

Empowered

A monthly online publication by Thompson Management Consulting, LLC for small business owners and entrepreneurs – SEPTEMBER/OCTOBER 2018

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Celebrating Hispanic Heritage Month 2018 and Recognizing the Hispanic Contribution to America's Economic Growth

*By Austin E. Thompson, Jr.
(Reprinted from 2016 for 2018)*



National Hispanic Heritage Month, which was signed into law on August 17, 1988 during the administration of Ronald Reagan, started as a week in which the country observed Latino contributions to America, and started to recognize the significant impact of Hispanic investment in American economic growth. When it evolved into a 30-day observation, September 15 to October 15 was considered the period in which Hispanic heritage would be celebrated. The significance of this date coincides with the emancipation of Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, then followed by Mexico, Chile, and Belize.

Hispanic Heritage Month is a time when the country collectively places emphasis on the celebration of Hispanic and Latino heritage, celebrating its music, food, art, language, and all cultural aspects of everything Hispanic.

Each year, since 2014, Thompson Management Consulting, LLC has joined in the celebration of Hispanic heritage month, but placing more of a focus on the contributions made by Hispanic entrepreneurs to the growth and advancement of our U.S. economy. No matter how much many may try to ignore the magnanimous contributions made by such a spirited and ambitious people, Latinos remain steadfast in creating vibrant businesses which employ people (Hispanic and non-Hispanic), contributes significantly to tax revenue (federal, state, and local), creates thousands of jobs, and produce some of Americas top business owners, Judges, Doctors, Lawyers, Educators, Engineers, Scientists, and Policy Makers.

In the Metro Atlanta area, there are numerous Hispanic organizations which are established to assist with the economic advancement of Hispanic communities through business development, education, and training.

These organizations are the Georgia Hispanic Chamber of Commerce, the Latin American Chamber of Commerce, Emprendedores Latinos USA, the Latin American Association, and those which contribute to STEM (Science, Technology, Engineering, Math) development, such as the Society of Hispanic Professional Engineers, and Tech Latino. These organizations play a vital role in contributing to the representation of the nation's 56 million Hispanics, which comprise about 17.5% of the total U.S. population, and playing a key role in conjunction with the nation's 200 Hispanic chambers and the U.S. Hispanic Chamber of Commerce in representing 4.1 million Hispanic business owners who contribute over \$661 billion to the American economy annually.

The total purchasing power of the U.S. Hispanic market is USD\$1.3 trillion, and according to the University of Georgia Selig Center for Economic Growth, should reach USD\$1.7 trillion by 2020. What this mean is that Hispanic businesses have a viable market to target, primarily their own, and the Hispanic market has become a significant target for major corporate conglomerates that invest significantly in studying Hispanic consumer behavior and demand, like Coca Cola, Wal-Mart, Toyota, and McDonalds, and telecommunications companies like AT&T and Dish Network, just to name a few.

According to Packaged Facts, an organization which conducts studies on consumer markets, ***“As a result, Latino consumers have become the most important driver of growth in a wide variety of consumer expenditure categories. For example, between 2012 and 2015 increased spending by Latino households represented around 40% of the growth in aggregate spending for household equipment such as computers and telephones and 25% of the growth in aggregate consumer spending for new cars and trucks. Latino households accounted for double-digit shares of growth in aggregate expenditures for furniture (20%), major appliances (18%), audio-visual equipment and services (17%) and small appliances (16%).”***

One segment of Hispanic entrepreneurs which is doing significantly well are Hispanic women business owners. In Georgia, Latina owned firms totaled 16,400 in 2015, a 364.9% increase from 1997, and totaled about \$1.6 billion in sales.

Nationally, and also in 2015, Latina owned businesses accounted for 35% of all minority women owned firms, and 11.6% of all women owned firms. There was a total of 1.1M Latina owned businesses registered in 2015, generating about \$74.9 billion in revenue, and employing about 451,100 employees (***State of Women-Owned businesses 2015***).

As we celebrate National Hispanic Heritage Month 2018, let us think of the significant contributions made by our nation's Hispanic businesses, innovators, change makers, and entrepreneurs. We see increased consumer services provided by financial institutions, which recognizes a rise in Hispanics embarking on the American dream to start and operate businesses, and we see the fast growth of Hispanics starting businesses and contributing to the nation's economy. On behalf of Thompson Management Consulting, LLC, thanks to all our Hispanic entrepreneurs capitalizing on a tradition and culture of hard work, determination, and commitment to excellence in business ownership. This continued success benefits us all as a diverse country. Happy Hispanic Heritage Month.

