



www.kermiteady.com/empowerment.htm

EMPOWERMENT INSTITUTE

Presented by Kermit Eady



Dear Participant:

Welcome to the Eady Associates Empowerment Institute Seminar Series, you have made a quality decision that can change your life. Your enrollment in the Empowerment Institute will expose you to a whole new world of expertise in business start up. With this in mind, please see our Institute schedule below:

- **Thursday October 4, 2007 from 7:30 PM - 9:00 PM at 309 West 136th Street, Harlem, NY**
- **Saturday, October 9, 2007 from 2 PM – 4:30 PM at Langston Hughes Community Library 101-01 Northern Blvd, Corona, Queens**

The Seminars will be held for (6) consecutive weeks. Many of our Black Business leaders will be participating in the seminars as specialized experts on business development, enriching your learning experience.

Enclosed is an application and other pertinent information to provide you with insight regarding our seminar content. Please complete and return your application, along with your check or money order for Five Hundred Dollars (\$500), made payable to Eady Associates, as a soon as possible to ensure your place in our upcoming series. To use a major Credit Card for payment, please visit www.kermiteady.com/empowerment.htm ***Discount available to seniors and Students with valid ID.**

We look forward to seeing you in attendance at these powerful sessions.

Join us for the Empowerment Institute Seminar Series!

Yours truly,

Kermit Eady,
President Eady Associates

MOST BLACKS IN AMERICA still struggle with basic survival in the world's most powerful and wealthiest nation. Blacks voluntarily and involuntarily help create wealth, yet remain uncompensated. Why? To answer this question, some hard realities must be faced.

A primary reality is the lack of the practice of *Ujamaa, collective economics*, introduced by Dr. Maulana Karenga, as one of the seven principles of the Nguzo Saba, the foundation of Kwanzaa. The early concept and practice of Ujamaa were systematically suppressed from the minds of Blacks since being brought here circa 1619. The suppression of this fundamental practice has not only created a vacuum in our socio-economic stability, but is also directly responsible for the pervasive deceit and duplicity of some within the community for the express purpose of personal gain and false favor.

Additionally, the lack of understanding and an indifference to universal/spiritual laws have kept us in a state of ignorance and dependence, vulnerable to manipulation and oppression by those more organized to exercise their collective power. We must build our community and institutions based on principles, integrity, consciousness, and responsibility for our self-interest.

At the Empowerment Institute, we address business principles and economic development methodologies. We also deal with the negative factors that continue to impede and prevent us from moving forward. Truths, solutions, confidence- building techniques and proper projections are discussed and analyzed, to empower our students with start-up business methods requiring minimal financial resources from the onset. Discussions on relevant areas of science and technology as a vital means to achieve a competitive business edge are also held. We will discuss the roles of our spirit, soul and body, in the building/development process; why it is necessary to know the differences and similarities; and how we cause spirit, soul and body to work together to foster greater success.

Based on the knowledge and skills that God has blessed the Empowerment Institute teachers and me with, you will receive effective non-traditional business development training. For decades, the norm in academia has been to seek a *Business Administration* degree; interestingly, however, there has been very little focus on *Business Development and Specialized Fundraising*.

The Empowerment Institute is committed to providing specialized human resources for organizations and businesses seeking assistance in specialized areas such as: finance, fundraising, public relations, marketing, administration, technology and other areas of business and institution development, and maintenance.

Empowerment Institute graduates leave with sound and essential business basics that create a solid foundation in business development. After the execution of your business development mission, the Institute will monitor your progress, and upon request, assist with other expertise and consultation.

Moreover, for businesses and institutions, the completion of the seminars will provide your staff with the knowledge and motivation to increase productivity and professionalism in the workplace.

Welcome to the Empowerment Institute! Thank you for your interest and support for the self-reliance of a people.

After twenty-five years of developing and building the Black United Fund of New York, Kermit Eady, founded Eady Associates in 2003. Eady Associates is a full service consulting company whose principals have years of combined training and business experience in the areas of for-profit and not-for-profit business development. The areas of specialization at Eady Associates include, but are not limited to, accessing payroll deduction markets, fundraising, computer systems and network integration, website design, motivational speaking, referral services for legal and financial services, and more.

The primary thrust of Eady Associates is to deliver the best consultation services resulting in empowerment at the individual and community levels, fostering the achievement of personal and/or business objectives in support of one's vision. The success of this thrust brings about not only economic development, but networking and interlocking of resources and organizations, thereby creating a community support and delivery system.

