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# E-Newsletter

June 2009

## In This Issue

**Executive Director Corner**

**Entrepreneur Corner**

**Business Development  
Training & Technical  
Assistance**

**Micro Finance**

**Standards & Accreditation  
Support**

**Events of Interest**

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**

### **GDEcD's Revised Website**

GDEcD has revamped their website [www.georgia.org](http://www.georgia.org) - select Doing Business in Georgia then Entrepreneur & Small Business. Review the entrepreneur & small business section to let them know if there is something they've missed or should change that pertains to your area of expertise? If you have any other comments, they'd like to hear those as well. Email [memccanahan@georgia.org](mailto:memccanahan@georgia.org).

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

The US DOT/OSDBU announces the Spring 2009 edition of The Transportation Link is available for download. This issue highlights 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.

### **Introducing NxLevel® Money Matters!!**

NxLevel® guide to money management is a new supplement designed to guide entrepreneurs through personal financial matters that should be addressed BEFORE taking the plunge into business ownership. Email [connie@nxlevel.org](mailto:connie@nxlevel.org) for more information.

### **First Step Fund Certification Opportunity Developing Your Family Child Care Business (DYFCCB)**



## **Executive Director's Corner**

### **SJF Summit on the New Green Economy: How to Make it Work**

I had the pleasure of being invited to attend a recent green conference ([www.sjfund.com](http://www.sjfund.com)). I'd like to share my experience with the GMEN membership ...

## The green value proposition

There were four keynote addresses to provide a framework for understanding the green value proposition:

- Nicolas Parker of the **Cleantech Group** focused on the "cleantech" concept and the investment community. He noted that the Chinese are rapidly getting to scale on green solutions, which are a \$400B industry.
- Melissa Bradley-Burns of **Green for All** focused on the need for an "inclusive" green economy. Her focus is on creating human, social, and financial capital for entrepreneurs in an effort to create, scale, and sustainable green jobs.
- Martin Eakes of **Self-Help and the Center for Responsible Lending** focused on fighting abusive financial practices targeted to poor families and providing resources for housing, small business development, and non-profit development. This was an awesome and inspiring presentation. Learn more about these efforts at [www.self-help.org](http://www.self-help.org).
- Jeffrey Wolfe of **groSolar** on bringing solar energy to scale at the residential and commercial levels.

There were also three plenary panels to provide a sense of the many faces of "green":

- the "**zero carbon**" panel focused on energy efficiency technologies and renewal energy to include: (a) workplace energy audits and reduced consumption saving \$80M in just one year for one company; (b) making use of solar energy easier at the residential level; and (c) use of timber residuals for biomass cogeneration. This panel noted that the green energy

The new dates for the upcoming facilitator training for DYFCCB have changed to **July 14 & 15, 2009**, to accommodate individuals in the child care industry who may wish to combine this certification opportunity with attending the National Association of Child Care Resource & Referral Agencies (NACCRRA) Professional Development Institute, which will also take place in Kansas City on July 16-17, 2009. If you are interested in becoming certified in both the child care curriculum and First Step FastTrac, this change will allow you to do that as well. **Pre-registration is required**, go to [www.firststepfasttrac.org](http://www.firststepfasttrac.org).

### **Opportunity for Potential Young Innovators**

In honor of National Inventors Month in August, *Inventors Digest* magazine and partners are sponsoring the 2059 Essay Contest for middle school and high school students. The assignment: What will the world look like in 2059? Should you have any potential young innovators in your homes, neighborhoods, or networks...here's a very cool opportunity to pass on to them. Submit essays Aug. 1-31, 2009. All entries must be postmarked by Aug. 31, 2009. For further details go to <http://www.inventorsdigest.com/?p=838>

### **Need a marketing trainer for your organization?**

Contact Anja Williams at [anja@evoeboutique.com](mailto:anja@evoeboutique.com).

### **Georgia seeks exhibitors for top world air show at Dubai UAE**

The Georgia Department of Economic Development (GDEcD) is seeking Georgia export companies and communities interested in joining its delegation to the Dubai Airshow 2009 November 15 - 19 in Dubai, United Arab Emirates (UAE). To help Georgia companies capitalize on the event, GDEcD has created affordable event packages targeting those who would not otherwise be able to travel to the Dubai Airshow. The final deadline for registration is August 15, 2009. For complete details or to register for the trade mission, contact Kathy Oxford at 678-640-4351 or [koxford@georgia.org](mailto:koxford@georgia.org). For more information, click [here](#).