The True Hispanic Spirit

Austin E. Thompson, Jr.



Hurricane Florence caused much devastation in North Carolina where homes, businesses, infrastructure were demolished. However, one Mexican restaurant in Havelock, N.C., La Casa del Patron, decided to keep operating to feed many residents hot food at no cost, until the food was finished. Yes, the Hispanic spirit of being kind and compassionate to their neighbors in a time of need was demonstrated by these immigrant cooks, who worked long hours to prepare food from its inventory absolutely free to anyone who needed it, without working electricity, only using cell phone light. It is a story of selflessness and, in celebration of National Hispanic Heritage Month, one which reflects the positive side of immigration. Si se puede!

Why Organizations Struggle to Be Great

Austin E. Thompson, Jr.

It was recently reported that the U.S. job market continues to rebound wonderfully with the latest addition of 219,000 jobs, as reported by the Bureau of Labor Statistics, and with an employment rate holding steady at 3.9%. With the market's desirable performance, American workers are polishing up their resumes and exercising their career options, as they see career opportunities to pursue. The average duration of one's employment is said to be 2.5 – 4 years in a sound economy. It has become common for employees to take a leap of faith after two years of employment at one company for another, which was once frowned upon and considered a symptom of unstableness. Qualified and high value individuals no longer settle for the gold watch or grandfather clock after 20, 25, 30 or more years of commitment to a company. Those are days long gone. As an abundance of jobs become available, and as demand for talent increases in congruence with job availability, more resumes will find their way onto the desks of hiring managers, recruiters, and those responsible for sourcing and hiring new prospects. Small businesses, the leaders in job creation, will receive thousands of resumes annually from candidates looking for employment. The advantage beholden to larger business models is their ability to withstand abrupt departures from key subject matter employees. The function can be delegated to others. On the contrary, a micro/small business model can't afford to lose a key employee. Delegation is not as simple as it is with a large conglomerate or larger small business model with hundreds of employees.

With this paradigm shift in respect to loyalty to the employer, it would make perfect sense for organizations to display a sense of commitment and loyalty to their employees, and create an environment conducive to the peace, fairness, and stability one expects when accepting a position. Career coaching, mentoring, empowering, genuine camaraderie, and a commitment to workers have been replaced with condescending management styles, intense bullying, creating an atmosphere of fear and uneasiness, constant back stabbing and throwing folks under the bus, perpetrating a false appearance of support and understanding, and fostering a disingenuous, unsupportive system in which employees are expected to be productive and effective. Few managers resort to designing and developing a sustainable bottom up management process and invest in growing healthy corporate and inclusive environments. Others just don't see the need to make such an effort. For these management types, it is all

about the numbers. These managers resort to fear, intimidation, makes insensitive statements such as “be thankful you have a job”, “so what if one of our key people leave, we'll find a replacement”, “if you don't like it here, leave”. This is where organizations fail to realize that part of their competitive advantage, what makes them greater than their competitors, is the ability to retain qualified and valuable talent. Talent, this one indisputable link in an organization's value chain, is so often taken for granted. It is clear not all managers are effective leaders, and not all functional experts are fit for leadership positions which involve the management of people. Regardless, corporations continue to overlook the lack of basic human relations skills and emotional intelligence management prospects should possess when transitioning into a leadership role. Managing the numbers is one key aspect of functioning as a manager, but if a manager loses the faith and loyalty employees have for him or her, it potentially jeopardizes the dynamics of the team, department, or group that manager oversees. For instance, if a platoon is sent out to battle, the soldiers in that company must have full confidence and faith in their commanding officer. The relationship between leader and subordinate must be solid and trustworthy. The soldiers must know their commanding officer (the manager) has complete confidence in their assignments without fear of overt micromanagement or condemnation when things may go awry. If not, the soldiers will lose respect for their leader. It's not just about yelling commands, screaming, pulling rank, and giving orders. A platoon leader must know how to build a valued relationship with his/her team. The lives of each soldier depend on this leadership, and so does the health of the team's overall dynamics, which contributes to a successful accomplished mission. Furthermore, soldiers (the workers/subordinates) must be trusted to identify problems with proper root-cause analysis and use the best resources to correct these issues. When managers hire employees, trust them to work out their own problems and stand ready to lend support when needed.

