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# E-Newsletter

September 2009

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!! REMINDER !!

GMEN 2009 ANNUAL SUMMIT ON  
ENTREPRENEURSHIP

October 22-23

[Register Online!](#)

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

**Congratulations to Latinos for Education & Justice Organization, in partnership with the Calhoun Housing Authority, and their recent Fiesta Open House which included a display of arts and crafts made with recycled materials by the children and youth after-school programs, Imagination Station and Utopia (below).**



### **Executive Director's Corner**

I've been to quite a few meetings recently on "green initiatives" in Georgia. What is most clear is that everybody has a different definition of what they mean by green. In the next GMEN News quarterly edition, we will provide a consensus definition of green and potential focus areas for microentrepreneurs. Green industries are significant opportunities for your clients to break into new, fast growing



**Congratulations to DeKalb Microenterprise Institute on their new course offering ... ECO-E Green Entrepreneur Business Course. Click [here](#) to learn more about DMI and their course on developing business opportunities in the**

industry sectors on the front end of the curve.

You are also encouraged to start listening and participating in venues in your local community. Almost every federal agency has already distributed money for green housing, green jobs, AND green entrepreneurship. Local governmental and community organizations are looking for partners to meet their outcomes commitments for these funds ... make sure microenterprise is at the table!!!

This includes knowing before you enter the meeting on what you have to offer. Network with microenterprise organizations that are already "going green":

- ACE green loans
- DMI green training
- EDGE green certification program

GMEN will have a renowned speaker on green trends for a workshop at the Summit on October 23rd. We will include information on certification programs for your clients to participate in "green" opportunities. We will also be hosting a green train-the-trainer course later this year, watch your email for more details. You are encouraged to learn more:

- by reading "75 Green Businesses" by Glenn Croston
  - by reviewing USDOL data on demand for green jobs / businesses
- [www.onetcenter.org/reports/green.html](http://www.onetcenter.org/reports/green.html)

Stay informed and connected to emerging industry trends.

### [GMEN Annual Summit](#)

We look forward to seeing you at the GMEN summit on entrepreneurship on October 22-23. The Practitioner Advisory Committee, along with GMEN staff, has worked very hard to insure you have access to the most recent information for the microenterprise industry to meet your program implementation needs.

See you on October 22<sup>nd</sup>...

PC

environmental field.

### **Mentor Protégé Connection deadline extended!**

Georgia's Mentor Protégé Connection is currently accepting applications for the 2010 protégé class. With so many benefits to offer, they want to make sure that as many of our small Georgia companies as possible may have access to this program, so they have **EXTENDED THE DEADLINE THROUGH OCTOBER 15<sup>TH</sup>, 2009**. If any of your clients would benefit from being mentored by the largest corporations in the state and world, don't miss this opportunity for them to grow with Georgia's top corporations. For all information on the program, application and criteria, visit [www.georgia.org/mentorprotege](http://www.georgia.org/mentorprotege). Please feel free to pass this information to any client or small business that you feel would benefit from the Mentor Protégé Connection.

### **CORE FOUR® Instructor Training in Minneapolis**

This instructor training is an overview of the entire CORE FOUR® Business Planning Course, instructor syllabus, training techniques and strategies, course schedules and options, tuition reimbursement strategies, and pricing strategies. Training classes will be held at the Ramada Mall of America on November 12 & 13, 2009. Register for the Instructor Training course [here](#).

### **Certification program for incubator management**

Are you interested in receiving a professional credential demonstrating your knowledge of incubator management? NBIA's 19th Fall Training Institute presents the perfect opportunity to complete two of the requirements for the Incubator Management Certificate Program. For more information about the certificate program, visit [www.nbia.org/certificate](http://www.nbia.org/certificate).

### **NxLevelL® NEW 5th Edition Entrepreneur is now available!**

To order go to [www.nxlevelorder.com](http://www.nxlevelorder.com). To learn more go to [www.nxlevel.org](http://www.nxlevel.org).

### **U.S. Department of Transportation Launches ARRA Bonding Assistance Reimbursable Fee Program for Disadvantaged Business Enterprises**

The US DOT, Office of the Secretary, [Office of Small and Disadvantaged Business Utilization](#) (OSDBU) is pleased to announce the availability of the [Disadvantaged Business Enterprise](#) (DBE) American Recovery and Reinvestment Act (ARRA) Bonding Assistance Reimbursable Fee program (BAP). Applications must be received by mail or electronically transmitted to OSDBU on or before September 8, 2010 for bond issue dates for ARRA projects on or after August 28, 2009. More information including the application and instructions is available at <http://www.dot.gov/recovery/ost/osdbu/> or by email at [bap.ara@dot.gov](mailto:bap.ara@dot.gov).

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## Entrepreneur Corner



### **Maria Greene The Mill and American Installation Corporation**

Maria was unemployed. She needed to find a job she could depend on.

