

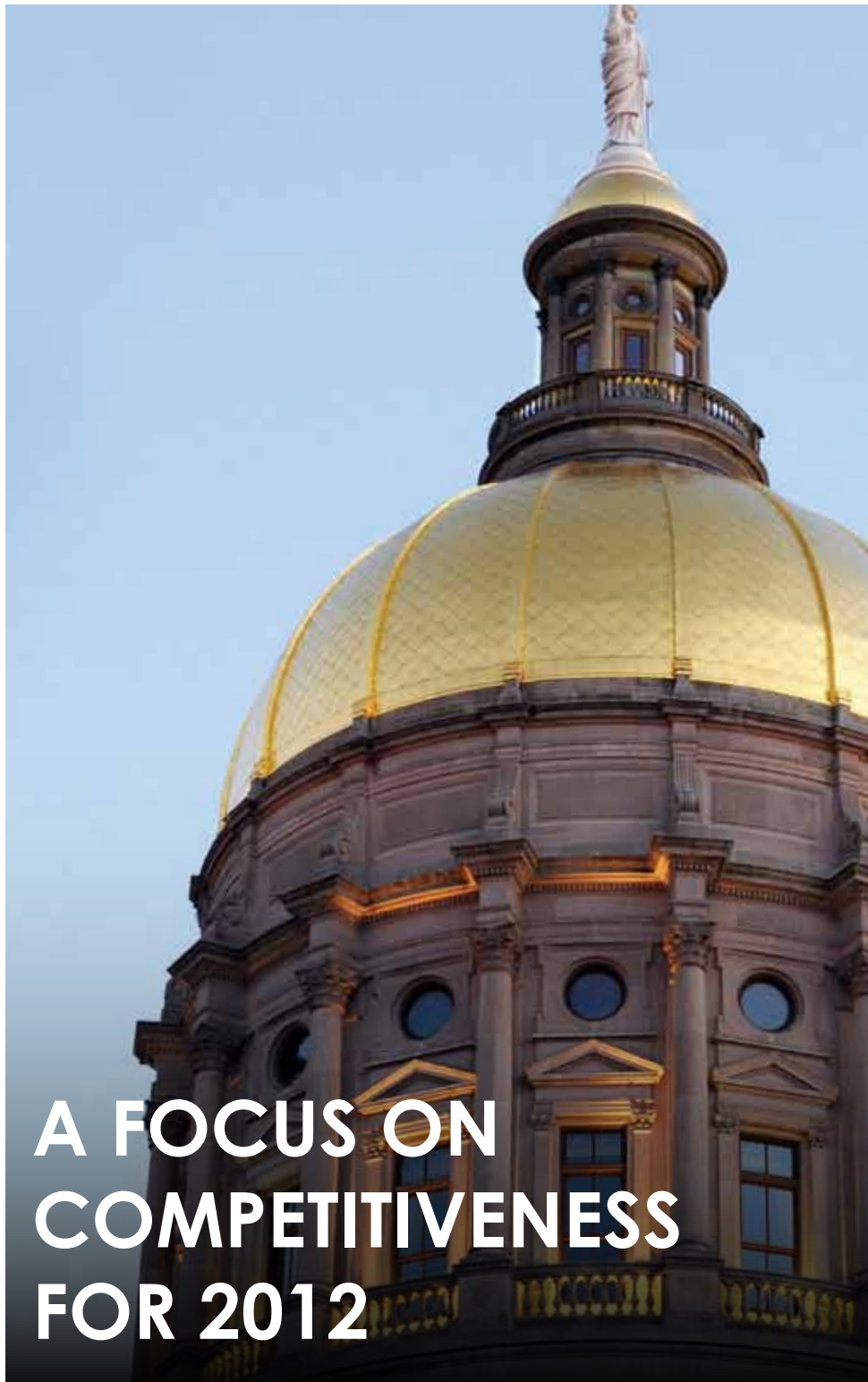
# PR FILE

THE GEORGIA CHAMBER OF COMMERCE MAGAZINE

[www.gachamber.com](http://www.gachamber.com)

