

Empowered

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

THE THIRD ANNUAL ENTREPRENEURSHIP AND SMALL BUSINESS SUMMIT ISSUE: MAY 19 – 21, 2016

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National Small Business Week

May 1-7, 2016



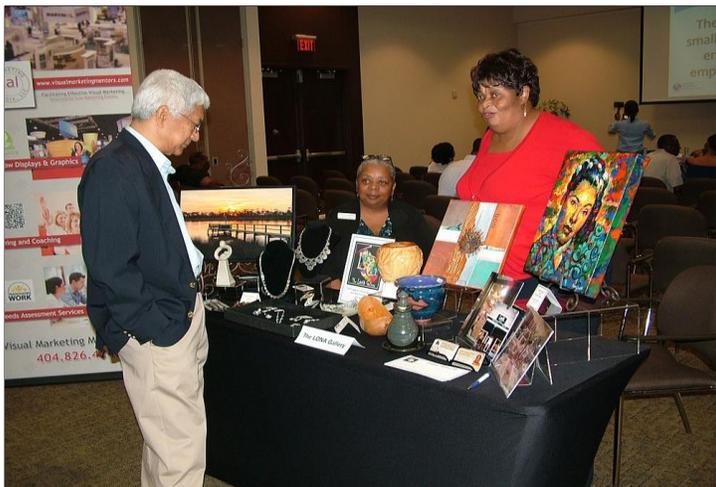
*In 1963, then President of the United States of America, John F. Kennedy, issued a proclamation for the celebration of **National Small Business Week** to honor the nation's small business owners and entrepreneurs. National Small Business Week has been celebrated each year since its adoption in 1963, ten years following the establishment of the Small Business Administration, which was created by the Small Business Act on July 30, 1953.*

Thompson Management Consulting, LLC Embarks on Its Third Annual Entrepreneurship and Small Business Summit

By Austin E. Thompson, Jr.

It started with an intuition in late 2013, the vision I had to expand what I was already doing for small businesses, in celebration of National Small Business Week. Writing business plans, marketing, speaking, teaching, operations and process re-engineering planning, budget and financial analysis, were all part of the scope I had developed for Thompson Management Consulting, LLC (TMCLLC) almost seven years ago, but deep inside, I wanted to do more for entrepreneurs. Consulting, speaking, and coaching are my passion, which helps me to work intimately with the entrepreneurs who are changing the small business landscape by creating new ventures and employment.

Continued on Page 2



(L-R) Dr. Glen Laman, President of the Jamaican Chamber of Commerce in Atlanta with Sylvia Culberson and Carolyn Wright, Owners of the LONA Gallery

TMCLLC is helping to improve the knowledge and awareness of small business owners, who are the economic drivers of our nation. In this vast ecosystem, in which there are many players with diverse scopes of service, we play our role and do our part to contribute to a better society. The thought was, “how can I further help small businesses in our Metro Atlanta community”, especially those who do not normally go the traditional route by joining a chamber of commerce, attending SBA workshops, seek out assistance from S.C.O.R.E, or visit with a local Small Business Development Center (SBDC), because the perception is “they can’t help me”, or “I am too small for them”. These business owners resort to a feeling of disenfranchisement, which results in an inevitable disconnect from organizations who are perceived as having no interest in helping micro businesses.

The passion and desire I had for those few years, evolved from my intuition into what is now the Entrepreneurship and Small Business Summit (ESBS). When I developed this model for its inaugural launch in May 2014, the main objective was to serve the small businesses and entrepreneurs who could not afford the high costs of attending major business events. You see, the SBA defines a small business as any entity with 499 employees and under, but what we don’t understand is that not all small businesses have the same revenue potential. You have small businesses which are generating over \$15 million in sales annually, while on the other end of the spectrum, there are small (micro) operations which are struggling to see upwards of \$80,000 - \$250,000 in sales annually, and oftentimes, exhausting their cash reserves and personal credit cards to purchase supplies and inventory.

