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# E-Newsletter

January 2010

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### **REMINDER:**

2010 GMEN Membership dues deadline has expired. As the GMEN monthly e-newsletters are a benefit of your membership, this is the last e-newsletter for any members who have failed to renew their 2010 membership with GMEN.

***Don't miss out on the valuable information provided monthly on microenterprise in Georgia!***

## Program Design - Business Development

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### CEO Corner

#### "2010 the Year of the Entrepreneur"

Entrepreneur Magazine has anointed 2010 as "the year of the entrepreneur." They focus on three traits of entrepreneurs that form the basis for their declaration:

- entrepreneurs are **fluid** resulting in an easier ability to monitor and respond to the

### Recession, boom times appear to have no impact on startup creation

A new study from the Kauffman Foundation finds that firm formation in the United States is remarkably constant over time, with the number of new companies varying little from year to year. This remains true despite sharp changes in economic conditions and markets, and longer-cycle changes in population and education. Why? The authors believe it may be related to the composition of the population of entrepreneurs, a steady rate of employment churn, and relative stability of the U.S. economy. Here's a link to the full report: [Exploring Firm Formation: Why is the Number of New Firms Constant?](#) The study used Census data from 1977 to 2005. So could that explain the conflicting findings in the recent report from Global Entrepreneurship Monitor that found that [business formation fell 24 percent in the U.S. last year?](#) [Download the full GEM report](#)

### Speaking of firm formation: Can government assistance help?

In a new book, Harvard business professor Josh Lerner contends that "far more often than not, public programs have been failures" when it comes to entrepreneurship and venture capital. The book covers bureaucratic obstacles in the Small Business Innovation Research Program, for example, while also citing success stories of public aid, and he provides rules of thumb for effective government intervention in the private sector. An interesting follow-up to the book review is a later [Q&A with the author](#) and the subsequent [conversation about public aid and entrepreneurship on LinkedIn](#).

Make sure your clients attend the [23rd Annual Georgia Governmental Purchasing Conference and Products Exposition](#) (March 23-24, 2010) to have exposure to opportunities to sell their

changing moods and needs of their target audience

- entrepreneurs are **flexible** with their organizational structure allowing for a myriad of outsourcing combinations based on the specific need at the time
- entrepreneurs can respond **quickly** to environmental changes

As microenterprise development organizations (MDOs), we need to insure we are providing the needed support to our target audiences ... the micro entrepreneur ... in support of:

- thoughtfully examining the changes in their target markets.
- having measuring systems that can spot what's working and what's not working in order to quickly reevaluate their business operations and redirect their business resources.
- understanding how to stand back and see the big picture in order to be agile and decisive in acting on feedback discerned from the market analysis and measurement systems.

As MDOs you are strongly encourage to look at your internal ability to be fluid, flexible, and quick in responding to the changing business development and business growth environment. The GMEN business development services (BDS) project is one effort in support of this need ... there are more. You have the opportunity to learn more about the BDS strategy at the February 18th workshop noted in a recent GMEN Alert. Hope to see you there.

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products and services. **Deadline March 18.**

#### **NxLevel® offers digital workbooks**

NxLevel® now offers your clients digital access to the Entrepreneur and Start Up workbooks and guides. These tools can be found on their [website](#) in the resource menu.

#### **New online small business tax workshop**

Your small business clients may be interested in the IRS's [revised Virtual Small Business Tax Workshop](#) with updated content, interactive features and a new reference section.

#### **Love A Local Business - Intuit small business grants**

Could a small business grant worth \$35,000 jump-start your client's New Year? It may be easier than you think. This January and February, Intuit is using [LoveALocalBusiness.com](#) to award over \$100,000 in grants to 10 businesses. [Read more...](#)

#### **FREE resources developed by the Aspen Institute**

[EITCplatform.org](#) is a FREE resource for organizations providing low-income tax preparation services. [EITCplatform.org](#) offers practical, high-quality tools, training, group buying discounts and other resources to community-based programs and coalitions nationwide. Their goal is to raise the quality, efficiency, capacity, scale and impact of EITC and free tax preparation programs.

[AssetPlatform.org](#) is a FREE resource for organizations that provide financial education, coaching and asset development services. [AssetPlatform.org](#) delivers high quality information, training, and financial products and services to your desktop, allowing you to more effectively serve your community.

