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E-Newsletter

April 2009

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Executive Director's Corner

GMEN will get some valuable help collecting information about microenterprise clients' needs, experiences and accomplishments thanks to a grant from the Citi Foundation to hire a summer intern.

Selected through a competitive process, GMEN will join 14 other programs nationwide in the Aspen Intern Program, an initiative that is expected to result in one of the largest national data sets

Dear Deborah,

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

Another benefit 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 on [The EDGE Connection's 30th Graduation Ceremony](#) held on April 23rd. Since their inception in November 1998, TEC has served nearly 2,000 clients with entrepreneurial education, business development, consultation, and access to new markets and capital to launch, grow, and sustain businesses.

Announcing the Entrepreneur Oasis

At last...an entrepreneurship website for **everyone**. [Entrepreneur Oasis](#) is a groundbreaking new website and social network designed to support the global entrepreneurship community: Entrepreneurs, Instructors, Policy Makers, Students, Parents, Publishers, and more. **Oasis offers you the best the world has to offer all in one place.** Everything you need when you need it to learn about or facilitate entrepreneurship, or to start or grow your own business is here www.entreoasis.com

Sustainable Jobs Fund: Summit on the New Green Economy

The Babcock Foundation announces an event that will connect community leaders with private business CEOs, investors and government leaders to explore how communities can benefit from the "green economy." This is a great opportunity to pull together a cohort of your public and private sector allies to hear concrete examples of how companies are creating good, green jobs to benefit low-wealth communities, and to consider the public sector policies that support a green economy. Click [here](#) to register and learn more about the SJF Summit on the New Green Economy: How to Make it Work, to be held **June 2-3 in Durham, NC.**

Program May Help Cover Organic Certification Cost

Georgia Agriculture Commissioner Tommy Irvin has announced that growers interested in applying for Organic Certification may be able to qualify for as much as 75% off the cost (up to \$750) under the National Organic Certification Cost Share Program. If you are interested, contact Vernon

on microenterprise owners, while also introducing college students to potential career opportunities in the micro-enterprise field.

Recruitment of a graduate student for the internship was implemented in April with outreach to business schools at: Clark Atlanta University, DeVry University, Emory University, Georgia State University, Georgia Tech, Kennesaw State University, Mercer University, and University of Georgia. We had 14 applications and the selected intern is from Georgia State University.

Interns in the 12-week program will receive a stipend and data-collection training provided by FIELD (Fund for Innovation, Effectiveness, Learning and Dissemination), a research project housed at the Aspen Institute in Washington D.C. FIELD has been funded by the Foundation to manage the program. The interns will travel to Washington D.C. twice; in June to receive training and at the end of the summer to review their findings and experiences.

The Aspen Intern Program grew out of recognition that many nonprofits providing help to small businesses in their community do not have the capacity to collect data that can then be used to improve or add services, fundraise or advocate for entrepreneurship. The funder is committed to enhancing economic opportunities for underserved individuals and families in the communities where it works throughout the world. Globally, it focuses its giving on microfinance and microentrepreneurship, which helps individuals become economically self-sufficient; small and growing businesses leading to economic expansion and job creation; education, which prepares

Mullins, Organic Program Manager for the Georgia Department of Agriculture, at 706-595-3408 of vmullins@agr.state.ga.us.

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 21	Vietnam Reverse Trade Mission. Meet buyers in Atlanta. Registration deadline: May 11. Contact Michael Brooks at 800-747-2482 or mbrooks@aitc.ua.edu
May 25-29	Czech Republic Trade Mission, Prague. Registration deadline: TBA. Contact Corry De Wit at georgiasagcdewit@arcadis.be .
June 22-30	Korean Reverse Trade Mission. Meet buyers in Atlanta. Registration deadline: June 1. Sign up on events page at www.susta.org
June 23-24	India Reverse Trade Mission. Registration deadline: TBA. Contact Corry De Wit at georgiasagcdewit@arcadis.be .
June 23-26	Food Taipei 2009, Taiwan. Registration deadline: May 15. Contact David Bryant at dbryant@agr.state.ga.us or 404-656-3740.
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 .
Aug 11-14	Kuala Lumpur, Malaysia Food and Hotel. Register by June 12. Contact Corry De Wit at georgiasagcdewit@arcadis.be .
Sept 15-18	World Food Moscow, Russia. Registration deadline: June 25. Contact Corry De Wit at georgiasagcdewit@arcadis.be .
Sept 21-25	Brazil Trade Mission, Sao Paulo. Registration deadline: July 27. Contact Maggie Adamack at madamack@agr.state.ga.us .
Oct 10-14	ANUGA Food Show in Cologne Germany. Contact Corry De Wit at georgiasagcdewit@arcadis.be .
Nov 1-6	Chile Trade Mission, Santiago. Registration deadline: July 1. Contact Beth Miller-Bedingfield at bmiller@agr.state.ga.us
Nov 9-12	HACE Cairo, Egypt. Registration deadline: August 14. Contact Corry De Wit at georgiasagcdewit@arcadis.be .
Nov 11-12	Brazil Reverse Trade Mission. Registration deadline: Oct 15. Contact Maggie Adamack at madamack@agr.state.ga.us .
Nov 29- Dec 5	GIDA Trade Show, Istanbul, Turkey. Registration deadline: Oct 2. Contact Corry De Wit at georgiasagcdewit@arcadis.be .
TBA	Czech Republic Trade Mission, Prague. Registration

young people for personal and professional success; financial education, which helps individuals make informed financial decisions; and the environment with a focus on sustainable enterprises that generate jobs and stimulate economic growth while preserving the environment.

