

Empowered

A monthly online publication published by Thompson Management Consulting, LLC for small business change makers – February 2015

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With

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

WATB 1420AM

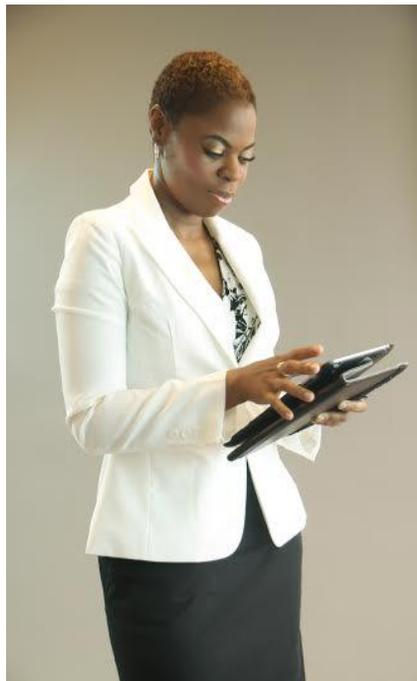
www.watb1420.com

Saturday, February 14, 2015
4:00pm - 5:00pm

"Just Lovely - Tanya Bryant"
Producer of Natural Oils Lipsticks

Tropical Current and AOWR Media

Arlene Wilson, with Contribution from Austin Thompson



Engineers, regardless of their discipline, are known for having extremely high levels of imagination, which contributes to their high capacity for innovation and ingenuity. Technology has improved our lives in many ways, and those who have a voracious appetite to consume it, continue to drive the demand which encourages these innovators to keep developing better technology with increasing rapidity. Engineers are introverts, driven, focused, enthusiasts, determined, and many other superlatives too numerous to list in this article. Above all, engineers are caring people, who solve problems and meet the needs of our society. An engineer recognizes a problem, understands that problem, and

designs a solution to overcome that problem. One such engineer is Arlene Wilson, the visionary behind Tropical Current™, and a Software Engineer who spends much of her days writing code for many of the applications and programs she creates.

Arlene created a product for Caribbean-American business owners to leverage for the promotion and increased visibility of their businesses. According to Arlene, for businesses, organizations, and individuals with Caribbean related interests, Tropical Current is a unique enrichment portal for the Caribbean Culture. Unlike business listing directories and aggregators that simply display content to drive traffic, Tropical Current (www.tropicalcurrent.com) provides targeted, convenient and affordable technologies to its partners for optimized digital marketing and promotion. Hence, if you are looking to reach the vast and lucrative Georgia Caribbean market, with over \$4 billion in spending power, you can do that by leveraging Tropical Current. Caribbean-owned businesses who are interested in increasing their visibility and residing on a platform which opens them to vast markets, can register their businesses with Tropical Current.

To understand the magnitude and value of this new platform, let's look at some very promising statistics from the University of Georgia, Selig Center for Economic Research. If we look at the purchasing power of Blacks in Georgia, we see this group having over \$70 billion dollars of spending power to leverage, while commanding over \$1.1 trillion in spending power nationally. Asian spending power in Georgia was reported in 2012 to be at \$13.3 billion, while commanding almost \$900 billion nationally. Hispanics, who commands the highest spending power of all minority groups, command \$1.3 trillion in spending power nationally. In Georgia, this group controls about \$16 billion in spending power. When you look at the spending power, those with access to disposable income, Tropical Current will have the opportunity to position itself as a leading company attracting lucrative markets to Caribbean owned businesses. Caribbean businesses have products and services to sell, and there are markets looking for products and services specific to the Caribbean community. Just as it is important to state these numbers, it is equally important to state that Tropical Current is open to registering businesses and attracting markets outside of Georgia.

For individuals, Tropical Current provides dynamic and enriching experiences in art and culture, politics, youth, news, sports and entertainment in Caribbean and related cultures. In establishing a competitive advantage, the Tropical Current platform affordably and conveniently brings the technological edge that is missing or expensive to provide at the same scale for competitors. The technologically advanced data analytics and automated processes provided with this brand are on par with that provided by much larger companies. Therefore, you can be a solo or micropreneur and sole proprietor and take advantage of the same benefits as larger businesses.

A wide range of businesses, organizations and individuals with an interest in Caribbean and related cultures would benefit from a relationship with Tropical Current.

- Businesses benefit from our technological advanced digital marketing platform.
- Individuals benefit from the dynamically available content from various Caribbean interests around the globe.

Tropical Current™ is a **Digital Marketing Platform**. There are four major features from which to choose, contingent upon your needs.

1. Business Listing (can be submitted to multiple online directories such as Yahoo™, Google, etc.)

- Business Information is listed in a directory-type environment
- Tropical Current partners are given priority over other listings
- Businesses can link to and drive traffic to their official websites
- Partners have a detailed page on Tropical Current for providing additional information
 - Additional information may include other business directory listings, Social media, coupons and specials, announcements, and other external links.