JAN/FEB 2012

Supplement to  
*Georgia Trend*  
Magazine



**A FOCUS ON  
COMPETITIVENESS  
FOR 2012**

## **THIS ISSUE:**

LEADING GEORGIA  
FORWARD:  
INNOVATION

GEORGIA  
COMPETITIVENESS  
INITIATIVE UPDATE

BEST BUSINESS  
PRACTICES – PUBLIC  
RELATIONS

2011 LEADERSHIP  
GEORGIA GALA

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# New Year's Resolution: Leading Business Forward



The beginning of the year is when most of us take some time to think about where we are, where we want to be, and what it will take to get there. Whether personally or professionally, we set goals and make resolutions – all focused on various levels of improvement or success. It is certainly no different for the Georgia Chamber – where we are striving to identify

policies, programs and opportunities to strengthen our state's economy and help businesses grow.

With the leadership of my predecessor, Doug Carter, our Chamber accomplished some remarkable achievements over the past year. We strengthened our advocacy programs, developed new opportunities for small business, added two important new affiliates – the Georgia Transportation Alliance and the Georgia Military Affairs Coordinating Committee – and created new opportunities for business support. And we received strong validation that our organization is headed in the right direction in the form of the most successful Team Georgia Chamber membership campaign in its 15-year history, which I am proud to report raised over \$2 million thanks to the tireless efforts of our campaign volunteers.

All that said, there are many challenges that lie ahead. While our elected leaders are without question focused on bringing new jobs to our state, Georgia still lags the nation in unemployment. Though our ports are growing, we still have not secured funding for the much-needed deepening of the Savannah harbor. As our system of higher education continues to grow and improve, our pre-K through 12 school system needs significant reform. Finally, though we have passed some of the most aggressive and comprehensive water legislation in the nation, ensuring that our statewide water needs are met in the long term is a problem that has not yet been solved.

These are all reasons why the work of the Georgia Chamber continues to be so important and why I hope that you will remain engaged in our efforts this year. As 2012 Board Chair, you have my commitment that your investment will yield a valuable return and that our leadership and staff will remain focused on not only the identification – but also the implementation – of meaningful solutions to improve your bottom line, encourage investment in our state, and create an economic environment in which we all can thrive.

I am honored to have the opportunity to serve in this capacity, and I look forward to working with you throughout the coming year.

**Ed Heys, Deloitte**  
**2012 Board Chair**

## CONTACT THE GEORGIA CHAMBER OF COMMERCE

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## COVER PHOTO

Courtesy of Tyna Duckett,  
Senate Photographer

## INSIDE STORIES

### 03 AFFILIATE NEWS

GPEE Celebrates Public School Success on Bus Tour

### 05 RECAP

Leadership Georgia marks 40th Anniversary at Gala

### 07 LEGISLATIVE UPDATE

Tolleson named Georgia Business Champion

### 07 LEGISLATIVE UPDATE

Health Care, Labor Relations lead latest Federal efforts

### 10 MEMBER SPOTLIGHT

Companies Leading Georgia Forward through Innovation

### 13 TEN QUESTIONS

Ed Heys, 2012 Georgia Chamber Board Chair

# Competitiveness Key to Business, State Success



As we look ahead to 2012, the Georgia Chamber is focused on one core mission – ensuring the competitiveness of our business community and our state. Not only do we want to help

make Georgia the very best place in the nation to do business – but we want each and every company, large or small, to have the support and advantages they need to be successful.

So, how are we going to do this?

First, as a participant in Governor Deal's effort to develop a long-term economic development strategy for our state, the Georgia Competitiveness Initiative. While his recommendations were still being finalized as this edition of the *Profile* went to print, you will find an overview of what we heard during the statewide input process on page 8. One of the most interesting aspects of this effort was the consistency we found with regard to what was needed to get our economy going. Whether we were in the mountains of North Georgia or on the coast, we heard about the need to develop a better-prepared workforce, review business

incentives, entice entrepreneurs to locate in Georgia, and streamline government regulations and processes so that companies can grow and create jobs.

Second, we are going to continue to work toward our strategic goals of proactive policy, aggressive advocacy, a higher level of investor service, and increased involvement in economic development. We believe that by focusing on these four key areas, we will be able to deliver on our promise of leading business forward. As a member of the Georgia Chamber, you can expect:

1

Advocacy for business-friendly positions on issues including tax reform, education reform, transportation, health care and civil justice

2

A strong business voice at the State Capitol and in Washington, D.C., that will be enhanced by our legislative scorecard, new political action committee and growing grassroots network

3

New service offerings that will help your business through information, networking and bottom-line savings

4

Opportunities to learn how to grow globally, including participation in trade missions to recruit new investment in Georgia

These are just a few of the ways we will be working on your behalf throughout this coming year. And if we do our job well, we are confident that our efforts will result in a more competitive business environment.