Pat Moore will be managing this "Microtest Client Outcomes" process for GMEN along with the annual "Microtest Program Performance Outcomes" process. We want to thank the following microenterprise organizations for their participation in and support of this data collection effort: Albany Community Together, Center for Black Women's Wellness, Cornerstone Association Inc., Dekalb Microenterprise Institute, Early County CDC, East Athens Development Corporation, EDGE Connection, Goodwill of North Georgia, Latinos for Economic Justice Organization, Small Business Assistance Center, and South Metro Microenterprise Coalition. If you would like to join this effort, please contact [Pat Moore](#) ASAP.

deadline: TBA. Contact Corry De Wit at georgiausagcdewit@arcadis.be.

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. Check out their [website](#).

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.

Entrepreneur Corner



Kaleka Brewster
Second Chance Placement
Services

Sheer determination and faith is what **Kaleka Brewster** (r) has shown that she possesses and has proven as she displayed her abilities during a community

Micro Finance

Early-Stage and Emerging-Growth Companies Seeking Capital

As an Executive Sponsor of the NBAI Private Equity Investor Forum, Launch Funding Network is extending an invitation for companies seeking capital to apply to present to this active group of angel investors. The Network of Business Angels & Investors has enjoyed 15 years of "Connecting Companies, Capital & Resources" as the membership has re-energized with the investment opportunities coming out of a difficult economic time. They resume their monthly membership and invited guest investor forum on Wednesday, May 13th, 2009 in the Grand Ballroom of the Ravinia Club in Atlanta, GA. To get things in motion, learn more about the LAUNCHfn's *Access to Capital System*, hear testimonials and complete your application, please visit <http://launchfn.com/id213.html>.

Standards & Accreditation Support

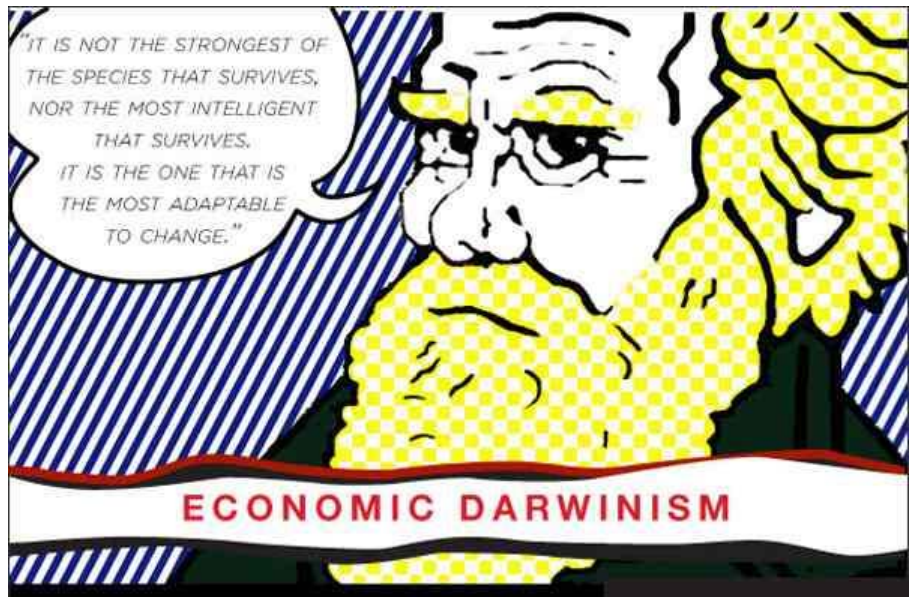
assessment that she organized and conducted on Friday April 10, 2009. Kaleka is a student of

Greater Rome Area Community Enterprises, Inc. "Women in the Marketplace" initiative. Kaleka has purposed to start an employment service known as **Second Chance Placement Services**. Her business will play a dual role in the employment field; one will be to help others find viable employment and the other will be to help employers find good employees.

The unique thing about her business is that she will require all of her clients to be trained in areas such as, resume writing, interviewing techniques, dressing for success, and showing people that although it is a job, they are actually working for themselves. She has 5 years experience in human resources and is determined to help people (especially ex-offenders) get good jobs and become productive in the work-force, small business startups or whatever their endeavor. Her motto is "Work with us, not for us"! On Friday, April 10, 2009 over 145 people showed up at the South Rome Community Center to fill in assessment applications that consisted of skills-sets, employment history, criminal background, and education.

