



*"Supporting the Entrepreneurs of Today,
Seeding the Entrepreneurs of Tomorrow"*

McClain Ministries' Entrepreneur Networking Synergy Teams

[JUNE 21ST ORIGINAL NOTES]
UPDATED JULY 12TH

There will be ten (10) teams of four (4) people for the October Networking Event. The teams and their responsibilities are listed below:

1. Media:

_____ Press Releases

_____ Personal Appearances –Local Cable

(Responsible for creating and dissemination of information to newspapers, radio and television outlets/scheduling personal appearances on cable programs)

A. Team Members

1. Lena Williams
2. Belinda Johnson

B. Personal Appearances – Local Cable – Public TV

1. Melva McClain
2. Volunteers

C. Brenda suggested use of a Media Contact Guide-she plans to furnish guide to Media Team – Media Guide Acquired by Brenda (June 23, 2008)

D. Media Contact Guide will be mailed to Lena Williams this week.

E. Entrepreneur Howard Lewis of Image Video has volunteered to interview Melva McClain on his show in September.

2. Literature Preparation:

- _____Flyers
- _____Brochures
- _____Email

(Creating all flyers, brochures emails and advertising material for October Networking Event)

A. Team Members

1. Kim Myers
2. Brenda Funches

B. Flyer modified:

With the added features there will be a new start time for the event. The event will start at 5:00 P.M. All Entrepreneur tables must be set up by 4:00 P.M.

C. Flyers & Subscription forms:

Updates and modification of the flyer will be completed by Thursday July 17th and copies published and ready for distribution by July 19th.

3. Communications:

- _____Flyers
- _____Brochures
- _____Email

A. Team Members

1. Jacqueline Carter Houston
2. Rosemary Bethea
3. Bruce Haralson
4. Dominic Booker
5. Mary Jordan Smith
6. Shervondaline Sims
7. Gigi Smith
8. Bonnie Forrest
9. Howard Lewis

B. Disperse flyers and brochures to:

1. Churches

2. Banks
3. Hair Salons
4. Medical Mall – (Visited by Belinda Johnson who obtained website address – name of contact person (Robyn Berland and list of this years events – Robyn has agreed to disperse the flyers during each event, the doctors offices as well as the bulletin board – June 23, 2008)
5. E-Center - (Frances Meeks has agreed to disperse flyers on an ongoing basis)
6. 88 – Keys – (Joe Henderson has committed to disperse flyers and brochures on an ongoing basis)
7. Legislators/Mayors – (Gwen Smith & Brenda Funches – committed to distribute flyers & brochures)
8. Doctors
9. Lawyers
10. Barber Shops

- B. Flyer will be two-sided and include full explanations of Subscription/Advertisement and Table Sponsorship

4. Subscription/Advertisement

(Responsible for soliciting subscriptions for advertising booklet - 1/4 page \$25 -1/2 page \$50 – Full page - \$75 Front & Back Cover - \$500 Inside Cover - \$250). This new feature will allow local businesses to advertise in a full color booklet that will be available during the October Networking Event. E–List members subscriptions will be located in a special area of the booklet – subscriptions are free.

A. Team Members:

Brenda Funches
Belinda Johnson
Mary Chamberland
Melva McClain

- B. The Entrepreneur soliciting the most ads will receive a full page ad

5. Booklet Production:

(Responsible for formatting and publishing of Full Color Booklet/
local business advertisement)

6. Catering:

(Responsible for service and food preparation –funds for food will
be furnished by subscription purchases).

A. Team Members

Denise Jones
Sylvia Washington
Bonita Shay
Eddie Mae Hooker

**B. Caterer Director will acquire necessary help to assist with
preparation**

7. Decorations:

(Responsible for all meeting hall decoration –funds for decorations
will be furnished by subscription purchases).

8. Table Assignments:

(Responsible for Entrepreneur table assignments prior to event
and coordination during event).

A. Team Members:

Brenda Funches
Belinda Johnson
Mary Chamberland
Melva McClain

**B. Brenda suggested that we solicit outside vendors, churches,
legislators etc. to sponsor tables to market their products. The
idea is to have a certain number of our dining tables available
to outside vendors with a center place card indicating the name
of the sponsor. For example Home Depot purchases a \$1,000
table that seats 10 guests. Home Depot will be represented at
the table. There would be a certain number of free tables**

assigned to Entrepreneurs and a certain number of sponsored tables.

The tables will be ranked accordingly:

- Platinum -\$1,000
(Includes free ½ page ad & free booklet)
- Gold - \$750
(Includes free ¼ page ad)
- Silver - \$500 – 1 table has been allocated
- Bronze - \$250 – 1 table has been allocated

C. There will not be a head table but there will be several tables assigned to individuals on program, legislators, CEO(s) and the Governor

9. Network Follow-up:

(Responsible for follow – up with Entrepreneurs to confirm attendance – also coordinate with caterer to ensure accurate head count.

A. This Team will serve as Greeters

10. Clean Up:

(Responsible for meeting hall clean up after October Event)

A. Includes two people from each team

Next Scheduled Synergy Meeting:

August 9, 2008