To make sure we are getting it right, we will be tracking Georgia's progress on our competitiveness dashboard – which you can easily find on our website,

[www.gachamber.com](http://www.gachamber.com). This new tool tracks how Georgia compares to other states – and over time, it will let us know where we are doing well and where we still need to improve so that we remain competitive long into the future. Of course, none of this would be possible without your support, and I hope that you will continue to give us your feedback as

we work to achieve these goals on your behalf.

Thank you for your investment in the Georgia Chamber. I wish you happiness, health and prosperity in this new year.

**Chris Clark**  
President & CEO

## ★ MEMBER NEWS

On October 22, nearly 1,000 **Wells Fargo** team members served Georgia communities at 33 events in 27 different cities as part of the first-ever "Community Service Super Saturday." Volunteers repaired homes for veterans, delivered financial education, and distributed food to the needy. The bank also announced \$115,000 total in contributions.

**Georgia Natural Gas**, announced that it has awarded \$50,000 in grants to 13 Georgia nonprofit organizations, with Prevent Blindness Georgia receiving the top grant. The winning nonprofit organizations exemplify Georgia Natural Gas' commitment to education, seniors, energy assistance, and environmental sustainability.

The Executive MBA program at the **University of Georgia's Terry College of Business** received a top 20 national ranking in Businessweek's 2011 ranking of Executive MBA programs. Terry ranked 22nd in the world, 18th in the United States, and among public business schools, sixth in the U.S. and the top program in Georgia.

Columbus-based insurance company **AFLAC** took part in the Macy's Thanksgiving Day Parade in New York City. The Aflac Duck float rode 35 feet high through the streets of New York, where more than 3 million spectators lined the parade route.



# Annual Bus Trip Celebrates Public School Achievement

The 19th Annual Georgia Partnership for Excellence in Education Bus Trip Across Georgia was another great success October 25 – 27 as influencers from around the state celebrated public school achievement and captured a wealth of best practices to take home to their local school systems. Almost 80 riders in two tour buses were joined at each of the eight schools by several local visitors, business leaders and other dignitaries.

This year's tour covered more than 1,000 miles and made stops at Lake Oconee Academy, Greensboro; Oak Hill Middle School, Milledgeville; Langston Chapel Elementary School, Statesboro; Claxton Middle School, Claxton; Taylors Creek Elementary School, Hinesville; Golden Isles Career Academy, Brunswick; Sugarmill Elementary School, St. Marys; and Ware County High School, Waycross.

Riders were briefed as the tour began that this would be a working tour. To get the most from the visits, participants were encouraged to engage with administrators, teachers, community representatives, and, most importantly, students. They observed teaching techniques, asked innumerable questions and took copious notes. Days usually began at 7:30 a.m. and continued until 8:30 p.m. with evening programs.

Steve Dolinger, president of the Georgia Partnership, explained that this annual event is focused on making Georgia public education better. "These schools are succeeding. If they can do it, so can others across our state, and that's the value of this tour: sharing and implementing many of the best practices we see."

One stop of special interest was the Golden Isles Career Academy, where participants saw firsthand what can be done when local business and education leaders team to provide exciting alternatives for local students. The win-win situation not only benefits students but provides local industry a skilled workforce. One rider commenting on the after-action report said, "Where were these type of

programs when I was in high school? Had I had those opportunities, I might have chosen a different career path."

A complete report on the 2011 trip is available on the Georgia Partnership for Excellence in Education web site at [www.gpee.org](http://www.gpee.org) (Programs/Annual Bus Trip Across Georgia).



**GEORGIA PARTNERSHIP**  
FOR EXCELLENCE IN EDUCATION



**Top Right:** Tate Izlar O'Rourke, representing Senator Johnny Isakson's office, gets some special one-on-one time with a student at Lake Oconee Academy during the annual Georgia Partnership for Excellence in Education Bus Trip Across Georgia.