As an Adjunct Professor, in my Principles of Management and Organizational Behavior classes, I often teach students who are managers, supervisors, and in various capacities of leadership at their places of employment. In these two classes, we review numerous case studies featuring examples of desirable and undesirable management styles, and their effects on

employee performance and overall organizational success. In cases where managers displayed favorable qualities such as good listening skills, excellent coaching, exhibiting sympathy to the challenges of their employees, willingness to help and offer genuine guidance rather than criticize, allowing employees to present ideas on improving the efficiency of the organization, and treating employees as valued assets rather than expendable commodity, these characteristics drive pride and confidence in employees who will learn and grow successfully from healthy experiences. On the contrary, in cases where managers attack, cut an employee off in the middle of explaining a problem, mistreats their employees, cast blame on them for the organization's less than stellar performance, or merely not showing any genuine concern to help solve a problem, results in employees feeling as if they are being set up for failure. In my management classes, these case studies provide a look into a plethora of situations that help students understand effective versus ineffective management styles. As leaders, they learn what is needed to properly cultivate an atmosphere of trust, loyalty, and desirable conditions to retain talent and drive organizational success.



Managers can become transformational leaders when they adopt styles which fosters environments of compassion, understanding, fairness, and open-minded inclusion.

- **Listen** – When employees express concerns, it is polite to keep silent and listen to what is being conveyed. So much can be understood, if careful and genuine attentiveness is given to employees. They are on the front lines and know the challenges which may be hindering their effectiveness. If they are attempting to share a problem, with possible solutions, listen and respect their insight. Not all great ideas come from the top.

- **Do not appear dismissive** – This characteristic displays a lack of concern for an employee's insight and may be interpreted by the employee that you don't care. Nothing can be more insulting than for employees to feel as if their voices are not heard. It also conveys the inability to show respect for a subordinate's insight and an unwillingness to accept ideas from your employees, who are on the front lines of the operation, and can bring value-added analysis to resolving existing issues.
- **Check the ego** – Being a manager is more than delivering quantitative results. Managers should encourage, inspire, empower, uplift, and seek to work exceptionally well with their employees. Don't let your enlarged ego trip you up and circumvent what could be a great working relationship. This can be an instant turn-off to someone who looks to you for leadership and inspiration. When managers hire capable and qualified workers, allow them to be part of the decision-making process.
- **Soften your iron fist** – I've heard managers say, "I'm going to be firm", "I'm going to be tough", "my team knows I am hard on them." No employee desires to come to work and feel as if they are in some kind of authoritative, autocratic military junta. Here is a news flash....you are not cultivating loyalty, and management-by-intimidation only conjures negative emotions among your staff. Employees plagued by poor management styles such as this are quickly looking for a way out of this toxic situation. They shut down and what you think is your effective approach at managing your staff only drives their departure. You hire the best and brightest to work for you, so there is no need to treat them as if they are in need of "a firm hand." In this modern day, there are a plethora of options for employees, so treat them like valued members of the organization. Employees are entrepreneurial in nature, more now than in the past, and with this millennial generation. So, antiquated manage styles will only send employees out the door.
- **Be a teacher and mentor** – Understand there will be instances when you will have to go into detail and explain yourself more than once. Withdraw any urges to appear annoyed, respond with condescending remarks that may cause an employee to cease asking critical questions, yelling at an employee and saying

“why can’t you understand me”, “you are not listening”, “you need to listen to me.” Exceptional leaders understand there is more than one path to comprehension. We all receive and process information differently. Some may understand from the initial attempt to explain, and others may require more detail. As a professor, I strongly encourage my students to ask questions and do not be afraid or think any question is ridiculous. The only dumb question is the one you did not ask. Learning is vital to performance, and the more access to knowledge one has, they are better equipped to perform their duties. Studies show the reason why people may be uncomfortable with asking questions is out of fear for appearing unwise. The last thing an employee who may harbor this fear need is to have their questions met with arrogance and conceit.

- **Do not create an environment of tattling and backstabbing** – A work environment should be professional and supportive, not one resembling a junior high school classroom environment. Tattling and throwing people under the bus is no way to build strong dynamics in an organization. Everyone in the organization should be accountable for their actions, not pass blame, or tattle on a co-worker. These behaviors create dysfunction, mistrust, and should never be tolerated by management. Such behaviors are commonly found in organizations which function in an environment of chaos, not in a highly functioning work environment. At work, some employees may see an opportunity to cozy up to a manager by reporting unsolicited information about another employee for the sole purpose of winning privilege and favoritism. This is unfair to the employee on whom information is reported, which may be unfairly malicious to mischaracterize an individual. This behavior should never be tolerated. A one-sided partisan manager who displays favoritism toward one or a group of employees over another creates an environment of mistrust and dysfunction. Snitching and backstabbing are not effective characteristics of a highly functioning organization, and no manager should welcome this. Jealousy and envy can incubate in such environments, and you risk losing your best employees for those who only seek mischief. These self-serving employees create minimal overall value for the organization.

