

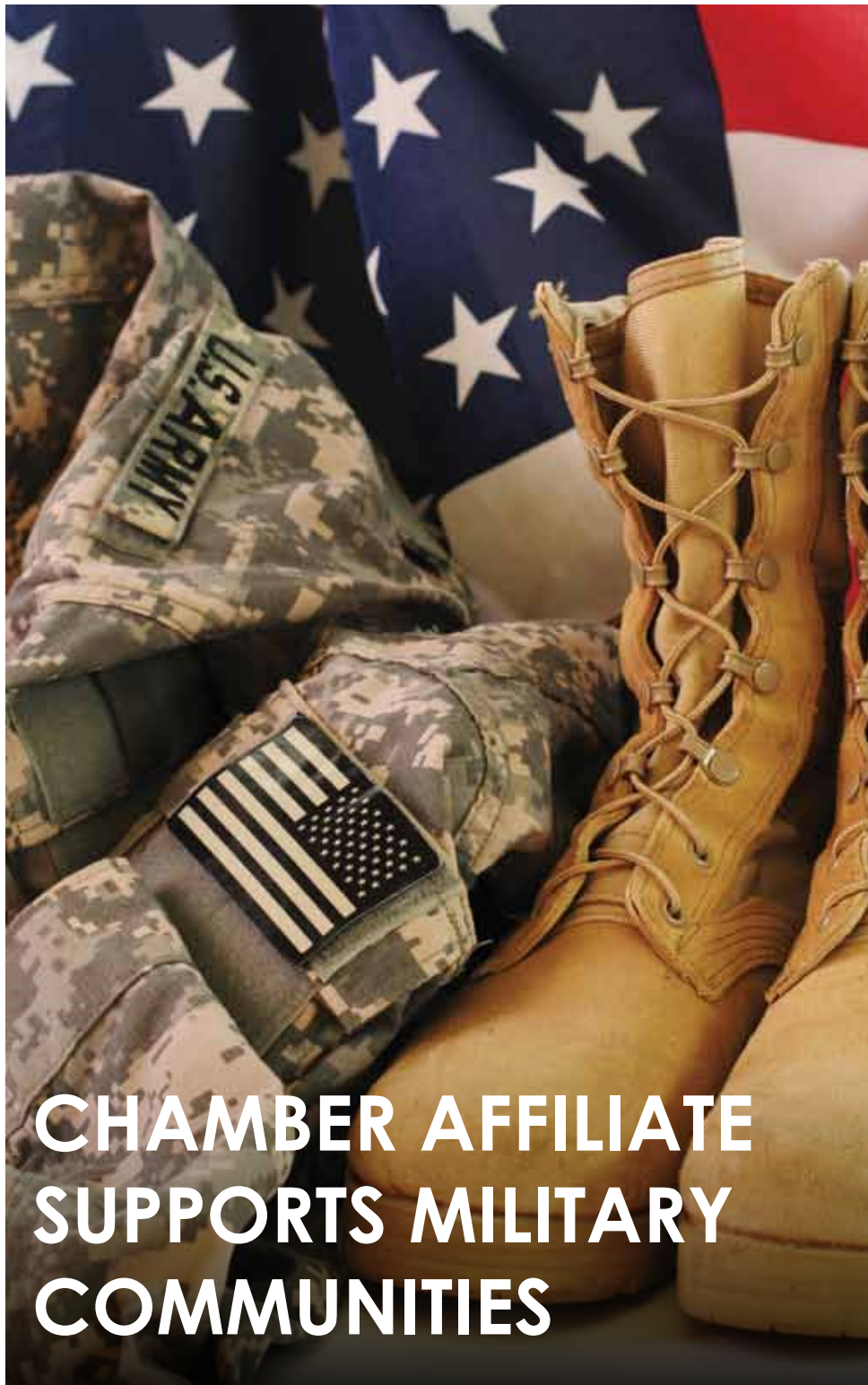
PR FILE

THE GEORGIA CHAMBER OF COMMERCE MAGAZINE

www.gachamber.com

NOV/DEC 2011

Supplement to
Georgia Trend
Magazine



CHAMBER AFFILIATE SUPPORTS MILITARY COMMUNITIES

THIS ISSUE:

GEORGIA
COMPANIES
DRIVING
TRANSPORTATION

MOVING FORWARD
ON HEALTH
INSURANCE
EXCHANGES

TRANSPORTATION
CAMPAIGN GETTING
ROLLING

2011 D.C. FLY-IN
RECAP



OFFICIAL ENERGY PARTNER OF WEATHERING THE STORM.

Even when things look their darkest, Georgia Power is always working to keep the lights on.

When the skies turn ugly, there's nothing more beautiful than seeing the men and women with the red triangle on their helmets working along your street. Georgia Power is more than a company. We're 8,300 of your friends and neighbors, dedicated to keeping your home running, rain or shine. It's just one way we strive to be the official energy partner of you.

Chamber Growing Support for Members, Military



It is hard to think of a more fitting time to talk about the Georgia Chamber's renewed commitment to our state's military communities than November, when we celebrate Veterans Day and honor the men and women who have so generously and ably served our nation as part of the armed forces.