**Right:** Students at Lake Oconee Academy enthusiastically and proudly pose in front of their school's name displayed on the buses.

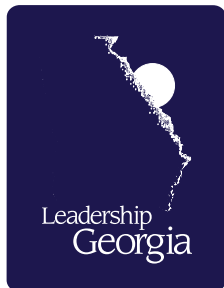
**Coca-Cola** is donating \$2 million for relief and rebuilding efforts in Thailand after the devastating flooding in the country. **The Coca-Cola Foundation** gave \$1 million to Habitat for Humanity to rebuild homes and schools and also is working with the Red Cross and other organizations to donate meals and water.

**GE Energy** has contracted to build two power plants for Turkish energy company MetCap Energy Investments. The 878-megawatt Eurostar project aims to help power Istanbul, aiding Turkey's efforts to modernize its aging energy infrastructure and meet its growing electricity requirements.

The next phases of **Goodwill's** Augusta Career Center have taken shape. The plan includes the construction of the Helms Career Institute, a conference center, culinary school and Edgar's restaurant. The entire project is estimated to cost \$13 million. Goodwill plans to raise half and take out a loan for the rest.

Atlanta-based **Waffle House** is in the process of closing on nearly an acre of land at the corner of Andrew Young International and Centennial Olympic Park boulevards to build a new restaurant downtown. It will offer 43 seats inside and outdoor seats overlooking Centennial Park.

# Revel in the Spirit: 2011 Leadership Georgia Gala



On November 4, 2011, Leadership Georgia hosted its 40th Anniversary Gala and Alumni Awards Celebration, Revel in the Spirit, in Augusta. Leadership Georgia founding father, J.W. Fanning, described the program as something that “can neither be explained nor described. It must be experienced. One must feel and revel in its spirit.” Leadership Georgia has a long and storied history with the Georgia Chamber, cultivating an amazing group of men and women from all different backgrounds across this state hoping to grow as professionals as well as people.

Leadership Georgia, founded in 1972, has had over 2,400 participants, 205 trustees and 91 award winners over the last forty years. At the gala, three awards were presented to honor successful graduates.

The J.W. Fanning Award is presented to a Georgian whose contributions through progressive leadership, service, and achievement have made a statewide impact. This year the award went to Hank Aaron for his work with the Chasing the Dream Foundation.

The Georgia Chamber of Commerce’s 2011 Board Chair, Doug Carter, received the Frederick B. Kerr Service award that is presented to a Leadership Georgia alumni who demonstrates enthusiastic and active support of Leadership Georgia on a continuing and consistent basis.

Finally, the E. Dale Threadgill Community Service Award was awarded to Judge Steve Jones to honor his work as a Leadership Georgia alumni who has taken the principles learned during his Leadership Georgia experience and put them to work in his community.

