

Having trouble viewing this email? [Click here](#)



E-Newsletter

February 2009

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

In February, thirty-three (33) members of the microenterprise field came together to brainstorm about how to move the field forward. Attendees included microenterprise programs, state microenterprise associations, current funders of the field, AEO staff, and staff from partner organizations.

The meeting was opened

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

Business Development Training & Technical Assistance

Congratulations to Patricia Harris, Executive Director and CEO of The Edge Connection. She was named one of the **Top 100 Black Women of Influence for 2009** by the Atlanta Business League and was honored on February 24th at the 14th Annual Women of Vision Breakfast.



352 Media Group Announces Small Business Website Design Service

Award-winning web design company, 352 Media Group, announces the release of EXPRESS, a small business website design service. According to Peter VanRysdam, vice president of marketing for 352 Media Group, "The service makes professionally designed websites accessible to smaller budget organizations, offering a much more customizable option than template website designs." For more information on EXPRESS, visit http://www.352media.com/express_Web_design.aspx.

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)

May 13-16

Seoul Food and Hotel 2009. South Korea's international food trade show. Register by March 20. Contact Beth Miller at bmiller@agr.state.ga.us for more information.

May 20-28

Food Arabia 2009, Jeddah Saudi Arabia. Registration deadline April 17. Sign up on events page at www.susta.org.

June 28-30

55th Summer Fancy Food Show in New York City. Register by May 1. Contact Barbara Charlet at barbara.charlet@oda.state.ok.us.

with a focus on "this transformation period of what is possible." The meeting goals were to:

- Frame a set of priorities for the field that reflects the extraordinary political and economic circumstances
- Identify critical opportunities and issues/challenges facing the field
- Discuss strategies and needed steps for addressing these issues and opportunities
- Determine potential actions moving forward for key players in the field

Funder comments included:

- the need to reach scale and be outcomes focused with interventions and partnerships
- the need to speak with a unified voice
- this really being a time of opportunity and the need to work together
- the need to match metrics (Microtest) with sources of funds and tell the stories (AEO), including jobs ... jobs ... jobs
- We have to be able to say we delivered. We have to be able to do things on the run.
- Are we prepared to take yes for an answer? We are now trusted and need to show we can grow wisely, and smart.

Discussion followed about **the critical role of SMAs**, especially as it relates to:

- Making the case that entrepreneurship development helps communities develop and helps economies develop

Aug 11-14

Kuala Lumpur, Malaysia Food and Hotel. Register by June 12. Contact Corry De Wit at georgiasagcdewit@arcadis.be.

Nov 9-12

HACE Cairo, Egypt. Registration deadline: August 14. 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.

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

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 Products Marketing Website

Take a look at the new web site for arts-centric businesses www.gamadegagrownproducts.org. This website has more than 780 businesses currently registered and fully expects it to have thousands of Georgia-based businesses that create and sell authentic local products or produce productions that represent the essence of Georgia.

If you know artists, entertainers, museums, gallery owners and others that could benefit from this **FREE** marketing tool, encourage them to sign up. One can register by clicking on "register/log in" at the top of the homepage. This is economic development in its purest form - a tool that facilitates business to business relationships between Georgia's creative industries and the universe of consumers.

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

- Outcomes that make the case that entrepreneurs can grow their business to drive local economies
- Regional, centralized loan fund underwriting
- Establishing an infrastructure at the state level for the long term with platforms and logic models

The group divided into four teams to review issues papers and brainstorm the following industry issues:

- Financial and business development services and products
- Rural enterprise and entrepreneurship
- Tax-code based products and services
- Standards and performance metrics

The discussion in this section started around the concept of "mass practice" versus "best practice" and the need for moving the middle up. Much discussion on the need for shared infrastructure, platforms, and branding. There was further discussion on the need for statewide models for the implementation of services. There was also discussion on refocusing funding to product development that has industry wide roll-out potential ... rather than just individual program activity!!!

My key take aways were:

- Need for statewide coordination on making the case, infrastructure platforms, and outcomes tracking
- Need for implementation of best practices as "platforms" for loan funds and training/technical assistance service

Cobb hosts seminar on how to do business with the county

The Cobb County Purchasing Department will host a "*How to Do Business with Cobb County*" seminar on Wednesday, **March 25**, at 5 p.m. in the Purchasing Bid Room, 1772 County Services Parkway, Marietta. Topics will include how to become a registered vendor, how to find bid opportunities and how to submit bids. The seminar is free and open to the public. For more information, contact Bill Thomas at 770-528-8425 or blthomas@cobbcounty.org.

Micro Finance

Wachovia NEXT Awards...Are You Next?