This year, our Chamber was proud to answer Governor Deal's call to assume a stronger level of support for the Georgia Military Affairs Coordinating Committee (GMACC), bringing its management back under our purview. While this transition coincided with the retirement of Brigadier General Phil Browning, who had served as Executive Director since 1999, we were fortunate that the Deputy Executive Director, Colonel Bill Cain – who has been an incredible asset to GMACC – agreed to stay on. And we were equally privileged to identify someone as highly qualified as Major Gen. David Bockel to join us as GMACC's new executive director. (You can learn more about Gen. Bockel in our 10 Questions segment on the last page of this issue.) The Chamber is honored to have Governor Nathan Deal serve as GMACC chairman and Jim Balkcom, civilian aide to the U.S. Secretary of the Army, serve as vice chair.

This new chapter in the Georgia Chamber's relationship with GMACC underscores not only our commitment to the state's military communities, but to broadening our overall scope with regard to economic development and business support.

Those of you who have attended one of our Power Lunches this year have had the chance to hear in detail how GMACC, the new Georgia Transportation Alliance, our Small Business Council, and soon-to-be-launched international and sustainability-focused programs are expanding our Chamber's ability to support all of our business members – large and small, urban and rural, industrial or white-collar. At first glance these new efforts may seem disparate, but they are all focused on one common theme, providing new opportunities for our members to grow their business while enhancing the state's overall economic environment.

I encourage you to not only learn more about all of these new programs, but to get engaged and give us your feedback along the way. Efforts like these will only be as successful as the members who participate, and we hope that within these diverse offerings, there will be something of value for every business involved with the Georgia Chamber today and into the future.

Finally, as I conclude this last column as your Chair, I want to thank you all for the opportunity to serve in this role. When I look back upon the year, I am incredibly proud of what we have accomplished – none of which could be done without the investment, involvement and commitment of members from every part of this state. While my term may be coming to a close, I look forward to remaining engaged and to continuing to work with you all.

Doug Carter, 2011 Chair



INSIDE STORIES

03 AFFILIATE NEWS

Be a Part of the Georgia Chamber Business Action Network

04 AFFILIATE NEWS

Chamber Ups Focus on Military Communities

05 CHAMBER NEWS

D.C. Fly-In Recap

07 LEGISLATIVE UPDATE

Meet a Champion of Georgia Business

10 MEMBER SPOTLIGHT

Georgia Companies Driving Transportation

13 TEN QUESTIONS

Maj. Gen. (Ret.) David Bockel, GMACC Executive Director

CONTACT THE GEORGIA CHAMBER OF COMMERCE

233 Peachtree Street NE
Suite 2000
Atlanta, GA 30303-1564

P: 404-223-2264 F: 404-223-2290 E: communications@gachamber.com

www.gachamber.com

Building an Even Stronger Georgia



A good portion of this month's *Profile* talks about transportation in our state – both from the perspective of companies within that industry and about the fact that passing the TSPLOST next year is one of our Chamber's highest priorities.

Why is that? Because we believe that the \$16 billion to \$19 billion investment the TSPLOST – should it pass in all regions – will connect our communities, stimulate economic investment, and result in significant job growth.

Traveling around the state this summer as part of Governor Deal's Competitiveness Initiative, we learned that Georgians agree. We heard overwhelming support for the TSPLOST as a result of the projects it will make possible – from improving highways like US 27 and 441, to increasing rail access to our ports, to adding more transit options – as every region shared a list of transportation enhancements they believe will make a positive difference. I think my co-chair, Economic Development Commissioner Chris Cumiskey, said it best – "transportation equals jobs." And it will be incumbent upon all of us to do what we can to ensure the referendum is successful next year.

Speaking of the Competitiveness Initiative, I want to thank all of you who took the time to participate in our survey, attend one of the regional meetings, or send us your ideas regarding what should be included in Georgia's economic development strategy. We could not be more pleased with the level of involvement we received from the business community – and we look forward to sharing the Governor's recommendations as they are finalized later this year.

One of the great things we have learned from the data we collected is that there is consistency throughout the state with regard to what needs to be addressed. In nearly every region we visited, we were told that education and workforce development – in particular, improvements at the K-12 level, were the highest priority of the business community. Other common themes were the need for streamlined government, fewer regulations, expanded global marketing opportunities, and stronger support for start-ups and entrepreneurs. I can assure you that this real input from real Georgians is what will drive the ultimate results of this effort.

Even as we work to make improvements, we should never lose sight of what has made our state the great place for business it has always been. Pro-business leadership, abundant natural resources, our prime location on the east coast, and our high quality of life are qualities that many other states still envy today and factors that this Chamber will – with your support – continue to fight to protect.

As always, thank you for being a part of the Georgia Chamber and for your investment in our efforts on your behalf.

Chris Clark, President & CEO



Become a Part of the Georgia Business Action Network!

The Georgia Business Action Network is a diverse grassroots coalition of business-minded Georgians committed to and willing to advocate at the state and federal level for pro-business and free-market principles. The primary goal of GBAN is to sustain a business climate that encourages investment, entrepreneurship, growth and long-term vitality. We aim to protect that environment by supporting policies including:

- **Strong education options - from early learning to post-secondary**
- **Effective workforce development strategies**
- **Competitive economic development programs and initiatives**
- **World-class logistics**
- **Modern infrastructure**
- **Global commerce opportunities**

GBAN provides members timely updates on some of the most pressing issues facing Georgia businesses today. We hope you will help us continue building Georgia into the most business-friendly state in the nation and an active competitor in the world economy.

As a GBAN member, you will receive a quarterly e-newsletter covering issues the Georgia Chamber is monitoring here and in Washington. You will also be included on urgent calls to action on pressing matters concerning pending legislation and policy matters impacting the state business community.

For more information, please visit www.gachamber.com/gban to get signed up for our quarterly issue updates and call-to-action alerts.

