



## **Renasant Announces 2022 Renasant Roots Atlanta Participants**

October 18, 2022

**Atlanta, GA** - Renasant is proud to announce the participants of the 2022 Atlanta Renasant Roots Entrepreneurial Success Series. The capacity building workshop is a five-week program customized to help small business owners sharpen their business development skills and fill gaps in their knowledge and experience to make their enterprises stronger.

Renasant Roots was created in partnership with the Birmingham Business Resource Center. With the program having great success in the Birmingham market, Renasant's Birmingham team and the BBRC shared the Renasant Roots template last year with the Atlanta Renasant team to share with small business owners in Atlanta.

"I am thrilled to see that the response to the Renasant Roots Entrepreneurial Success Series application period was met with such overwhelming demand," said Zennie Lynch, Atlanta Market President. "We received eight times as many application submissions as we had spots available. It is clear indication to me that there is definitely a need for the tools and resources that this program is positioned to provide. Because of the elevated interest in the capacity building program, I am proud to announce that we have expanded the program this year to accommodate a few more of these deserving applicants."

The workshop will focus on business development and planning, marketing and branding, accounting principles and tax preparation, funding options, and resource development. In addition, the participants will also be provided with a small business development grant of \$2,500 when they complete the program. The twelve participants for this year's program include:

- Michael Urbina - The Urbina Law Firm
- Tamay Shannon - W2S Marketing
- Germaine Leroux - Ada Leroux Hair
- Kevin L Caine - Modern Artist Services, Inc. d.b.a. The Grind Factory Studios
- Akinwande Oshodi - The Avery Group
- Edward Marshall - Learning Posse
- Amber Woolfolk - Solve Tutoring
- Pamela Myers - Pamela Myers Model Fitness
- Donna Wise - DLW International dba InXpress Roswell
- Weaslyne Preval - Preval Home Care
- Phyllis R Martin - Covered Elements of Design
- Ervin Richards - Richards Sportingear

### **ABOUT RENASANT CORPORATION:**

Renasant Corporation, a 118-year-old financial services institution, is the parent of Renasant Bank. Renasant has assets of approximately \$16.6 billion and operates 194 banking, mortgage, financial services and insurance offices throughout Mississippi, Tennessee, Alabama, Florida, Georgia, North Carolina and South Carolina.

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