



# E-Newsletter

July 2009

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**GMEN 2009 ANNUAL SUMMIT ON ENTREPRENEURSHIP**  
**October 22-23**

**Early Bird Registration Deadline has been extended to**  
**September 15!!**

[Register Online!](#)

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

### **"The One Page Business Plan" program for MEDOs**

GMEN is holding a train the trainer session (by webinar) on Thursday, September 10 from 1:00 to 3:30 p.m. If you would like to send your microenterprise consultants/trainers to this webinar, email Catherine Marshall at [c.m.marshall@sbcglobal.net](mailto:c.m.marshall@sbcglobal.net) by **August 17**.

The OPBP process is becoming more widely recognized and is currently featured on Oprah.com [http://www.oprah.com/article/omagazine/omag\\_200709\\_idea](http://www.oprah.com/article/omagazine/omag_200709_idea). The national recognition of the OPBP process could offer earned income opportunities for MED practitioners as well if they advertise that they use this methodology.

On your behalf, GMEN has secured for you a 40% discount on purchases of "the one page business plan" product. This does not replace the full business plan development, but gives the client a taste of what they need to figure out in developing their business idea. This product would be good for your assessment sessions. A conference call will be held for train-the-trainers in Georgia in the near future.



## **Executive Director's Corner**

More and more funders are asking for outcomes, not outputs as a return on their financial investments. On July 9-10 GMEN hosted a free workshop facilitated by the Aspen Institute on how to collect client outcomes and how to use that data for defining impact to funders and

### **Congratulations Kaleka Brewster and Second Chance Placement Services**

Kaleka Brewster of Second Chance Placement Services (and a graduate of GRACE - Greater Rome Area Community Enterprises' microenterprise development program) has been successful in receiving a small business loan from Appalachian Community Enterprises (ACE) in Cleveland, Georgia. This loan has enabled Kaleka to receive training to become a certified Lifeskills Coach through training provided by the University of Missouri. The certification will enable her to coach her clients and/or contract with employers, serving as a lifeskills coach to their employees. She received her certification to coach using "Tackling the Tough Skills" as a manual for training. Since receiving her certification, she has coached an average of 20 clients per week. She has developed a partnership with trainers from the Georgia Work

stakeholders. The next GNEWs will focus in detail on this event, including the importance of being able to articulate the "social return on investment (SROI)" for the work that we do with microentrepreneurs. If you were not able to attend this workshop, you are strongly encouraged to attend the next session in mid -January 2010.

This directly relates to efforts at the national level to move the microenterprise field forward and to create platforms to increase your capacity to provide services to microentrepreneurs. As noted in my February article the discussion is around:

- 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

At the state level our challenges are to:

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

We are working diligently at the state-level to be able to

Ready Program. From this partnership, Second Chance Placement Services refers their unemployed clients that have completed the lifeskills coaching to Northwestern Tech to participate in the Georgia Work Ready certification where students receive \$50-\$100 for completing the certification. Once students pass the certification testing with Georgia Work Ready, they are able to apply for jobs at the sites that participate in the Georgia Work Ready initiative.

GRACE and ACE are both members of GMEN.

### **New Program Encourages Buying Local: The 3/50 Project**

Retail consultant Cinda Baxter was tired of hearing about bad economic news. She decided to take action, and created the [3/50 Project](#). The program encourages consumers to pick three small businesses that they don't want to see disappear and spend \$50 each month at them. You and your retailer clients can print a flyer that you can hand out to customers, friends and acquaintances that explains the project and encourages them to support their local retail stores.

Read more from CNN article [here](#).

### **Georgia's Mentor Protégé Connection**

is now accepting applications for the January 2010 class! If your clients had the opportunity for one-on-one mentoring with the world's leading corporations, would they take it? The next Mentor Protégé Connection class begins January 7, 2010 and the GDEcD is accepting applications July 15 through September 15, 2009. [Click here](#) for more information.

### **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>

### **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

provide these resources in support of your efforts to make a difference in the development of micro businesses in Georgia.

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## Entrepreneur Corner



### Connie Taylor Meditating Mantis

Soak in the Joy...It's Raining Zen! Meditating Mantis is pleased to announce the official launch of this entrepreneurial venture led by The EDGE Connection (TEC) client Connie Taylor. Ms. Taylor, whose business now is a part of TEC's Marketplace, has been a client of TEC since July 2008. She credits her Plan for Profit business plan course, along with additional direction by TEC Mentor Coach Farid Ghalili, of Unicus Solutions with bringing her vision to fruition.

Meditating Mantis mission is to educate, inspire and facilitate spiritual exploration and growth through their holistic wellness center. Offering a bookstore, gift shop, healers & readers of various modalities such as hypnotherapy, yoga and other meditations, Meditating Mantis is ready to serve your wellness needs.

