



ACCESS TO CAPITAL FOR ENTREPRENEURS

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## ACE's Annual Speed Coaching Event for Small-Business Owners Set for Aug. 22, 2024

**ATLANTA, GA (July 18, 2024)** – Metro Atlanta entrepreneurs will be able to fast track their business learning and expertise by attending the ACE | Access to Capital for Entrepreneurs Annual Speed Coaching Event set for Thursday, August 22, 2024. Nearly 50 business and financial experts from the Atlanta area have volunteered to be coaches and offer their experience and insights to small-business owners looking for guidance. The annual event will again be held at Le Meridien Atlanta Perimeter Grand Salon, 111 Perimeter Center West, Atlanta, GA 30346, from 5:30 p.m. to 8:30 p.m.

Speed coaching pulls its name and structure from the traditional speed dating concept, adding an entrepreneurial twist. This fun, high-energy and informative evening is a one-of-a-kind interactive event in the Atlanta area. Speed coaching enables each registered business owner to meet one-on-one with at least three successful business leaders and expert coaches in 30-minute increments to discuss strategies and solutions for their businesses.

Intended for both seasoned and startup small-business owners, the event's coaching topics will include financial, business operations, marketing, sources of funding, sales strategy, and financial growth, as well as contracting and certification for women and minorities. This year we're also pleased to introduce sessions on navigating Cybersecurity and Artificial Intelligence.

To register and participate as a small-business owner, go to <https://aceloans.org/ace-speed-coaching-event/> or call 678-335-5600, ext. 3. Or, for more information, email [acewbc@aceloans.org](mailto:acewbc@aceloans.org). General registration, open until August 2nd, is \$45 (limited availability). Late registration, between Aug. 3 and Aug. 16, is \$55. Space is limited, and preregistration is required. No walk-ins. Heavy hors d'oeuvres will be served.

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### About ACE | Access to Capital for Entrepreneurs Inc.

ACE is a 501(c)(3) nonprofit and community development financial institution (CDFI) that provides loans and business development resources to help its borrowers create and grow sustainable businesses. For over 20 years, ACE has been the resource of choice for those who are typically not financed fully by traditional lenders. Since 2000, ACE has loaned more than \$200 million to 2,600+ entrepreneurs, who have created or saved more than 21,000 jobs in Georgia. With a focus on underserved people and places, ACE connects small businesses owned by women, people of color and low to moderate income borrowers in metro Atlanta and North and coastal Georgia with capital and coaching to sustain their businesses, retain their employees, and thereby support their local communities. ACE has offices in Westside Atlanta Cleveland, GA, Dalton, GA and Tifton, GA, and ACE Women's Business Center locations in Norcross, GA and Savannah, GA. For more information, visit <https://aceloans.org/>.

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