*Membership to these two resources is free and registration is simple.*

#### **VITA Volunteer Registration Now OPEN!!**

Want to help provide thousands of dollars to your neighbors in need? Sign-up now to become a volunteer with VITA for the 2010 Tax Season! The Atlanta Prosperity Campaign, an initiative of the Atlanta Community Food Bank, is recruiting volunteers now to participate in the Volunteer Income Tax Assistance (VITA) Program for upcoming tax season. There are volunteer activities at more than 40 VITA sites in 10 metro counties to suit any personality type, interest and background. Benefit Screeners, Intake Administrators, Interpreters, Quality Reviewers and Tax Preparers needed. No prior financial experience necessary, but required training will be offered for all volunteer positions except interpreters. They are working with the GA Bar association to ensure that licensed attorneys receive pro-bono credit for volunteering. For those seeking CPE credits, we will have letters available on-site at the conclusion of each training session for volunteers to provide to their respective governing agencies. For specific information on volunteer positions, requirements and training [click here](#).

**SUSTA Pre-Qualifications for 2010**

## Entrepreneur Corner



**Caroline Madden  
Reflections Embroidery &  
Gifts**

With a budding Embroidery business that started out as a hobby Caroline Madden found herself in need of additional commercial space and equipment. Reflections Embroidery & Gifts provides embroidery, company logos, digitizing of custom t-shirts, monogramming, heat press/silk screen, family reunions t-shirts, team wear, and Greek and Masonic items.

Like most entrepreneurs, Madden started Reflections Embroidery & Gifts as a hobby. She realized her hobby could supplement the household income. With that in mind and her love of travel, she was able to tap into an underserved market. She took her talent and equipment on the road, securing vendor space at shows that targeted sororities, fraternities, motorcycle enthusiasts and car racing events. "It gave my bank account a big boost," says Madden.

As Madden continued to grow her business on the road the need also grew for her to open a location that would service the needs of her local clients.

Each new year your clients must submit a prequalification form in order to participate in any SUSTA events! Be ahead of the game and have them complete the form early so that their registration for export marketing events won't be held up. To complete the pre-qualification for 2010, [click here](#)

### SUSTA Is Now Accepting Applications for the 2010 Branded Program Year!

SUSTA's Market Access Program (MAP) Branded was designed for small businesses that desire financial support to launch a new branded export effort. For accepted participants SUSTA reimburses up to 50% of certain international marketing and promotion expenses, including eligible tradeshow, in-store displays, and required label changes. [Click here](#) for more information on the program qualifications and application.

**Export Marketing opportunities 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))

Mar 16-19	<b>Iberian Peninsula Trade Mission, Lisbon Portugal.</b> Registration deadline: Feb 12. For more info contact David Bryant at <a href="mailto:david.bryant@agr.georgia.gov">david.bryant@agr.georgia.gov</a>
Mar 22-26	<b>Iberian Peninsula Trade Show, Barcelona, Spain.</b> Registration deadline: Feb 12. For more info contact David Bryant at <a href="mailto:david.bryant@agr.georgia.gov">david.bryant@agr.georgia.gov</a>
Mar 22-27	<b>Korean Inbound Pet Food Mission, Atlanta, GA.</b> Registration deadline: Feb 19. For more info contact Beth Bedingfield at <a href="mailto:beth.bedingfield@agr.georgia.gov">beth.bedingfield@agr.georgia.gov</a>
April 12-16	<b>Shanghai and Guangzhou Outbound Trade Mission.</b> Registration deadling: Feb 19. For more info contact Matt Anderson at <a href="mailto:matthew.anderson@agr.georgia.gov">matthew.anderson@agr.georgia.gov</a>
April 20-23	<b>Gastronord 2010, Stockholm, Sweden.</b> Registration deadline: March 2. For more info contact Beth Bedingfield at <a href="mailto:beth.bedingfield@agr.georgia.gov">beth.bedingfield@agr.georgia.gov</a>
May 12-14	<b>Seoul Food &amp; Hotel, Korea.</b> Registration deadline: Feb 12. For more info contact Beth Bedingfield at <a href="mailto:beth.bedingfield@agr.georgia.gov">beth.bedingfield@agr.georgia.gov</a>
May 12-16	<b>Thaifex 2010, Bangkok, Thailand.</b> Registration deadline: February 26. For more information go <a href="#">here</a> .
May 24-27	<b>2010 Food Arabia &amp; Mission, Jeddah, Saudi Arabia.</b> Registration deadline: Feb 28. For more info contact David Bryant at <a href="mailto:david.bryant@agr.georgia.gov">david.bryant@agr.georgia.gov</a>
June 23-26	<b>Food Taipei, Tiawan.</b> Registration deadline: Mar 1. For more info contact Beth Bedingfield at <a href="mailto:beth.bedingfield@agr.georgia.gov">beth.bedingfield@agr.georgia.gov</a>
June 27-29	<b>Summer Fancy Food Show, New York.</b> Registration deadline: April 15. For more information go <a href="#">here</a> .

