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# E-Newsletter

January 2009

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## Executive Director's Corner

During the month of February we will complete the "Access to Markets" (ATM) feasibility study. It has been an exciting three-part journey.

First, the review of eight best practices locations provided insights into what is possible. Based on the work of the Aspen Institute we did site visits to learn what works and what did not work at WREN, Hannah Grimes, New

## Membership Renewals for 2009

GMEN 2009 Membership renewal notices were emailed in December. Online re also available at [www.georgiamicroenterprise.org](http://www.georgiamicroenterprise.org).

## Business Development Training & Technical Assistan

**Congratulations** to GMEN member **Partnership for Community Action (PCA)** January 30<sup>th</sup> Open House in their new Clarkston headquarters facility.

## Craft Across Cultures Initiative

Check out the Ebay link below to one of **Greater Rome Area Community Enterprises' (GRACE)** client's in their Craft Across Cultures initiative.

[http://shop.ebay.com:80/merchant/michelevangraan\\_W0QQ\\_dmdZ1QQ\\_ipgZ50](http://shop.ebay.com:80/merchant/michelevangraan_W0QQ_dmdZ1QQ_ipgZ50)

## Nxlevel® announces they are Going Green

The new supplement and guides will emphasize environmental solutions for sma owners. This class focuses on providing practical, business-friendly knowledge ; competence in environmental problems and solutions. Students develop a NxLe Green Action Plan that guides their efforts in transforming their companies into environmentally friendly companies. The [Going Green supplement](#) is now availal

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

Feb 23-26

**SUSTA at Dubai, UAE.** There are no booths for companies, bu companies will be able to send product to be displayed at the SL at Gulfood at their own expense. Contact Corry De Wit at [georgiausagcdewit@arcadis.be](mailto:georgiausagcdewit@arcadis.be).

Mar 24-28

**Food Arabia 200, Jeddah Saudi Arabia.** Registration deadline Contact David Bryant at [dbryant@agr.state.ga.us](mailto:dbryant@agr.state.ga.us)

May 6-8

**CPMA 2009 in Toronto.** Canada's largest fresh product show. R February 16. Contact Beth Miller at [bmiller@agr.state.ga.us](mailto:bmiller@agr.state.ga.us).

May 6-9

**HOFEX China, Hong Kong.** Registration deadline: March 1. Co Anderson at [manders@agr.state.ga.us](mailto:manders@agr.state.ga.us)

May 13-16

**Seoul Food and Hotel 2009.** South Korea's international food t Register by March 20. Contact Beth Miller at [bmiller@agr.state.ga.us](mailto:bmiller@agr.state.ga.us). more information.

May 19-21

**SIALChina - Shanghai.** The event for food, beverage, wine and industries. Registration deadline: March 6. Contact Maggie Ad:

Hampshire Loan Fund, New Hampshire Made, Mountain Bizworks, Mountain Made, ACENet, and NDC. We saw the ATM impact of retail incubators, kitchen incubators, mixed use incubators, 1:1 marketing, retail stores, art galleries, farmer's markets, craft fairs, business development services, e-commerce sites, trade shows, and trade missions. GMEN members participated in these site visits for first hand exposure to these possibilities. See the GMEN website for the September GMEN News for more detailed feedback on the site visits.

Secondly, we meet with Georgia entrepreneurs from across the state in six focus groups at GMEN member sites. The entrepreneurs shared information about their specific businesses and the marketing support they needed to increase revenues. Their businesses focused on 12 different industries: Arts & crafts, Books, Business services, Child care, Construction, Entertainment, Food products & services, Marketing, Medical billing, Personal services, Retail, and Security. See the GMEN website for the December GMEN News for more detailed feedback on the focus groups.

Finally, we are using these two inputs and the work of the Aspen Institute ATM and organizational sustainability to determine potential avenues for GMEN and its member organizations to add ATM components to their programming ... to increase scale and expand services. A debriefing session is planned for mid-April to review the project in detail and next steps. The final paper will be available on the GMEN website in March.

