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# E-Newsletter

May 2009

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## Executive Director's Corner

I attended the annual microenterprise industry conference in DC during May. We had over 30 persons from Georgia at the conference including representatives from: Albany Community Together, Appalachian Community Enterprises, Center for Black Women's Wellness, Cornerstone Association Inc, Dekalb Microenterprise

**Dear Deborah,**

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

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**Highlights from GMEN's recent Board of Directors meeting...**



Institute, DEBCO, East Athens Development Corporation, EDGE Connection, GMEN, Goodwill Industries of North Georgia, Partnership for Community Action, Refugee Women's Network, Shasta Corporation, and Small Business Assistance Corporation. Georgia is always in the top five states for attendance. The conference had been planned for 600, then reduced to 300 given the economy ... and ended with over 400 attendees.

### Workshops

There were 24 workshops and plenary sessions with focuses on expanding the capacity of micro loan funds, expanding the capacity and depth of training led programs, expanding partnerships, and public policy needs. I attended the following sessions:

- **Policy briefing** on pending Congressional legislation. We used this information in our visit to Rep. Hank Johnson's office. This was coordinated by Rod Wallace. Winston Heard and myself also attended. We have several follow-up opportunities based on this meeting.
- **"Building Strong Businesses: innovations in business support and growth services."**  
This was an excellent session that reaffirmed our "access to markets" feasibility study recommendations and move forward logic model.
- **"The Green Economy: a role for community investments."** The speaker is tied to Van Jones, White House advisor on the green economy. They have a



## **Business Development Training & Technical Assistance**

On May 12<sup>th</sup> **Dekalb Microenterprise Institute** recognized their recent graduating class in a ceremony at the Voila Café in Decatur. **Congratulations** to DMI and their graduates!

**Congratulations** to the [Women's Economic Self Sufficiency Program \(WESSP\)](#). On May 28<sup>th</sup> their business development training program graduated thirteen future microentrepreneurs!!

### **"One page business plan" product pilot**

GMEN will be piloting the "One page business plan" product. We are looking for four (4) programs to commit to (a) attend two train-the-trainer one-hour sessions via webinar and (b) use the product with 10 clients by September 15th. GMEN will absorb the cost of the training sessions, workbooks for clients, and provide a small stipend to the programs. If you are interested in participating in this pilot, email [pcwill@bellsouth.net](mailto:pcwill@bellsouth.net) by **June 15th**.

### **New! NxLevel® Spanish Certification Trainings!!**

A highly qualified NxLevel® Master Trainer will facilitate this certification. In addition to certification, the instructor will learn how to approach Latino markets, understand cultural differences, and obtain Hispanic sponsorships. Email [connie@nxlevel.org](mailto:connie@nxlevel.org) for more information.

### **The Spring 2009 Edition of the Transportation Link is Now Available**

The US DOT/OSDBU is pleased to make the Spring 2009 edition of The Transportation Link available for download. In this issue they highlight investments made by the American Recovery and Reinvestment Act (ARRA) of 2009 to the nation's transportation infrastructure including significant increases in funding of our nation's roads, bridges, air traffic and mass transit systems which will help to deliver jobs and restore our nation's economy. Click [here](#) to download The Transportation Link.

**Marketing opportunity for your clients:** (If you have a current or former TANF client that would like to participate in one of these

roll-out program in multiple cities, including Atlanta this year. We have already made contact with the speaker to stay abreast of their activity and will add a "green" workshop to the GMEN conference.

- **"Organizing an Effective Buy Local Campaign."**

This was an excellent session that reaffirmed our "access to markets" feasibility study recommendations and move forward logic model.

- **CEO Roundtable: executive level transitions.**

This was an excellent session on the need for succession planning.

Organizations talked about unexpected executive changes due to death, early retirement, and refocused careers ... along with normal retirements. The average tenure of the EDs in the room was 13 years, with a range from 7-18 years.

- **Microtest's "data collection - new strategies"**

This meeting was a follow-up to the December 2008 focus group in DC on the revamping of the microtest product.

They were asking SMAs to be part of the coming national microenterprise directory, last updated in 2005 with 2002 data from 300 of 500 microenterprise development programs across the country. This will be a fast project.