**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))

Sept 21-25 **Brazil Trade Mission, Sao Paulo.** Registration deadline: July 27. Contact Maggie Adamack at [madamack@agr.state.ga.us](mailto:madamack@agr.state.ga.us).

Sept 22-26 **CzechRepublic Trade Mission, Prague.** Registration deadline: July 17. Contact Corry De Wit at [georgiasagcdewit@arcadis.be](mailto:georgiasagcdewit@arcadis.be).

Oct 10-14 **ANUGA Food Show in CologneGermany.** Contact Corry De Wit at [georgiasagcdewit@arcadis.be](mailto:georgiasagcdewit@arcadis.be).

market is 33% industrial/manufacturing, 28% transportation, 21% residential, and 18% commercial.

- the "**zero waste**" panel focused on reusable assets to include: (a) recycling electronics, (b) recycling books, (c) recycling auto parts, and (d) recycling garbage. It was also stressed in this session that we need to be vigilant in letting people know that drug tests are common place in the workplace and do stop employment, even for the lowest level entry jobs.
- the "**green economy capital markets**" panel focused on: (a) green certification programs; (b) green funding through pension funds, CDFI loan funds, and PRI foundation loans; and (c) investments focused on food industries. Learn more about social investing at [www.svn.org](http://www.svn.org) and [www.socialinvest.org](http://www.socialinvest.org).

### **Examples of best practices**

There were eight (8) workshops highlighting existing, best practices in the green industry. The three I attended were:

- **supporting social and green entrepreneurship.** This included the use of business accelerators, triple bottom line focus ([www.gogreenplus.org](http://www.gogreenplus.org)), and funding by socially responsible investment groups.
- **green building job strategies.** This included how to adapt for green buildings, organic farming, and building energy management.
- **accessing stimulus funds** by Ernst & Young. An excellent overview and handout on federal stimulus programs.

### **The opportunities for micro entrepreneurs**

- Nov 9-12 **HACE Cairo, Egypt.** Registration deadline: August 14. Contact Corry De Wit at [georgiasagcdewit@arcadis.be](mailto:georgiasagcdewit@arcadis.be).
- Nov 12 **Brazil Reverse Trade Mission.** Atlanta, GA. Registration deadline: Oct 15. Contact Maggie Adamack at [madamack@agr.state.ga.us](mailto:madamack@agr.state.ga.us).
- Nov 15-19 **Dubai Airshow 2009.** Registration deadline: August 15. Contact Kathy Oxford at 678-640-4351 or [koxford@georgia.org](mailto:koxford@georgia.org).
- Nov 29- Dec 1 **GIDA Trade Show, Istanbul, Turkey.** Registration deadline: Oct 2. Contact Corry De Wit at [georgiasagcdewit@arcadis.be](mailto:georgiasagcdewit@arcadis.be).

### **Finance Organic Certification**

Do your clients need help financing their organic certification? They 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 U.S. Department of Agriculture (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 must be submitted no later than September 30, 2009. For further details, contact Wayne Marks at [tmarks@agr.state.ga.us](mailto:tmarks@agr.state.ga.us) or by phone at 800-786-0175.

### **Georgia's AG Presence Increases in China**

The Department of Agriculture's International Trade division will now have a permanent presence in China with trade specialist Matt Anderson in Shanghai to help promote Georgia products within the Asian market. Anderson will assist in food shows featuring Georgia agricultural products. Contact Matt Anderson at [manders@agr.state.ga.us](mailto:manders@agr.state.ga.us)

### **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 Finance & Trade Leads**

The Small Business Administration has a representative in the AtlantaExportCenter who serves as a source of information, referrals, and financial assistance for exporters in the five state areas of Georgia, Alabama, Mississippi, Tennessee, and Kentucky. The primary focus is to provide access to the various lender guaranty programs that can help your client's obtain

The opportunities for GMEN members and their clients are:

- involvement in weatherization programs
- understanding the solar industry and tools to reduce barriers to entry for solar installation businesses
- understanding all aspects of the "green" economy
- partnership with green organizations for business creation and job training

**All GMEN members are strongly encouraged to secure the book "75 Green Businesses - you can start to make money and make a difference" by Glenn Croston.**

The 75 businesses are in eleven (11) categories: energy, buildings, low biotech, waste reduction, food, water, services, transportation, farms, facilitation, and finance. We will also have a workshop at the GMEN annual conference focused on green small business opportunities.