- **Create fun activities** – It is well documented that it costs more to find a new customer, than retaining an existing customer. The same principle applies to employees. The average employee finds it undesirable to go into a place of employment, if they do not feel comfortable there. In these types of environments, employees are driven to produce with little appreciation, perform duties far exceeding what their bandwidth can reasonably manage, micromanaged and always have managers looking over their shoulder, receive little support from the leadership team, constantly thrown under the bus, not recognized or fairly rewarded for going above and beyond expectations, have no outlet for voicing concerns, and see little opportunity for healthy relationship building. Managers can propose simple and continuous team building activities such as monthly bowling, fishing trips, potluck Fridays, movie nights, coordinate anything which brings employees together in an environment of fun and camaraderie. Employees can rotate hosting cookouts at each other’s home or in a community park. Work environments should not be a place in which people hate to be, or one from which they can’t wait to escape at the end of their shift. Workers drive up to work at the beginning of a shift and have a delayed exit from their cars from extreme nausea. This should not be. They should be excited to be at work, not dragging through the day from a deenergized atmosphere. Overseeing a P&L and the growth of an organization should not prevent you from exercising social qualities which creates enthusiasm among your workers.
- **Visit with your employees periodically** – Too many managers show a false sense of humility and fondness for employees when top management pays a visit to the company. Managers may smile more and appear friendly to employees. Qualities which are routinely and vastly absent, are all of a sudden exhibited, albeit falsely and hypocritically. Managers should casually stop by and say hello, how are you doing, how is your day going, how are your classes going, is there anything I can do for you. These simple gestures show the qualities of a leader who cares, and employees work for those who show human and thoughtful qualities. A compassionate manager who understands how to build healthy relationships by casual conversation, are those who will have committed and loyal employees.

These concepts are just as valuable for small and micro business environments, where entrepreneurs rely on valuable employees to staff their businesses. The same leadership skills that are required to operate a large operation, are needed for smaller business models. Organizations struggle to be great for many reasons. There are variables which must be analyzed to determine which of them must be corrected and which of those must be rendered obsolete. Management is a science, which requires sustained development and improvement, and managers should constantly find a balance between growing success in an organization and leading high functioning teams. Apparently evident is that too many managers do not make the effort to grow high functioning teams, foster healthy relationships, and grow positive synergy. They place effort in continuing the same dysfunctional practices which compromises the greatness an organization can experience, which contributes to the loss of highly self-actualized individuals. They remain clueless, insensitive, unsympathetic, aloof, and callous when dealing with human beings. Some managers just don't have the emotional intelligence to lead diverse personalities or grow healthy human relationships. Employees are a reflection of their leadership. An organization's brand grows and is strengthened by its products, services, customer service, innovation, price points, and how they are positioned in their respective industry. Its competitive advantage is set with these variables. However, one focus which continues to slip is attention to employees and their happiness. Without motivated, loyal, inspired, energized employees, these variables are in jeopardy because employees in toxic environments are spending their days contemplating their next job and how to escape their current situation, not making their current organization great. Unless you operate a fast food restaurant, you can't afford a revolving door of constant employee turnover. Sir Richard Branson, CEO of Virgin Group, places his employees above investors and customers, because he knows what makes Virgin successful. Branson invests in making and keeping his employees satisfied, which attributes to the greatness of his organization. Your organization's greatness rests in those who you hire as part of the operation. Value them or prepare for a revolving door situation in your organization.

**6th Annual Entrepreneurship and
Small Business Summit (ESBS 2019)
Thursday, May 9, 2019
Save The Date**

Are You Budgeting for Marketing

Austin E. Thompson, Jr.

Ah yes, marketing. That one function in the business process with which small business struggle, and one in which entrepreneurs don't know quite well how to allocate in their operation budgets. The Small Business Administration (SBA) suggests about 7-8% of your gross revenue should be spent on marketing. To understand how to derive your gross revenues, you must have a profit and loss (income) statement developed. Your gross revenues are determined by subtracting your cost of goods sold (COGS) from your total revenues. Therefore, 7-8% of the value comprising your gross revenues should be invested back into your marketing efforts. COGS are the costs incurred on what you spend for materials which goes into the production of your product. If you are a service-based business, cost of services is responsible for driving revenue. For example, a sales person or anyone responsible for driving revenue for the business. Their salaries are a cost of service.

