

## EMPOWERED BUSINESS NEWSLETTER – CATALOG OF ALL 2014 ARTICLES

### JANUARY 2014

**1. Be Empowered – Austin E. Thompson, Jr.**

*Welcome to Empowered Business Newsletter. A publication for the small business community and entrepreneurial change makers. This is the inaugural issue.*

**2. Build Your Brand in 2014 – Austin E. Thompson, Jr.**

*Building a successful BRAND for your business and capitalizing on what you do well. Developing a winning attitude, build on your core strengths, and develop your weaknesses to grow your competitiveness.*

**3. Small Business Healthcare – Austin E. Thompson, Jr.**

*Understanding the benefits of small business healthcare for yourself and your employees, and understanding the Patient Protection and Affordable Care Act (Obamacare).*

**4. Size Matters: The Power of Bandwidth – Austin E. Thompson, Jr.**

*Preparing your small business enterprise e-commerce site with sufficient network bandwidth to accommodate high volumes of online business transactions and inquiries, and not lose sales, especially during high volume sales activity.*

### FEBRUARY 2014

**1. Don't Call It a Comeback: Economic Resurgence of U.S. Small Businesses – Austin E. Thompson, Jr.**

*An analysis of small business growth and its impact on the U.S. economy after a long and damaging economic depression.*

**2. Preventing and Reversing High Blood Pressure – Dr. Jennifer Rooke**

*An analysis by Jennifer Rooke, MD, a renowned medical physician, whose life work focuses on preventative treatment for healthy lifestyles. Dr. Rooke is a research doctor at the Morehouse School of Medicine. Dr. Rooke is a past ESBS workshop presenter.*

**3. Celebrating Our Black History: A Tribute to African American Business Change Makers in Metro Atlanta – Austin E. Thompson, Jr.**

*We highlight those African-American entrepreneurs who continue to make a huge impact in Atlanta and are leaving a phenomenal legacy for young African-American entrepreneurs and aspiring entrepreneurs.*

## MARCH 2014

**1. Unpaid Internships: No Panacea – Todd Standon, Attorney-at-Law**

*Capitalize on unpaid internships, while providing opportunities for young people looking to leverage relationships with companies to build their careers and resume. Todd is a past ESBS panelist.*

**2. Three Reasons Why You Should Ask for HELP From Experts – Dar’Shun Kendrick, Attorney-at-Law**

*Those who aspire to grow successful businesses should not be afraid to seek consultation to help with their business growth. Dar’Shun Kendrick is also a George State Representative for House District 93, and past ESBS panelist.*

**3. Benefits of the SBA 8(a) Business Development Certification Program – Austin E. Thompson, Jr.**

*Learn how the Small Business Administration 8(a) Certification Program can help with your business growth.*

**4. Business Profile: The Riverdale Center for Innovation – Austin E. Thompson, Jr.**

*A feature on the new Riverdale Center for Innovation, a business incubator and charter school for entrepreneurs and students in the Riverdale, Georgia area.*

## APRIL 2014

**1. BBB and Trust – Fred Elsberry, Jr.**

*Learn about building trust, your BRAND, and business credibility through the Better Business Bureau and its accreditation. Fred Elsberry, Jr. is CEO of the Better Business Bureau serving Metro Atlanta, Athens, and Northeast Georgia. Fred is a past ESBS workshop facilitator.*

**2. What BBB Accreditation Means to Me – Austin E. Thompson, Jr.**

*Thompson Management Consulting’s BBB A+ Rating, and what this accreditation means to the development of our BRAND as a business consulting company.*

**3. What Is a Limited Liability Company (LLC), And Why Do I Need One – Bill Hampton**

*An analysis on the LLC, what it is, why you may wish to consider this business structure, and the tax filing.*

**4. U.S. Economic Milestone – Austin E. Thompson, Jr.**

*An analysis of continued U.S. economic growth since the economic recession.*

**5. Business Owners and The Affordable Care Act – Dr. Karen Starks**

*An analysis of the Affordable Care Act by one of its Lead experts in Gwinnett County and Professor of Policy at the University of Alabama, Tuscaloosa.*

