

EMPOWERED BUSINESS NEWSLETTER – CATALOG OF ALL 2016 ARTICLES

JANUARY 2016

- 1. Better Business Bureau (BBB) Annual Meeting – Austin E. Thompson, Jr.**
The annual year end meeting to reflect on and discuss the success of 2015, as well as to highlight all the benefits of being BBB accredited.
- 2. Business Spotlight**
A look at Financial Education Services and its programs to facilitate financial security for its customers.
- 3. The Entrepreneurship and Business Empowerment Hour – Austin E. Thompson, Jr.**
Celebrating three years on the radio facilitating key interviews with some of Metro Atlanta's successful entrepreneurs.

FEBRUARY 2016

- 1. Economic Analysis: A Promising Outlook for 2016 – Austin E. Thompson, Jr.**
Reporting on the U.S. economy as we begin a new year, and economic growth in Georgia.
- 2. Building Community Relationships: Tips for the Businessperson – Marilyn Pearlman**
How entrepreneurs can build strong and successful brands through community relations and cause marketing.
- 3. New Leadership at the Georgia Haitian American Chamber of Commerce, Inc. – Saurel Quettan, President**
Newly elected President, Saurel Quettan, takes the helm of the Georgia Haitian American Chamber of Commerce, Inc. with ambitious plans for taking the organization to a higher level, and delivering key benefits for its members. President Quettan also discusses the chamber's role in the community.
- 4. The Jamaican Chamber of Commerce of Atlanta Holds Its First Meeting of 2016 Under New Leadership – Austin E. Thompson, Jr.**
The Jamaican Chamber of Commerce of Atlanta is off to a fresh start with new leadership. Newly elected President, Sylvia McClure, outlines ambitious goals for 2016 and beyond, as well as discusses new programs and benefits for Jamaican business owners.

5. **30 Tax Exemptions You're Missing and How to Get Them – William Hampton**
Important IRS tax exemptions (1-15) for business owners are discussed.

MARCH 2016

1. **Financial Focus: Will the Presidential Election Affect Investment Outlook – Edward Jones Investments**
What concerns you should have as an investor and as a business owner with the looming Presidential election.
2. **Renting vs. Buying – Austin E. Thompson, Jr.**
This article discusses how small businesses exercise cost effectiveness with a decision to either lease or purchase equipment, and the advantages and disadvantages of both.
3. **Is Multi-Tasking Overrated – Austin E. Thompson, Jr.**
We've all experienced the juggling act of managing too many tasks at one time. For some, it represents being productive, and for others, being inundated with many tasks at once minimizes efficiency. This article discusses the perils of managing too many simultaneous tasks, and its effect on productivity.
4. **30 Tax Exemptions You're Missing and How to Get Them – William Hampton**
Important IRS tax exemptions (15-30) for business owners are discussed.

APRIL 2016

1. **Talk About It Catering Celebrating Five Years of Nothing But Goodness – Austin E. Thompson, Jr.**
Cassandra Underwood celebrates five years of delivering great southern cuisine with her catering business. Read about this multi award winning catering company and its track record for success.
2. **When Investing for Your Future, Put Time On Your Side – Edward Jones Investments**
This article discusses several scenarios concerning investment opportunities for your retirement.
3. **Should Married Couples Be Business Partners – Austin E. Thompson, Jr.**
If you ever wondered if you and your spouse are ready to kick your relationship into a higher gear, and venture into co-business ownership, there are a few things you need to know. This article addresses the pros and cons of married couples who contemplate going in to business together. Is it right for you, and can your relationship handle it?

MAY 2016

1. **3rd Annual Entrepreneurship and Small Business Summit – Austin E. Thompson, Jr.**
This article discusses the upcoming annual event, which targets entrepreneurs and small business owners, and the importance of National Small Business Week.

JUNE/JULY 2016

1. **3rd Annual Entrepreneurship and Small Business Summit a Huge Success – Austin E. Thompson, Jr.**
The 3rd year of the Entrepreneurship and Small Business Summit is discussed, with a recap of all the workshops, speakers, and activities. Testimonials are also provided from speakers and attendees.
2. **Scapegoating: Why It Is Bad for Business – Austin E. Thompson, Jr.**
Ever wonder how the effects of scapegoating reflects on productivity, and the morale of employees? Instead of getting to the root cause of a problem, why are individuals singled out and blamed, rather than focusing on the real issue; the system? The article discusses what happens when organizations place blame on their most valued asset.