## LEADERSHIP GEORGIA 2012 INCOMING CLASS

**Mark Albertus** - Carrollton  
Carrollton City School System

**Tiffany Andrews** - Juliette  
Forsyth-Monroe County Chamber of Commerce

**Mary Bowman** - Macon  
Cox Communications

**Maria Bradley** - Chatsworth  
Murray County Board of Education

**David Brooker** - Sandersville  
Citizens Bank of Washington County

**James Bumpus** - Macon  
Tremont Temple Church

**James Butterworth** - Demorest  
Delta Air Lines

**Scott Carter** - Snellville  
Atlanta Gas Light

**Liza Chapman** - Dawsonville  
The Kroger Co, Atlanta Division

**Stanley Connally** - Newnan  
Georgia Power Company

**Carroll Daniel** - Gainesville  
Carroll Daniel Construction Company

**Melissa Dillmon** - Rome  
Harbin Clinic

**Jay Forrester** - Augusta  
Georgia Bank and Trust

**Cheryl Garing** - Stockbridge  
Oglethorpe Power Corporation

**Donald Garrett** - Monroe  
Liberty First Bank

**Bartholomew Gobeil** - Atlanta  
Governor’s Office

**Berwyn Green** - Atlanta  
SunTrust Robinson Humphrey

**David Hailey** - Atlanta  
Delta Air Lines

**Catherine Henry** - Augusta  
Gertrude Herbert Institute of Art

**Mary Beth Hobby** - Albany  
HeritageBank of the South

**Meredith Hodges** - College Park  
Gas South

**Jennifer Ide** - Atlanta  
Sutherland, Asbill & Brennan LLP

**Stacey Jackson** - Waverly Hall  
Law Office of Stacey Jackson PC

**Karla Johnson** - Atlanta  
Georgia General Assembly

**Tangela Johnson** - Cohutta  
North Georgia Center for Educational Excellence

**Duncan Johnson Jr.** - Augusta  
Johnson Motor Company

**Charles Jones** - Griffin  
Beck, Owen & Murray

**Russell Keen** - Statesboro  
Georgia Southern University

**Caroline Keller** - Savannah  
Gulfstream Aerospace Corporation

**William Kemp** - Valdosta  
First State Bank - Synovus

**Jeffrey Kingsley** - Ellerslie  
SERRG, Inc.

**Kasey Knight** - Quitman  
Lee & Pickels Drugstore

## ★ MEMBER NEWS

Last month, the 3,000 employees at **Kia Motors’** West Point plant celebrated two years of production in the facility. The plant began production with the Sorento and has expanded to add new production lines including the Kia Optima and Santa Fe for Kia parent Hyundai.

**AT&T** is creating a Georgia-based division for wireless devices that will add hundreds of jobs and help consumers manage their home security, health care and energy use from far away. The organization, “Digital Life Services,” is the newest group under AT&T Mobility and Consumer Markets.

**United Way** received **Gulfstream’s** \$2.35 million contribution last month to the 2011 United Way of the Coastal Empire campaign. Gulfstream increased giving by \$300,000 over last year’s donation. Employees pledged \$1.18 million and the company provided a \$1.17 million match.

**Novelis**, the Georgia-based producer of aluminum rolled products and aluminum can recycler, generated a nearly 80 percent increase in profit in the second quarter of fiscal 2012. Their sales hit \$2.9 billion, up 14 percent, with net income at \$130 million, up 78 percent.



**Top:** 29 former Leadership Georgia presidents in attendance at the gala.



**Left:** Georgia Chamber 2011 Board Chair and Leadership Georgia alumni Doug Carter was awarded the Frederick B. Kerr Award.

“The 40th Anniversary Gala in Augusta served as a marquee moment in Leadership Georgia’s history. Twenty-nine Past Leadership Georgia Presidents attended and joined the Class of 2011, Program Chairs and Board of Trustees in welcoming and honoring co-founder Rogers Wade, advisor Dr. Dale Threadgill, Ms. Sibyle Fanning Jenks, and co-founder Pat Patillo.” –Ben Tarbutton, 2011 President