You are encouraged to review these documents and start thinking about how adding an

[madamack@agr.state.ga.us](mailto:madamack@agr.state.ga.us)

- June 28-30 **55<sup>th</sup> Summer Fancy Food Show** in New York City. Register by Contact Barbara Charlet at [barbara.charlet@oda.state.ok.us](mailto:barbara.charlet@oda.state.ok.us).
- Aug 11-14 **Kuala Lumpur, Malaysia Food and Hotel**. Register by June 1: Corry De Wit at [georgiausagcdewit@arcadis.be](mailto:georgiausagcdewit@arcadis.be).
- Nov 9-12 **HACE Cairo, Egypt**. Registration deadline: August 14. Contact Wit at [georgiausagcdewit@arcadis.be](mailto:georgiausagcdewit@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 \$ 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 parties should apply as soon as possible because only \$25,000 is available. Certification costs will be incurred during the period October 1, 2008 through September 30, 2009. Applicants will be mailed to certified organic growers, processors and handlers who express interest. **Applications must be submitted no later than September 30, 2009.** For details and obtain an application, contact Vernon Mullins, Organic Program Manager, 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 products. An index page directs visitors to available company pages, or "booths" where a company page is solely devoted to that company's products and information. Participants in the tradeshow can develop a web presence for your clients, or drive traffic to their 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](http://www.susta.org/foreignbuyers/trade_leads)

**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 "Made Georgia Grown" business and products.

## **Micro Finance**

### **SBIR/STTR Workshops**

The Federal Small Business Innovation Research (SBIR) and its parallel Small Business Technology Transfer (STTR) programs provide more than \$2 billion annually to small companies that are developing leading-edge technologies that are of interest to federal agencies. These programs provide companies with seed capital of up to \$850,000 to develop technologies that can lead to commercial products. On **February 11, 2009** the **UGA SBDC office in Athens**, a workshop lead by the Director of the SBIR Assistance Program for the State of Georgia is being offered to explain these programs and requirements for a successful proposal. [Click here](#) for more details.

**I'm getting international clients, now how do I get paid?**

ATM component to your program can be a critical component in the current economic environment.

PC

## Entrepreneur Corner



### Bruce Perkins Allphase

Allphase is a Computer and Janitorial Service Company owned and operated by Bruce Perkins since 1998. Mr. Perkins was born and raised in the Athens community and attended Athens Technical College where he studied business management. Mr. Perkins was able to start his business with the help of a Micro Loan from East Athens Development Corporation (EADC) for the purchase of equipment and business expansion. Through his business, Mr. Perkins has offered part-time employment for several Athenians and surrounding communities. As Bruce continues to grow and expand his business, EADC continues to support him as a client. Mr. Perkins recently received a second Micro Loan from EADC for business equipment and expansion. This expansion will also allow Mr. Perkins to add two more employment opportunities in the Athens community. EADC congratulates Bruce on the continued success and growth of his business.

A seminar at the World Trade Center Atlanta on **March 19 (8:00 am to 10:30 am)** Warga, a SunTrust Bank Vice President, whose expertise is the financing of inter trade. Fee: \$35 per person. Send your check to The Oliver/Sorano Group, Inc., F 28613, AtlantaGA30358, or make your payment to [lyasorano@bellsouth.net](mailto:lyasorano@bellsouth.net) via

### EDFS Conference

Mark your calendar! The Economic Development Finance Service (EDFS) Conference be held **March 25 - 27** at the Chateau Bourbon Hotel in New Orleans, Louisiana.

### EDFS Webinar

NADO will host the webinar "**Connecting with Angel Investors to Boost Your Portfolios**" on **February 19 at 2 pm EST**. This session will focus on how region development organizations can attract angel investors to maximize loan portfolio. EntreWorks founder and President Erik Pages will lead the discussion about way angel investors and how they can help entrepreneurs start or expand their business. There is no charge to participate in the webinar but you must register to receive confirmation and access information. Please contact NADO Program Manager M Bellamente at 202.624.7809 or [mbellamente@nado.org](mailto:mbellamente@nado.org) to register or if you have questions.

### SPEC Talk Radio: Get the inside scoop on upcoming angel investor events

Tune in to SPEC Talk Radio and listen to find out what it takes to raise the money client's company needs and how to create wealth through private equity angel investment. For details go to [www.blogtalkradio.com](http://www.blogtalkradio.com)

Other sites of interest:

[www.sePrivateEquity.org](http://www.sePrivateEquity.org) (Southeast Private Equity Conference)  
[www.MyVirtualAngelWorld.com](http://www.MyVirtualAngelWorld.com) (Investor Blog)  
[www.EntrepreneurBlogSpace.com](http://www.EntrepreneurBlogSpace.com) (Entrepreneur Blog)  
[www.kugarand.podomatic.com](http://www.kugarand.podomatic.com) (Podcast site for Investors and Entrepreneurs)  
[www.KugarandHoldings.com](http://www.KugarandHoldings.com) (Parent Company)  
[www.LaunchFundingNetwork.com](http://www.LaunchFundingNetwork.com) (Consulting Services for Entrepreneurs)  
[www.NBAI.net](http://www.NBAI.net) (Membership organization for Investors)  
[www.LearnToBeAnAngelInvestor.com](http://www.LearnToBeAnAngelInvestor.com) (free ebook and Investor education)  
[www.GetInvestorMoney.com](http://www.GetInvestorMoney.com) (Free Investor Tips for Entrepreneurs)

### NBAI Private Equity Investor Forum

Currently accepting applications from early and emerging growth stage companies present to investors at the NBAI Private Equity Investor Forum, on **February 11**, the Atlanta Metro Area. More information about the forum can be found at <http://launchfn.com/id213.html>.

### 2009 Southeast Private Equity Conference

Make plans to attend the SPEC and join angel investors, leading venture capital investment bankers, corporate venture funds, and CEOs of cutting edge private companies on **April 14th & 15th** in Atlanta, GA. SPEC is currently seeking applications from companies at all stages to present their investment opportunities during the exciting Innovation Company Showcase and Capital Expo. [Click Here](#) to Register Now and Learn More

## Standards & Accreditation Support

### CONGRATULATIONS!

#### GMEN is selected for Citi Aspen Intern Program

For the third year in a row, the Citi Foundation is funding summer interns to work with microenterprise organizations to collect client data as part of the Citi Aspen Intern FIELD, the microenterprise Fund for Innovation, Effectiveness, Learning and Dis

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## **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.

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## **GMEN's Mission**

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

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## **GMEN Website**

[www.georgiamicroenterprise.org](http://www.georgiamicroenterprise.org)

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

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

received funding from Citi Foundation to manage the program, including selectin organizations through a competitive process and training the interns in data colle methods. The program will contribute to one of the largest data sets on microen experiences, while also introducing a group of graduate students to the microent as a potential career avenue. The internship program was designed to help prog collect extensive data on their clients that can then be used to improve or identify services, fund-raise or advocate for entrepreneurship. Additional information abo Aspen Intern Program is available on FIELD's Web site: [www.fieldus.org/MicroT](http://www.fieldus.org/MicroT)

**Congratulations** to GMEN member **Greater Rome Area Community Enterpris (GRACE)** on their recent funding assistance for a grantwriting workshop.

## **GDOL a recognized National Leader in Helping Jobless Return to Work**

The Georgia Department of Labor (GDOL) has recently been awarded and recog the American Institute for Full Employment (AIFE) as the national leader in helpin unemployed citizens get back to work; and by the USDOL for the efficient manag unemployment insurance program. [Click here](#) to go to the full article released or 2009.

## **GDEcD - ESB Supplier Match Program**

Information on the GDEcD's recently launched Supplier Match Program can be f [www.georgia.org/Business/SmallBusiness/Supplier+Match+Program](http://www.georgia.org/Business/SmallBusiness/Supplier+Match+Program). This progr available to any sized Georgia company who is looking for Georgia suppliers. Th major data bases to locate Georgia companies: Harris InfoSource and Hoovers. clients are strongly encouraged, no matter the size, to list their company on one these data bases so no one is overlooked. This program has referred over 820 Georgia suppliers to Georgia companies in its first six months, and it is one more for companies to market themselves. Questions can be directed to Tony Greene [tgreene@georgia.org](mailto:tgreene@georgia.org).

To be listed on Harris InfoSource:

<http://harrisinfo.com/support/faq.aspx> - scroll to the question: How do I update m listing? This is for new or existing companies and links to the form that you will r submit to them. You may call Harris directly at 800-748-5482 and ask for Quality

To be listed on Hoovers:

<http://hoovers.com/free/> - the only way to get listed is through a Dun & Bradstreet application. For more information call Hoovers at 866-307-3812.

## **National AEO Membership Call**

The next National Membership Call is scheduled for **February 18th at 2:00 p.m.** time it is likely that Congress will have taken action on the economic recovery leg possibly the Fiscal Year 2009 appropriations and AEO will have more to report. ( information for the national call will be sent to all AEO members next week.

In the mean time, all members and friends are encouraged to read an article recd on Forbes.com, which discusses the pros and cons of tax incentives for small bu part of the economic development plan. To read the article - "Relief For Small Bu Not Much" - [click here](#). AEO is very interested how you think tax incentives will f hinder your clients and why. Please send your thoughts to Sara Ignas at [signas@microenterprisematters.org](mailto:signas@microenterprisematters.org).