The aim of the **Wachovia NEXT Awards for Opportunity Finance** is to propel high-potential CDFIs to a next level of growth, success, and staying power. As a result, these mission-driven financial institutions will have even greater capacity to innovate, to drive positive policy and systems change, and to deliver tangible benefits to their communities and target markets. Visit www.nextawards.org to determine eligibility and to apply for the 2009 Wachovia NEXT Awards for Opportunity Finance in Partnership with the John D. and Catherine T. MacArthur Foundation. Applications will be accepted from March 2nd to April 30th.

EDFS Webinar on Angel Investors Available Online

For those who missed the "*Connecting with Angel Investors to Boost Your Loan Portfolios*" webinar last month, the recorded webinar is available online at www.nado.org/edfs/angelswebinar.wmv. Hosted by the NADO Research Foundation's Economic Development Finance Service (EDFS), participants heard from EntreWorks founder and President Erik Pages about ways to tap into angel investors and how they can help entrepreneurs start or expand their businesses. Jon Gregory, President and CEO of the Golden Capital Network in Chico, California provided his expertise on pursuing funding from angel investors across the western part of the U.S.

Standards & Accreditation Support

Kauffman Foundation Study Highlights Importance of Business Startups to Job Creation in the U.S.

In the midst of record unemployment, a new Kauffman Foundation funded U.S. Census Bureau study reports that start up companies are a major contributor to job creation. The Business Dynamic Statistics (BDS) also indicate that while business start ups decline slightly in most cyclical downturns, they remain robust even during the most severe recessions. To download the publication, visit http://www.kauffman.org/uploadedFiles/BDS_Jobs_Created_011209b.pdf.

Atlanta Business Chronicle's Book of Organizations

On May 8, the ABC will publish its **Book of Organizations**, a directory of nonprofit groups based in the metro Atlanta area. The publication will list charitable, business, fraternal and educational groups that seek to better the community in the following categories: Arts, Business/Trade

- delivery and reaching scale
- Severe need for outcomes focus rather than outputs focus, including impact on local economies

In reflection, the priorities could be developing the statewide forum for determination and implementation of platforms for loan fund and training/technical assistance service delivery in order to position the industry to profoundly impact the national economic recovery effort.

I share these insights with you to keep you abreast of the fast paced activity directed toward supporting your efforts. As funding streams become available you will receive GMEN alerts.

Congratulations to SBAC in Savannah for responding to one GMEN alert on the Flavor of Georgia contest ... they have a client entered in this competition!!!

PC

Entrepreneur Corner

Tammy and Jimmy Alexander

Alexander Plumbing and Backflow Service, LLC

Tammy Alexander and her husband, Jimmy, learned about Appalachian Community Enterprises (ACE) at the Small Business Development Center at West Georgia College. When they heard that ACE was beginning to make "green" loans available to North Georgia businesses, they saw an opportunity and knew they had to apply.

Associations, Children/Youth, Community Service, Education, Environment, Health Care/Medical, International, Senior Citizens, Special Interests, and Sports/Recreation. There is **NO CHARGE** to be included in this directory. The deadline to submit is **MONDAY, MARCH 30**. Complete the survey online at: <http://atlanta.bizjournals.com/atlanta/nomination/1531>.

CORE FOUR Instructor Training

March 18 & 19, 2009 in Minneapolis, MN

The CORE FOUR® Business Planning Course engages students and covers what entrepreneurs really need to know about planning a successful business. This flexible curriculum can be adapted to reach a wide variety of audiences, from people with a business idea to existing businesses. Student manuals, instructor manuals, and optional instructor training are available. Sign up now at www.corefouronline.com/training/index.htm

Ernst & Young Entrepreneur of the Year Awards: Call For Nominations

Nominations are now being accepted across the US. Each year, over 1500 nominations are received around the country. From those nominations, approximately 250 Ernst & Young Entrepreneur Of The Year regional winners are chosen in June by independent panels of judges in 26 programs across the US. Thinking of nominating someone in 2009? The deadline for nominations is **16 March 2009**. [Nominate an entrepreneur](#) using the online form or [download a copy](#) of the application form

April is Financial Literacy Month!

