

EMPOWERED BUSINESS NEWSLETTER – CATALOG OF ALL 2015 ARTICLES

JANUARY 2015

- 1. Thompson Management Consulting, LLC – Austin E. Thompson, Jr.**
New Year's message and greeting for 2015
- 2. New Year, New Beginning – Austin E. Thompson, Jr.**
Setting resolutions for the new year, which will help busy entrepreneurs find success, such as business planning, strategic and measurable goals, managing health, and scheduling down time in the midst of a hectic work schedule.
- 3. If You Don't Have a Website, Then You're Not in Business – Marc Hamm**
Growing a successful business and building a strong BRAND requires a well-designed website which promotes the services and products of any business. Learn what it takes, not only how to grow your BRAND through your website, but how marketing efforts and strategies leverages a well-constructed website for the digital presence of any business.
- 4. Entrepreneur Spotlight – Greer Business Solutions, LLC**
*This is a spotlight on one of Metro Atlanta's up and coming business consultants and Author of *Grow Into Your Greatness*, which can be found on Amazon.com. Tina is also the Founder of Sisters United, an organization which promotes women in business, professional development, and holds an annual conference. Read about Tina's accomplishments, challenges, and the competitive advantages she has developed for Greer Business Solutions, LLC.*

FEBRUARY 2015

- 1. Tropical Current and AOWR Media – Arlene Wilson**
If you are looking to expand your marketing into the Caribbean-American communities, this new portal is an advantage for businesses looking to target the Caribbean-American consumer. With a purchasing power of around \$5-10 billion, this new medium is a way to reach a viable Metro Atlanta Caribbean-American market with discretionary income to spend. Also, Caribbean-American businesses can leverage this new platform as a channel for marketing and promotion of their brands.
- 2. Celebrating Georgia Small Business Week – Austin E. Thompson, Jr.**
As the Number one state in which to do business, now for three consecutive years, Georgia has become the home to such major corporate brands as NCR, Aflac, Southern Company, Delta Airlines, Home Depot, just to name a few. Small-to-medium size businesses, as well as micro enterprises are calling Georgia home. Learn more about

Georgia Small Business Week 2015, and thanks to Mary Ellen McClanahan for her assistance on verifying some of the information. Mary Ellen currently services as Executive Director of the Georgia Department of Economic Development.

3. Entrepreneur Spotlight – Just Lovely Lipstick

Estee Lauder and L'oreal are huge popular make up brands, which enjoys success as significant global brands. Just Lovely, a lipstick and make up line, is a start-up business founded by Tanya Bryant, a retired U.S. Army veteran, and author of Red Glory: The Day I Took Off My Uniform. She is also a public speaker, trainer, and BRAND specialist. Read her story, as she is inspired to grow her lipstick business and increase her product line.

MARCH 2015

1. What Does Your Organizational Culture Say About Your Business Success – Austin E. Thompson, Jr.

Organizational culture drives business success with innovative thinking and providing support for family and fun. On the contrary, culture can also compromise the freedom of creativity and expression, which leads to low morale and lack of enthusiasm. Micro management and an organization which lacks bottom up leadership can also contribute to diminished revenue. What is your organizational culture, and how are you keeping your employees engaged and feeling valued? Learn how a robust culture can drive success for any organization.

2. IRS Makes It Easier for Small Businesses to Apply Repair Regulations to 2014 and Future Years – William Hampton

Learn about an IRS relaxed process which makes it easier for business owners to comply with property regulations.

APRIL/MAY 2015

1. National Small Business Week: A Celebration of What Is Great About The American Dream – Austin E. Thompson, Jr.

In its 52nd year, National Small Business Week is promising to be an exciting time filled with many events for entrepreneurs and small business owners. Learn how the Small Business Act, National Small Business Week, and the celebration which recognizes the achievements and accomplishments of America's small businesses were established.

2. Why I Became a Small Business Consultant – Austin E. Thompson, Jr.

Austin explains his love and adoration for helping entrepreneurs achieve success, and working with small business owners to implement effective business and operations planning to include marketing, strategic planning, financial analysis, and much more.

