 GMEN Resource Guide!** Online renewal is also available at [www.georgiamicroenterprise.org](http://www.georgiamicroenterprise.org).

## Business Development Training & Technical Assistance

### **2009 Job Tax Credit: Tier 1, 2, 3 & 4 County Designation**

More information on the Georgia Job Tax Credit Program and a copy of the 2009 Job Tax Credit Memo and Ranking Detail can be viewed at <http://www.dca.state.ga.us/economic/TaxCredits/programs/taxcredit.asp>

**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))

Jan 24-28 **SIRHA a world class food show held in Lyon, France.** Registration deadline Dec 19. Contact Beth Miller at [bmiller@agr.state.ga.us](mailto: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 [georgiausagcdewit@arcadis.be](mailto:georgiausagcdewit@arcadis.be).

March 8-13 **China Trade Mission for Wine.** Application deadline January 31. Contact Matt Anders at [manders@agr.state.ga.us](mailto:manders@agr.state.ga.us) for more information.

March 10-13 **EXPO ANTAD 2009 in Guadalajara, Mexico.** Great opportunity to reach the retail market in Mexico. Application deadline January 30. For more info, contact Maggie Adamack at [madamack@agr.state.ga.us](mailto:madamack@agr.state.ga.us)

May 6-8 **CPMA 2009 in Toronto.** Canada's largest fresh product show. Register by February 16. Contact Beth Miller at [bmiller@agr.state.ga.us](mailto:bmiller@agr.state.ga.us) for more information.

May 13-16 **Seoul Food and Hotel 2009.** South Korea's

decade. On the other hand, the nation's economic crises create challenges for both new and existing microentrepreneurs, and portend an uncertain funding environment for the organizations that serve them. As well, the economic crises present state and local challenges through out Georgia.

The organizations comprising and supporting the microenterprise field in Georgia need to come together with a common vision and agenda for addressing today's unique opportunities and challenges. Specifically we need to:

- Develop consensus regarding priority strategies for the years ahead.
- Identify the roles that state and local leaders can play in implementing these strategies.
- Foster stronger partnerships for the work ahead.

We are contemplating a one day meeting to address these issues in mid February. If you are interested in attending such a meeting please provide a 1-2 page essay addressing these three issues by 5pm on January 30th to [pcwill@bellsouth.net](mailto:pcwill@bellsouth.net). Currently we do not have funding to support your travel, but feel that the issues are critical as we move forward. If funding does become available it will be provided on a first come first served basis, based on receipt of the essays.

Moving forward in 2009, PC

international food trade show. Register by March 20. Contact Beth Miller at [bmiller@agr.state.ga.us](mailto:bmiller@agr.state.ga.us) for more information.

### **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](mailto:vmullins@agr.state.ga.us) or 706-595-3408.

### **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](http://www.susta.org/tradeshow).

**Export trade leads** can also be found at [www.susta.org/foreignbuyers/trade\\_leads.html](http://www.susta.org/foreignbuyers/trade_leads.html)

**International trade opportunities** from the GDEcD. To get current leads or to take advantage of other programs offered by the GDEcD, call 404-962-4127.

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

### **AMI Distance Learning**

Idea for a new way to implement your services ... look at **WEDA** example : ... <http://www.weda-atlanta.org/distancelearning.htm>. WEDA is also seeking business instructors for their flagship program. If you are interested in participating in an upcoming webcast and to learn more contact Gabriela Jairala at [gjairala@weda-atlanta.org](mailto:gjairala@weda-atlanta.org).

### **Micro Finance**

#### **Microfinance Group Recognized by Stanford Business School**

Jessica Flannery, cofounder of Kiva.org, is among those recognized recently by Stanford Graduate School of Business new fellowship award for her efforts towards social enterprise. The fellowship provides substantial financial and strategic support to graduates starting social ventures. Kiva.org is a non-profit microfinance group in San Francisco

## Corner



### **Vickley Raeford Raeford Land Clearing**

The EDGE Connection's client **Vickley Raeford**, President and CEO of **Raeford Land Clearing** in Marietta, positioned her company at the forefront in the light construction and vegetation management industries. Her strategic plan advanced her company to win contracts with Georgia Power, Lockheed Martin Aeronautics, ColumbusMunicipalAirport, and the Department of Agriculture-U.S. Forestry and National Park Services. Her company is noted for top results in grading, demolition, herbicide application, fence-line and detention pond clearing, landscaping, bush hogging and hauling. The Georgia Power Company Professional in Development Program selected her as one of the first trainees to become a future leader within their company. Upon completion of the program, she chose the forestry and right-of-way department. For five years, Raeford served as the key point of contact for managing the vegetation maintenance program for Georgia Power Company substations and vacant lots for the entire state of Georgia. She developed and implemented vegetation control standard operating

that seeks to overcome poverty by linking lenders with entrepreneurs operating very small businesses. For the entire press release, [click here](#).

### **MicroPlace - An Opportunity for Microlenders**

For organizations with an active microlending program, check out [MicroPlace's](#) work in supporting entrepreneurs through pooling investments from individuals.

### **SEC Clamping Down on Internet Lending**

Peer-to-peer lending promised to be an alternative to traditional banks and credit cards for small borrowers. But this fledgling industry, which has been operating freely on the Internet, recently has come into regulators' sights. [Click here](#) to view full article.

