



FOR IMMEDIATE RELEASE

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EO ATLANTA UNITES BUSINESS OWNERS TO CONNECT, SUPPORT + STRATEGIZE IN CRISIS

The Atlanta Chapter of the Global Entrepreneurs' Organization Extends Complimentary Resources to Non-Members

ATLANTA: As COVID-19 cases continue to rise and affect entrepreneurs, their businesses, and their employees, [EO Atlanta](#) has extended and enhanced its resources and availability to help make an impact in the lives of Atlanta business owners seeking support. Built by entrepreneurs for entrepreneurs, EO Atlanta is the local chapter of the global Entrepreneurs' Organization committed to building an engaged community for local entrepreneurs to come together on business and personal topics especially in times like now. EO Atlanta Connect + Support offers exactly that.

As an organization built on the value of entrepreneurs sharing experiences and resources to get through challenges, the EO Atlanta Connect + Share initiative is designed to address the specific needs of businesses and their owners. Connect + Support offers a simple way entrepreneurs can sign up for complimentary bi-weekly live sessions to speak with other business owners to discuss common challenges, share effective financial, marketing, and sales resources, and create a sense of connection and community among Atlanta entrepreneurs who otherwise may feel they are alone on this journey. EO Atlanta has also assembled a page with articles, recorded webinars, and other resources typically only available to members as part of the Connect + Support outreach.

"EO Atlanta has always been more than just a platform of resources," said Brad Stevens, EO Atlanta's President. "Entrepreneurship can be a lonely journey sometimes and we're offering a way for entrepreneurs who are struggling to come and feel a sense of community and connection. Our goal with Connect + Support is to provide a knowledge base of practical resources coupled with a sense of relief entrepreneurs feel when they connect with others who know exactly how they feel. It's so important to know you are not alone during all of this."

The resources offered with Connect + Support include curated tools, content, and shared experiences to support entrepreneurs impacted by COVID-19. The resources focus on three phases of response: *Triage*, *Restore*, and *Emerge*.

- **Triage** – Initial and immediate response and assessment that allows business owners to get ahold of their current situation and implement swift and necessary actions to minimize the impact.
- **Recover** – Focus on getting back to business, tapping into emergency resources, and mapping out future plans.
- **Emerge** – Strategically moving businesses forward with all the knowledge EO Atlanta has provided.

One attendee who knows first-hand the positive impact EO resources can have is Michael Barnhill, co-founder of [Specialist ID, Inc.](#), a private company aimed to be the best badge holder company in the world. An entrepreneur himself, Barnhill began Specialist ID in a dorm room in 2002 and it's now celebrating its sixth consecutive year on the Inc. 5000 list of America's fastest-growing private companies.

"The Connect + Support call I attended was amazing and hit the spot for where I am right now," said Barnhill. "It was entrepreneurs supporting one another and sharing insights about what has been working since COVID-19 hit. After the call, I was buzzing with energy and ideas. The EO members I met are clearly goal-setters, doers, and driven entrepreneurs who generously shared their time, ideas, and insights with me. The entire experience has been incredibly valuable. It was so much more than I expected."

For more information and to access these resources, visit www.eoatlanta.com/connect for links, articles, and upcoming live sessions with fellow entrepreneurs.

For entrepreneurs interested in becoming a member of EO Atlanta, membership opportunities are also available for those who meet the organization's business requirements. To learn more or apply for membership, visit www.eonetwork.org/atlanta/membership-qualification.

Interviews with EO members to discuss the project and general business during COVID-19 are available upon request.

About Entrepreneurs' Organization (EO) & EO Atlanta

Entrepreneurs' Organization (EO) is a global, peer-to-peer network of more than 14,000 influential business owners with 195 chapters in 62 countries. Founded in 1987, EO is the catalyst that enables leading entrepreneurs to learn and grow, leading to greater success in

business and beyond. With close to 200 members, EO Atlanta represents the most respected businesses from the greater metropolitan Atlanta area. EO Atlanta's membership companies have an annual economic impact of \$2.1 billion and boast more than 6,500 jobs.

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