**6. Fort Valley State University's Impact on Middle Georgia – Submitted by Fort Valley State University**

*The economic impact made on the Middle Georgia economy by one of its leading universities, headed by Dr. Ivelaw Lloyd Griffith, at the time. Dr. Griffith is now the newly appoint Vice Chancellor at the University of Guyana, Cooperative Republic of Guyana, South America.*

**MAY/JUNE 2014**

**1. Celebrating National Small Business Week 2014 – Austin E. Thompson, Jr.**

*A look at the contributions made by the nation's small business owners, and a synopsis of the inaugural First Annual Entrepreneurship and Small Business Summit (ESBS), its workshops and panel discussions, organized by Thompson Management Consulting, LLC.*

**2. It's Not About Where You Start – Dr. Dan Kaufman**

*As aspiring and new entrepreneurs, it's where you end up that matters. This article highlights the consistency and focus required for anyone to achieve small business success. Dr. Dan Kaufman is President and CEO of the Gwinnett Chamber of Commerce, the #2 Chamber of Commerce in the country.*

**3. A Healthy Approach to Technology – Arlene Wilson, MPM**

*A look at successful approaches to managing your business with smart technology, and strategies that work for your business.*

**4. Entrepreneur Spotlight: Captured In Time Productions – Austin E. Thompson, Jr.**

*A feature on a successful Metro Atlanta business which assists many in capturing special moments on film and video.*

**5. 10 Tips for Entrepreneurs Who Owe – Bill Hampton**

*An analysis of how to pay your taxes with the IRS for entrepreneurs who owe.*

**JULY 2014**

**1. Social Media Branding – Malika Bowling**

*Effective and successful small business branding utilizing social media platforms to grow your bottom line.*

**2. Hiring Friends and Family – Austin E. Thompson, Jr.**

*Always an interesting thing to ponder for small business owners. Should I or should I not hire my friends and/or family members. Are those viable options in staffing my business and what are the key things to look for in hiring either?*

**3. Faith: What Is Its Significance in Building Business Success – Austin E. Thompson, Jr.**

*What role does having faith play in growing a successful business? Does having faith serve as the sole driver for delivering results? We discuss this in the article.*

**4. Entrepreneur Spotlight: Accessories A-Go-Go – Austin E. Thompson, Jr.**

*We feature entrepreneur, Carmelita Marcia, and her business which focuses on accessorizing apparel wear with jewelry through her online boutique. Carmelita Marcia is also a co-founder of the Gwinnett Association of Business Entrepreneurs (GABE).*

**AUGUST 2014**

**1. Former Honorary Counsel of Jamaica, The Honorable Vin Martin, Passes Away – Austin E. Thompson, Jr.**

*Paying honor and respect to Jamaica's Honorable Elder Statesman in Atlanta*

**2. Going Green With Be Green Lighting – Austin E. Thompson, Jr.**

*A feature on the success of one of Metro Atlanta's successful lighting companies, producing retrofits and cost saving energy alternatives for businesses and municipalities.*

**3. Five Basic Tax Tips for New Businesses – Bill Hampton**

*Understand these new tax tips and strategies for new business owners, and avoid any audits by the IRS. Know your federal tax obligations. Article includes very important links on the IRS website, you tube videos, and podcasts.*

**4. Entrepreneur Spotlight: Executive Business Consultants, LLC**

*We spotlight Mr. Bill Hampton and his consulting company, which helps entrepreneurs grow their businesses strategically and successfully. Bill Hampton is a regular contributor to Empowered Business Newsletter on tax preparation.*

**SEPTEMBER 2014**

**1. Celebrating Hispanic Economic Development and National Hispanic Heritage Month 2014 – Austin E. Thompson, Jr.**

*As we celebrate this magnificent month of Hispanic heritage, we focus on the economic contributions made by the nation's Hispanic business owners.*

