



# The Small Minority Businesses of the Year

rolling out atlanta

Each week we will profile a local small minority business. Three (3) businesses will be selected as "The Small Minority Businesses of the Year" and be honored during halftime of the April 14th Atlanta Hawks vs Detroit Pistons game. *rolling out* & The Atlanta Hawks will host a reception for the honorees in the *rolling out* suite at Philips Arena during the game.

ro | business profile



photography by steed media service

# herbert greene

## extraordinary entrepreneur

Unfortunately, there isn't really an institution that teaches us how to handle our money, teaches the value of managing our credit, and teaches us how to become entrepreneurs," stated Herbert Greene, owner of Urban Suburban. As a successful businessman of a construction company, a nursery, and a bail bonding company inherited from his father, Greene understands the value of African-American entrepreneurship. While 45 million African-Americans work full time everyday, they still live in poverty. The school system in inner-cities lack the proper educational tools, such as, updated computers and books. Some argue the mind frame of our educational

system is inaccurate. We are taught in high school, and even most colleges to work hard in order to advance in others' company, rather than own our own. Greene's keen observation into our lack of quality education gives an indication to understanding his success.

Greene believes African-American entrepreneurship is vital for the community. While other ethnic groups have family businesses that's been in existence for generations, Greene pointed out, "Every time there's a new generation, we have to start over, whereas, they're building on ten and twenty generations. There are very few 100- year- old black businesses. Unfortunately, when you do have successful black businesses, the

second generation is not nearly as successful. We need to spend time making sure we educate and train our children to be entrepreneurs."

Greene handles an array of business ventures, which keeps him busy. The bail bonding company has been in his family for 32 years. Greene believes this business aids a great deal of African-Americans in an unseeingly way. He shared, "It's sad there are a lot of African-American males and females that go to jail. But, I'm glad I'm there to get them out because often times, our community has to have subjective collateral in order to

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get out of jail. The criteria in which a (bail bonding) company is evaluated on whether they're going to get someone out of jail is based on imperial and analytical data. So, we have to compete when the playing field is not leveled." So, Greene steps in to level out the playing field with his reputation and excellent financing criteria in hand to assist.

All aspects of Greene's businesses have a bright future. His firm has a 2 million dollar bond capacity, and he just acquired a 7-figure loan to add 29,000 square feet to his building. "I plan on doing some loft conversions, and residential, commercial, and development."

Greene says his success is due to God for birthing him to parents who stressed education. But, he also revealed a successful businessman should, "know the difference between an asset, a liability, and an expense. It's important to live below your means, and resist temptation to take shortcuts. I know you definitely have to be persistent, educated, and assertive. But, never give up." Greene also takes great satisfaction in continuing his father's achievements. "It gives me a great sense of pride when I can hire brothers and sisters. I feel really good that my parents educated me, and taught me what's right. Now I can in turn take care of them."

-Yaminah Ahmad

### "rolling out with the Hawks Night"

Come join us at Philips Arena on Saturday April 14th as The Atlanta Hawks vs The Detroit Pistons. Come "meet and greet" some of your favorite *rolling out* writers and help us salute "The Small Minority Businesses of the Year" with a reception in the Headline Grill area from 5:30 PM to 7:30 PM. "*rolling out* with the Hawks Night" lower level \$40 tickets can be purchased for only \$10.00 !!!

Call 404-827-DUNK and ask for the "*rolling out night*" discount



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