

Empowered

A monthly online publication published by Thompson Management Consulting, LLC for small business owners and entrepreneurs – JANUARY 2016

In This Issue:

- Page 1-2** Better Business Bureau Annual Meeting – Austin Thompson
- Page 3** Business Spotlight: Financial Education Services
- Page 3** Entrepreneurship and Business Empowerment Hour – Austin Thompson
- Page 4-5** Business Classified
- Page 6** General Upcoming Business Events
- Page 7-10** Entrepreneurship and Small Business Summit Information
- Page 11-12** Advertising Rates for Thompson Management Consulting, LLC
- Page 13** About Empowered and Thompson Management Consulting, LLC

Better Business Bureau Annual Meeting

By Austin E. Thompson, Jr.



On Wednesday, December 16, 2015, the Better Business Bureau (BBB) of Metro Atlanta held its annual meeting at the headquarters of The Home Depot to discuss and reflect on progress and success achieved throughout the year. The meeting was attended by the BBB's Board of Directors, comprised of senior executives from Atlanta's Fortune 500 corporations, and metro Atlanta business owners who operate BBB Accredited Businesses. The meeting was hosted by the Better Business Bureau's Fred Elsberry, President and CEO, and Mike Boynton, Vice President of Marketing & Sales.

Facilitating the keynote address was Mr. Rubens Pessanha, Director of Market Research & Insights for the council of Better Business Bureaus, Inc. In his message, Mr. Pessanha shared with the audience, what makes a better business, which was part of a survey conducted by his office. Thompson Management Consulting, LLC works with aspiring entrepreneurs, current entrepreneurs and established small business owners to help develop and grow their operations and design strategic plan initiatives to facilitate overall positive growth. What makes a better business is the constant question on our minds, when working with local entrepreneurs, because we advocate for optimization in business operation, enhancement in branding, and sustainable development in strategic growth. We emphasize planning, preparation, and proactive behavior to realize their objectives in the lifecycle of a maturing business.



(L-R) Ruben Pessanha (podium), Director of Market Research and Insights, Council of Better Business Bureaus, George Johnston of UPS (seated center), outgoing Board of Directors Chairperson, and Fred Elsberry (seated right), BBB President and CEO

The following information from Mr. Pessanha's research yielded positive results from interviewees who were targeted for the research, and gave their perspective on what constitutes a better business:

- **Employee focused** – Businesses must be employee focused, and help to encourage their employees on becoming more efficient and successful agents of change.
- **Integrity and Honesty** – Businesses must exemplify a culture of integrity and honesty in serving their customers and providing credible services to maintain customer loyalty.
- **Quality of Service** – Businesses must pay attention to quality of service “QoS”. Quality in materials used for manufacturing products, quality in customer service, quality in the features and characteristics of the end product, and quality in service delivery. Plan, Do, Check, Act, must be key components of a robust quality system determined to optimize its operations. QoS is extremely important in building a BRAND, in which customers trust and place their loyalty.
- **Environmentally Conscious** – Businesses with a focus on social responsibility demonstrate to the marketplace a genuine care for the environment. This mean using materials which are “environmentally friendly”, such as green energy, and products which are less hazardous to our environment.
- **Trust In business** – Customers build strong relations with businesses they “trust”. This is extremely important for micro businesses and solopreneurs. Credibility is essential, and engineering a business model with all of the aforementioned in place, helps to build that trust customers look to place with a business. Don't just say you deliver on time, provide great customer service, have the best quality products in comparison to your competitors. Demonstrate that by actually delivering on your promise. This is how you build trust in the marketplace and respect in your industry. When you experience setbacks, work quickly to resolve existing issues and overcome challenges. Be honest about shortcomings, and promise to deliver better. “Yes we made a mistake, but we will work diligently to fix it.” Hold yourself accountable when errors occur. All customers are looking for are businesses which practice ethical behavior and are credible in their business dealings.



With Fred Elsberry (L), and Mike Boynton (R)

Congratulations to the Better Business Bureau of Metro Atlanta, serving Athens and Northeast Georgia. Thompson Management Consulting, LLC is proud to be an A+ Accredited Business since 2013, providing quality service and indispensable business reporting our customers and partners enjoy. We work hard to deliver quality, and are always checking and working to make improvements to meet the expectations of our customers. To learn more about their standards on ethical business behavior and building trust, visit the BBB at www.bbb.org.



From Thompson Management Consulting, LLC

Wishing you all much success, great health, and the very best in 2016. May your year be filled with great returns and tremendous achievements. Make 2016 the year in which you take risks and grow phenomenally.