Many of these micro enterprises struggle to access much needed credit to stay solvent, and are challenged to maintain the necessary liquid cash to keep afloat. These are the small mom and pop operations, and sole proprietors who struggle each day to stay relevant, leverage affordable resources, and keep their businesses in operation. These are the businesses, among other models, to which we direct our attention, especially those in the 0-5 year critical range in the business lifecycle.

With the annual ESBS, small business owners have the opportunity to participate in workshops, at no cost, with facilitators who are proven and vetted consultants in their respective fields providing a plethora of information which is critical to the business survival of all who are in attendance. We are proud to be in our third year of this growing event, which has become a major conference for those who are looking for information to help grow their businesses. There are plans to grow this model sustainably, while creating partnerships with corporate brands to help drive opportunities for small business owners.

In our workshops, you can receive information on developing a business plan, effective market planning, growing as an entrepreneur, the legal steps to starting a business and deciding on the right business structure, strategic planning, financial and retirement planning, social media marketing strategies, email and digital marketing strategies, operating a non-profit effectively, and many other topics. There is a workshop for every entrepreneur, and more are being developed as we grow and progress. Workshops are free to attend, and have been scheduled in an all-day 2-day format.

The B2B/B2C Expo, which is in its second year, is expected to see an increase in the number of Vendors from last year, with businesses and other entrepreneurs patronizing one another (B2B), as well as non-business owners taking advantage of what they can leverage from the exhibitors (B2C). We intend to make this component value-added for all who participate, as small business owners are able to capitalize on much needed visibility to promote their services and products. The expo is a component of the Small Business Forum, usually on the third day of the Summit, which comprises a business panel and keynote speaker.



Small Business Panel – 2015 (L-R) Harold Causby, President, IMG Consulting, LLC, Dr. Glen Laman, President, The Jamaican Chamber of Commerce in Atlanta, Bob Lamp'l, CEO, Business Plans and More, Inc., Jermain Fanfair, The Fanfair Law Firm, Angela Graham, Chair, Small Business Committee, DeKalb Chamber of Commerce, and Pamela Alexander, Owner, BizLynks Consulting Group, LLC

We are thrilled that, now in its third year, the ESBS has attracted much attention from area consultants and businesses who are all interested in being a part of this growing event. We are pleased to be a contributor to growing small businesses, and playing our role in bringing value-added events to those who are much in need of what we have to offer. So, Happy National Small Business Week, as we celebrate the achievements of our nation's small business owners, and especially, those who are helping to grow our Georgia and Metro Atlanta area economy. Please see all of our 2016 ESBS information in this special edition of Empowered. Thank you all for your continued support.

To see pictures from 2014 and 2015, please go to <http://nsbw2016.com/photogallery.html>

For general information and registration, go to www.nsbw2016.com

"I had a wonderful time at the workshops. The instructors were very knowledgeable and very helpful, and were able to offer valuable resources that would help me as a business owner."

Tina Greer
Greer Business Solutions, LLC
Business Coaching & Consulting



**Atlanta-Fulton Public Library &
The Wolf Creek Branch
3100 Enon Road
Atlanta, GA 30349**

Small Business Owner's Workshop Series

Saturday, June 11, 2016

11:30 a.m. – 1:00 p.m.

WRITING YOUR BUSINESS PLAN

Knowing the critical components of an effective business plan can help you achieve business success

Saturday, July 9, 2016

11:30 a.m. – 1:00 p.m.

STRATEGIC PLANNING FOR SUSTAINABLE BUSINESS GROWTH

Writing a Strategic Plan to capitalize on your organization's mission, goals, objectives, vision, and SWOT

Saturday, August 13, 2016

11:30 a.m. – 1:00 p.m.

YOUR FINANCIAL ANALYSIS

Learn how effective budgeting, financial analysis, and forecasting can help grow your business

*All for-profit and non-profit organizations are welcomed
For more information, call (404) 587-3949*

Do you wish to discuss your business plans, marketing plans, budgeting and financial plans, or have an overview of your operations? 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.