3. A listing of all the small business award winners announced by the Georgia Small Business Administration, in celebration of National Small Business Week.

4. Entrepreneur Spotlight – IMG Consulting, Inc.

We take a look at IMG Consulting, and the vision of Mr. Harold Causby. IMG assists minority, veterans, and women owned businesses which are actively competing in the private and public sector. Read his story and the consulting work of IMG.

JUNE 2015

1. 2nd Annual Entrepreneurship and Small Business Summit: A Huge Success – Austin E. Thompson, Jr.

This article provides a recap of Thompson Management Consulting, LLC's annual signature event, which was held at DeVry University (Duluth) and the Conference Center at Georgia Piedmont Technical College (Clarkston). Read about all the workshops, speakers, forum, panel discussions, Wounded Warrior Project, and success of the 3-day event.

2. Small Business Activity: Mid-Year Economic Analysis – Austin E. Thompson, Jr.

We take an analysis of the U.S. economy at the mid-year point, state of discretionary income, consumer spending and confidence, small business activity, and overall economic performance.

3. Small Business Micro Lending: A Viable Option to Financing a Business – Austin E. Thompson, Jr.

When the banks do not provide debt financing, how do you finance your operation? Do you turn to angels, use equity, leverage your retirement and savings account, borrow from credit cards? All viable options, but some are riskier than others. Learn what micro lending is, and how it may help provide an option to secure business capital.

JULY 2015

1. One Year Anniversary for Thompson Management Consulting, LLC on WATB 1420 AM Radio: Reaching a Global Audience On the Air – Austin E. Thompson, Jr.

Article discusses the One Year Anniversary of the Entrepreneurship and Business Empowerment Hour, a program which features some of Metro Atlanta's inspiring entrepreneurs during live in-studio interviews. We discuss everything from business success, failure, growing pains, community impact, hiring challenges, growing quality, revenue goals, and much more.

2. Smart Money Management: The Consequences of Comingling Funds – Austin E. Thompson, Jr.

The article discusses the importance of keeping personal finances separate from business finances, and how comingling could damage an entrepreneur's financial records and increase the chances of an IRS audit.

3. Entrepreneur Spotlight: Talk About It Catering

A spotlight feature on Cassandra Underwood and Talk About It Catering, winner of a Gwinnett Chamber Pinnacle Award, and full scale catering company with a plethora of delectable choices for every true foodie of southern style cuisine.

4. International Policy and Business Strategies: Griffith Global Initiatives Takes Off – Austin E. Thompson, Jr.

A featured article on Dr. Ivelaw Lloyd Griffith, former 9th President of Fort Valley State University and Current 10th Vice Chancellor at the University of Guyana. The Griffith Global Initiatives is part of Dr. Griffith's consulting endeavors, which focuses on transformational leadership in the area of national security, strategy planning, and institutional development.

5. The Jamaican Chamber of Commerce Makes It Official – Austin E. Thompson, Jr.

With SBA Regional Administrator, Mr. Cassius Butts, Honorary Consul of Jamaica, Mrs. Jewel Scott, DeKalb Chamber of Commerce Board Chairman, Mr. Albert Edwards, distinguished Jamaican Scholar, Dr. David Panton, and other esteemed guests and dignitaries, The Jamaican Chamber of Commerce of Atlanta celebrated an illustrious launch. Read all about the event and what transpired.

AUGUST 2015

1. Retirement Planning for Entrepreneurs – Jean Jacques Maignan

It is important for entrepreneurs to know their retirement planning options, and how they can avoid retiring without money for their personal care. Financial Advisor, Jean Jacques Maignan, provides a superb analysis of planning options and benefits at various income levels.

2. NOW Corp Steps Up To Fill Gap In Wake of Ex IM Bank Shutdown – Submitted by Lara O'Connor Hodgson

NOW Corp, is a company which was established to help companies better manage their cash position and grow their operations. Read about NOWAccount's success in stepping up to help businesses who were left stranded by the shutting down of the U.S Import-Export Bank, leaving many without cash to pay employees, purchase inventory, and cover expenses.