2. Event Listing

- Partners can list their event information.

3. Advertising Network

- Partners have the option to become an Advertiser or simply become part of the advertising network. This is an ad-exchange program that promises more exposure for ads throughout our network.

4. Information Source

- Seasoned or aspiring Bloggers, readers, journalists provide information on various topics. These contributors are featured on the website.

The aggressive plan for sustainable growth of Tropical Current include, but is not limited to online and radio advertising, social media marketing, informative blogs, building a core base of loyal and repeat customers, referrals, and leveraging entertainment brands such as MADD Energy™ Radio Shows and interviews, and King Danskie™ Live Events and Shows. In 2015, Tropical Current will pursue and secure new long-term partner relationships, and become known as the #1 digital marketing platform for Caribbean and related interests. For additional information, please visit these following sites:

AOWR Media, LLC - www.aowrs.com

Tropical Current - www.tropicalcurrent.com

Tropical Current Press Release - <http://bit.ly/1u5X1X6>

Introduction to Tropical Current - <http://youtu.be/YB4I9VRGRJ4>

About AOWR Media, LLC:

AOWR (pronounced "our") Media provides tools and a medium to get your business heard effectively and affordably. Tropical Current™, King Danskie™ and MaHDD Energy™ are trademarks of AOWR Media LLC. AOWR Media, LLC is located at 100 Hartsfield Centre Parkway, Suite 500, Atlanta, GA 30354.



Austin E. Thompson, Jr.

Mary Ellen McClanahan

Georgia, voted for a second consecutive year as the #1 state in which to do business, is demonstrating that to whom much is given, much is expected. Over the past 25 years, Georgia has attracted many entrepreneurs who saw this great state as the best place in which to start and grow a business. With growing businesses, comes growing jobs. It is with this much success that Governor Nathan Deal announced in the third week of February, February 16 – 20, 2015, the State of Georgia will be celebrating its first Georgia Small Business Week. During this week, state agencies will celebrate the achievements of Georgia's small businesses, and highlight those businesses which have blazed a successful trail in business and job growth, as well as served as model businesses deserving of honored recognition.

State agencies, such as the Georgia Department of Economic Development (GDEcD), the Small Business Development Centers (SBDC), and many communities around the state will be at the forefront of many activities planned for this week. The GDEcD (www.georgia.org) currently ranks #1 as a best in class state-level economic development agency in the United States. This agency, which is responsible for developing Georgia's small businesses and facilitating assistance to businesses looking at Georgia as a relocation destination, is led by Mary Ellen McClanahan, who currently serves as its Director. Some of the activities for this week include, but are not limited to:

Small Business Rock Stars Award Luncheon – Celebrating those small businesses that rock, with a presentation of the 2015 Small Business Rock Stars. For more information, go directly to <http://www.georgia.org/business-resources/small-business-resource-directory/rock-stars/>

Small Business Support Activities – Throughout the state of Georgia, small business owners will have the opportunity to participate in value-added workshops and classes, which are critical for the long-term sustainable success of your businesses. For more information on many of these wonderful activities, go directly to <http://www.georgia.org/business-resources/small-business-resource-directory/georgia-small-business-week/>

Mary Ellen McClanahan will be on WATB 1420AM, Saturday, February 14, 2015 at 4:30 p.m. to briefly discuss Georgia Small Business Week.

Thompson Management Consulting, LLC would like to congratulate the GDEcD for the wonderful work it does in providing services to small businesses, attracting companies to Georgia, and working with Governor Nathan Deal for the execution of this inaugural event, Georgia Small Business Week. The GDEcD has been gracious in assisting us with information, as we prepare for our own events during National Small Business Week. We encourage all of our Solo and Micropreneurs, those with less than 5 employees, and the many Sole Proprietors to take advantage of Georgia Small Business Week. Opportunities to network and meet new fellow entrepreneurs, leverage resources, sharpen your business acumen while attending scheduled workshops, and learning how to grow your business, will be valuable in the long-term. This week will benefit many small business owners, but there are a plethora of advantages for Solo and Micropreneurs by attending. Let's all help to make this week, and inaugural event, a huge success for small businesses in Georgia.

Personal Branding Lecture Series

January 24, 2015

The BRAND Perception ✓

February 7, 2015

Branding for Entrepreneurs

March 7, 2015

Managing Risk / Maintaining BRAND Value

April 4, 2015

Personal SWOT Analysis

May 2, 2015

Your Digital Footprint

Location:

Atlanta Public Library System
Wolf Creek Branch
3100 Enon Road, S.W.
Atlanta, GA 30331
1:30 p.m. – 3:00 p.m.

For additional information, please contact:
(404) 587-3949



Entrepreneur Spotlight



Tanya Bryant – Just Lovely



What is the product?