\$75

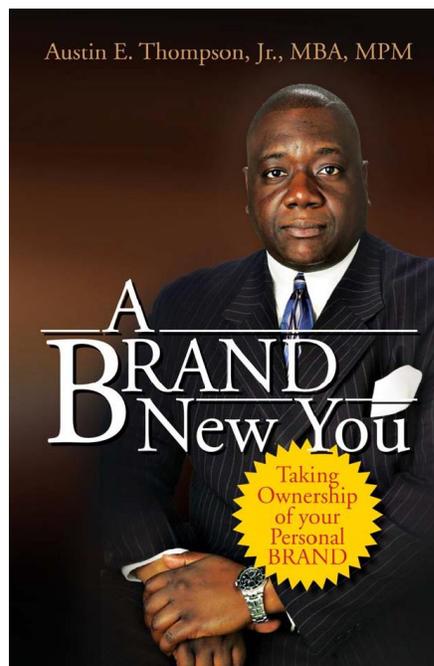
**1-Hour Consulting Session
Call today and get started!
(404) 587-3949**

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.



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- ***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, May 17, 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:

**Kayl May, The Customer Service Coach
Bottom Line Customer
Experience Management, LLC**



Live In-Studio Interview on WATB 1420AM Radio

Listen Online at www.watb1420.com

Saturday, May 7, 2016

4:00 p.m. – 5:00 p.m.

Hosted by:

Colin Tinto & Austin Thompson

Show Sponsored by:

www.tmconsultingllc.com



The Carib & Company Show Entrepreneurship and Business Empowerment Hour

Presents:

**The 3rd Annual Entrepreneurship and
Small Business Summit 2016
- Overview -**



Live In-Studio Interview on WATB 1420AM Radio

Listen Online at www.watb1420.com

Saturday, May 14, 2016

4:00 p.m. – 5:00 p.m.

Hosted by:

Colin Tinto & Austin Thompson

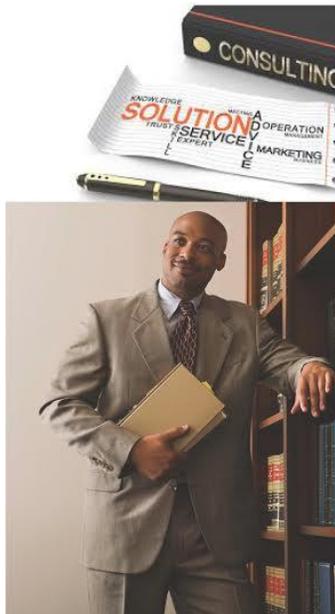
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The Entrepreneurship & Small Business Summit 2016

🌀 Promotions 🌀



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



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)

Lunch sponsored by LeGomier Caribbean Restaurant

THE CLYDE L. STRICKLAND CENTER FOR ENTREPRENEURSHIP
DISCOVERY HIGH SCHOOL

1335 OLD NORCROSS ROAD • LAWRENCEVILLE, GA 30046

PLEASE SUPPORT OUR WOUNDED WARRIOR PROJECT

GO TO www.nsbw2016.com TO DONATE

**2 Day
Workshops**

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

For additional information, please contact:

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

• 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

PLEASE SEE FRONT OF FLYER FOR
ALL WORKSHOP INFORMATION

REFRESHMENTS WILL BE SERVED

PLEASE SUPPORT OUR WOUNDED WARRIOR FUNDRAISER

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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

2016 Small Business Workshops – Classroom Format

Thursday and Friday, 05/19/2016 – 05/20/2016

Discovery High School

Clyde L. Strickland Center for Entrepreneurship

1335 Old Norcross Road, Lawrenceville, GA 30046

To view all workshops, please click the following link:

<http://nsbw2016.com/pdf/NSBW%202016%20-%20Final%20AGENDA.pdf>



Entrepreneurship and Small Business Summit 2016
Meet the Workshop Facilitators
May 19 – 20, 2016
www.nsbw2016.com