### **Power of Angel Investing Seminar**

February 5, 2009 - 7:30 am to 6:00 pm in Athens (UGA). This full-day seminar provides an overview of the angel investing process, including the details of finding, evaluating, and structuring deals and developing angel-entrepreneur relationships that lead to success. For more details contact Don Betts at [betts@gatech.edu](mailto:betts@gatech.edu). **All Georgia micro loan funds** are encouraged to attend this event. GMEN will reimburse registration and hotel for one staff person per Georgia micro loan funds that have not attended the previous workshop in Georgia. Contact [pcwill@bellsouth.net](mailto:pcwill@bellsouth.net) for reimbursement form. You must make your own registration and travel arrangements.

### **We want to Pay you a Referral Fee - from LAUNCHfn & NBAI**

If you know any companies raising capital beyond startup OR individuals who may be interested in learning more about angel investing, go to <http://launchfn.com/>

### **CapitalLounge/Atlanta: February 25th, 2009**

Each quarter, StartupLounge.com hosts a private networking event for early-stage entrepreneurs and investors here in the Southeast. Formerly called "Capital Connections", CapitalLounge is held in Atlanta, Georgia, and is attended by fast-growth entrepreneurs based in the Southeast U.S., as well as venture capital and angel investors from around the country. For more details go to [http://www.startuplounge.com/app/events/event\\_view.php?id=17](http://www.startuplounge.com/app/events/event_view.php?id=17).

## **Standards & Accreditation Support**

procedures, reports, forms and formats to ensure conformity with contracts.

Prior to joining Georgia Power Company, she served in the United States Army Military Police Corp. She distinguished herself by receiving numerous meritorious awards and retired as a Major and Service Disabled Veteran.  
[www.raefordlandclearing.org](http://www.raefordlandclearing.org)



---

### Summit Summary

The **GMEN 2008 Summit on Entrepreneurship** was a HUGE success!! The Summit was held from October 9-10 in Atlanta where over 250 attendees shared in the workshops and networking events. You can find a recap of this successful event in the [GMEN Summit Newsletter](#).

---

### 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)

### 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

### Rabobank Grant Awarded to Help Improve MicroTest

Researchers at the Aspen Institute working to develop a more advanced method of collecting data on the domestic microenterprise development industry got a boost from a \$75,000 grant from Rabobank, N.A., part of the Rabobank Group, a full-range financial services provider. The researchers are building on their previous work, which resulted in MicroTest, a tool used by many microenterprise development programs to gauge their performance, and the progress of clients who have received training and support to build businesses. For more information, visit

<http://www.csrwire.com/News/13993.html>

### Building Sustainability by Increasing Earned Revenue

The recently released FIELD forum publication from the Aspen Institute is the third in a series of case studies illuminating strategies used by microenterprise development programs to increase the sustainability of their organizations and services they provide. This case study examines the experience of the Appalachian Center for Economic Networks (ACEnet) in creating multiple sources of earned income. To download the publication, visit

<http://fieldus.org/Publications/FieldForum21.pdf>.

### Why Our New President Should Think Local

Michael Shuman, vice president of enterprise development for Training & Development Corporation (TDC), presented at an event hosted by the Commonwealth Club of California, urging the U.S. president-elect to revamp policies around local entrepreneurship and business alliances. To view the video, visit

[http://fora.tv/2008/11/05/Michael\\_H\\_Shuman\\_The\\_Small-Mart\\_Revolution](http://fora.tv/2008/11/05/Michael_H_Shuman_The_Small-Mart_Revolution). For a summary of the lecture, visit <http://www.small-mart.org/news-commonwealth-club>.

### **Free Labor!!! DeKalb Chamber - GSU Entrepreneurship Collaboration**

Georgia State University's (GSU) Herman J. Russell, Sr. Center for Entrepreneurship offers a Field Study course that is poised to become a win-win situation between GSU and companies associated with the DeKalb Chamber. This partnership will allow graduate level students to assist DeKalb businesses with important projects without the added stress of hiring an official employee. If you could use temporary assistance for major projects with minimal investment, Georgia State's Entrepreneurship Program can provide students to work between 8-10 hours a week during the winter semester. For more info visit <http://www.cba.gsu.edu/rec/fieldstudy.htm>.

## **Events of Interest**

**... 2009...**

- |             |                                                                                                                                                                                      |
|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Jan 25-27   | <a href="#">Int'l Economic Development Council Leadership Summit</a> in Tempe, AZ                                                                                                    |
| Jan 28-30   | <b>First Step FastTrac® and Developing Your Family Child Care Business™</b> <a href="#">Certification Training</a> .<br>Kansas City, MO                                              |
| Feb 5       | <b>Power of Angel Investing Seminar</b> in Athens at Georgia Center for Continuing Education                                                                                         |
| Feb 12      | <b>African-American Businesses Enterprise Day.</b><br>Celebration at the Depot in Atlanta. Contact <a href="mailto:trenceboss71@gmail.com">trenceboss71@gmail.com</a>                |
| Feb 21      | <a href="#">Southern Sustainability Summit</a> "Advancing Regional Equity in Atlanta and Beyond" at the All Saints Episcopal Church in Atlanta.                                      |
| Mar 1-4     | <a href="#">National Main Streets Conference: Becoming Main Street 2.0</a> in Chicago.                                                                                               |
| Mar 11-14   | <a href="#">NCRC National Conference</a> in Washington DC                                                                                                                            |
| Mar 25-27   | <a href="#">Economic Development Finance Service (EDFS)</a> Conference in New Orleans                                                                                                |
| April 15-17 | <a href="#">Social Enterprise Summit</a> at the Intercontinental Hotel in New Orleans                                                                                                |
| April 21    | <a href="#">12th Annual Women's Leadership Development Conference</a> , "Power, Promise and Possibilities - Women Creating the Magic of Change" at the Georgia World Congress Center |

- May 11-12 **GA Center for Nonprofits 18<sup>th</sup> 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 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