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MERG

# Press Release

Re-alignment at Micro Enterprise Resource Group positions micro-entrepreneurs as proponents for CT micro-businesses



Micro Enterprise Resource Group of Connecticut reorganizes with micro-business owners in the lead to advocate, educate and provide resources to over 315,000 of Connecticut's micro-enterprises

West Hartford, CT, July 20, 2007: The Micro Enterprise Resource Group of Connecticut has reorganized by the installation of a new board which is comprised primarily of micro-enterprise business owners from the state of Connecticut. A micro-enterprise (any business with ten employees or less is considered a micro-enterprise) is a highly valuable resource in Connecticut. Connecticut's economy relies heavily on the 315,000 registered micro-enterprises that now reside and operate in the state. A splendid mix of creativity and hard work that helps to fuel state and local economies, the ranks of micro-entrepreneurs keep growing. Micro-businesses may be small, but together they generate more than \$15 billion in annual sales and over \$430 million in state tax revenues. Most large companies began as micro-enterprises, yet micro-enterprises continue to employ twice as many people as the top 25 employers combined!

Micro-entrepreneurs come from all walks of life: inner-city, rural, and suburban men and women from many cultures and backgrounds. What they all have in common is long hours of work, focused on the many tasks required to run a small business. Most can't afford a bookkeeper or secretary, so there is seldom time or money to find needed resources or track and influence government policies that can greatly affect their business success. MERG gives many small enterprises one large presence in CT. Each member makes our collective voice louder and stronger.

For Release 9 a.m. EDT, July 20, 2007

MERG was founded in 2003 by a group of concerned organizations. MERG is a membership organization whose mission is to protect and promote the interests of micro-enterprises in Connecticut. In addition to helping members find capital and other resources, it also serves as a unified voice throughout the state and at the legislature.

The mission at MERG is simple, to support micro-enterprises in the following manner:

- 1) Educate the legislature on issues critical to micro-enterprises.
- 2) E-mail updates on legislative issues that are relevant to micro-businesses
- 3) Provide access to research and statistics that explain how the issues and legislative bills impact micro-businesses
- 4) Gain access to business resources, capital, and small business skills training
- 5) Provide business resources that will assist micro-businesses to thrive in Connecticut's business climate
- 6) Allow businesses to gain additional exposure by furnishing links on the MERG website to member's websites.

The following MERG members were nominated and elected to the MERG Executive Board for 2007-2008:

Co-Chairpersons:	<i>JK Designs</i> —Jean Dunning & Karen Gunkowski, Cromwell, CT <i>POW·R PC, LLC</i> —Marc Gallagher, Cromwell, CT
Secretary:	<i>Targeted Development Solutions, LLC</i> —Paul Hughes, Bloomfield, CT
Treasurer	Margaret L. Groth, CPA—Meriden CT
Website Coordinator:	<i>Streamlined Development</i> —Leslie Olding, Groton, CT
Legislative Liaison:	<i>PCSW</i> —Barbara Potopowitz,—Hartford CT
Membership:	<i>A Victorian Sentiment</i> —Linda Louise LaCasse, Somers, CT
Events Coordinator:	<i>AdMorEyes</i> —Victoria Hughes—Wallingford CT

## MERG

### The voice of Micro Enterprise in Connecticut

For further information about MERG call Linda Louise LaCasse at 860-763-2762 or check out the website at <http://www.mergCT.org>.