Thank you for your support!

★ MEMBER NEWS

In September, **Walter Sprouse**, Executive Director of the **Augusta Economic Development Authority**, received the "Honorary Life Member Designation" by the International Economic Development Council. The designation was awarded to Sprouse for a lasting commitment to the field of economic development.

Alex Gregory, the president and chief executive of **YKK Corp** of America, has been featured in a new book highlighting humility as a key to strong corporate leadership - *Start with Humility: Lessons from America's Quiet CEOs on How to Build Trust and Inspire Followers*.

The **Coca-Cola Company** remained at the top of a major branding consultancy's rankings of the best brands in the world. Coke was No. 1 for the 12th consecutive year in Interbrand's Annual Best Global Brands report.

The **UPS Foundation** has earmarked \$2 million for a global forestry program that aims to help plant, protect and preserve trees in urban and rural areas in the United States and around the world through partners including The Nature Conservancy and the National Park Foundation among others.



New GMACC Director Committed to Georgia's Military Bases

Bockel increasing focus on economic development, job creation

This October, Maj. Gen. (Ret.) David Bockel officially began work as new executive director of the Georgia Military Affairs Coordinating Committee (GMACC), an affiliate of the Georgia Chamber. GMACC will continue to serve its longstanding role as the state's top advocate for the brave men and women stationed in Georgia that serve our country honorably.

With Georgia's bases serving as vital components of the state economy – providing nearly 140,000 jobs and contributing more than \$13 billion – Bockel is planning to increase GMACC's role in promoting, marketing and facilitating economic development opportunities for military communities and the surrounding areas.

"We must continue to work to get both public and private-sector support for these military bases to keep them here in Georgia, and at the same time seek opportunities for these communities to attract businesses and grow our state's defense industry, among others. I look forward to the work we have ahead to keep our state both business-friendly and military-friendly," said Bockel.

To better serve Georgia's military installations and improve their quality of life, GMACC will work to:

- Protect military facilities during Base Realignment and Closure (BRAC) and enhance their military operations
- Create and foster long-term economic development strategies in the cities and regions supporting military bases
- Engage state and federal officials, industry leaders and key stakeholders and provide essential tools to understand the public and private sector needs of Georgia's military communities
- Expand the development of Georgia's defense industries
- Support our military service officers and veterans and help them connect to the job market



To learn more about GMACC, please visit www.gachamber.com/gmacc.

Do you want to reduce the price of your prescription drugs?

For more information, visit www.gachamber.com/georgiadrugcard



georgiadrugcard.com



SunTrust Bank of Savannah made a \$5,000 donation to Second Harvest of Coastal Georgia. The bank's donation will help combat the critical food shortage at Second Harvest and provide 20,000 meals for children of working-poor families, low-income senior citizens and people with disabilities in the region.

The president of the Cherokee Office of Economic Development, Misti Martin, was chosen to chair the Georgia Economic Developers Association's board of directors at the association's recent annual meeting in Savannah. As board chair, Martin will serve as the chief executive officer of the association.

The Home Depot Foundation recently partnered with Habitat for Humanity International to begin "Repair Corps," a program to fix up U.S. military veterans' homes. The partnership plans to announce grants to veterans' initiatives for a total of \$9.1 million by Veterans Day.

President and CEO of AT&T Mobility and Consumer Markets Ralph de la Vega recently received an international leadership honor from Emory University, the Global Innovation Award by the Goizueta Business School's Global Perspectives Program.



Above: From left – U.S. Sen. Johnny Isakson, Chris Clark, Cox Media’s Jamie Dupree, and U.S. Sen. Saxby Chambliss

Left: House Speaker John Boehner addresses the Fly-In attendees at the U.S. Capitol.

U. S. House Speaker, Top Leaders Address Chamber Members in Washington

On September 13 & 14, Georgia Chamber members, statewide local chamber leaders and Georgia’s Congressional delegation came together for the annual D.C. Fly-In.

Over 100 attendees from around the state gathered for an executive briefing at the Capitol Visitor Center where they had the opportunity to hear from a variety of leaders, including House Speaker John Boehner, House Budget Chairman Paul Ryan, Oklahoma Senator Tom Coburn, Georgia Congressmen Tom Price and Lynn Westmoreland, as well as political consultant Charlie Cook. Later that evening, the Chamber hosted a staff appreciation reception at Madison Library in the Library of Congress for the Georgia Delegation and their Capitol Hill staff. To conclude the Fly-In, on Wednesday morning, Senators Saxby Chambliss and Johnny Isakson participated in a

roundtable discussion with a question and answer opportunity moderated by Jamie Dupree of Cox Media Group. This year’s Fly-In was sponsored by AirTran Airways, Georgia Power Company, Siemens, Georgia EMC, The Coca-Cola Company, Atlanta Gas Light, AT&T, Wells Fargo, Flowers Foods, Deloitte, Verizon Wireless, RedPrairie, Atlanta Braves, Community Home Care & Hospice, Gas South, Regions Bank, IBM, Koch Industries, NCR, Publix, Scientific Games, State Farm Insurance, SunTrust, Synovus, Turner Broadcasting, Lockheed Martin and the Georgia Association of Chamber of Commerce Executives.

The 2011 D.C. Fly-In brought over 100 state and local business leaders to meet with top Congressional officials, including U.S. House Speaker John Boehner

★ MEMBER NEWS

The **Jackson EMC Foundation** awarded over \$42,000 in grants to Northeast Georgia agencies serving area residents including Peace Place, Salvation Army Athens, Habitat for Humanity of Madison County, Tiny Stitches Inc., and Disabled American Veterans – Chapter 92.