Go to [www.susta.org](http://www.susta.org) to search a directory of all export marketing

She began the process of looking for support in making her addition of equipment and space a reality and connected with the **Women's Economic Self-Sufficiency Program (WESSP)**. While receiving support through WESSP alumni networking meetings, Madden felt courageous and confident to relocate Reflections Embroidery & Gifts to North DeKalb Mall. She celebrated this accomplishment with customers, family and friends, October 2009.

Madden continues her participation in WESSP by attending meetings where she routinely presents snapshots of her goals and business plans. "This provides the ongoing support and push I need to remain accountable to the success of Reflections Embroidery & Gifts," says Madden.

Source: [CBWW/WESSP](#)

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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.

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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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### **GMEN's Mission**

To create opportunities and support for microenterprise development as an avenue for economic self-sufficiency in Georgia.

events funded by the Southern United States Trade Association (SUSTA).

### **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 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 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 an independent [website](#) also for marketing your client's "Georgia Made Georgia Grown" business and products. Note this site is not affiliated with the Georgia Department of Economic Development.

### **BD Events of Interest**

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Feb 17	<a href="#">NBIA Webinar</a> : "Positioning High-Performance,
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**P. C. Williams**  
**Chief Executive Officer**

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	Innovation-Intensive Companies for Investment," at 2 p.m. EST
Mar 2-3	<a href="#">2010 Entrepreneur Summit</a> <i>The Journey Continues... Survive and Thrive!</i> at GA College & State University in Milledgeville (early reg ends Feb 19)
Mar 23-24	<a href="#">23rd Annual Georgia Governmental Purchasing Conference and Products Exposition</a> at the GA Int'l Convention Center in College Park (Atl)
April 29	<a href="#">2010 Georgia Logistics Summit</a> at the Cobb Galleria Centre in Atlanta
May 10-12	<a href="#">DOE's 11th Annual Small Business Conference &amp; Expo</a> at the Georgia World Congress Center in Atlanta. Email <a href="#">Sonny Rincon</a> for more information.
May 16-19	<a href="#">NBIA International Conference on Business Incubation</a> at the Buena Vista Palace in Orlando

## Program Design - Micro Finance

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### Certified CDFIs can join Federal Home Loan Banks in February

The credit crunch affecting low-income families and communities may soon be eased by a Final Rule published by the Federal Housing Finance Agency (FHFA). The Rule implements Section 1206 of the Housing and Economic Recovery Act of 2008 which authorizes certified community development financial institutions (CDFIs) to become members of a Federal Home Loan Bank.

[Read more...](#)

### Obama Announces Enhancements for TARP Initiative for CDFIs

In October, President Obama announced a new program under the Troubled Asset Relief Program (TARP) to invest lower-cost capital in CDFIs that lend to small businesses in the country's hardest-hit communities. Under this program, CDFI banks, thrifts and credit unions - which have been certified by Treasury as targeting more than 60 percent of their small business lending and other economic development activities to underserved communities - would be eligible to receive capital investments at a dividend rate of 2 percent, compared to the 5 percent rate that was offered under the Capital Purchase Program (CPP). [Read more...](#)

### Join the Community Development Banking list serve.

*CommunityDevelopmentBanking-L* is an active, free, ongoing e-mail discussion resource. Since 1994, this list has served community development practitioners including Credit Unions, Banks, CDCs, Loan Funds, trade associations, regulators, governments and partner non-profits. In 2009 there were 812 postings including 74 job postings and 56 conference, seminars or training announcements. The liveliest discussions were on the stimulus package, savings and asset building, foreclosure,

reforming financial systems, financial literacy, overdraft, CRA, Bank On and the decline in credit scores. You will find list subscription instructions at <http://runonthebank.net/cdblist.htm>

### [vator.tv - Voice of the Entrepreneur: Competitions](#)

Get your microentrepreneurs ready for consideration in 2011 ... learn more about the the [Angel Capital Expo](#) and the [Catalyst Competition](#) and let's discuss how to prepare your clients to compete for valuable prizes and exposure through vator.tv.