## **Benevon - Creating Sustainable Funding for Nonprofits**

The Bridgeman Group of Merrill Lynch is presenting on **February 25** valuable an information from Terry Axelrod, Founder and CEO of Benevon that addresses su fundraising solutions. You will hear success stories about local organizations whi implemented a systematic four step process to engage organizational supporters

that respects the donor, capitalizes on your mission, clearly states the needs of the organization, and builds on good stewardship. [Click here](#) to register for this FREE. For more information, call 206-709-9400 or [info@benevon.com](mailto:info@benevon.com).

### **Leading and Managing Critical Nonprofit Decisions in a Downturn**

NonprofitUniversity and the GeorgiaCenter for Nonprofits present a two day seminar in February for Nonprofits facing a tsunami of events that are challenging the viability of their programs and often their organizations. Four dynamic sessions taken over two days and match on multiple dates will lead you through the priority planning components for making critical decisions quickly and effectively in a downturn. For more details, visit <http://www.gcn.org/LeadingandManagingCriticalNonprofitDecisions.aspx>

### **Economic Trends & the State of the Nonprofit Sector - Georgia**

The GeorgiaCenter for Nonprofits (GCN) is administering a quarterly survey and the participation of all GA nonprofit organizations in an effort to collect data to present a strong unified voice in this sector. The GCN will track and articulate the organization's expected community impacts of the current economic downturn relative to the sector's capacity, leadership, sustainability and results capability. If you would be interested in participating, [click here](#) for more details.

## **Events of Interest**

**... 2009 ...**

- Feb 12 **African-American Businesses Enterprise Day.** Celebration at Georgia Railroad Depot Freight Room near Underground Atlanta. Contact Trencia Boston at 404.202.5037 or [trenceboss71@gmail.com](mailto:trenceboss71@gmail.com) for agenda & more details.
- Feb 21 [Southern Sustainability Summit](#) "Advancing Regional Equity in Beyond" at the All Saints Episcopal Church in Atlanta.
- Feb 23 [GEDA Luncheon](#) at GA World Congress Ctr: "Georgia's Economic Trends and Outlook"
- Feb 25 [Benevon](#) in Atlanta hosted by The Bridgman Group of Merrill Lynch
- Mar 1-4 [National Main Streets Conference: Becoming Main Street 2.0](#) in
- Mar 2-5 [Youth Financial Services Training Course](#) in Washington DC
- Mar 11-14 [NCR National Conference](#) in Washington DC
- Mar 16 [GEDA Luncheon](#) in Atlanta
- Mar 22- Apr 4 [Microenterprise & Development Institute](#) in Ghana
- Mar 25-27 [Economic Development Finance Service \(EDFS\)](#) Conference in Orleans
- April 14-15 [2009 Southeast Private Equity Conference](#) in Atlanta
- April 15-17 [Social Enterprise Summit](#) at the Intercontinental Hotel in New Orleans
- April 21 [12th Annual Women's Leadership Development Conference](#), "I

Promise and Possibilities - Women Creating the Magic of Change" at the GeorgiaWorldCongressCenter

- May 6-8 [2009 GEDA Spring Workshop](#) in BrasstownValley
- May 11-12 [GA Center for Nonprofits 18<sup>th</sup> Annual Summit](#) at the America Atlanta.
- May 16-19 [2009 AEO Summit on Entrepreneurship](#) in Washington DC
- Jun 15 [GEDA Luncheon](#) in Atlanta
- Jul 21-24 [2009 GACCE Annual Conference](#) at Jekyll Island, GA
- Aug 10 [GEDA Luncheon](#) in Atlanta
- Aug 26-28 [4th Annual Georgia Environmental Conference](#) in Savannah
- Sept 29-30 [Global Youth Enterprise Conference](#) in Washington DC
- Sept 23-25 [2009 GEDA Annual Conference](#) in Savannah
- Oct 22-23 [GMEN Summit on Entrepreneurship](#) in Atlanta - Save The D
- Oct 26 [GEDA Luncheon](#) in Atlanta
- Oct 29 [CFED's 2009 Innovation Summit](#) in Washington, DC.
- Nov 16 [GEDA Luncheon](#) in Atlanta

... 2010 ...

- Mar 2-3 [2010 Entrepreneur Summit](#) sponsored by GA ESB Network - Date

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### ***Success Story!***

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

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