**DaNae Lacy-Watts** - Midland  
VistaCare Hospice

**Victor Lang** - Athens  
Fortson, Bentley and Griffin, P.A.

**Daron Lee** - Warner Robins  
City of Warner Robins

**Byron Lombard** - Greensboro  
Greene County

**Todd Long** - Lilburn  
GA Department of Transportation

**Rodney Mahone** - Midland  
Columbus Ledger-Enquirer

**Leslie McMillan** - White  
Cartersville-Bartow County Chamber of  
Commerce

**Steven Meeks** - Screven  
FMR Burch Farms

**Patrick Millsaps** - Camilla  
Millsaps Law Firm

**John Nimmer** - Blackshear  
GA General Assembly; Suwannee  
Forest Products

**James Nixon** - Tifton  
Tift Regional Medical Center

**Solomon Nixon, Jr.** - Fayetteville  
Franks & Associates Insurance Agency

**Kareem Owens** - Vidalia  
Plant E.I. Hatch (Southern Company)

**Jonathan Pannell** - Savannah  
Gray & Pannell LLP

**Bree Pattillo** - Atlanta  
Pattillo Construction Company

**Robert Pruitt** - Eastman  
Dynamic Paint Soluti+++ons

**David Raynor** - Atlanta  
Georgia Chamber of Commerce

**Victor Sanchez** - Powder Springs  
The Coca-Cola Company

**Marsay Simpson** - Tucker  
U.S. Senator Saxby Chambliss

**Charles Smith, Jr.** - LaGrange  
Hutchinson Traylor

**Noni Southall** - Atlanta  
Turner Broadcasting System, Inc.

**Sandi Turner** - Athens  
Athens-Clarke County

**Melissa Tymchuk** - Gainesville  
Northeast Georgia Health System

**Jennings Walsh** - Atlanta  
AT&T

**Mason Waters** - St. Simons Island  
Atlantic National Bank

**Emily Watson** - Moultrie  
University of Georgia Archway  
Partnership

**Philip Wilheit, Jr.** - Atlanta  
Wilheit Packaging

**Karon Willis** - Sylvester  
U.S. Probation

**WellStar Health System** received approval to offer Level II trauma care at WellStar Kennestone Hospital in Marietta. The designation, by the Georgia Department of Public Health, is the first for any WellStar hospital and makes Kennestone the only facility in its primary service area of northwest Georgia to be approved as an official trauma center.

**Primerica** has broken ground on a new global headquarters in Duluth that will give the company space to add 200 employees. Primerica already has about 1,800 employees at 10 office buildings in Gwinnett. The company expects to move into the 344,476-square-foot headquarters in April 2013.

## 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](mailto:mcolvin@gachamber.com).



# Federal Affairs Issue Update

Georgia's business community celebrated several victories on the federal policy level this past fall aimed at protecting and strengthening the private sector:

- The U.S. Congress passed legislation in November repealing a proposed 2013 IRS policy that would require federal, state, and local governments to withhold 3 percent of their payments for goods and services provided by private businesses. **Georgia Chamber President and CEO Chris Clark called it "a significant victory for the private sector - both in Georgia and across the nation - which would have been saddled with another financial burden if this proposed withholding tax was allowed to go into effect."**
- The U.S. Department of Health and Human Services (HHS) has granted Georgia a three-year waiver on requirements to implement a key provision of last year's federal health care law concerning the medical loss ratio. This will allow Georgia insurers to phase in the new requirements in order to be sure there is no adverse effect on or destabilization of the state insurance market. Georgia will see the medical loss ratio move up to 65 percent this year, and increase 5 percent in subsequent years until reaching the full 80 percent requirement in 2014.

The Georgia Chamber Federal Affairs team is closely monitoring actions of the National Labor Relations Board (NLRB) that would significantly decrease employer and worker rights in any unionization process.

- The U.S. House of Representatives voted to pass H.R. 3094 - The Workplace Democracy and Fairness Act - which is legislation aimed at preventing the NLRB from making unfair and unnecessary changes to rules regarding union elections. The NLRB board voted this past November to make changes to the union election process that could have an adverse effect on longstanding union election procedures, including granting employers just seven days to prepare employees for pre-election hearings, giving workers as few as 10 days to vote, and forcing companies to provide to the union intrusive information about their employees, including home or cell phone numbers, personal email addresses, and work schedules.

# Georgia Business Champion

## State Senator Ross Tolleson



One of the Georgia Chamber's foremost legislative priorities has been preserving Georgia's water supply and ensuring the state's future needs. Almost every facet of Georgia's economy is tied to our water infrastructure, highlighting the importance of consistent focus on improving and strengthening the state's water system. Throughout the last decade, the Chamber has been proud

to partner with Georgia State Senator Ross Tolleson — a past Chamber Legislator of the Year — who has championed water as one of his top issues and has led efforts to pass significant measures aimed at water management, conservation and long-term supply.

**"My fundamental belief is that the whole State of Georgia's economy is tied together, whether we live in South Georgia, Coastal Georgia, North Georgia or anywhere in between. Our focus must be to work together for the entire State, not divide the State. Water supply is imperative to making business in Georgia stronger now and in the future."**

Tolleson's public service at the state level dates back to his first election to the state Senate in 2002. Since that time, Tolleson has emerged as the Senate's go-to legislator on issues dealing with the environment and energy policy — much of that as the chairman of the Senate Natural Resources and the Environment Committee. Tolleson played a key role in the passage of several Chamber-led water initiatives, such as the 2008 statewide water management plan, the Water Conservation Act of 2010, and most recently the 2011 Water Supply Act, which allows public-private partnerships to fund water supply and treatment options around the state.

Georgia has made tremendous progress in improving the state's long-term water needs over the last several years, with Senator Tolleson being an invaluable part of that process. His work truly defines what it means to be a Georgia Business Champion.



