

Micro Business Forum Announces New Committee and Developments to Support Business Growth



Photo: MBF 2023-2024 committee. From left: Alison Carroll, Secretary; Veronica Lind, President; Glenda Hamilton; Edgard Lopez, Vice-President; Judith Jackson; Lyn Richardson; Chrissy Jones, Treasurer (Absent: Barbara Smith)

Port Macquarie, NSW, 18 August 2023 – Micro Business Forum (MBF), the thriving hub for small businesses, is delighted to introduce its newly elected committee members following a successful Annual General Meeting held on August 16, 2023.

New Committee Members

At the heart of MBF's commitment to fostering a supportive business environment, the committee welcomes seven esteemed professionals who have been elected to lead the organisation forward:

- President: Veronica Lind
- Vice President: Edgard Lopez
- Treasurer: Chrissy Jones JP
- Secretary: Alison Carroll
- Committee Members: Barbara Smith, Lyn Richardson, Glenda Hamilton and Judith Jackson

Former Vice President Glenda Hamilton expressed heartfelt gratitude to outgoing President John Clarke for his dedicated service in the previous term. MBF continues to empower small businesses to flourish collectively, serving as a platform for networking, collaboration, and professional growth.

Empowering Small Businesses

MBF plays a pivotal role in nurturing small businesses through comprehensive support mechanisms, equipping members with the tools and knowledge necessary for success. The newly elected President, Veronica Lind, shared, "Our members enhance their technological skills, driving efficiency, productivity, and scalable marketing, sales, and financial operations. At MBF, small business owners learn to navigate marketing strategies effectively to foster growth and profitability. Together, we create a community that supports one another's mental and physical well-being, enabling businesses to thrive."

MBF Developments

Continuing to evolve in response to member needs, MBF has implemented key initiatives. Notably, the organisation has transitioned from bimonthly 3-hour Friday morning meetings to shorter 2-hour monthly gatherings on Wednesdays, as suggested by members. By actively engaging with members through surveys, MBF is well-positioned to expand its membership base while continuing to support emerging businesses within the community.

Through a dynamic range of events, such as Coffee Connects and strategic collaborations with Chambers of Commerce and local councils, MBF eagerly anticipates a promising trajectory for 2023/2024.

Harnessing AI for Marketing Success

In a transformative presentation following the AGM, President Veronica Lind elucidated the possibilities of integrating Artificial Intelligence (AI) into marketing

strategies. Small businesses gained insights into leveraging AI for sales and marketing automation, email and chat engagement, as well as streamlining overall operations. The presentation underscored the potential of tools like ChatGPT to position businesses effectively and emphasised the role of emotions in AI interactions.

Attendees departed with a nuanced understanding of optimising AI with a human touch, including enhancing SEO, content quality, and website personalisation.

For media inquiries or further information, please contact:

Veronica Lind

President

president@microbusinessforum.org.au

0407 779 828

About Micro Business Forum:

Micro Business Forum (MBF) is a dynamic and friendly business network dedicated to empowering small businesses through networking, collaboration, and skill enhancement. By fostering a supportive community, MBF equips entrepreneurs with the tools to thrive in today's competitive landscape.

<https://www.microbusinessforum.org.au>

End