Just Lovely™ is a moisturizing lipstick made with natural oils; I would classify it as a “lipstick balm”.

What was your vision for developing the product line?

I developed this product in a two month period with no expectations. I felt myself being pulled in the right direction with each detail. Six months later, my vision is to make this first a National Brand with a potential of Global expansion.

What was your inspiration?

After the passing of my mother in May 2014, I was inspired and even more determined to make my mother proud. While she was in the hospital with a 1% chance of recovery, I focused on all the nuggets she passed on to me in life. My mother was an entrepreneur herself and she was my biggest cheerleader in all my business endeavors. I remembered one Thanksgiving before going out the door, she grabbed her lipstick and said “never leave home without your lipstick; you never know who may be checking you out.” This was the beginning of Just Lovely™.

How did you get the name of your company?

When my mother saw something beautiful in her eyes, she would say “Just Lovely”. As the thought came to my mind, I knew this had to be the name. I tell you, I get teary eyed just thinking about my mother’s words being spread around the world through my products.

What are some of the products you sell, and how do you have them made?

I make all the products myself. I just added a lip balm and soon will be adding a lip gloss along with a lip scrub. The core product is lipstick which comes in a variety of colors, currently eight and working on a Red Glory Collection which consists of four shades of red.

Red was my mother’s favorite lipstick color, so this collection is named after her “Gloria”. For every lipstick sold from the Red Glory Collection, one dollar will be donated to the American Diabetes Association in search for a cure.

What is it like developing your own line of makeup products?

I never would have imagined developing my own line of products. Developing these products continue to help me through my grieving process. The journey has truly been a healing process.

What is your competitive advantage...what makes your products unique?

First, I would say my competitive advantage is my story. I realize it’s not able the lipstick, it’s about giving women the freedom to celebrate themselves by using color. Second, society is becoming more aware of what they put in and on their bodies; our natural base ingredients are appealing to our customers.

Who are your customers?

Just Lovely™ Lipstick is for everyday women with busy careers and those moms who are juggling many hats. These women want to look natural with a while polished look as they present themselves to the world.

Are you global?

Not global yet. We are currently in three locations in the Atlanta area (Cobb Galleria, Smyrna, and Dallas, GA)

How can people reach you?

Go to the website <http://www.justlovelylipstick.com>
Phone: 470-296-0134

Social Media:

<http://facebook.com/justlovelylipstick>
Twitter @justlovelylips and IG: justlovelylipstick

Thompson Management Consulting, LLC
2nd Annual Entrepreneurship and
Small Business Conference

May 5 – 7, 2015

www.nsbw2015.com

www.tmconsultingllc.com

The Carib & Company Show Economic and Entrepreneurship Development Segment

 Just Lovely

Presents



Ms. Tanya Bryant
Imagine Me Makeup Artistry, LLC
www.justlovelylipstick.com

Live In-Studio Interview
WATB 1420AM or www.watb1420.com
Saturday, February 14, 2015
4:00 p.m. – 5:00 p.m.

Hosted by:
Colin Tinto & Austin Thompson

Show Sponsored by:
www.tmconsultingllc.com



Congressman John Lewis's Small Business Forum

Wednesday, February 18, 2015

11AM-3PM

**East Atlanta Branch Library
Meeting Room**
400 Flat Shoals Ave. SE
Atlanta, GA 30316

Join the Office of Congressman John Lewis & the SBA Atlanta District Office for our Small Business Forum. Learn about opportunities for your small business and meet other Small Business Owners in the area. This is a brown bag lunch event.

Learn about:

- Utilizing resources to help your business grow
- Assessing the financial strength of your business
- Opportunities for contracting with the government
- Exporting your products

→ **To register for this event, go to www.sba.gov/ga**

Reasonable arrangements for persons with disabilities will be made if requested at least two weeks in advance. Contact: Kathryn Kline at (404) 659. 0116

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For Additional Information, Visit <http://johnlewis.house.gov/event/small-business-forum>

Business Marketplace

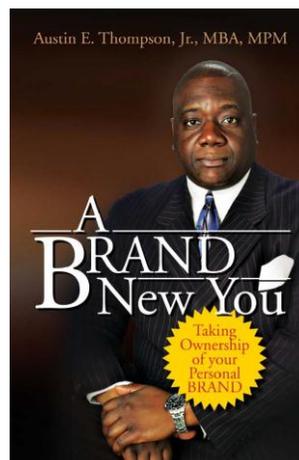
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Fort Valley State University, a unit of the University System of Georgia, has a clear vision to increase its global sphere of influence under the direction of its newly elected 9th President of the university, Dr. Ivelaw Lloyd Griffith. This university is transforming young boys and girls into men and women who are Bold, Amazing, and Prepared to compete in a competitive global environment. For further information, please log on to www.fvsu.edu



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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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

February 17, 2015 – 6:30pm to 8:00pm

For Information: Carmelita Marcia (404) 509-0690