### MF Events of Interest

Feb 21-24	<a href="#">Southeastern Small Business Lenders Conference 2010</a> at the Ritz-Carlton Lodge, Reynolds Plantation @ Lake Oconee, Greensboro GA
Nov 2-5	<a href="#">2010 Opportunity Finance Network Conference</a> at the Hyatt San Francisco at Embarcadero. Save The Date.

## Organizational Development

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### [Essential Principles for Fundraising Success: An Answer Manual for the Everyday Challenges of Raising Money](#), by G.

Douglass Alexander and Kristina J. Carlson.

A single-source, easy-access guide that offers answers to the most commonly asked questions posed by professional fundraisers and volunteers. Organized in a clear, easy-to-use question and answer format, Essential Principles for Fundraising Success takes on the challenges that arise daily in the ongoing, high-pressured business of raising money. This important resource shows how to master the three mainstays of fundraising—developing a case statement, creating a campaign strategy, and securing big gifts.

### **Grants Enhance Company Communities**

The [Georgia-Pacific Foundation](#) supports a wide range of organizations that improve the quality of life in communities where Georgia-Pacific operates, and where company employees live and work. (Information on [Georgia-Pacific facilities and locations](#) is available online.) The Foundation has identified the following key investment areas: education, including job readiness and literacy; community investment, including affordable housing and cultural programs; environment, including resource conservation and clean air/clean water; and entrepreneurship, especially among youth, women, and minorities. Grants generally range from \$1,000 to \$5,000. Grant applications will be accepted between January 1 and October 31, 2010. [Click here](#) to take the required online eligibility survey.

### **State of the Union 2010: Obama's Ode to Small Business**

In this year's [State of the Union address](#), President Obama put the spotlight on small business. As the nation slowly creeps out of deep recession and unemployment rates remain sky-high, Obama

looks to the traditional propeller of job creation to pave the road to recovery. [Read article...](#)

**Sign up for FREE technology advice at the NTC Day of Service!**

An opportunity to get free technology advice from an expert, courtesy of ifPeople, TechBridge, The Georgia Center for Nonprofits and NTEN! This opportunity is available only for nonprofit organizations in the Atlanta area. The Nonprofit Technology Conference (NTC) will be held in Atlanta on April 8-10, 2010. As part of NTC's Day of Service, chosen organizations will receive a free, two-hour consultation with a volunteer technology consultant, a free annual membership to NTEN, and a reduced NTC conference rate - if you chose to attend. Space for this popular event is limited! To secure a slot, fill out this [online survey](#).

**Evelyn G. Ullman Innovative Leadership Award 2010 - Call for Nominations**

GCN is accepting nominations for the Evelyn G. Ullman Innovative Leadership Award. The award will be given on April 10, 2010 at the Georgia Nonprofit Summit which will be included as part of the Nonprofit Technology Conference. The Evelyn G. Ullman award is bestowed every other year to one nonprofit leader. The intent of the award is to celebrate and recognize a Georgia nonprofit leader's innovative and strategic efforts that have had a significant impact on a community issue. This award, a check in the amount of \$15,000 written to the winner's organization, is made available by the Evelyn G. Ullman family. The deadline for 2010 nominations is **Friday February 12, 2010 at 5:00 p.m.** Selection criteria and nomination application is available online [here](#).

**[Nominations Invited for 2010 Tech Awards](#)**

Awards of \$50,000 will be awarded to individuals, organizations, and companies from around the world that are utilizing innovative technology solutions to address issues pertaining to health, education, the environment, economic development, and equality. Visit the [Tech Awards](#) Web site for complete program information. Nominations deadline is March 31, 2010

**OD Events of Interest**

April 8-10	<a href="#">Nonprofit Technology Conference 2010</a> in Atlanta at the Omni Hotel at the CNN Center
Apr 28-30	<a href="#">3<sup>rd</sup> Social Enterprise World Forum</a> in San Francisco
May 9-13	<a href="#">AEO 2010 National Microenterprise Conference &amp; Training Institute</a> in Arlington VA
Oct 21-22	GMEN 2010 Annual Summit. Save The Date

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