Realizing the great need for the Black community to engage in business pursuits specifically, and economic development generally, and the fact that there are many members of the community that would like to start a business, the Eady Associates Empowerment Institute was founded under the aegis of the parent company. The founder further understood that in the Black community leadership is defined by activist and politicians; whereas, in other communities, the real power behind everything comes from the business community in service of their interests.

Starting BUFNY with a meager eight thousand dollars, Mr. Eady grew the organization to over \$100 million in assets. Realizing that God had given him knowledge, wisdom and vision to create and develop businesses and other organizations without large sums of money, Mr. Eady knew that he must now teach others how to do the same.

Additionally, Mr. Eady also understood that as other communities have done for years, there is a need to utilize other Black business leaders to teach and train sound business concepts, principals and development. Therefore, the company is bringing together Black business persons that will assist in providing leadership to those that are availing themselves to the wealth of knowledge that the institute is providing.

The Empowerment Institute is developing a variety of funding sources to assist its graduates in securing finances. Under separate contract, specialized and personalized technical assistance will also be available to graduates.

As Eady Associates grows and develops, many more services will be added which will give its graduates more knowledge and skills in the pursuit of personalized growth, which will increase overall potential for business success.

Universal/Spiritual Laws and Principles

God has placed in the universe laws that when followed and practiced will always bring about a modicum of success. This applies regardless of any particular religion or faith. At The Institute, you will be taught laws and principles, and how to apply them. Black business leaders are brought in to discuss the techniques used to start and grow their business.

Managing and Leading

The functions of managers and leaders are easily associated with each other; however, there are specific distinctions between the two. Understanding the difference between management and leadership is essential to the success of any business endeavor.

Communications Skills

The art of effective communication is comprised of several factors, including proper speech, grammar, tone and body language. Likewise, the art of effective listening, which is of equal importance in communication, consists of multiple aspects including interpretation, evaluation and providing feedback. Mastering these fundamentals is the goal of this segment.

Time Management

When people talk about their worst time problems, invariably they think in terms of things that are beyond their control, but time goes where you direct it. You are ultimately in control of your own time. In order to get control of your time, you must be familiar with some basic principles of time management and The Institute will equip you with the necessary tools.

Business Start-Up

In considering components of starting a new business, some key factors are usually at the top of the list: developing a business plan; seeking financial backing; incorporating; obtaining a 501(c) (3) for not-for-profits (non-profit); and seeking media coverage. However, one of the first things that should be done is to *put your idea and vision on paper*. This is the genesis of your business. These and other concepts and principles will be discussed in the Business Start-up segment of the training.

Legalities

In this segment we will discuss legal business needs and procedures, i.e., by-laws; contracts; incorporation; tax exemption; differences between for-profit and non-profit; city, state and federal laws governing certain types of businesses; boards of directors and governance; partnerships and partnering; limited liability company; and more.

Finances and Accounting

This segment focuses on: business plans; sources of funding; investments and investors; returns –including social– on investments; business loans; grants for non-profits and for-profits; stocks and bonds; and other areas of financial needs, interests and responsibilities. We will also discuss the need to keep proper financial records, and execute timely city, state and federal filings required by law.

Franchising

Franchising is an area of business where an individual can engage in a business endeavor without starting from square one. With franchising, there is usually the need to have some provision of capital. There are however, some well-known franchisees that are not too costly, which provide training and technical assistance. Therefore, this may very well be one area in which partnering may be of great interest and benefit.



FREQUENTLY ASKED QUESTIONS

1. What makes you qualified to teach start up business?

I started the Black United Fund of New York with \$8000, and in 25 years built the business into over \$100 million in assets.

2. I understand you used Black people's money as the genesis of your business ventures, how did you do that?

I opened the payroll deduction market in city, state, and federal government systems for the Black United Fund of New York as well as Cooperation's such as Verizon, IBM, AT&T, etc. This also opened the market place for other not for profits as well.

3. Can you teach us how to access and implement a payroll deduction plan for our organization?

Yes, I most certainly can. Remember, it is the best way to raise money in the world.

4. What do you mean by Universal/ Spiritual Laws?

These are laws that God put in place in the universe that governs it, and therefore governs us. If we follow these laws we will have success regardless of one's faith or religious beliefs; the laws work.

5. Can you come to my place of business and speak to my staff, and motivate them?

Yes, I can; we can discuss your needs, and I will design a presentation just for your staffs needs.

6. Are you available for private business consultation?

Yes, please call me and we will take it from there.

7. Why were you motivated to start the Black United Fund of New York?

Quickly, I realized that Black people needed to develop a mechanism whereby they could take their own money and reinvest into their infrastructure. Therefore, Payroll deductions, worksite solicitations from Black People became the way to go. The numbers show that if we averaged one dollar per person from the Black workforce, based on fifty-two weeks we could raise one billion, sixteen million dollars a year.