With her grand opening in less than 12 months from graduating TEC's business plan course, Ms. Taylor once again proves that with a quality business plan,

GMEN, contact [pc\\_gmen@comcast.net](mailto:pc_gmen@comcast.net))

- Sept 14-18 **Taiwan Reverse Trade Mission.** Atlanta, GA. Registration deadline: September 4. Go to the events page at [www.susta.org](http://www.susta.org).
- Sept 15 **Mexico Reverse Trade Mission.** Atlanta, GA. Registration deadline: September 2. Go to the events page at [www.susta.org](http://www.susta.org).
- Sept 21-25 **China Reverse Trade Mission.** Atlanta, GA. Registration deadline: September 4. Go to the events page at [www.susta.org](http://www.susta.org).
- Sept 28-Oct 2 **Panama/Costa Rica Tourism Turf Reverse Trade Mission.** Atlanta, GA. Registration deadline: August 27. Go to the events page at [www.susta.org](http://www.susta.org).
- Oct 10-14 **ANUGA Food Show in Cologne Germany.** Contact Corry De Wit at [georgiasagcdewit@arcadis.be](mailto:georgiasagcdewit@arcadis.be).
- Nov 1-6 **Chili Trade Mission in Santiago Chili.** Registration deadline: August 15. Go to the events page at [www.susta.org](http://www.susta.org).
- 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

technical support, mentor coaching and putting plans in action, a successful launch is inevitable. Learn more about Connie Taylor, her team and offerings from Meditating Mantis by visiting [www.meditatingmantis.com](http://www.meditatingmantis.com) or calling 770-645-6936

Source: *TEC Enewsletter*  
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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**

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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 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**

### **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 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**

### **GMEN 2008 Annual Report**

GMEN has been the voice of microenterprise development in Georgia for over 10 years. We have championed the idea that business ownership empowers people to contribute to their own economic self-sufficiency and the well being of their communities. GMEN recently published its 2008 Annual Report and is pleased to share highlights from 2008, which give a snapshot of how GMEN is advancing microenterprise development in Georgia. From strong board leadership, cutting edge training, innovative programs, and public education; GMEN is poised to lead the field in Georgia to new horizons. Click [here](#) to view the 2008 GMEN Annual Report.

### **ATM Feasibility Study Completed**

The Access to Markets feasibility study was completed in March, with the final report completed in May. [GNEWS June 2009](#) edition contained excerpts from the feasibility study regarding the business problem, the business opportunity, solution alternatives, and recommendation for moving forward. Click [here](#) for the ATM Feasibility Study (final paper). Earlier editions of GNEWS provided feedback on the project framework ([July 2008](#) edition), best practices' site visits ([September 2008](#) edition), and focus groups feedback ([December 2008](#) edition) that were used as the foundation for this effort.



### **Fundraising resource for non-profits: Atlanta Business Chronicle's annual Giving Guide**

Now more than ever, reach the heart of Atlanta's business

community. The annual Giving Guide is an inspiring showcase for nonprofit organizations and foundations. The Guide contains profiles on nonprofit organizations to help the ABS's 184,000 affluent readers make giving decisions for themselves and their companies. For more information contact: Paula Wells at the Atlanta Business Chronicle at (404)-249-1032 or [pwells@bizjournals.com](mailto:pwells@bizjournals.com). **Space deadline is August 24, 2009.**

### **The Small Business Guide Complete™**

Is your MED organization serving more people, but with much less resources. The Small Business Guide Complete (SBGC) is a program designed to help both aspiring entrepreneurs and seasoned business owners to build Healthy Businesses. For more information on this potential training resource contact Lita Blount at [lita@lablount.net](mailto:lita@lablount.net) or 770-409-9195.

GMEN does not endorse this product or any others we include in our enewsletters ... just making our members aware of them.

## **Events of Interest**

**... 2009 ...**

- |                  |                                                                                                                            |
|------------------|----------------------------------------------------------------------------------------------------------------------------|
| Aug 19           | <a href="#">Green Wednesdays</a> in Atlanta ( <i>note must be a member of <a href="#">Green Chamber of the South</a></i> ) |
| 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 2-3         | <a href="#">Green Business Works Expo</a> at the Cobb Galleria in Atlanta.                                                 |
| 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                                        |
| 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                                                        |
| Oct 15-16        | <a href="#">2009 Southern Regional Asset-Building Coalition Conference</a> in Tallahassee, FL                              |
| <b>Oct 22-23</b> | <b><a href="#">GMEN Summit on Entrepreneurship in Atlanta</a></b>                                                          |
| Oct 26           | <a href="#">GEDA Luncheon</a> 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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