An entrepreneur at heart, Maria came to Appalachian Community Enterprises (ACE). She received her first microloan in 2006 to start American Installation Corporation, an energy-efficient door manufacturer in Cleveland, GA, that uses recycled material. In 2009, AIC received a second microloan and was the first recipient of Georgia Green Loan funds. Maria's son, Israel, is the COO and handles the operations at AIC. Maria operates her second business, The Mill, an organic coffee shop and café. Maria is a 30-year herbalist who also offers classes and herbal walks to teach the ancient art. At The Mill, Maria says she is able to fulfill a ministry, allowing people a place to worship, fellowship, study and play music. She has since received a third and fourth microloan from Georgia Green Loans to help with both businesses.

Source: *Appalachian Community Enterprises*

[www.georgiagreenloans.org/news/?p=32](http://www.georgiagreenloans.org/news/?p=32)

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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

[pc\\_gmen@comcast.net](mailto:pc_gmen@comcast.net) by the last calendar day of each month.

**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 [pc\\_gmen@comcast.net](mailto:pc_gmen@comcast.net))

- 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).
- Dec 2 - 6        **IFE Trade Show & Mission, New Delhi & Mumbai, India.** Registration deadline: Oct 23. Go to the events page at [www.susta.org](http://www.susta.org).
- Feb 21 - 24     **2010 Gulfood, Dubai, UAE.** Registration deadline: Nov 20. Go to the events page at [www.susta.org](http://www.susta.org).
- Apr 27 - 29     **European Seafood Exposition, Brussels, Belgium.** Registration deadline: Dec 28. Go to the events page at [www.susta.org](http://www.susta.org).

Go to [www.susta.org](http://www.susta.org) to search a directory of all export marketing events funded by the Southern United States Trade Association (SUSTA)

### **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 Atlanta Export Center 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

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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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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**

**MicroTest Workshop: Client Outcomes Data**

### Collection Needs

More and more funders are asking for outcomes, not outputs as a return on their financial investments. GMEN recently hosted a free workshop facilitated by Tamra Thetford (below) with the Aspen Institute on how to collect client outcomes and how to use that data for defining impact to funders and stakeholders. Thanks to the following organizations for participating in this event: [Appalachian Community Enterprises](#), [Cornerstone Association](#), [DeKalb Microenterprise Institute](#), [East Athens Development Corporation](#), [Goodwill of North Georgia](#), [Partnership for Community Action](#), [Small Business Assistance Center](#), [Small Business Development Center - Atlanta](#), [South Metro Microenterprise Coalition](#), and [Southwest Georgia Business Development Center](#). [GNEWS July 2009](#) edition contains a complete recap of the event.



### Introducing the NEW Atlanta Prosperity website!

Congratulations to APC on the launching of its brand spanking new sleek new website [www.atlantaprosperty.org](http://www.atlantaprosperty.org).

### BE THE CHANGE!

Applications are now being accepted for Sevananda's 2010 BE THE CHANGE program, a capacity-building initiative to nurture the growth of nonprofit organizations serving the Metro Atlanta community. Started in 1997, the program annually selects 12 nonprofit partners and provides each with professional nonprofit development training, in-store marketing opportunities and cash contributions. The deadline to apply is **October 22, 2009**. Individuals are also encouraged to nominate their favorite nonprofit for the program. Go [here](#) to download the application and for more details.

### Free Seminar for Small Businesses and Solopreneurs

On October 29 at the Ravinia Club in Atlanta, [GreatSmallBusinessAdvice.com](http://GreatSmallBusinessAdvice.com), [eWomen Network of Atlanta](#), [ANI Creative](#) along with several other small business owners will host a full day of business development workshops called "**Small Businesses**

**Giving BIG!**" There are many valuable topics that day including: "Before You Buy A Billboard: ABCs of Marketing That Works", "How To Get Clients Using Facebook & Twitter", "**Using Your Website To Increase Sales**" and more. [Registration](#) for this workshop is FREE-all you need to do is make a donation to My Sister's House.

*GMEN does not endorse any products and/or services we include in our newsletters ... just making our members aware of them.*

## **Events of Interest**

### **... 2009 ...**

- Oct  
13 [Women on Boards](#) at the Cobb Galleria  
Centre in Atlanta
- Oct 15-16 [2009 Southern Regional Asset-Building  
Coalition Conference](#) in TallahasseeFL
- Oct 22-23 [GMEN Summit on Entrepreneurship  
in Atlanta](#)**
- Oct 26 [GEDA Luncheon](#) at GA Int'l Convention  
Center in College Park
- Oct 27-30 [2009 Opportunity Finance Network  
Conference](#) at the Westin in Charlotte  
NC
- Oct 28-29 [US and Sub-Saharan Africa: Partners in  
Aviation Conference](#) at the Westin in  
Atlanta
- Oct 29 [CFED's 2009 Innovation Summit](#) in  
WashingtonDC
- Nov 16 [GEDA Luncheon](#) at Westin Peachtree  
Plaza in Atlanta
- Nov 16-18 [NBIA Fall Training Institute](#) at the Ritz  
Carlton in Phoenix

### **... 2010 ...**

- Feb 21-24 [Southeastern Small Business Lenders  
Conference 2010](#) at the Ritz-Carlton  
Lodge, Reynolds Plantation @ Lake  
Oconee, Greensboro GA
- 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

May 16-19

[NBIA International Conference on Business Incubation](#) at the Buena Vista Palace in Orlando

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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"  
[pc\\_gmen@comcast.net](mailto:pc_gmen@comcast.net)

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