The **Georgia Consortium for Personal Financial Literacy** strives to raise public awareness and foster working relationships between and among those agencies and organizations that can make a relevant impact on financial literacy. As part of this mission, they are trying to gather as much information as possible regarding activities that each of your respective organizations may be doing in the way of outreach and training for individuals or groups during the month of April. Once collected, they will produce a master calendar of events for the entire month for distribution to their participants, potential media outlets and for posting on their website to help celebrate Financial Literacy Month. For further details contact Nancy Schwartzmiller at 404-240-0790 or gaconsortium@bellsouth.net. Info on the Georgia Consortium is at www.georgiaconsortium.org

The State of the Nonprofit Sector in Georgia

A survey will be administered quarterly. The Georgia Center for Nonprofits will track and articulate the data of the current economic downturn relative to the sector's capacity, leadership, sustainability and results capability. Data from this research will provide the most current information from nonprofit leaders, board members and donors, and will serve to guide responses and interventions. The report data will also be used to advocate strongly via legislative, public media and other sources, for the support and protection of the sector's interests.

Sign up to be part of the **CORE RESEARCH TEAM**, agreeing to complete this survey every quarter over the next year. (You will also be entered into a drawing to win a FREE ROUNDTRIP TICKET - COMPLIMENTS OF AIRTRAN.) [Click here to access the survey](#)

[Alexander Plumbing and Backflow Service, LLC](#), not only offers its customers the services of a Georgia Master Plumber, they are also a state certified provider of backflow prevention products and services - one of only 100 to 150 in Georgia to have earned this distinction.

Both the U.S. Environmental Protection Agency and Georgia's Environmental Protection Division have mandated compliance with the Safe Drinking Water Act, actualized through the installation and maintenance of backflow prevention equipment.

The Alexanders are using ACE's \$35,000 loan to purchase parts for their company's backflow prevention services. Tammy Alexander states business is less brisk at the moment than they had expected, mainly because state lay-offs and budget cuts are resulting in less enforcement, but believes this is only temporary. Tammy functions as the company's dispatcher and bookkeeper, and her husband focuses on meeting customer needs in the field. Alexander Plumbing and Backflow Service, LLC, located in Whitesburg (Carroll County), faces its new business opportunities with optimism.

ACE is offering green loans in North Georgia and Metro Atlanta. Other green loan funds are available through the Small Business Assistance Corporation (SBAC), which covers 44 counties near Savannah and Albany Community Together (ACT), which covers Albany and 14 surrounding counties.

Spread the News!

Do you have news about your program that you would

Making Work Pay (MWP) Tax Credit

The Obama Administration's Making Work Pay (MWP) tax credit (\$1000 for joint filers) is available to unincorporated microbusinesses filing Schedule C. Unlike EITC, it targets a broader population (AGI up to \$75,000 with phase out to \$200k) and no dependents are required to qualify. This makes MWP much more useful than EITC as a microenterprise tax credit. BUT, most micro businesses will not find out about this tax credit unless the field was to go into a campaign mode to get the word out. Next year's tax season (Jan-Apr 2010) would be the perfect time since new self-employed businesses, don't plan ahead. The tax prep "moment" will be when they realized their tax credit. Micro-enterprise organizations are strongly encouraged to become tax preparation sites in 2010 and to start working on funding now for implementation

Events of Interest

... 2009 ...

- | | |
|---------------|--|
| Mar 11-14 | NCRC 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 New Orleans |
| April 1-2 | Atlanta Fundraising Summit at the Cobb Galleria in Atlanta |
| April 14-15 | 2009 Southeast Private Equity Conference in Atlanta |
| April 15-17 | Social Enterprise Summit at the Intercontinental Hotel in New Orleans |
| April 20-21 | 2009 Techno Tourism Conference @ Chattahoochee Technical College in Marietta |
| April 21 | 12th Annual Women's Leadership Development Conference , "Power, Promise and Possibilities - Women Creating the Magic of Change" at the Georgia World Congress Center |
| May 6-8 | 2009 GEDA Spring Workshop in BrasstownValley |
| May 11-12 | GA Center for Nonprofits 18th Annual Summit at the AmericasMart in Atlanta. |
| May 16-19 | 2009 AEO Summit on Entrepreneurship in Arlington, VA |
| Jun 8-20 | Microenterprise and Development Institute , New Hampshire |
| Jun 15 | GEDA Luncheon in Atlanta |

like to share with other members? If so email pcwill@bellsouth.net by the last calendar day of each month.

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

GMEN's Mission

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

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 Date

Oct 26

[GEDA Luncheon](#) in Atlanta

Oct 29

[CFED's 2009 Innovation Summit](#) in Washington, DC.

Nov 16

[GEDA Luncheon](#) in Atlanta

GMEN Website
www.georgiamicroenterprise.org

P. C. Williams
Executive Director

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

... 2010 ...

Mar 2-3

2010 Entrepreneur Summit sponsored by GA ESB Network - 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

Forward email

 **SafeUnsubscribe®**

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

Email Marketing by