3. How Do You Grow Into Your Greatness As An Entrepreneur – Tina Greer

Entrepreneur, Author, Speaker, and Business Mentor, Tina Greer, discusses how entrepreneurs can grow into their greatness and acquire a level of confidence required to grow successful and sustainable businesses, while recognizing their true potential as change makers and innovators.

4. Are You Running a For-Profit or Not-For-Profit Charitable Business – Austin E. Thompson, Jr.

Understand the value of your time and services when solicited by those who wish to secure your time at no cost. Friends, family, or prospects who think they can do business with you for free. This article addresses the nuances of managing the value you bring to your clients.

SEPTEMBER 2015

1. Cuba's New Revolution: Entrepreneurship and The Dawn of a Free Market System – Austin E. Thompson, Jr.

The economic embargo has been reduced, not eliminated, but reduced to allow limited travel to Cuba. This article discusses the possibilities, the challenges, the opportunities, and how this new era of a free market system can lift Cuba out of economic despair. A must read for anyone planning a trip to Cuba or thinking of investing.

2. For Small Business Owners, Alternative Finance Is Not a Four Letter Word – Tom Brigette

Learn how alternative financing may be your best bet to acquiring capital to fund your business, increase sales, maintain cash flow, and expand your operations.

3. The Bears Ran Wild in August – Austin E. Thompson, Jr.

The devaluation of the Chinese Yuan created a disturbance among world markets, causing the Dow to drop considerably, and investors to sell off stocks at a rapid rate.

OCTOBER 2015

1. Hispanic Contributions to The American Economy – Austin E. Thompson, Jr.

We take a look at how Hispanic businesses have contributed considerably to the growth of the U.S. economy, the emerging force of Hispanic entrepreneurship, and observing Hispanic Heritage Month 2015.

2. Growing Your Personal and Business Brand with LinkedIn – Gregg Burkhalter

Gregg Burkhalter, dubbed the LinkedIn Guy, is a social media and LinkedIn consultant working with entrepreneurs to help grow their revenue and BRAND successfully.

3. Holiday Season: Small Business Preparedness – Austin E. Thompson, Jr.

This article covers tips for small business owners, such as hiring seasonal employees, budgeting, social media marketing, inventory, and other important information especially critical for small business retailers.

NOVEMBER 2015

1. The Lifecycle of Your Business: Where Are You? – Austin E. Thompson, Jr.

In this article, we discuss the importance of knowing where you are in the business lifecycle, and what you should be doing contingent to your position in the lifecycle. Each stage has critical steps to which every small business owner should pay attention.

2. Cobb County District 4 Commissioner, Lisa Cupid, Holds Important Meeting to Promote Small Business Development in South Cobb – Austin E. Thompson, Jr.

As Cobb County continues to grow economically viable, especially with construction of the new Braves stadium and all of the establishments under construction along with the stadium, and with an emerging small businesses community, South Cobb district has the potential to play a critical role in the overall economic boom of the county.

3. Discovering an Innovative Pathway to Educating Young Business Leaders – Austin E. Thompson, Jr.

This article highlights the achievements of Discovery High School's mission to bridge the corporate community with students of the Clyde L. Strickland Center for Entrepreneurship, the Business Academy, and other established areas, such as STEM and Health and Human Services. Business leaders are being recruited to serve as mentors, judges, and workshop facilitators to bring real-world education to enhance the academic experience of each student.

4. Small Business Saturday: Shop Small – Austin E. Thompson, Jr.

Small Business Saturday is celebrated around the nation. Read about the opportunities of shopping in our neighborhoods and helping to grow our local economies.

DECEMBER 2015

1. A Year in Review – Austin E. Thompson, Jr.

In this article, we capture all of our experiences and events in 2015, and thank all those who helped to make Thompson Management Consulting, LLC a success.

2. 7 Small Business Resolutions for 2016 – Austin E. Thompson, Jr.

We take a look at 7 critical resolutions every small business owner and entrepreneur should make for the new year.