Kaleka was instrumental in getting people to attend the assessment sessions by handing out flyers at the local probation offices, parole offices, daily reporting centers, word of mouth, churches, and posting at local stores and businesses.

Potential clients were asked how they received information about the assessment and they reported they had been sent there by their parole or probation officers. At every place flyers were distributed, the businesses copied them and redistributed them for Kaleka. The excitement in the



Economic Darwinism - What do you think?

Whether you are in development, finance, consulting, construction, operations, design, procurement or management, you are likely working hard to adapt to challenging and difficult market conditions, increased competition, shrinking markets, intense margin pressure and major uncertainty about the future. However, turbulent times present opportunities. Finding and capitalizing on these opportunities will be the difference in survival.

Entrepreneurship

Jean-Baptiste Say, a French economist who first coined the word entrepreneur in about 1800, said: "The entrepreneur shifts economic resources out of an area of lower and into an area of higher productivity and greater yield." One dictionary says an entrepreneur is "one who undertakes an enterprise, especially a contractor acting as the intermediary between capital and labour". [Read the full article.](#)

Small Biz Week 2009

In recognition of the small business community's contribution to the American economy and society, President Obama designated the week of **May 17th** as **National Small Business Week**. [Learn more](#)

Special Bulletin on Stimulus Funding for Non Profits

This Bulletin explains how nonprofits can apply for stimulus funding through the American Recovery and Reinvestment Act of 2009, and is very timely. Just released by the **Center on Philanthropy at Indiana University**, this article is full of specific information you need-contacts, deadlines, filing specifications, and much more-so your organization can determine how to qualify and how best to apply for government grants associated with the recovery bill. You can download the article [here](#) for your use.

WESST Opens New Business Incubator

The Women's Economic Self-Sufficiency Team (WESST) in Albuquerque, New Mexico opened a new business incubator in Albuquerque. The new center offers WESST the ability to reach rural areas more effectively through distance programs. The WESST Enterprise Center is on a remediated toxic waste site and is the first Leadership in Energy and Environmental Design-

air was awesome!

The assessment was also attended by at least ten potential employers that were interested in seeing the work Kaleka has set forth to accomplish. Some of the employers began screening applicants for the job openings that they had. The next plan for Second Chance Placement Services is to host an information session with potential employers to give them information about the services to be provided by Second Chance Placement Services.

If you're interested in the services provided by Second Chance Placement Services, you may reach Kaleka by phone at 678-215-7169 or email at kalekabrewster@yahoo.com.

Source: [Greater Rome Area Community Enterprises, Inc.](#)

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

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certified (LEED-certified) building in downtown Albuquerque. Congratulations to CEO Agnes Noonan and the WESST staff! For more information please [click here](#)

AT&T Micro Enterprise Technical Assistance Program-California

AT&T will provide \$250,000 in funding to expand the capacity of microenterprise development organizations (MDOs) that provide business assistance to women of color entrepreneurs in traditionally underserved communities in California. Qualifying MDOs must have a demonstrated track record of providing training and technical assistance to low- to moderate-income aspiring and existing microenterprise owners who are women of color. For more information about the program [click here](#)

Businessweek: Best Small Cities For Startups By State

BusinessWeek recently released its list of Best Small Cities for Startups in the article "[The Pros of Planting Startups in Smaller Cities](#)." BusinessWeek used ZoomProspector.com to research and rank cities by a variety of demographic, business, and geographic variables that impact the probable success of a business startup. "Bigger isn't always better when it comes to selecting a place to start a company," according to the article. "Startups also found skilled workers - especially younger ones - drawn to the perception of a higher quality of life." In reaction to the article, many cities on the list held press conferences and received significant local and statewide media coverage. [Read the full article](#) and watch the [slideshow of the 50 cities honored](#).

Wall Street Journal: Giving Capitalism Its Due

In a recent interview with the head of the Kauffman Foundation on the importance of entrepreneurship, Carl Schramm says capitalism allows entrepreneurship to thrive. [Read the full article](#).

Events of Interest

... 2009 ...

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|-----------|--|
| May 16-19 | 2009 AEO Summit on Entrepreneurship in Arlington, VA |
| May 17-21 | National Small Business Week 2009 , Washington DC |
| May 28 | Microfinance California at Stanford University, Palo Alto, CA |
| Jun 8-20 | Microenterprise and Development Institute , New Hampshire |
| 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 at the Hyatt Regency in Savannah |

- Aug 31- Sept 1 [National Community Tax Coalition \(NCTC\) 2009 Conference](#) in San Antonio, TX
- Sept 23-25 [2009 GEDA Annual Conference](#) in Savannah
- Sept 29-30 [Global Youth Enterprise Conference](#) in Washington DC
- Oct 22-23 [GMEN Summit on Entrepreneurship](#) in Atlanta
- 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 - 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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