McKesson Corporation’s Emad Rizk, M.D., president of McKesson Health Solutions, has been named among the nation’s “50 Most Influential Physician Executives in Healthcare” by *Modern Healthcare* and *Modern Physician* magazines. This marks Dr. Rizk’s fourth consecutive year to be recognized by the program.

Primerica Inc. plans to build a new 30-acre headquarters campus in Gwinnett County. Expected to be complete by 2013, it will include two three-story buildings. This project will consolidate all of Primerica’s business areas and functions, allowing the company to streamline business operations.

Thirteen Georgia hospitals recently earned high marks from national accrediting agency The Joint Commission including **Doctors Hospital of Augusta** and **Coliseum Northside Hospital** of Macon. The hospitals were recognized for achieving the highest thresholds of service for Heart Attack, Congestive Heart Failure, Pneumonia and Child Asthma Care.

2011 Georgia Chamber Business Champions Classic – October 3

On the first Monday in October, the Georgia Chamber held its annual Business Champions Classic at the Golf Club of Georgia in Alpharetta. Without a cloud in the sky, one hundred and thirty business leaders had the opportunity to play a round of golf, participate in contests and attend a reception to recognize the raffle and golf winners. Community Home Care & Hospice's threesome won the tournament, with the Siemens team finishing second

and Atlanta Gas Light in third.

The 2011 Business Champions Classic was sponsored by AirTran Airways, Georgia Power Company, Atlanta Gas Light, McJunkin Corporation, The Abacus Group, LLC., AT&T, Edgen Murray Corporation, Gas South, Infrasource, Siemens, Southeastern Connections, Inc., and Wells Fargo.



1st Place Winners
Community Home Care
& Hospice

*Tom Shannon
Bev Turner
Marisa Simpson*

PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS



As a new corporate sponsor of Soldier's Angels, **Insight Global, Inc.**, pledges to support and honor those who fight for the freedom of our nation. Soldiers' Angels is a nonprofit organization providing aid and comfort to the men and women of the United States Military and their families.

Gulfstream Aerospace Corp. recently completed two international forums, one in conjunction with Jet Expo 2011 in Moscow and another in Beijing. A third is scheduled for later this year at the Dubai International Air Show. The forums provide operators with updates on maintenance and operations.

TELL US YOUR NEWS!

Profile is always accepting story ideas for future issue consideration. Send your ideas, member news or spotlight nominations to Matt Colvin, External Affairs Manager, at mcolvin@gachamber.com.

Federal Affairs Issue Update

During the Georgia Chamber's annual D.C. Fly-In event in October, we had the opportunity to meet with top federal leaders – including House Speaker John Boehner and the entire Georgia Congressional delegation – on several federal matters that could have a tremendous impact on Georgia businesses. In light of our advocacy efforts, the Chamber has sent letters of support or opposition on each of the following issues and will be actively working with leaders going forward to ensure Georgia's business climate is not adversely affected by stifling legislation and regulation.



SUPPORTING several bills working to stop Environmental Protection Agency over-regulation, giving Congress the ability to vet proposed EPA measures and ensure that they are both necessary and business-friendly.



SUPPORTING the passage of three free trade agreements with Columbia, South Korea and Panama, three nations that are crucial U.S. partners with growing economies for Georgia companies to do business with.



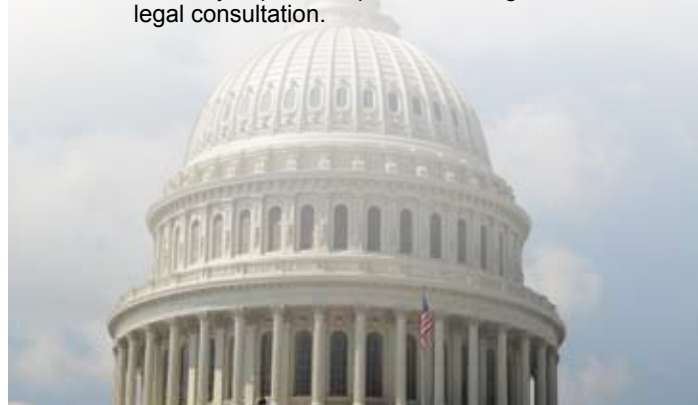
OPPOSING a proposed 2013 IRS policy that would require federal, state, and local governments to withhold 3% of their payments for goods and services provided by private businesses. This will be another financial burden to Georgia companies – particularly small businesses.



OPPOSING the National Labor Relations Board (NLRB) attempting to alter the union representation procedures currently in place. Georgia employers' due process rights would be threatened, and employees would not be fully informed on issues before a vote on union representation.



OPPOSING the U.S. Department of Labor changing the definition of the "advice" exemption in the Labor-Management Reporting and Disclosure Act, a move that the Georgia Chamber feels would significantly expand what Georgia employers and their consultants could not keep private and could seriously impact companies seeking labor relations legal consultation.



Georgia Business Champion

House Speaker Pro Tem Jan Jones



Beginning with this issue of *Profile*, the Georgia Chamber will be highlighting a state leader as a Georgia Business Champion – someone who has been committed to leading business in Georgia forward through pro-business policies and free-market principles.

The Chamber is honored to name State House Speaker Pro Tem Jan Jones as a Georgia Business

Champion. For nearly a decade, she has consistently fought for Georgia businesses with legislative measures that encourage job creation and private sector growth.