# Competitiveness Initiative unites Georgians for Economic Future

*Statewide input yields common ground on key issues*



Throughout 2012, the Georgia Chamber was proud to play a leadership role in the Georgia Competitiveness Initiative, an effort launched by Governor Deal at the annual Eggs & Issues Breakfast that brought government and business leaders together to craft a long-term economic development strategy. In partnership with the Georgia Department of Economic Development and with the guidance of a 23-member steering committee, the Chamber helped gather input from a broad

base of key stakeholders that is now being used to help the Governor develop specific recommendations.

Over 4,000 Georgians participated in the Initiative through an electronic survey and regional input sessions held throughout the state, sharing their opinions and ideas about six top economic development priorities: Business Climate, Education and Workforce Development, Global Commerce, Government Efficiency, Infrastructure, and Innovation.

It is expected that Governor Deal's recommendations will include legislation and budget proposals for the 2012 session of the General Assembly. It is also likely that a strategic "to do" list will be part of the outcomes. The Chamber will continue to support Governor Deal as he focuses on job creation and economic recovery.

More information about the Initiative — and the full report, once it is released — can be found at [www.gacompetitiveness.org](http://www.gacompetitiveness.org).

## Some of the common themes heard during the Georgia Competitiveness Initiative process included:

### Business Climate:

- Tax/regulatory policies should promote business growth
- Incentive programs should be modernized and target specific industries

### Education and Workforce Development:

- Technical education programs should be expanded
- Students and parents need to be made more aware of increased career pathways

### Global Commerce:

- Marketing should be enhanced for global business opportunities
- International economic development partnerships need to be strengthened

### Government Efficiency:

- Laws and regulations should be streamlined to better help business work with government
- Consolidation of services needs to be considered

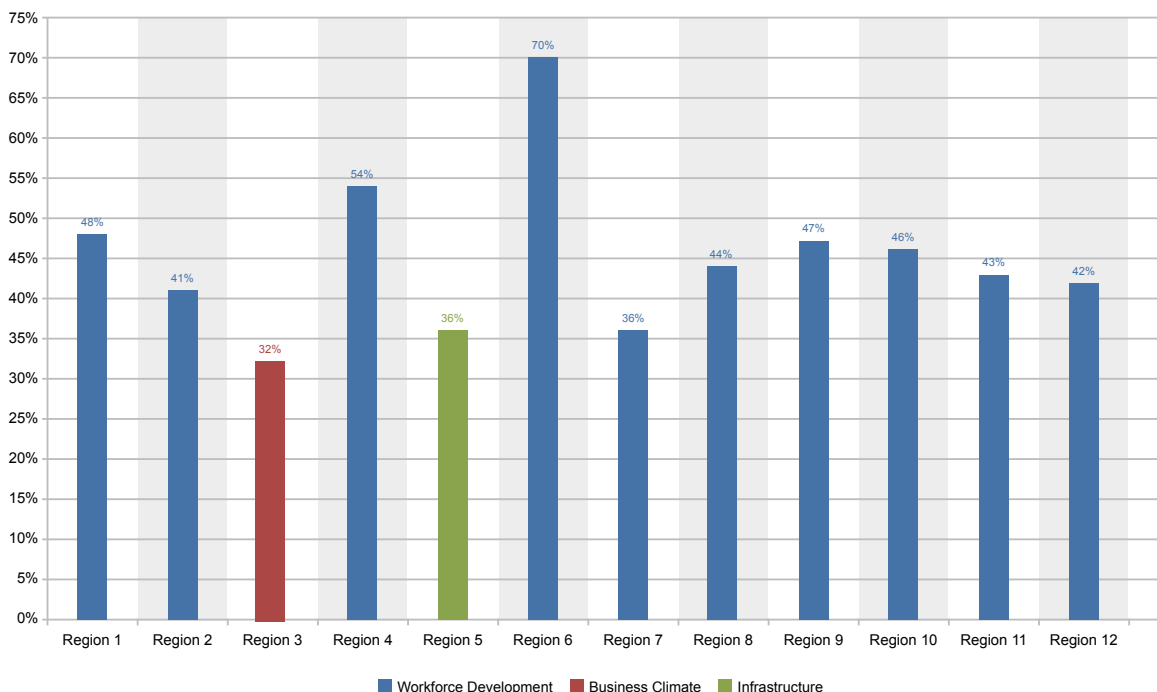
### Infrastructure:

- Statewide connectivity must be improved with targeted projects at the local, regional and state levels
- Savannah Port deepening must be top priority and ensure all communities have access to ports

### Innovation:

- Businesses must have increased access to capital
- Georgia needs to enhance support for startup companies to stay in Georgia

## WHAT IS THE TOP PRIORITY FOR YOUR REGION?



# PR Mistakes Aren't Always Obvious

By Carol Cookerly



Carol Cookerly is owner and president of Cookerly Public Relations in Atlanta.