BUSINESS SPOTLIGHT



Over the past 10 years, Financial Education Services has created countless financial programs aiming to satisfy the need for financial security. We have covered the spectrum to create pieces for each part of the financial puzzle. From maximizing your credit potential, protecting your identity, securing your assets, to preparing for a stable financial future. At Financial Education Services, we stand behind our services with integrity. The same questions are constantly on our mind: Are our customers happy? How can we improve? What else can we offer to help those wanting to create security over their financial futures? Hearing life changing stories from our customers and representatives continues to remind us the importance of financial education. Whether you're looking for help within your own financial scenario or are here to explore a limitless business opportunity, your success is within reach at Financial Education Services.

Eric White is an agent with Financial Education Services. He saw there was need in the market to educate people on their finances. He joined Financial Education Services in 2014 where he found a platform that allowed him to pursue his passion to help people educate themselves on becoming financially fit. If you know someone who needs to get their financial situation in order, please feel free to reach out to him via email at ericjwhite5@gmail.com, or call 678.448.8570.

Do you wish to discuss your business plans for 2016? Are you ready to invest in a business and need to discuss what steps to take? Contact the offices of Thompson Management Consulting, LLC and we will be happy to develop an outline for you.

**1-Hour Consulting Session
Call today and get started!
(404) 587-3949**

\$75

The Entrepreneurship and Business Empowerment Hour

By Austin E. Thompson, Jr.

Approaching our third year delivering business news and hosting small business owners for live interviews during the Entrepreneurship and Business Empowerment Hour (EBEH), Thompson Management Consulting, LLC is creating a pathway for entrepreneurs to an audience of over 100,000 listeners who tune in directly to WATB 1420AM radio to hear business owners discuss how they grew their businesses, their marketing and growth strategies, operational challenges, lessons learned, how they knew entrepreneurship was the right path for them, their target markets, who and what inspired them, and so much more. The monthly broadcast, which airs for one hour on the second Saturday of each month, has been going strong since its inception in June of 2014, and grown in popularity among local business owners, entrepreneurs, business professionals, and aspiring entrepreneurs. We've hosted over 20 entrepreneurs who were our guest in the studio, and with whom, we were honored to share an hour to discuss the economic impact small businesses are making on our economy.

The EBEH airs on a local frequency, which covers parts of DeKalb, Rockdale, Fulton, and Gwinnett counties. However, listeners can tune in live on the station's website, which is located at www.watb1420.com, if they are not within range of the station. Our listeners tune in from as far as South Africa, Jamaica, Barbados, and from other international locations. We have hosted the Hispanic Chamber of Commerce, Jamaican Chamber of Commerce, Georgia Department of Economic Development, local small business owners, and reported on economic and entrepreneurship development in Cuba.

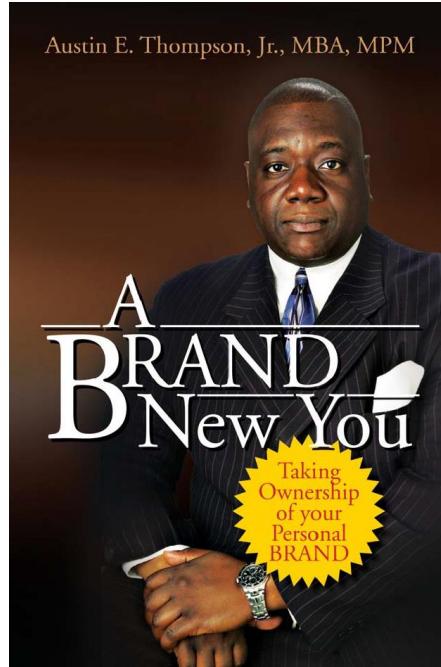
We welcome you to tune in Saturday, January 9, 2016 at 4:00 p.m. for our first live interview of the year, as we host Mr. Eric White of Financial Education Services in the studio. If you wish to learn more about this program and set up an interview, please call (404) 587-3949, or email us at info@tmconsultingllc.com. You are welcome to download the EBEH Media Kit for your review, and listen to our past interviews by visiting <http://tmconsultingllc.com/radiopodcasts.html>. Thank you.

