



Sandi Pruitt
 The Phoenix Rising Center for Women
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The Phoenix Rising Center for Women, Inc.

is a non-profit 501(c)(3) organization founded by Ida Richard and Sandi Pruitt, both of whom have dedicated much of their lives to helping youth and families overcome adversities. The residential program targets girls ages 12-17 who are at risk due to circumstances that may include living in unsafe and/or unhealthy home environments, or who may be pending placement in juvenile detention centers because of a lack of positive alternative facilities.

The Phoenix Rising Center for Women offers a holistic approach that helps the

resident girls improve their way of life by facilitating emotional healing and growth, physical health, basic education, independent living skills, social and recreational functioning, and vocational pursuit. Sandi acknowledges that, "[Getting the home established] was very difficult at first, but now it is great to see the rewards and benefits." Clearly, the girls in the home are happy to have not only a safe, comfortable place in which to live, but also people that care about them. Also evident is Ida's and Sandi's commitment to their mission, as plans are already underway to soon open two additional residential homes in metro Atlanta.

Janina Edwards is the owner of **JustWrite! Communications & Proposals**, a home-based business that provides writing for marketing, promotion, business communication, and grant proposals. Some examples of the company's work include grant proposals for government and private foundations, press releases, magazine articles and interviews, sales letters, and website text.

In a word, Janina's workstyle can best be described as *organized*. "My home office is efficient, but comfortable. I know what works for me: writing weekly events and priorities on a dry erase

board; holding project information in files or notebooks; keeping books and technology close by, yet not intrusive. Of equal importance is my quiet corner, with a comfortable chair and plant, away from the computer and looking out on my backyard and garden. This backdrop is the foundation for everything that happens with my business," says Janina, who has put it into action the information she learned as an Atlanta Microenterprise Initiative student, including referring to her business plan on a regular basis to ensure that she stays on track.

Janina Edwards
 JustWrite! Communications & Proposals
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Book Reviews



How to Become a Successful Weekend Entrepreneur
 by Jennifer Basve

Until you read this book, you probably could not have imagined all of the types of businesses that can be run on the weekends only – from a coffee delivery service to becoming a community down. The book explains the likely target markets for a variety of different businesses and provides information on additional resources.

1001 Ways to Reward Employees
 by Bob Nelson

When starting and running a company, it's very necessary to reward your employees for a job well done. Whether you have one or fifty-one employees, whether you pay them or they volunteer their services, this book suggests inexpensive ways to do just that. For example, one of the great suggestions in the book is to create a handmade thank you card for your employee. You can also learn how some of the largest corporations motivate their workers. If you have employees, this book is a must read.

Chicks Laying Nest Eggs
 by Karin Housley

With all of the investment options available these days, there is no reason why anyone should reach age 65 and be forced to continue working. This book explains financial concepts in an entertaining manner. It also gives step by step instructions on forming an investment club, from the tax forms your club must use to maintaining communication with your members. If you don't know the difference between a 401k and Special K, then this book is for you.



In an effort to provide clients with access to the highest-quality resources available, **WEDA** has forged relationships with a number of synergistic organizations and other entities. In each newsletter issue, we highlight one of those partners and share with you their perspective on a variety of issues.

John C. Beane, Esq.
Partner, International and Corporate and Securities Law, Troutman Sanders, LLP

Q: How does Troutman Sanders see its role in the community?

A: To quote from a recent Pro Bono Report that we circulated within the Firm: "At Troutman Sanders we believe in service: service to our clients and service to our communities. This principle is a core value for our firm. We are proud to represent all of our clients—from larger corporations and governments to the most fragile and vulnerable citizens who need legal assistance but may not be able to afford it. These groups make up the fabric of our community, and we believe that we owe a duty to them all."

Q: Why is it important for a business to seek legal counsel?

A: It is important for a business to seek legal counsel to avoid both current and future problems in connection with its operations.

Failure to consult counsel and plan wisely and appropriately can result in future liabilities – both tax liabilities and general liabilities, many of which may be unexpected.

Q. Please characterize the relationship between Troutman Sanders and WEDA.

A: Troutman Sanders is proud to be a partner to **WEDA** in providing assistance to beginning entrepreneurs who might not otherwise have legal counsel available to them. We believe that, working together with **WEDA**, we can help new business owners create a basis for a successful venture. Obviously, how the owner builds upon this basis is up to the owner, but we can hopefully help enhance the possibility for success. We value our relationship with **WEDA** and look forward to

continuing that relationship for years to come. Who knows, some of the businesses we are assisting now may become giants in their industry and be clients of the firm in the future.