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|---|---|---|---|--|
|  <p>Tina Greer Greer Business Solutions, LLC</p> |  <p>Bob Lamp'l Business Plans and More, Inc.</p> |  <p>Abi Oyegun The Oyegun Law Group</p> |  <p>U.S. Small Business Administration SBA Your Small Business Resource</p> |  <p>Austin E. Thompson, Jr. Thompson Management Consulting, LLC</p> |
|  <p>Tom Brigette Rosemont Capital Solutions</p> |  <p>Joe Fernandez Mass Mutual Financial</p> |  <p>Dr. Jennifer Rooke, MD Morehouse College School of Medicine</p> |  <p>Gregg Burkhalter</p> |  <p>Dr. Sinclair N. Grey III</p> |

Lunch Sponsored By:

LeGomier Caribbean Restaurant and Banquet Hall

<http://www.legomier.com/>



2016 Small Business Forum & B2B/B2C Expo – Speakers

Saturday, May 21, 2016

The Conference Center at Georgia Piedmont Technical College

495 North Indian Creek Drive, Clarkston, GA 30021

Keynote Speaker



Peter Hajjar is the co-owner of Reliable Restoration LLC. A veteran of the restoration industry (1986 to present), Peter specializes in business development, field operations, and large loss projects. His skill sets lend themselves to personal relationships with the clients, giving them confidence and comfort in the face of catastrophe. His business focus demands excellence in execution, whether the project is a small residential loss or a major commercial project. Peter's ability to scope, direct and manage these unique claims makes Reliable Restoration the premier restoration company in Atlanta and the Southeast.

Panelists



Ashley McCoy currently serves as a Business Banker and Vice President of PNC Bank, a SBA approved lender. Formerly, she served as an Assistant Vice President and Small Business Development Officer at BB&T Bank, and Branch Manager at Sun Trust Bank. With more than 16 years of experience within the financial services industry and with over 17 years of management experience, her passion is to help business owners on all levels maximize their cash flow position to enhance the value and capabilities of their business. As a Certified Women's Advocate Banker, she is committed to helping women business owners and women executives to achieve greatness within their various business enterprises. Ashley is in her final year as a Doctoral student at North Central University. Ashley is a returning panelist from year one, and will add value to a discussion on lender financing.



Melissa has a Bachelor's Degree in Business Administration with a concentration in Marketing from Tennessee State University. While in college she studied abroad almost every summer. Over the years she's visited Egypt, The Netherlands, Greece, and Thailand just to name a few. She hopes to visit Australia in 2017 and attend the Australian Open. When she's not planning her next trip or playing ALTA tennis she's searching for her next best client. Melissa is the Chief Sales Officer and Partner of Blue Key Interactive where they enhance your online presence in order to engage your customers and attract new leads. Melissa is a consultative seller who is passionate about discovering custom solutions for every client. Utilizing her gifts of active listening and relationship building, she has established a strong network of clients, partners, and associates that have lead to tremendous success in her career.



Celeste Giordano's mission is to help business owners develop the skills, knowledge and attitude necessary to "double-plus" their income and become effective and inspirational leaders in their fields. Whether it's taking your successful business to the next level or starting a new venture, she will teach you the exact skills and strategies you need to enroll more quality prospects, build a rock-solid team, and break through obstacles to achieve real profit and lasting success. Celeste is a professional business growth specialist, a master sales strategist, and dynamic speaker with almost 40 years of experience in direct sales and managing high-performing teams.



Andy Morgan is the principal and founding attorney of the Morgan Law Group. The Morgan Law Group is based in Lawrenceville, Georgia and provides corporate and business law advice and legal representation on matters such as contract negotiation, drafting and review, joint venture and partnership structuring, business mergers and acquisitions, corporate governance, business entity formation, private equity financing and trademark registrations.

Andy has practiced business law for over 19 years. He is a member of the Georgia and New York State Bars. Andy began his law career as an associate at Skadden Arps, a very prominent New York law firm well known for multi-billion dollar transactions. At Skadden Arps, Andy practiced in the areas of initial public offerings, mergers and acquisitions, proxy fights, private placements and joint ventures. He then served as general counsel to a privately owned oil company, where he was a member of the executive team that ultimately arranged the sale of the business to a major US oil company.