Business Classifieds

Have your business advertised in our publication to over 1,500 subscribers. Thompson Management Consulting, LLC promotes small businesses and entrepreneurs, and our subscriber database is growing fast. Be empowered, and invest in your continued success. Visit us at www.tmconsultingllc.com and send your comments or questions to info@tmconsultingllc.com



Celebrating 20 years of business operations as one of Georgia's premier shipping companies, Caribbean International Shipping Services has been an institution in the metro Atlanta area providing consistent and quality service to its customers, and has provided jobs to residents of DeKalb County. Please support our small businesses.



Available in softcover and hardcover at www.amazon.com and at www.barnesandnoble.com



An ideal gift for any occasion or event

(678) 525-4847/O

(678) 221-0290/F

Email: gourmetgiftgiving@gmail.com



THOMPSON
MANAGEMENT
CONSULTING, LLC

www.tmconsultingllc.com

- ***Business Plan Writing & Reviews***
- ***Marketing – Analysis, Writing, and Reviews***
- ***Project Management***
- ***Feasibility Studies***
- ***Financial Analysis & Budgeting***
- ***Strategic Planning & Development***
- ***Business Event Planning (workshops, symposiums, conferences)***
- ***Business Coaching***
- ***Workshop Facilitation & Keynote Speaking***

Email: info@tmconsultingllc.com

Phone: (404) 587-3949

Upcoming Business Events

Gwinnett Association of Business Entrepreneurs – GABE

Free Networking & Business Meeting
Vendor Tables \$25.00 – Advertise your business

The Lona Gallery

176 W. Crogan Street, Lawrenceville, GA 30046

Tuesday, January 19, 2016

6:30pm to 8:00pm

Refreshments Always Served

For Information: Carmelita Marcia (404) 509-0690

The Carib & Company Show

Entrepreneurship and Business Empowerment Hour

Presents:

**Mr. Eric White
Financial Education Services**



Live In-Studio Interview on WATB 1420AM Radio

Listen Online at www.watb1420.com

Saturday, January 9, 2016

4:00 p.m. – 5:00 p.m.

Hosted by:

Colin Tinto & Austin Thompson

Show Sponsored by:

www.tmconsultingllc.com



Entrepreneurship & Small Business Summit 2016



Registration is required,
and there is no cost to attend.

Please go to

WWW.NSBW2016.COM
to complete registration,
view 2 day workshop agenda
& view all event information

For additional information,
please contact:

Austin Thompson
(404) 587-3949
Email: info@nsbw2016.com

Invited Organizations:

- Small Business Administration
- Small Business Development Center
- Local Area Chambers of Commerce
- Mass Mutual Financial Group
- Business Plans & More, Inc.
- Rosemont Capital Solutions
- Oyegun Law Group
- Greer Business Solutions

Please see back of flyer for Forum and Expo Information

2 Day Workshops



3RD ANNUAL

Entrepreneurship and Small Business Summit
In Celebration Of
National Small Business Week

May 19 - 20, 2016

9:30 A.M. - 3:30 P.M.

(LUNCH BREAK INCLUDED)

DeVRY UNIVERSITY/
KELLER GRADUATE SCHOOL OF MANAGEMENT
3505 Koger Blvd. • Duluth, GA 30096

PLEASE SUPPORT OUR WOUNDED WARRIOR PROJECT

GO TO www.nsbw2016.com TO DONATE



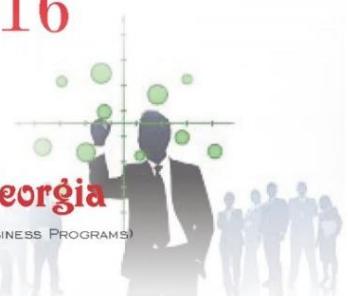
Small Business Forum and B2B Expo Saturday, May 21, 2016

The Conference Center at

Georgia Piedmont Technical College,

495 NORTH INDIAN CREEK DRIVE • CLARKSTON, GA 30021

Get insight from some of the **Top Business Leaders in Georgia**



- BUSINESS SCHOOL COLLEGE FAIR (RECRUITERS ON-SITE TO DISCUSS BUSINESS PROGRAMS)
- PROFESSIONAL BUSINESS PANEL DISCUSSION
- FASHION EXPOSE BY DESIGN FAZE BOUTIQUE
- KEYNOTE SPEAKER'S ADDRESS

• TO REGISTER **FREE** AS AN ATTENDEE

PLEASE GO TO: WWW.NSBW2016.COM/ATTENDEE-REGISTRATION

• TO REGISTER AS AN **EXHIBITOR** AND VIEW VENDOR LEVELS

PLEASE GO TO: WWW.NSBW2016.COM/EXHIBITOR-REGISTRATION

• TO **VIEW** ALL EVENT INFORMATION

PLEASE GO TO: WWW.NSBW2016.COM

For additional information, please contact:

Austin Thompson
(404) 587-3949 • info@nsbw2016.com

PLEASE SEE FRONT OF FLYER FOR
ALL WORKSHOP INFORMATION

REFRESHMENTS WILL BE SERVED

PLEASE SUPPORT OUR WOUNDED WARRIOR FUNDRAISER

GO TO www.nsbw2016.com TO DONATE

Fashion Expose

Featuring Fashions from **THE ELITE DESIGNERS OF DESIGN FAZE BOUTIQUE**



SMALL BUSINESS FORUM AND EXPO OF THE ENTREPRENEURSHIP AND SMALL BUSINESS SUMMIT NSBW

FOR MORE FASHION SHOW INFORMATION, PLEASE CALL (770) 953-2440

2016



MAY 21, 2016
1:30P.M. - 2:30P.M.

The Conference Center at
Georgia Piedmont Technical College

495 North Indian Creek Drive
Clarkston, GA 30021

Be Beautiful, Bold and Empowered!!

Thompson Management Consulting, LLC 3rd ANNUAL ENTREPRENEURSHIP AND SMALL BUSINESS SUMMIT IN CELEBRATION OF NATIONAL SMALL BUSINESS WEEK 2016

Business 2 Business Expo – Exhibitor Registration

Saturday, May 21, 2016

9:00 a.m. – 3:00 p.m.

The Conference Center at Georgia Piedmont Technical College
495 North Indian Creek Drive, Clarkston, GA 30021



- Reach over 300-500 attendees for B2B and B2C contacts
- Direct marketing and promotion of your services and products
- Meet and speak with some of Atlanta's dynamic business leaders
- Hear speeches from successful thought leaders and business owners
 - Network and grow your customer relations contacts

To register as a Business Exhibitor, go directly to www.nsbw2016.com. Complete the online application and view vendor guidelines.

For additional information, kindly contact Austin Thompson at 404-587-3949 or via email at austin@nsbw2016.com

Refreshments by Rapid Gourmet



National Small Business Week 2016 – AGENDA				
3rd Annual Entrepreneurship and Small Business Summit				
DeVry University – Duluth Campus 3505 Koger Boulevard Duluth, GA 30096				
Thursday, May 19, 2016				
Target Audience	Workshop Title	Facilitator	Classroom #	Time
Pre-Startup and Startup Businesses	Mindset Makeover: Are You Ready for Entrepreneurship	Tina Greer – Greer Business Solutions, LLC	6	9:30am – 10:25am
Pre-Startup and Startup Businesses	Developing An Effective Business Plan	Bob Lamp'l – Business Plans & More, Inc.	6	10:30am – 11:25am
Pre-Startup and Startup Businesses	Legal Steps to Starting and Managing a Successful Business	Abi Oyegun – Oyegun Law Group	6	11:30am – 12:30pm
Lunch Break (12:30p.m. – 1:00p.m.)				
Pre-Startup, Startup, and Established Businesses	The 5 C's of Credit	Small Business Administration (SBA)	6	1:00pm – 1:55pm
Pre-Startup, Startup, and Established Businesses	How To Do Business With The Government	Small Business Administration (SBA)	6	2:00pm – 2:55pm
Pre-Startup, Startup, and Established Businesses	A Winning Marketing Plan and Campaign	Thompson Management Consulting, LLC – Austin E. Thompson, Jr	6	3:00pm – 4:00pm
Friday, May 20, 2016				
Target Audience	Workshop Title	Facilitator	Room #	Time
Established Businesses	Effective Financial Management with Quick Books	Business Plans & More, Inc. – Bob Lamp'l	6	9:30am – 10:25am
Established Businesses	Micro Lending: An Alternative to Bank Loans	Rosemont Capital Solutions – Tom Briggette	6	10:30am – 11:25am
Established Businesses	Retirement Planning for Small Business Owners	Joe Fernandez – Mass Mutual, The Piedmont Group	6	11:30am – 12:30pm
Lunch Break (12:30p.m. – 1:00p.m.)				
Established Businesses	Health and Nutrition Management for Busy Entrepreneurs	Dr. Jennifer Cooke – Morehouse School of Medicine	6	1:00pm – 1:55pm
Established Businesses	LinkedIn for Small Business Branding	Gregg Burkhalter	6	2:00pm – 2:55pm
Established Businesses	Your 30 Second Elevator Speech	Small Business Development Center (SBDC)	6	3:00pm – 4:00pm
<p><i>Business owners are strongly encouraged to maximize the opportunity of attending ALL scheduled workshops, regardless of target audience. We have identified and confirmed all speakers for the workshops above. PLEASE GO TO WWW.NSBW2016.COM TO REGISTER and for continued updates.</i></p>				
SMALL BUSINESS FORUM AND EXPO				
The Conference Center at Georgia Piedmont Technical College				
495 North Indian Creek Drive				
Clarkston, GA 30021				
Saturday, May 21, 2016				
Saturday-5/21/2016	Theme: "Empowering Entrepreneurs – Growing Entrepreneurship"	Speakers, panelists, and exhibitors/vendors are in the process of being identified and confirmed for the Forum	15 & 16	9:00am – 3:00pm Exhibitor setup begins <u>PROMPTLY</u> at 7:00 a.m. Official program begins <u>PROMPTLY</u> at 9:00 a.m.