"A healthy working relationship between the business community and our state government is key to Georgia's prosperity and continued growth, particularly as we work our way through the recent economic struggles," said Jones. **"While the harsh realities of the recession continue to be felt throughout the world, Georgia has taken active steps to support our existing businesses and lay the foundation for new businesses to come to our state. As a result, our economy and state revenues have seen steady growth over the last several months. Although we still have much to do, I am confident of our state's economic future because of the continuing success of this relationship,"** said Jones.

Jones was first elected to the Georgia House in 2003, representing northwest Fulton County. Her leadership was quickly noticed by fellow House members, who chose her to serve as House Majority Whip. In 2009, her peers selected her to become Speaker Pro Tem, the second-highest ranking position in the Georgia House. Throughout her time in office, she has led on multiple pieces of legislation aimed at education reform, tax reduction, government spending cuts, and transportation improvements – both planning and funding.

The state business community has a strong voice and tremendous partner at the State Capitol in Speaker Jones fighting for their best interests under the Gold Dome. The Georgia Chamber looks forward to continuing its work with Speaker Jones to grow Georgia's economy and give businesses around the state the resources they need for success.



Georgia Moving Forward on Health Insurance Exchanges

An advisory panel appointed by Governor Nathan Deal recently recommended that the state move forward to create health insurance exchanges aimed at providing Georgians with a wider range of affordable coverage options.

Every state is required to create at least one exchange for individuals who lack employer coverage and another for small business employees under the health care law passed by Congress last year. If they decline to do so, the federal government will do it for them. The panel quickly decided that the exchanges would better meet the needs of Georgia citizens if designed and built in Georgia, rather than Washington, D.C.

The Georgia Chamber opposes most aspects of the new law -- particularly the new taxes, regulations and penalties placed on employers. The Chamber also supports the lawsuit filed by Georgia and 25 other states opposing the provision in the law that requires individuals to purchase health insurance. The case heads to the U.S. Supreme Court next year after several lower courts issued opposing rulings this year.

Exchanges, however, have been around for years -- many of them operating along free-market, consumer-driven lines. The operators of these exchanges claim to have lowered costs for employers and employees through increased competition -- for example, letting employees choose from a variety of private health plans at a range of price points, rather than the one or two plans typically offered by employers.

These exchanges also say they've helped reduce costs for employers by taking on administrative functions typically performed by insurers, or by offering value-added services for businesses such as payroll or other insurance lines.

Some even allow employers to make a defined, 401(k)-style contribution toward each employee's health insurance, which the employee can then use to purchase coverage on the exchange. This helps employers control cost escalation more effectively -- and it helps the growing number of families with two working spouses, who can pool contributions to buy better coverage.

Because of these potential benefits, exchanges have helped many uninsured Americans -- especially those working for small businesses -- obtain coverage. With the majority of uninsured Georgians employed by small businesses, the Georgia Chamber partnered with the governor's office and local chambers on a statewide listening tour this summer to hear their perspective.

At each stop on the tour, small business owners voiced their frustration with increasing health care costs and declining benefits. They agreed that exchanges built in Georgia along free-market principles, not government mandates, could be a major benefit for them and their workers.

After hearing that feedback, and reviewing exchanges in other states, the panel agreed to develop legislation to authorize exchanges in the 2012 session of the Georgia General Assembly.

Health insurance exchanges would better meet the needs of Georgia citizens if designed and built in Georgia, rather than Washington, D.C.

Ten Georgia Chamber members serve on the 25-person advisory panel, which includes health care providers, business leaders, consumer advocates, industry experts, state lawmakers and appointed officials. Representing Chamber members are:

- *Jimmy Childre*, Owner of Childre Ford, CEO of Washington County Regional Medical Center and Vice Chairman of the Chamber's Health Care Committee
- *Morgan Kendrick*, CEO of Blue Cross Blue Shield of Georgia and a member of the Health Care Committee
- *Ricardo Azziz*, President of Georgia Health Sciences University
- *David Bradford*, Public Policy Professor at UGA
- *Phil Brown*, VP of Mohawk Industries
- *Dan DeLoach*, President of the Medical Association of Georgia
- *Albert Ertel*, COO of Alliant Health Plans
- *Kyle Jackson*, State Director of the National Federation of Independent Business
- *Tim Stack*, COO of Piedmont Healthcare
- *Pat Wilson*, COO of the Georgia Department of Economic Development

For more information, visit healthcarereform.georgia.gov.



Transportation Campaign Getting Rolling

As regions across Georgia finalizing their project lists last month, the campaign to pass the Transportation Investment Act of 2012 – the regional penny sales tax for transportation on the ballot in 2012 – has gotten off to a running start.

This landmark initiative began in 2010, when the Georgia General Assembly passed legislation creating 12 special regional tax districts along the boundaries of Georgia's 12 regional commissions and outlined the process by which each region would develop a set of projects for consideration by its voters.

Since then, mayors and county commissioners in each region have been working diligently – and with extensive public input – to create a list of projects that addresses local priorities. All lists were approved as of Oct. 15; the vote for each region is currently set for the July primary next year, although the date might shift to the November 2012 general election.

The Georgia Transportation Alliance, a Georgia Chamber affiliate, recently hired an experienced, bipartisan team to lead

a statewide campaign – the Connect Georgia campaign – to educate voters on the importance of this initiative. The team includes strategists with an unmatched record of success in Congressional, gubernatorial and mayoral races, as well as local SPLOSTs. They will work with individual regions across the state, in concert with efforts in metro Atlanta, to pass the referendum next year.