**2. Grow Fearlessly – Lara O’Connor Hodgson, NOWaccount**

*If your business operates on a NET 30, 60, or 90 payment cycle, and you are waiting on your customers to pay you, this article is very interesting and will benefit you greatly. Find out how to leverage capital to keep your operations generating to grow revenue, and not go out of business because you are rendered insolvent. Lara O’Connor Hodgson is a past ESBS workshop facilitator and Co-Founder of NOWaccount.*

**3. Is Entrepreneurship Right For You – Austin E. Thompson, Jr.**

*80% of all business fail within the first 1-2 years, and not everyone is cut out to be an entrepreneur. It takes risk, ambition, immunity to failure, planning, strong commitment, and much more to succeed at owning a small business enterprise. We take a look at what is required to succeed at entrepreneurship.*

**OCTOBER 2014**

**1. National Women’s Small Business Month: Celebrating Women in Business – Austin E. Thompson, Jr.**

*We shed a spotlight on women in business, the impact of women owned businesses on the U.S. economy, and a growing global movement of women entrepreneurs.*

**2. Celebrating National Women’s Small Business Month 2014 – Ana Maria Marin**

*Engineer, Adjunct Professor, and the Founder and Director of A-Z Sophisticated Solutions discusses her passion for entrepreneurship, what it means to operate a successful woman owned business, and how she inspires young females who are aspiring business owners.*

**3. Event Planning with Superior Hospitality, LLC – Bertley Bernard**

*Find out what this event planning and hospitality logistics company has to offer, and how they help to create lasting moments for their clients.*

**4. The Jamaican Chamber of Commerce in Atlanta – Dr. Jannice M. Barrow**

*We feature the Co-Founder and First President of the Jamaican Chamber of Commerce in Atlanta, and her plans for growing an organization established to promote Jamaican business growth, trade, and commerce.*

**5. Business Spotlight: Signarama Buford – Austin E. Thompson, Jr.**

*In this article we feature CEO and President, Mrs. Nancy Rosenberg, and discuss how she turned a vision into a successful business, winning numerous awards and accolades along the way.*

**6. Accidental Entrepreneur – Lara O’Connor Hodgson**

*Lara discusses how opportunities lead to her becoming an entrepreneur, and how she leveraged those important experiences to successfully grow her current business.*

**7. Business Spotlight: Cartridge World – Austin E. Thompson, Jr.**

*Mrs. Nancy McGill discusses her business, growing opportunities, how she influences others to become entrepreneurs, and lessons learned along the way to growing her business.*

**NOVEMBER 2014**

**1. Black Friday Cometh Early – Austin E. Thompson, Jr.**

*Black November, as a new concept by retailers, are exercised by opening up stores earlier in the morning and closing later into the evening to allow shoppers to get an early start on the shopping season. Read what analysts predict as a boom for retailers, and how economic activity is creating discretionary income for consumers.*

**2. Fashion and Artistic Scrolls – Kenjie Davis**

*Read about the artistic approach to placing wonderful painted images on scrolls. Lasting memories for the perfect gift, or for any home or office environment, and how this has become a viable business for one young engineer with an eye for art.*

**3. Entrepreneur Spotlight: The LONA Gallery – Austin E. Thompson, Jr.**

*This eclectic gallery in downtown Lawrenceville, GA is creating much buzz around town with its collection of valuable art. When they are not showcasing wonderful paintings and sculptures, the gallery is hosting some of Atlanta’s top intimate and upscale events. Read their story and learn what these magnificent ladies have established.*

**DECEMBER 2014**

**1. Thompson Management Consulting, LLC: Year in Review – Austin E. Thompson, Jr.**

*The article is a review of our events and services in 2014 and chronicles much of what contributed to our success this year, such as speakers for the ESBS, our customers, newsletter contributors, collaborations, etc.*

**2. Five Things to Consider for a Successful 2015 – Austin E. Thompson, Jr.**

*Going into any new year is exciting for business owners. They learn from the previous year, and look to capitalize on key strengths, successful business endeavors, a growing BRAND, as well as looking at those aspects of their business which have to grow. This article identifies 5 key areas which entrepreneurs can leverage to recognize success, not just in 2015, but in any new year.*