Entrepreneurship and Small Business Summit 2016

Meet the Workshop Facilitators

May 19 – 20, 2016

www.nsbw2016.com



Tina Greer
Greer Business Solutions,
LLC



Bob Lamp'l
Business Plans and More,
Inc.



Abi Oyegun
The Oyegun Law Group



Austin E. Thompson, Jr.
Thompson Management
Consulting, LLC



Tom Briggette
Rosemont Capital
Solutions



Joe Fernandez
Mass Mutual Financial



Dr. Jennifer Rooke, MD
Morehouse College School of
Medicine



Gregg Burkhalter



Panelists and the Keynote Speaker are in the process of being identified and confirmed for the Small Business Forum and Expo on May 21, 2016. Pictures will be available soon.

Advertising in Empowered Business News

Advertise in Empowered

These advertising rates are for solo and micro business models, SOHOs, and small businesses with annual gross receipts of $\leq \$100K$. For major corporate advertisement or for businesses with larger revenue profiles, please call (404) 587-3949 or email us at info@tmconsultingllc.com for rates. No contract required. Pay monthly, quarterly, or annually. Thank you for your support of Empowered Business Newsletter. We support small business success, so let's grow together!

**Advertise in
Empowered**
 $\frac{1}{4}$ page ad
\$35/month

(Black and White, or Color. Ad must be ready for placement in JPEG format)

*Call us and get started today!
(404) 587-3949*

Advertise in Empowered
 $\frac{1}{2}$ page ad (vertically or horizontally placed)
\$45/month

(Black and White, or Color. Ad must be ready for placement in JPEG format)

*Call us and get started today!
(404) 587-3949*

**Advertise in Empowered
Full page ad
\$75/month**

(Black and White, or Color. Ad must be ready for placement in JPEG format)

Call us and get started today!
(404) 587-3949

About Empowered Business Newsletter

Empowered Business Newsletter (EBN) is published by Thompson Management Consulting, LLC as an online vehicle to provide business related information for small business owners, entrepreneurs, micro enterprises, solopreneurs and business professionals who support small business development and growth. The EBN is not produced in hard copy format. Articles in the EBN are written by small business owners, who contribute to the success of each newsletter by providing insightful and informative articles for the small business community. Moreover, the EBN promotes small businesses, spotlights entrepreneurs, reports on business, political and economic activity which affects small business owners, and highlights developments from Thompson Management Consulting, LLC. The EBN has a direct distribution to over 1,500 contacts, who receive the publication via email and share it with their contacts. Copies in PDF format can be retrieved from our website at www.tmconsultingllc.com. We invite small business owners to submit subject matter "Business-related" articles for publishing, along with a head shot and brief bio. All submittals are vetted carefully to qualify for our readers. Finally, we encourage small businesses to advertise with us and support a publication looking out for the concerns of small businesses.

About Thompson Management Consulting, LLC

Thompson Management Consulting, LLC works with small business owners and entrepreneurs who are primarily in the 0 – 5 year range of the business lifecycle, those in the seed and start-up to expansion phases. We assist with business plan writing, marketing, feasibility studies, project management, financial and budget analysis, business event planning, and business training. Thompson Management Consulting, LLC produces an Annual Entrepreneurship and Small Business Summit in celebration of National Small Business Week, and hosts a monthly radio program, The Entrepreneurship and Business Empowerment Hour on WATB 1420AM. We are A+ accredited by the Better Business Bureau, and hold memberships in the Gwinnett Chamber of Commerce and Georgia Hispanic Chamber of Commerce. Additional information can be found at www.tmconsultingllc.com/about.html.