The Alliance also hired Doug Callaway, former president of Floridians for Better Transportation, to serve as its executive director.

Early polling shows that a majority of Georgians are prepared to support the TSPLOST, especially when they understand the unprecedented economic development opportunity it represents; its potential to connect communities and











relieve congestion; and the fact that each region keeps every penny it raises and decides which projects get built.

The campaign team is developing a strong grassroots effort to build on that initial support, with common themes tailored to voters in each region through direct outreach, advertising and news coverage.

“While we realize that no one ever wants their taxes to rise, the fact is that there are no other sources of funding available to meet the state’s transportation needs,” said Chamber CEO Chris Clark. “Our plan between now and the election is to help Georgians understand how this additional investment in transportation will benefit their community.”

Ten Facts About the TSPLOST

The regional penny sales tax for transportation projects on the ballot in 2012 would:

-  Pump \$16 billion to \$19 billion in direct investment – and as much again in indirect investment – into Georgia’s economy if approved statewide
-  Support up to half a million jobs statewide, particularly in the construction, manufacturing, retail and services sectors – and help Georgia compete for more jobs with other states that have invested in transportation
-  Connect communities, reduce congestion and improve road safety
-  Expire in 10 years unless renewed by the voters
-  Require that all funds raised be spent only in the region from which they are raised
-  Be spent on a mix of roads, bridges, transit, freight and passenger rail, ports, airports, and bicycle and pedestrian facilities determined by each region
-  Allocate 75% of the total raised in each region (85% in Atlanta) to major regional projects, many of which have been on the drawing boards for years but lacked the funding to start
-  Return the other 25% to counties and cities in each region (15% in Atlanta) for local discretionary projects; this amount is more than what many counties and cities could raise on their own via a local penny sales tax
-  Help attract state and federal funds for major projects that require a local or regional match
-  Be overseen by a citizens’ accountability committee that will ensure projects are completed on time and on budget

For more information on your region and the projects on its list, visit www.gatransportation.org.



Georgia Companies Driving State Transportation

Throughout our rich history, Georgia has been a leader in transportation. In the 19th century, Atlanta grew from a small settlement town to having the Southeast's largest rail terminal. Throughout the 20th century, Georgia became a critical part of the U.S. transportation system with major interstate highways crisscrossing the state, an extensive freight rail system, the world's busiest passenger airport, and some of the nation's fastest-growing ports.

These innovations have given Georgia the ability to attract new companies, new residents, tourists from around the world, and even the Olympic Games. As a result, our business community has grown significantly, from corporate titans to small businesses that employ the majority of workers in our state.

The state's vision to stay ahead of the curve was aided by the work of many great Georgia companies who have spent

decades providing the building blocks of our transportation system – everything from raw materials to heavy equipment to the infrastructure needed to move people and products around the state. *Profile* is proud to highlight several of these companies who are integral to the advancement of Georgia transportation – past, present, and future.

CSX

CSX Corporation is one of the nation's leading transportation suppliers. The company's rail and intermodal businesses provide rail-based transportation services, including traditional rail service and the transport of intermodal containers and trailers. With a division headquarters in Atlanta, and major rail yards and intermodal terminals in Waycross, Savannah and Fairburn, CSX operates more than 1,650 miles of railroad and maintains nearly 2,500 public and private grade crossings across the state. In 2010,

CSX invested more than \$68 million in the rail network in Georgia. In addition, the company invested more than \$490 million on freight cars and other rolling assets to serve customers.

CSX plays a large economic development role in the state – not only by employing over 3,000 Georgians but also through spending \$181.5 million in compensation and benefits for current and former employees. Additionally, in partnership with state and local economic development agencies, CSX invested nearly \$343 million in new or expanded rail-served facilities on CSX Transportation by connecting regional and short lines in 2010. Rail customers spent more than \$350 million in 2010 to locate new or expanded businesses on CSX or connecting short lines.

CSX also brings environmental advantages to transportation in Georgia. Railroads are the most environmentally-friendly and energy-efficient way to move goods on land, because a single train can carry the load of more than 280

trucks. On average, railroads are three or more times more fuel efficient than the alternative.

Trains can move a ton of freight nearly 500 miles on a single gallon of fuel. Since 1980, CSX has improved its fuel efficiency by more than 90 percent, and with constant innovation, freight rail becomes more efficient every day. In the past five years, CSX has invested more than \$1.5 billion to upgrade its fleet of fuel-efficient locomotives.

Today, Atlanta is the rail center of the South and has become one of the five most important distribution centers in North America. Supported by CSX, consumer goods represent more than 60 percent of all the rail products moving through Atlanta and throughout the state, the U.S. Department of Transportation estimates a more than 60% increase in the nation's freight traffic in the next two decades, giving Georgians a positive outlook on the future of rail transport and CSX's investment in our region.

“We are honored to support the efficient, environmentally friendly transportation of a wide variety of goods on rail,” said Craig Camuso, Regional Vice President-State Government, who is based in Atlanta. “Our privately-funded transportation infrastructure provides shippers and manufacturers the ability to connect to global markets.”

Right: CSX partners with communities across Georgia to maintain over 2,500 track and grade crossings and improve safety on its rail network.



CSX
TRANSPORTATION

YANCEY BROS. CO.

After nearly 100 years of doing something really well, it can be difficult to get it out of your blood – much less family blood. Certainly the technology has changed and the company has diversified into many different product and service lines over time, but here in Georgia, Yancey Bros. is a brand synonymous with constructing Georgia’s modern road and highway infrastructure – allowing the state to offer one of the best transportation systems in the nation.