Those GMEN members that are a part of our regional microtest data collection project will give us a fast break start, since there data is

events, a portion of any fees & expenses may be reimbursable by GMEN, contact [pcwill@bellsouth.net](mailto:pcwill@bellsouth.net))

June 23-24	<b>India Reverse Trade Mission.</b> Registration deadline: TBA. Contact Corry De Wit at <a href="mailto:georgiausagcdewit@arcadis.be">georgiausagcdewit@arcadis.be</a> .
Aug 11-14	<b>Kuala Lumpur, Malaysia Food and Hotel.</b> Register by June 12. Contact Corry De Wit at <a href="mailto:georgiausagcdewit@arcadis.be">georgiausagcdewit@arcadis.be</a> .
Sept 15-18	<b>World Food Moscow, Russia.</b> Registration deadline: June 25. Contact Corry De Wit at <a href="mailto:georgiausagcdewit@arcadis.be">georgiausagcdewit@arcadis.be</a> .
Sept 21-25	<b>Brazil Trade Mission, Sao Paulo.</b> Registration deadline: July 27. Contact Maggie Adamack at <a href="mailto:madamack@agr.state.ga.us">madamack@agr.state.ga.us</a> .
Oct 10-14	<b>ANUGA Food Show in Cologne Germany.</b> Contact Corry De Wit at <a href="mailto:georgiausagcdewit@arcadis.be">georgiausagcdewit@arcadis.be</a> .
Nov 1-6	<b>Chile Trade Mission, Santiago.</b> Registration deadline: July 1. Contact Beth Miller-Bedingfield at <a href="mailto:bmiller@agr.state.ga.us">bmiller@agr.state.ga.us</a>
Nov 9-12	<b>HACE Cairo, Egypt.</b> Registration deadline: August 14. Contact Corry De Wit at <a href="mailto:georgiausagcdewit@arcadis.be">georgiausagcdewit@arcadis.be</a> .
Nov 11-12	<b>Brazil Reverse Trade Mission.</b> Registration deadline: Oct 15. Contact Maggie Adamack at <a href="mailto:madamack@agr.state.ga.us">madamack@agr.state.ga.us</a> .
Nov 29- Dec 5	<b>GIDA Trade Show, Istanbul, Turkey.</b> Registration deadline: Oct 2. Contact Corry De Wit at <a href="mailto:georgiausagcdewit@arcadis.be">georgiausagcdewit@arcadis.be</a> .
TBA	<b>Czech Republic Trade Mission, Prague.</b> Registration deadline: TBA. Contact Corry De Wit at <a href="mailto:georgiausagcdewit@arcadis.be">georgiausagcdewit@arcadis.be</a> .

#### **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

already being collected for the 2009 microtest cycle. We will need to get the other 20 programs to participate. Notifications for input will go out in July with results/ directory due by year's end.

- **Welcome to the reset.**

This was an overview of redirecting AEO as an organization under the leadership of our new CEO, Connie Bryant. The organization has gone through a very rough patch over the last two years, but everyone is positive now and focused on moving forward.

- **CEO Forum.** This session focused on organizational CEOs and their needs in managing microenterprise organizations. At the same time there was a separate session for organizational staff below the CEO level. The CEO forum had two panels and a networking luncheon.

This was the first time this format has been offered. It was well received.

- **Success Stories from the Field Dinner.**

The keynote was Andy Shallal, owner of "Busboys and Poets" restaurant ... themed around the life of Langston Hughes. Mr. Shallal is an Iranian American who has done significant community revitalization in low income areas in DC. Several Georgia success stories were included at this dinner.

- **First annual commitment forum.**

This was a new and intriguing event. First the CEO made her

current leads or to take advantage of other programs offered by the GDEC, 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](http://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.

## **Micro Finance**

### **ACE offers Free On-line Business Courses for Tough Times**

In connection with the [Profitability Channel](#), ACE is offering to their clients a free online program with professionals in many different fields and a broad range of experience to make their business prosper. The Profitability Channel also provides articles and videos to increase sales, widen networks, and improve customer loyalty. Contact Tara with ACE at 706-348-6609 ext 201 for more information.

### **Department of the Treasury: VITA (Volunteer Income Tax Assistance) Grant Program 2010**

This program provides funding for volunteers to prepare and file federal tax returns electronically; to extend services to underserved populations in the hardest-to-reach areas, both urban and non-urban; and to significantly improve the accuracy of returns prepared at VITA sites. A synopsis is available at [Grants.gov](http://Grants.gov) or you can see [IRS Publication 4671](#), VITA Grant Program 2010 Overview and Application Package for complete information on application requirements. Application deadline is July 17.

### **AEO endorses Access To Capital legislation**

AEO has endorsed *HR1479: The Community Reinvestment Modernization Act of 2009*, legislation to support access to capital for small business at the local level. [Click here](#) for background information on this important legislation.

commitments, then funders and individuals got up and committed to support the organization with resources.