AUGUST 2016

1. **Winning: The Only Attitude for Entrepreneurial Success – Austin E. Thompson, Jr.**
An abundance of success is achieved when entrepreneurs develop a winning attitude. This article discusses what it takes to win at business.
2. **How Healthy Is Your Business? Take Its Temperature – Austin E. Thompson, Jr.**
How would you know if your business is succeeding, and if you are meeting your targeted goals? Learn how taking the temperature of your business can help you increase success.
3. **Entrepreneur Spotlight – MSW Creative Services**
Read about the photography and videography of MSW Creative Services.

SEPTEMBER 2016

1. **Celebrating Hispanic Heritage Month 2016 and Recognizing the Hispanic Contribution to America's Economic Growth – Austin E. Thompson, Jr.**
In its 28th year, Empowered features the history of National Hispanic Heritage Month and the impact of Hispanic businesses on the U.S. economy.

- 2. How Companies Can Keep Their Operations Optimized for Growth – Peter Hajjar**
Peter Hajjar discusses how companies maintain high optimized operations to foster growth and long-term success. Peter Hajjar was the Keynote Speaker at the 2016 Entrepreneurship and Small Business Summit.

- 3. Entrepreneur Spotlight – Mojitos Bistro**
Nestled in the enclave of downtown Norcross, Mojitos Bistro is the place for your culinary journey to Latin America. Make it your next dining experience.

- 4. Networking - Austin E. Thompson, Jr.**
This article features the art and importance of Networking, and introduces Dr. Sinclair Grey's newly published book "The ABC's Of Making Business Networking Work For You"

- 5. The Federal Government makes moves to minimize the number of small business suppliers**
A new federal law could potentially reduce the number of small businesses supplying services to the federal government. Click on the link for additional information.

OCTOBER 2016

- 1. The Emotional Intelligence (EQ) and Its Effect On Your Bottom Line – Austin E. Thompson, Jr.**
Your bottom line matters. Have you ever considered the emotional capacity required for succeeding at entrepreneurship? All possible drivers of positive revenue growth are considered, except the emotional tolerance needed to manage yourself, your employees, and your operations effectively. This article defines Emotional Intelligence and how awareness is key to running a successful business.

- 2. 5 Things You Need to Do When You Get Someone's Business Card – Dr. Sinclair Grey III**
When you are attending events crucial for promoting your business and services, how are you managing those business cards received at each event? Dr. Grey, in this article, outlines key critical steps you need to take to follow up on your business contacts.

- 3. Delivering Quality of Service (QoS) – Austin E. Thompson, Jr.**
Learn how applying proper policies and procedures contribute to the quality of service you and your customers expect from your business.

NOVEMBER 2016

1. Engineering the Right Strategy for Business Growth and Success – Austin E. Thompson, Jr.

Implementing the right strategies can help grow your business and deliver successful returns. As entrepreneurs, we need to understand what strategies will grow our businesses successfully. Learn what entrepreneurs should follow to capitalize on outlining a clear strategic path to success.

2. Finding The Right Channel Mix: The First Step Toward a Successful Digital Journey – Neel Majumdar.

An excellent article from one of Metro Atlanta's leading authorities on digital marketing, and how embarking on a marketing plan that includes a strong digital marketing focus can yield significant returns for entrepreneurs.

3. Entrepreneurs MUST Always Keep Selling – Dr. Sinclair Grey III.

Dr. Grey discusses the one key characteristic for entrepreneurs, and that is the skill of selling. He explains how entrepreneurs must be comfortable with selling, and being skilled in the function of sales to drive revenues and business growth.

4. The Holiday Season Kicks Off With Record Hiring: An Analysis – Austin E. Thompson, Jr.

Black Friday, Small Business Saturday, Cyber Monday, are all reasons for retailers and businesses to increase hiring of seasonal employees. The economy is performing well, employment is up, and discretionary income is being spent. This analysis captures much of the success which is contributing to record hiring for the 2016 holiday season.

DECEMBER 2016

1. 2016 Reflection – Austin E. Thompson, Jr.

In this article, we capture our experiences and events in 2016, and thank all those who helped to make Thompson Management Consulting, LLC a success.

2. Your Business At Start-up: Critical Steps for Consideration – Austin E. Thompson, Jr.

All businesses at the start-up phase must understand critical steps which must be taken to ensure a successful start-up process. Learn what steps you should take when starting up your new business.

3. Are You Capitalizing on Valuable Learned Lessons – Austin E. Thompson, Jr.

Lessons learned are valuable for organizational growth and success. Capitalizing on what lessons you learn from mistakes, and even success can take your business to the next level. Learn what necessary steps should be taken to learn from your experiences.

4. 2016 Holiday Shopping Breaks Records – Austin E. Thompson, Jr.

The U.S. economy is rebounding and breaking records, especially with an exuberant holiday shopping season. This article discusses how the economy performed during the early stages of the 2016 holiday shopping season, and how holiday shoppers are helping to lift retailers far above break even.