Started in 1914 by brothers Goodloe and Earle, the Yancey Hardware Company off Peachtree Street in downtown Atlanta made its name in the road-building business first as a hardware company by selling hand tools for construction projects. The company soon expanded to selling road machinery, offering customers

at the time one of the more advanced pieces of equipment on the market – a road grader pulled by eight mules used to flatten dirt surfaces. This concept of a local machinery dealership would soon change the course of Yancey’s business in a dramatic way.

The company’s early success allowed for expansion into South Carolina, Alabama, and Florida exposing Yancey to new markets with increasing needs. During this time the Yancey brothers made a trip north to Peoria, Illinois to meet with the leaders of Holt Manufacturing Company, who claimed to have built a grader capable of five times the power of Yancey’s current product line. The brothers asked Holt if they could sell Yancey’s machines in their southeastern territories, a market in which they had a

built-in network of customers.

Holt’s initial reaction was to sell directly, but after Goodloe and Earle were able to sell out Holt’s entire product inventory of their Model 45 tractor in the following years, Holt knew a business relationship was too beneficial to pass up. The company signed Yancey to a distributor contract, making Yancey their first dealership. In 1925, Holt Manufacturing merged with Best Tractor Co. to become Caterpillar Tractor Co. With Yancey’s initial partnership dating back to 1918, they company stands as the “Nation’s Oldest Caterpillar Dealer,” with Caterpillar now a global brand and leader in earthmoving equipment and technology.

Today, after almost a century of providing the necessary resources to create Georgia’s modern transportation infrastructure, Yancey Bros. continues to be an integral part of Georgia’s present and future growth. Now headquartered in Austell, the company operates 25 locations across the state and employs over 800 Georgians. With the Cat line of almost 300 total machines, Yancey offers its many road construction customers quality and dependable heavy machinery products to build the highways, roads, and bridges Georgia commuters rely on every day.

Leadership at Yancey continues inside the family, with current President and CEO Jim Stephenson being the son-in-law of former president Don Yancey and immediate past president Goodloe Yancey III serving as chairman of the Yancey Board of Directors. The business itself has grown and changed since the days of brothers Goodloe and Earle selling hand tools and mule-pulled graders, but the passion and commitment to helping Georgia grow and prosper will always be in the Yancey family blood.

Right: Taken circa 1930, this photo showing the Cat Model 30 was one of the earlier Cat products sold in Georgia by Yancey.



Below: The modern-day Cat 12M Motor Grader.



YANCEY

Right: The Yancey Bros. corporate home from the 1920’s to the 1950’s, off Whitehall Street in downtown Atlanta.



Far Right: Yancey’s current corporate headquarters in Austell.





VULCAN MATERIALS COMPANY

Building the infrastructure of today can be a complex endeavor. Permits, environmental studies, engineering, architecture, land developers, machinery, and of course, manpower, are just some of the elements that can go into any one construction project. But no matter what the transportation project, from building the world's busiest airport in a bustling metropolis to paving a road in rural Georgia, there is always one constant – stone. An extensive product line of construction aggregates places Vulcan Materials Company as one of the most invaluable corporate partners Georgia has in building the roads and bridges our state needs for future jobs and growth.

Vulcan, headquartered in Birmingham, Alabama, is the largest provider of construction aggregates to the United States and to Georgia. Along with its Southeast Division located in Sandy Springs, Vulcan operates 23 quarries around the state, providing not only raw materials but jobs and economic opportunities for its many customers. Vulcan traces its Georgia roots back to the 1940s and, 50s, when the parent company, Birmingham Slag, purchased the Lambert Construction Company which among other assets owned the Stockbridge Quarry.

Chances are highly likely that any Georgia resident or visitor has taken advantage or benefited from something in the state that utilizes Vulcan's crushed stone product. With practically every modern construction project requiring crushed stone, Vulcan has been involved with some cornerstone projects of Georgia infrastructure – including transportation. Vulcan has provided its aggregate to such signature Georgia assets including Hartsfield-Jackson International Airport, MARTA, the Silver Comet Trail, Amtrak, and countless interstate, bridge, rail and road construction projects.

Vulcan's longtime success in the Georgia market has led them to seek new ways to serve their many customers. Their confidence in the state marketplace and in Georgia's continued growth encouraged Vulcan to purchase two family-owned

ready-mix concrete companies within the last 14 months. Though this is Vulcan's first entry in the ready mix market in Georgia, they are already fifth nationally in concrete production.

Vulcan's economic impact in Georgia extends far beyond road construction, including the building of major state landmarks such as the Georgia Dome, Turner Field, Philips Arena, and Atlantic Station; military bases; power plants; reservoirs; and college campuses. But their reach is also felt on the micro level, be it the building of a family's first home or a rural county road being covered in asphalt. Whether a transportation project affects one person or one million, simple or complex, Vulcan Materials will continue to provide the resources needed to build Georgia's future infrastructure, one stone at a time.



Right: Vulcan Materials Company employees standing at the bottom of a stone quarry; Vulcan operates 23 quarries in Georgia.

1QUESTIONS



**Major General (Ret.)
David R. Bockel**

Executive Director

Georgia Military Affairs
Coordinating Committee

Q: Welcome home. Are you happy to be moving back to Georgia?

A: Without a doubt! We never intended to be in Washington for eight years. Georgia has been our home since 1968. Washington has been a great experience, but I remained “homesick” the entire time!