Andy received a bachelor's degree in electrical engineering from The Cooper Union School of Engineering in New York and a law degree from The New York University School of Law. He is also a graduate of the Empire State Military Academy in New York, where he earned his commission as an officer in the United States Army Reserve and a member of the 2015 graduating class of Leadership Gwinnett.



Breakfast and Lunch on Sale
Provided By:
Pam's Caribbean Cuisine



For Vendor and Attendee Registration

www.nsbw2016.com



Call For Vendors



ENTREPRENEURSHIP AND SMALL BUSINESS SUMMIT

B2B/B2C EXPO

Saturday, May 21, 2016

The Conference Center at Georgia Piedmont Technical College

495 North Indian Creek Drive, Clarkston, GA 30021

9:00 a.m. – 3:00 p.m.

Accountants, Financial Advisors, Tax Preparers, Software Developers, Educators, Counselors, Web Designers, Social Media Consultants, Event Planners, Real Estate Consultants (Residential or Commercial), Attorneys, Caterers, Life Coaches, I.T. and Computer Consultants, Medical/Dental Offices, Construction Contractors, Landscaping Specialists, Retail Outlets, Insurance Agents, Plumbing Services, HVAC Services, Designers, all small business owners. Have access to over 350+ attendees. Registration is first come, first serve. \$150.00 includes table, 2 chairs, and business promotion.

Contact us today at austin@nsbw2016.com to inquire about vending, or call (404) 587-3949. Visit us at www.nsbw2016.com

Exposure drives revenue. Without strong market presence, your sales volume remain below projections. Reach over 350 attendees in one location. Market, advertise, promote your business, and acquire new customers. All exhibitors will be promoted on our event website and on our social media outlets. Register to exhibit at www.nsbw2016.com.

During the 2015 Business Summit, I was a vendor for my new and growing lipstick line. I was positioned inside the main room, which I was able to listen to all the speakers, panelist and still able to monitor my table. It was a great event to be able expose my business. Not only did I walk away with sales I also made many connections as well.

**Tanya D. Bryant
Owner
Just Lovely Lipstick.com**





WOUNDED WARRIOR PROJECT

As a member of the Wounded Warrior Project Advance Guard, I am honored to make monthly donations to a program that looks out for the welfare of our nation's wounded warriors. These brave men and women served valiantly in Afghanistan, Iraq, and in other foreign wars for the safety of all Americans. Please join Thompson Management Consulting, LLC in raising **\$10,000** by May 21, 2016 so that our soldiers can have the services which will enable them to live in dignity. Hua!!

To make your Wounded Warrior Project (WWP) contributions, please go to www.nsbw2016.com, and on the home page, you will see the "contribute here" button to make your donations. No amount is too small or large, when we are taking care of our veterans. Thompson Management Consulting, LLC thank all who will make these donations to help us raise **\$10,000** for the Project. You can begin immediately. Also, we will have a (WWP) raffle on Saturday, May 21, 2016 at the Small Business Forum and B2B/B2C Expo. All proceeds will go to the WWP.

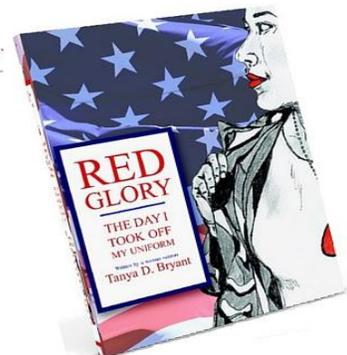
*Please join me on WATB 1420AM, Saturday, May 14, 2016 (4:00 p.m. – 5:00 p.m.) as I share the airwaves with Ms. Tanya Bryant. Entrepreneur, Author, Mother, and proud Veteran of the United States Armed Forces. Tanya will join us to promote her new book **"RED GLORY"**.*

#RedGlory

www.tanyadbryant.com



**This book will
inspire you to not
give up on
your dreams**



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!

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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 Gwinnet Chamber of Commerce and Georgia Hispanic Chamber of Commerce. Additional information can be found at www.tmconsultingllc.com/about.html.