In addition, there were 8 affiliate group meetings/trainings with AEO partners ... including Microtest, ORR, Women & Company, Aspen, SBA, Funders, and Rural Cluster. At least four Georgia members attended the SBA session on starting and expanding microloan funds.

It was a fantastic conference with lots of capacity building, networking ... and fun!!! Every year the GMEN contingent has a group dinner at the conference ... it's always a blast!!! If you see Pat Moore ... thank her bunches for herding cats!!!

### [AEO Board Meeting](#)

We had four Georgians on the board, Marvin Bryant rolled off after two terms. Patricia Harris, Grace Fricks, and myself remain on the AEO board from Georgia. Next to California, we have the largest contingent. In addition, yours truly was elected as Treasurer.

If you have any questions about the conference feel free to ask me or representatives from any of the 14 organizations from Georgia in attendance.

PC

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**Entrepreneur  
Corner**

## **Standards & Accreditation Support**

### **Georgia enjoys a notable presence at AEO's Annual Summit**

GMEN and its members attend the annual microenterprise industry conference in DC during May! The following are highlights from this much anticipated event...



### **What are Foundation's Saying About Microenterprise Development?**

Check out Friedman Associates' June issue of All Things Microenterprise Development, featuring interviews with Foundation program officers who fund microenterprise development and offer tips on how you should be communicating with them! To access the article "*Straight From the Funder's Mouth*" click [here](#).

### **Town Hall Meeting Connects Women Business Owners**

The National Women's Business Council (NWBC) held a town hall meeting for women entrepreneurs on April 29 in Atlanta. The 7th in a series of meetings across the country, this event attracted nearly 200 participants and provided an opportunity for the Council to hear from a diverse population of women business owners who may not be involved regularly in the public policy process. The results of the day-long discussions will be compiled in a Council report to policymakers, to ensure that the voices of women business owners are being heard on Capitol Hill. GMEN members



**Tracey Johnson  
Genesis Ktisis**

**Tracey Johnson** was a participant in one of [BusinessNOW's](#) first classes. While her business has always focused on marketing, it has evolved over the years with Tracey experiencing many ups and downs. A couple of years ago, Tracey recognized that she needed to rethink her business model and operations plan. So, she returned to BusinessNOW for help. However, Tracey did not just seek help from BusinessNOW; she also gave help to current participants by serving as a volunteer for the Program. Last year, Tracey celebrated the release of her latest publication specifically for entrepreneurs, "*Faith in Business.*" [www.genesisktisisinc.com](http://www.genesisktisisinc.com)

### ***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)

in attendance were Pat Moore (GMEN staff), Rachel Davis & Janine Anthony (EDGE Connection), Thelma Adams Johnson (Albany Community Together), and Dilly Aberra & Lystra Cupid (Refugee Women's Network).

### **GMEN Exhibit at the DOL EXPO**



### **Events of Interest**

**... 2009 ...**

- |                |                                                                                                 |
|----------------|-------------------------------------------------------------------------------------------------|
| Jun 15         | <a href="#">GEDA Luncheon</a> in Atlanta                                                        |
| Jun 16-17      | <a href="#">India and the US: A Business Symposium</a> at the Metro Atlanta Chamber of Commerce |
| Jun 18         | <a href="#">Entrepreneur Economics Symposium</a> at the Ritz Carlton Buckhead                   |
| Jul 18         | <a href="#">Entrepreneur Economics Social Series</a> at Paradise Arabians in Dalton             |
| Jul 21-24      | <a href="#">2009 GACCE Annual Conference</a> at Jekyll Island, GA                               |
| Aug 10         | <a href="#">GEDA Luncheon</a> in Atlanta                                                        |
| Aug 20         | <a href="#">Entrepreneur Economics Symposium</a> at the Ritz Carlton Buckhead                   |
| Aug 26-28      | <a href="#">4th Annual Georgia Environmental Conference</a> at the Hyatt Regency in Savannah    |
| Aug 31- Sept 1 | <a href="#">National Community Tax Coalition 2009 Conference</a> in San Antonio, TX             |
| Sept 4-6       | <a href="#">Entrepreneurial Think Tower</a> at the Ritz Carlton Amelia Island FL                |
| Sept 16-18     | <a href="#">Entrepreneur Economics - the 3-day MBA</a> at the Ritz Carlton Buckhead             |

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

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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  
Apr 28-30 3<sup>rd</sup> Social Enterprise World Forum in San  
Francisco

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### ***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](mailto:pcwill@bellsouth.net)

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