In addition, we are looking at a feasibility study on the best approach for micro businesses.

Your participation will be critical in that effort.

There were seventeen (17) Georgia organizations at this conference along with GMEN: Appalachian Community Enterprises, City of Savannah, Croft & Bender, Dekalb Microenterprise Institute, DIR Consulting, East Athens Development Corporation, GEFA, Georgia Trade-up, Georgia Cities Foundation, Global Vision, ifPeople, Prenova, Ryla Technologies, Savannah Economic Development Authority, Southeast Energy Efficiency Alliance, The Creative Coast Alliance, and Truthspeaks Consulting.

Thanks for all your hard work,  
PC

financing for any business purpose that can help start, strengthen, or grow their export sales. For more information, please view the following link: <http://www.buyusa.gov/georgia/>

Export trade leads can 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. 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**

### **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.

### **Your client could have access to Millions for their business!**

LAUNCHfn's Entrepreneur Club Online seeks to help those entrepreneurs that don't yet have their working capital to hire experts but can't waste time in attracting their start up financing. They need to gain the knowledge - fast; and they need to get access to it affordably.

[EntrepreneurClubOnline.com](http://EntrepreneurClubOnline.com) empowers entrepreneurs with

## Entrepreneur Corner



### Terri R. Waller Benson Mills Group Food Safety Project Management

The Benson Mills Group, LLC (BMG), established in 2006, is a certified food safety project management firm dedicated to nurturing the vision of food service professionals and business owners. A recent graduate from **Dekalb Microenterprise Institute (DMI)**, CEO Terri R. Waller's goal for her company is to provide the tools necessary to implement processes that are aligned with the strategic vision of the client's organization and have positive impact on their bottom line. Benson Mills Group provides food safety training, food safety consulting, and food safety cleaning and sanitation. BMG has training locations in Atlanta, Clarkston, and Montgomery AL.

Ms. Waller is a graduate of Auburn University Montgomery with a B.S. in Business Administration. She has over 10 years of military and civilian experience in education and training, project and information management.

Source:  
[www.bensonmillsgroup.com](http://www.bensonmillsgroup.com)

important information and tele-classes that could make a huge difference in their business and their future whether they need \$20,000 or \$2 Million.

## Standards & Accreditation Support

### Partnerships are important ...

Thanks to the following organizations for participating in the June 12-13 Georgia Department of Community Affairs "Business and Housing Expo":

- Albany - Albany Community Together
- Athens - Appalachian Community Enterprises
- Atlanta - Appalachian Community Enterprises, Cornerstone Association Inc, Dekalb Microenterprise Institute
- Calhoun - Greater Rome Area Community Enterprises
- Hinesville - Small Business Assistance Center
- Warner Robbins - Cornerstone Association Inc

We also want to thank GMEN members for participation in the June 5th "Ft. Benning Industry Day," to find entrepreneurs as subcontractors for the base expansion projects.

We also want to thank South Metro Microenterprise Coalition and Greater Rome Area Community Enterprises for participation in the Auburn University doctoral thesis studies research project on philosophical orientations and teaching styles of entrepreneurship trainers and workforce educators in Georgia by doctoral candidate Tuboise Floyd.

## Events of Interest

... 2009 ...

- |                |  |
|----------------|--|
| 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             |

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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)

- |                  |   |
|------------------|---|
| Sept 16-18       | <a href="#">Entrepreneur Economics - the 3-day MBA</a> at the Ritz Carlton Buckhead |
| Sept 23-25       | <a href="#">2009 GEDA Annual Conference</a> in Savannah                             |
| Sept 29-30       | <a href="#">Global Youth Enterprise Conference</a> in Washington DC                 |
| <b>Oct 22-23</b> | <b><a href="#">GMEN Summit on Entrepreneurship</a> in Atlanta</b>                   |
| Oct 26           | <a href="#">GEDA Luncheon</a> in Atlanta  |
| Oct 29           | <a href="#">CFED's 2009 Innovation Summit</a> in Washington, DC.                    |
| Nov 16           | <a href="#">GEDA Luncheon</a> in Atlanta  |

**... 2010 ...**

- |           |   |
|-----------|---|
| Mar 2-3   | <b>2010 Entrepreneur Summit</b> 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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