Q: What were some of the things you missed most while you were away?

A: My children, grandchildren, neighbors and friends. For the first few years, in the middle of the night, I could easily imagine that I was in the same home we owned in Buckhead for 31 years.

Q: Most of our members have not met you. Can you tell us about your background?

A: I came to Atlanta in 1968 after service in the Army in Vietnam and joined the Army Reserve. I worked for an Atlanta advertising agency from 1968 to 1971 when I started my own agency – David Bockel & Associates. My company represented a cross section of accounts ranging from retail to manufacturing, aviation, automotive, golf and others.

Q: As a General in the United States Army, what are some of the things you’ve learned about leadership?

A: Probably the greatest thing I learned about leadership is to coach and to mentor subordinates, not “command” them. Give them the space to solve problems and support them, even if they make mistakes (provided they are not fatal!) It is amazing what people will do if you give them the permission to do it and let them know that you “have their back.”

Q: What tools have you used to develop your own leadership skills?

A: Again, training, coaching and mentoring are the best tools to develop leadership skills. I am particularly proud of our current generation of service members who understand leadership, responsibility, problem-solving and stress. They will make great employees and future leaders and deserve our total support.

Q: Where is the most interesting place your military service has taken you?

A: Vietnam was certainly interesting and being in combat is something very few Americans have ever experienced. But I also find South Korea to be particularly interesting. Members of the South Korean military are totally loyal and fierce warriors. They are a great ally.

Q: What is the most important thing the business community can do to support our military communities?

A: Reach out to the leaders at the military installations. Include them in local activities and events. Hire our veterans. As I stated earlier, they will make the best employees. And beyond that, they deserve the opportunity to succeed. They put it all on the line for us. We need to stand up for them.

Q: Do you think there will be another round of base closings in the near future?

A: I don’t see how it can be avoided. Defense cuts are looming, and infrastructure is an obvious place to make cuts. Protecting our Georgia installations will be a monumental task, and we need the support of business, state and local government, and citizens to rally in support of keeping the military in Georgia strong and relevant.

Q: What do you enjoy doing in your free time?

A: I haven’t had a lot of free time in my adult life. But I do love golf (although it doesn’t always love me!), I enjoy reading, watching the news, the Braves, Falcons, Alabama football, and spending time with my wife, children, and grandchildren.

Q: Finally, it’s almost the end of the year – what are your wishes for the holidays?

A: I wish for peace in a world that is not very peaceful, particularly in the Mideast, North Africa, and West Asia. And I pray for this country to regain its economic strength and continue to be the world’s leader in most things and the most compassionate in all things.

SAVE THESE DATES



Annual Meeting Dinner
Monday, January 09, 2012

Eggs & Issues Breakfast
Tuesday, January 10, 2012

Georgia World Congress Center

gachamber.com/events



Scan with your
Smart Phone for
more information

*Greater love
hath no one
than this than
to lay down
one's life for
his friends.*



The Walk of Heroes Veterans War Memorial is developed around a 'visual and interactive' concept to cultivate a public understanding of the sacrifices made by veterans on the battlefields during and since the 20th century and by their families whose sacrifices helped to protect and maintain the freedom enjoyed by Americans today. A visit to the memorial will indelibly etch in the minds of future leaders that freedom comes at a price - including the ultimate sacrifice of laying down one's life.

Freedom is not free

Memorial Exhibits Now Open

Entrance Plaza - An ornamental fountain in the shape of a World War I ring and bead gun sight invites visitors to remember, reflect, and rejoice.

Entrance Vestibule - Features a visual display of World War I, World War II, the Korean and Vietnam Conflicts, and the Persian Gulf Wars.

Presentation Enclave - Provides a venue for events and attractions. Serves as a backdrop wall recognizing U.S. military service organizations.

Botanical Garden - The park includes ½ acre of botanical plantings and a gazebo for meditation. Enjoy reflection among the beautiful botanicals.

Parade Ground Park - Begin the experience when you walk down the path traveling from the world to the memorial. Step through the Walk of Heroes and learn about our veterans' service. The Walk of Heroes features engraved stone pavers dedicated to our veterans.



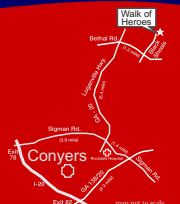
www.walkofheroes.org

Help Build the Dream

The Walk of Heroes Veterans War Memorial is a monument to honor those who have served our country. The memorial is located next to Randy Poynter Lake in Black Shoals Park, just north of Conyers, Georgia, a short drive east of Atlanta. The serene setting provides the perfect backdrop for visitors to get away from the hustle and bustle of the city to remember, reflect, and rejoice as they develop a greater awareness of the five major conflicts of the 20th Century and the Global War on Terrorism.

For more information, please call 1-800-Conyers or visit www.conyersga.com

Directions
From I-20 take exit 78; turn North onto Sigman Rd. for 3.9 mi., turn left (North) onto GA-20 / Loganville Hwy for 5.4 mi., then turn right onto Bethal Rd. for 1.2 mi., then turn left onto Black Shoals Rd.





LEADING
BUSINESS
FORWARD

—*from*—

Family Owned
to
Fortune 500.

Whether a single storefront or a global conglomerate, business in Georgia finds its champion in one organization—the Georgia Chamber. Our strong advocacy shapes policy on important issues. And with the creation of new programs and services, we continue to provide business with a distinct competitive advantage. To learn more and become a member, visit gachamber.com.