The more established your business, the less you invest in marketing. However, as a new enterprise, no one knows you exist at the onset of your start-up, so a major portion of your operation budget must be allocated to marketing.

A marketing plan is the key document which outlines the following key elements, which will guide your marketing efforts.

- Vision and mission statements
- Key measurable marketing goals
- How your product creates value for the customer
- Marketing channels
- Marketing strategies
- Overall value proposition
- SWOT analysis
- Industry analysis
- Economic analysis
- Barriers to entry
- Price points
- Sales projections
- ROI and break-even analysis
- Marketing budget

Let's face it, marketing activities are not what they used to be. Once upon a time, taking an ad out in a local newspaper or erecting a billboard were sufficient.

Also, flier distribution was an effective mode of advertising, and still is for some businesses. If your small business enterprise had enough liquid cash and a decent marketing budget, a television or radio commercial had far reaching affects. Of course, word of mouth continues to be the best marketing strategy, which seems to transcend time. However, in recent years, and with the proliferation of mobile digital devices, we have seen an explosion of other means to advertising and marketing. There is much involved in targeting an audience now, that you must be strategic in how you advertise and promote your business. Software helps in narrowing the focus of your target into specific segments of your market based on demographics, consumer behavior, buying patterns, market activity, and other aspects which are critical to developing your marketing plan.

For instance, if you are utilizing social media as part of your strategy, you can leverage various advertising features to increase the effectiveness of your marketing endeavor. If Facebook is your primary mode of social media marketing, you have the option of setting your target by region. The region can be local, city wide, national, and also include a global footprint. For a minimal cost, you can create a budget for thousands of prospects reached by your campaign. This narrows your focus and streamlines your ad dollars more effectively. Adding a promotional video and links to your business' website increases the value-added advantage. With over 2 billion active Facebook users, 214 million in the United States, it makes sense to leverage this powerful social media tool.

On a site like Instagram, where pictures and videos are shared between millions of users on their mobile phones via an app, entrepreneurs have access to 1 billion Instagram users globally, 105 million in the United States. The advantage entrepreneurs have with Instagram over Facebook is the ubiquitous use of mobile smartphones, which are extremely convenient and value-added for users. Instagram is popular with businesses which rely on the promotion of images to increase consumer demand, such as caterers, artists, personal instructors, real estate professionals, retail boutiques, photographers/videographers, and for business consultants who wish to post pictures and videos of their seminars to boost attendance rates. Not all business models may require the use of Instagram, so determine if this is a right fit for your business.

LinkedIn has become the holy grail of professional social media networking. There are various groups one can join to optimize their networking experience. It is considered to have more of a professional platform for generating leads, with less of a casual social appeal than Facebook. It has almost the same impact with some similar features, nonetheless. LinkedIn boasts a membership of 500 million globally, and slightly over 100 million in the United States. Like Instagram and Facebook, this social media tool has its faithful users. However, like anything, there are advantages and disadvantages, and entrepreneurs should determine if their business model is right for this platform.

Growing the awareness and brand of your business depend of effective use of social media tools to sell your competitive advantage. There are almost five billion mobile or smartphone device users globally, and less than 200 million in the United States. The use of apps creates a direct path to your company's website when it is loaded on someone's smartphone. Funnels are studied as part of your marketing analytics to determine what percentage of those who access your website are purchasing your products, as they click and move through a "funneled" process from initial access to purchasing a product. It is a value-added tool, as you can determine why consumers are dropping out of various aspects of the buying process, and at which point they choose to exit before purchasing. New marketing strategies, such as these, are new and critical to the overall marketing process for small and micro businesses. With new and advancing technologies, the small business owner can utilize various critical tools to optimize their success rates of reaching and securing new customers. As part of your operations budget, it is critical to add a line item for marketing, and in your marketing plan, capture all the options available to you and identify their associated costs.