*Troutman Sanders, LLP provides pro bono business legal assistance and advice to eligible **WEDA** alumnae.*

Quarterly Photo Journal



Clockwise from top left: Iniciativa para Microempresas de Atlanta graduates at Plaza Fiesta; **WEDA** Alumnae Group meeting hosted by the 5th Runway restaurant; SBA Georgia District Director, Terri Denison, welcomes guests to the grand opening of **WEDA's** Metropolitan Atlanta Women's Business Center; **WEDA** hosts international small business delegations from the Republic of Georgia and Ecuador, respectively; **WEDA** Alumnae Group members from left to right, Dynna Brown, Tonja Cash, Lottie Osborne and Frieda Johnson.

Q: Is it *really* necessary to write a business plan for my business?

A: While many businesses do indeed start without a well-thought-out business plan, many of those same businesses fail within the first two to five years of operation. Adequate and timely planning are critical to the success of a business. Furthermore, it's likely that you will encounter one or more situations that will require you to present a business plan, including obtaining bank or investor financing, securing a business location and/or utilizing certain suppliers or obtaining credit from those suppliers. To increase the likelihood of success for your business, a well-thought-out business plan is a necessity.

Q: What role does marketing play in the success of a business?

A: The purpose of marketing is to gain, satisfy, and keep customers. Many entrepreneurs mistakenly view marketing only as the advertising and selling of goods or services, however, it is much broader than that. Marketing is defined as the process of validating, planning and executing the conception, pricing, promotion, and distribution of goods, services, and ideas to create exchanges that satisfy individual and organizational objectives. In its entirety, marketing is the lifeline of any business and is vital to business success.

Pamala King is Consulting Services Director of Tri-Cap Financial Services, Inc., which offers income tax preparation, bookkeeping, accounts receivables collection, debt consulting, entrepreneurial training, business consulting and other services designed to help clients create, retain and maximize wealth. To learn more or to "Ask Pam" a business-related question, please send your inquiries to: weda-atlanta@mindspring.com.

Business Quote:

"Commitment is the combination of desire and discipline, the vulnerability inherent in admitting you want something and the belief that it is worth working toward. True commitment to a person, a cause, your own well-being, is the surest way to achieve your dreams. What are you going to commit to today?"

WEDA-At-A-Glance

Key Program Data and Measurements for the Period January 01, 2002 – December 31, 2004

Primary Programs:

<i>Name</i>	<i>Date of Inception</i>
Atlanta Microenterprise Initiative (AMI)	January 2002
Impuestos Ahora! (Taxes Now!)	January 2003
Iniciativa para Microempresas de Atlanta	January 2004
Non-Profit Workshop	March 2003
Patents and Trademarks Workshop	June 2004

Client Statistics:

Number of clients	1,942
Low- to moderate-income clients	70.1%
Effectiveness measurements:	Program Completions
	In Business
	63.6% within 6 months of training completion
	83.3% within 12 months of training completion
	60.0% within 24 months of training completion
Low client business revenue (monthly)	\$125
High client business revenue (monthly)	\$20,000+
Number of jobs created	135 (not including the business owner)
Number of business loans made	48
Aggregate dollar value of business loans	\$5,357,153

Service Area:

Twenty-eight county Atlanta, GA Metropolitan Statistical Area (MSA)



January 2005

Title	Date	Type of Event	Cost
MAWBC / Micro Loan Orientation	January 5 th	Orientation	Free
Atlanta Microenterprise Initiative	January 6 th	Orientation	Free
Everything You Always Wanted to Know About Franchising	January 19 th	Lecture	Free
Effective Business E-Mail	January 20 th	Lecture	\$35 (with lunch; \$25 without)

Spanish Business Vocabulary

February 2005

Small business:
Pequeno negocioEntrepreneur:
EmpresarioOwner:
PropietarioBookkeeping:
ContabilidadSuccessful:
Exitoso

Title	Date	Type of Event	Cost
MAWBC / Micro Loan Orientation	February 2 nd	Orientation	Free
Inciativa para Microempresas de Atlanta	February 15 th	Orientation	Free
Everything You Always Wanted to Know About Franchising	February 16 th	Lecture	Free
Logistical Considerations for Daycare Businesses	February 17 th	Lecture	\$35 (with lunch; \$25 without)

March 2005

Title	Date	Type of Event	Cost
MAWBC / Micro Loan Orientation	March 5 th	Orientation	Free
Everything You Always Wanted to Know About Franchising	March 16 th	Lecture	Free
Getting Your PR Kit Together	March 17 th	Lecture	\$35 (with lunch; \$25 without)

*Please contact our office for additional details or to register for an upcoming orientation or workshop.