8. Can this kind of fundraising be done outside New York?

Yes it can be done in almost every state in the country.

9. What happened to the Black United Fund of New York?

Elliot Spitzer, New York State Attorney General, DESTROYED the fund. He gave no reason for what he did. I was never accused of anything, and Mr. Spitzer gave no reason to the public as to his reasons for destruction. However the Black Political leadership supports him.

10. Have you written a book(s) on all of your experiences?

No, I am working on a book now.

“Kermit Eady has always worked for the empowerment of our people. His commitment and dedication will be a benefit to those who seek his counsel.”

Dr. James McIntosh, Psychiatrist/Community Activist

“These workshops far exceed my expectations. They are wonderful.”

Florence Rice, Consumer Activist

“What Kermit is teaching is important to all people and I believe it will make a difference.”

Ester Walker, Educator/Reading Specialist

“Applying the spiritual laws to my life has been awesome. You follow the laws, you reap the benefits.”

Yvette Hassell, Entrepreneur

“I have been so blessed to have had the opportunity to receive advice, encouragement and enlightenment from the Empowerment Institute. I have learned so many lessons on how I can have a business and be successful without having a lot of money. I have learned the twelve universal laws of success. I will never forget these laws. They have become a way of life for me ever since I started attending the seminars. I feel honored to have had the opportunity to partake in such a wonderful event. The atmosphere was welcoming, uplifting and breathtaking. I will never forget the lessons I have learned. I will apply them to every aspect of my life”.

Albee Mckenzie, Student

This course was inspirational and informational. I met several successful business people who shared their stories of perseverance and triumph. I applaud Kermit Eady for showing aspiring business people what to do, and offering the courage to take the first steps.

Attorney Christiane S. Berry

Mr. Kermit Eady:

I came to support you on your endeavor and never give it any thought of what was in it for me. Well I was surprised. The wealth of wisdom and knowledge attained from your Empowerment Institute is so advanced and full of knowledge, that I have and will recommend others to your classes, and will always apply my empowered knowledge.

Thank you for advancing our Mental, Physical and Spiritual needs in all walks of life.

Noel Patterson, President of PMV Development Corp.



Empowerment Institute

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YOUR AVENUE TO FREEDOM

**Please remit your workshop fee of \$500 or \$250 for Seniors & Students with Valid ID
with this completed enrollment form.**

**Or log on to www.kermiteady.com/empowerment.htm and pay using credit card
or PayPal**

CONFIDENTIALITY COMMITMENT

All information provided will be held in strict confidence.



Mail To: 33-45 94th Street, Suite 3K, Flushing, New York 11372 or E-Mail: info@kermiteady.com

NOTE: Use INSERT keying options as appropriate for field data entry.

NAME: Ms. ___ Miss ___ Mr. ___ Mrs. ___	DATE OF BIRTH: ___/___/___ SEX: M / F
ADDRESS:	CITY: STATE: ZIP:
PHONE DAY:	PHONE EVENING:
E-MAIL:	
EMPLOYMENT HISTORY:	
Company _____ From: _____ To: _____ Address _____ Position: _____	
Company _____ From: _____ To: _____ Address _____ Position: _____	
Company _____ From: _____ To: _____ Address _____ Position: _____	
Company _____ From: _____ To: _____ Address _____ Position: _____	
EDUCATION LEVEL: _____ DEGREE OR SPECIALITY: _____	
High School _____ From: _____ To: _____ College _____ From: _____ To: _____ Graduate School _____ From: _____ To: _____ Doctoral _____ Awarded: _____	
Thus far in your career, do you feel you have been successful? Yes ___ No ___ Somewhat ___	

What do you feel has been your greatest accomplishment? _____

What do you feel has been your biggest failure, if any at all? _____

Do you prepare adequately for your assignments or projects? Always____ Sometimes____

Rarely____ Never____

Do you understand what is meant by universal/spiritual laws? Yes____ No____

Professionally, what would you like to do or become? _____

What would you like to get out of this seminar? _____

Are you willing to work hard and follow directions? Yes____ No____

OPTIONAL INFORMATION

Tell me something about yourself. Community where you were born; relations with siblings; volunteer activities; family socio-economic status, i.e., poor, black middle class, upper class, etc.

Providing this information will help the teacher to understand more about you and, therefore, be able to serve you better.

Eady & Associates does not guarantee that after completing this seminar, the signatory below will reach their desired level of success.

EMERGENCY CONTACT:

NAME _____ RELATION: _____ TEL: _____
ADDRESS _____ CITY _____ STATE _____ ZIP _____

SIGNATURE _____ DATE _____