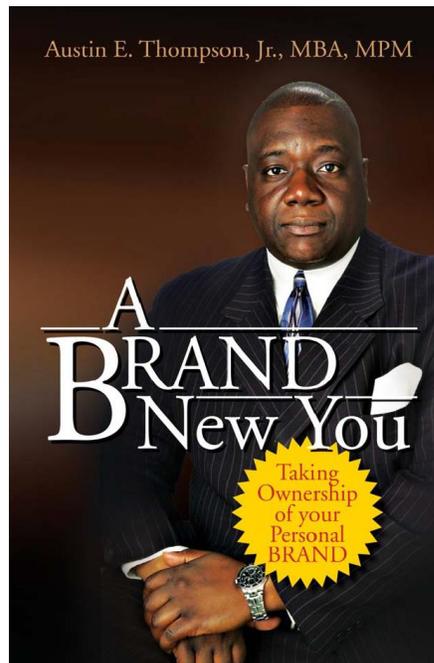
For a complete analysis of your marketing needs, contact Thompson Management Consulting, LLC. We will be pleased to perform a one-hour interview with you and provide critical suggestions to grow your business. Our analysis, which includes a deliverable in the form of a full written report costs \$150.00. The report is not a marketing plan, but outlines what will be needed for your plan, and strategies to consider for having your plan developed. We can also develop your Marketing Plan, and the cost of the plan will include what has already been charged for your report. Kindly give us a call at (404) 587-3949 or email us at info@tmconsultingllc.com. Don't let your market escape to your competitors.

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



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Upcoming Business Events

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WORLD TRADE CENTER
ATLANTA

WHAT YOU NEED TO KNOW – IMPORT/EXPORT

BRAZIL AND GEORGIA

Thursday, October 4, 2018

8:00AM – 10:30AM (EST)

The Brazilian Consulate

3500 Lenox Road, NE – Suite 600

Atlanta, GA 30326

<https://www.wtcatlanta.com/events/#!event/2018/10/4/what-you-need-to-know-about-export-import-brazil-and-georgia>

SAT. OCT. 6TH 2-5 PM
VENDOR SPACES

Entrepreneur Summit

"Business Coach Victoria Sheffield"

CEO Tyreece Echols

CEO Linda Wilder

CEO Dr. Sinclair

CEO LaTarsha Holden

CEO Leroy Allen

Comfort Suites Hotel

7900 Mall Ring Road, Lithonia, GA 30038

[HTTPS://WWW.EVENTBRITE.COM/E/MAKING-BOSS-MOVES-ENTREPRENEUR-SUMMIT-TICKETS-49254289907](https://www.eventbrite.com/e/making-boss-moves-entrepreneur-summit-tickets-49254289907)



Wednesday, October 17, 2018

5:30PM – 8:00PM (EST)

Top Golf ♦ Midtown

1600 Ellsworth Industrial Blvd., NW

Atlanta, GA 30318

<https://www.eventbrite.com/e/circle-of-firms-business-to-business-networking-october-2018-tickets-50579131544?aff=erelexpmlt>



NETWORK SOCIAL: BUILDING COMMUNITY DIVERSITY

In Collaboration with Organizational Change Alliance

Thursday, October 18, 2018

6:00PM – 8:00PM (EST)

Vino Venue

4478 Chamblee Dunwoody Road

Atlanta, GA 30338

<http://www.imcgeorgia.org/events>



WORLD TRADE CENTER
ATLANTA

INTERNATIONAL BUSINESS EXCHANGE

Tuesday, October 23, 2018

8:30AM – 10:00AM (EST)

Ogletree Deakins

191 Peachtree Tower, NE – Suite 4800

Atlanta, GA 30303

<https://www.wtcatlanta.com/events/#!event/2018/10/23/international-business-exchange>

BAHAMAS INVESTMENT EXPOSE

HOSTED BY THE BAHAMAS CONSULATE GENERAL OF ATLANTA

Wednesday, October 24, 2018

6:00PM – 8:30PM (EST)

Nelson Mullins

Atlantic Station – 201 17th Street, N.W. – Suite 1700

Atlanta, GA 30363

<https://www.wtcatlanta.com/events/#!event/2018/10/24/bahamas-investment-expos-201>



B2B NETWORKING EVENT

Wednesday, October 24, 2018

The Park Tavern

500 10th Street

Atlanta, GA 30309

<https://www.networkafterwork.com/event/atlanta-at-the-park-tavern-302>



HISPANIC HERITAGE MONTH – BUSINESS EVENTS



LATIN AMERICAN
CHAMBER OF COMMERCE
@ GEORGIA

5th Annual Latino Business Summit

Thursday October 18, 2018
Infinity Energy Center

Thursday, October 18, 2018
8:00AM – 2:00PM (EST)

<https://www.latinobusinesssummit.com/>

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

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\$75/month

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

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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.

