



THE LEAGUE

JUNE 2009

NEWS YOU CAN USE!

News Radio 1230 WNRN, The HBA Group, Inc., and First Command Financial Services Present The *CSRA B2B Expo Featuring Platinum Sponsor First Command Financial Services*, Saturday, June 27, 2009, 10:00 a. m. – 4:00 p. m, the Holiday Inn located at 2155 Gordon Highway. The CSRA Business 2 Business Expo is a unique and exciting opportunity FREE to the public. Is for those whose target market is businesses; if you sell a product or service that businesses need to operate effectively; if you're in need of business services to enhance your company; if you're interested in networking with like-minded entrepreneurs and business people who have refused to participate in the current economic conditions, then this CSRA B2B Expo is designed for you. For vendor opportunities or for additional information or questions, please call Helen Blocker-Adams at (706) 267 - .0579 or e-mail her at hba@hbagroup-intl.com.

Success Enterprise, Inc., will sponsor a “Marketing Your Business on the Web”, workshop at the Julian Smith Casino, from 10:00 am - 2:00 pm on **Saturday 25 July 2009**. You can reserve you seat by calling (706) 993 - 2577 or by going on line to register at www.successenter.com/freeseminar.aspx.

Do you work from home or out of your car and need a professional office or conference room to meet with your clients. The CSRA Business League has just the place for you, a “Timeshare Office”, renting for \$20.00 per hour, \$10.00 per hour for League members. The office has wireless and wired internet access, a computer, printer and phone, the conference room has wireless internet access. Call the League at 706 722 - 0994 to schedule your meeting today.

Are you looking to expand your business through the use of government contracts, visiting the government marketplace can be lucrative, and provide your business with numerous networking and growth opportunities. www.Business.gov the official business link to the U. S. Government provides several resources to assist you with finding more information about government contracting. Visit the site and

read blog articles and discussions on government contracting from the community:

Technology has evolved and new tools have been developed that allow business owners to communicate better, faster and more intimately. The new tool we are talking about is 2.0 web services. We are talking about digital and social media such as Blogs, Wiki, Facebook, YouTube, Consumer Generated Media, Twitter, LinkedIn, PURLs (personalized urls), podcasts, and mobile marketing, to name but a few that will change tomorrow. But the premise for using this type of media is the same as the old familiar kinds such as print ads, TV, radio and the like. Match the media and to the strategy you are seeking to implement and the overarching goal of the business. Remember the words P.O.S.T. to assist you in developing a successful digital-centered marketing strategy.

P is for People - Know the capabilities of your audience.

O is for Objectives - You wish to accomplish?

S is for Strategy - What is going to be different as a result of doing this?

T is for Technology - Choose the right technology.

You can choose with more confidence and less anxiety about wasting time and money. Marketing in the 2.0 world can be fun, exciting and rewarding for you, your firm and your customers.

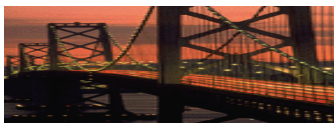
Registration has opened for the 2009 Atlanta Regional MED Week Conference, to be held **August 3 – 4, 2009** at the Hyatt Regency Atlanta Hotel. Minority Enterprise Development Week (MED Week), as designated by proclamation of the United States will be **23 – 29 August**, first proclaimed in 1983, the week recognizes and promotes achievements of the Nation's minority owned and controlled businesses and their supporters. The National Minority Enterprise Week Conference will be held 26 – 28 August at the Omni Shoreham in Washington, DC. Information on the Atlanta Conference can be found at <http://www.medweekatlanta.com>

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The CSRA Business League, Inc. has been “Serving our Community with Pride” since its founding in 1970. Our mission is to support and assist small, minority and disadvantaged businesses in their efforts to become successful and prosperous. Our goal is to serve as an information clearinghouse and referral source, in addition to providing networking opportunities and technology training for small, disadvantaged and minority owned businesses.

As a 501© 3 not for profit organization, we are dedicated to providing those we serve with modern strategies and services that gives the business owner the tools to maintain a thriving and successful small business.

Membership Corner

Please consider joining the CSRA Business League, Inc. Please contact us for the benefits of a League membership. Please Visit our revamped website at www.business-league.org

New Members
Jo Rae Jenkins & Associates
Success Enterprises, Inc.

Keeping you Informed

SBA NEWS

The 27TH Annual Minority Enterprise Development Office , MED WEEK Business Summit & Conference for the Atlanta Region , will take place 3 - 4 August 2009 at the Hyatt Regency Hotel in Downtown Atlanta. The conference theme is "ENERGIZING THE AMERICAN ECONOMY WITH MINORITY BUSINESS ENTERPRISES". Please visit <https://www.medweekatlanta.com/home.aspx> for additional information.

On June 15, SBA started guaranteeing America’s Recovery Capital (ARC) loans. ARC loans are deferred-payment loans of up to \$35,000 available to established, viable, for-profit small businesses in need of short-term help to make their principal and interest payments on existing qualifying debt. ARC loans are interest-free to the borrower, 100 percent guaranteed by the SBA, and have no SBA fees associated with them.

SINCE 1970 THE BUSINESS LEAGUE HAS SERVED AS A BRIDGE TO SMALL BUSINESS SUCCESS IN THE CSRA

MEMBERSHIP FEES

STUDENT	\$25.00
NON-PROFIT	\$50.00
INDIVIDUAL/LLC	\$100.00
CORPORATE	\$150.00

UPCOMING EVENTS

ATLANTA MED WEEK CONF
HYATT REGENCY
ATLANTA, 3 - 4 AUG 09

NATIONAL MBDC CONF
26 - 28 AUG 09
OMNI SHOREHAM,
WASHINGTON, DC

SERVICES

Application Assistance
Business Plan Development Assistance
Business Incorporation
Business Networking Meetings and Seminars
Computer Lab
Computer Training for Business Owners
Copying, Fax and Mail Services
Partnership Facilitation
Educational Business Seminars
Grant Research and Recommendations
Marketing & Advertising Assistance
Small Business Incubator Office Space
Technology Assistance and Resources