Reach her at [www.cookerly.com](http://www.cookerly.com) or 404-816-2037.

Since opening our doors 20 years ago, I have gained increasing “respect” for the role good PR can play in growing business and revenues – both in tangible and intangible ways. But small

PR missteps can have the opposite effect. Having worked with hundreds of companies from all over the U.S., I’d like to highlight four mistakes companies often make when it comes to public relations.

## Not building a sustained marketing PR program

Countless business owners call me because they see their competitors in the paper and want positive media coverage too. The fact is, reporters are always looking to write about successful businesses and their impact on the local economy – and a sustained, strategic public relations program is one of the most effective ways to raise your profile among news, trade and online media. Helping reporters learn about your company and industry, your areas of expertise and differentiation, helps you become a resource for reporters and helps your company get media coverage.

## Focusing marketing efforts only on traditional channels

Business leaders are sometimes so focused on traditional marketing channels they overlook other important channels for reaching their core audience. While a presence in your industry’s trade publications helps build awareness among decisions-makers, trades in your key vertical markets are great avenues for expanding awareness in related industries. Likewise, getting to know bloggers that cover your industry, or starting a company blog, helps build your presence online – where people increasingly turn for information. Moreover, social media provides opportunities to talk directly to your customers and the media. Evaluating which social media strategies are most effective for your industry and business is critical. The bottom line is, if you’re not working to expand your trade and online presence, you’re leaving money on the table.

## Going to the media when you shouldn’t

Last year leaders of a large industrial company called wanting to raise awareness in the media of proposed regulations they felt would decrease productivity. While it might have been easy to get some journalists onboard, my question to company leaders was, “How do your employees feel about the proposed regulations?” If employees see the new rules as helpful or necessary, then publicly opposing them creates animosity – and sets up a media-ready narrative pitting corporate bosses against people just trying to make a living. Before calling a reporter or local editorial board, it’s important to look several steps ahead and determine if involving the media could ultimately help or hurt your cause. Remember, the media is just one of several channels for influencing policy makers and opinion.

## Not preparing for a crisis

No one wants to have a crisis, and smart business leaders work to minimize risk. But crises are not always of your making – they originate with a third-party vendor who has experienced a data breach, or a reporter attempting to link your company to the SEC investigation of one of your clients. Or ... the possibilities are endless. Company leaders often assume that during a crisis, the most important audience is your customers. But that’s only partly true. You also need specific messages for your employees, vendors and investors, your competitors, and often for regulators. And the media. Because a crisis has many moving parts, managing it successfully requires both forethought and imagination – about what could go wrong, the impact on your stakeholders, the optimal outcome and how your crisis plan can help you achieve it.

Like many aspects of business, an effective public relations program requires planning and hard work, but can ultimately

pay off by protecting your reputation and growing your business.



# Keeping Georgia Competitive in 2012

## Chamber set to lead on important economic priorities

236 lawmakers from across the state will convene at the State Capitol on January 9 for the start of the 2012 General Assembly. For the next 40 working days, legislators will be tackling a number of critical issues — none more important than how Georgia can continue to recover economically through job creation and private sector growth. The Georgia Chamber — as the state's leading advocate for business — is a leading voice under the Gold Dome to ensure pro-growth policy is enacted and that our state maintains its business-friendly environment.

Led by advocacy staff and the 400+ Government Affairs Council, the Chamber's main focus will be keeping Georgia competitive and increasing our ability to compete with other states and other countries in the global marketplace. Top priorities during the 2012 session will include supporting the Governor's Competitiveness Initiative recommendations and the Chamber's own legislative agenda, which will be shared at the annual Eggs & Issues breakfast on January 10. The Chamber will again be tracking support for business initiatives through its Legislative Scorecard which will include measures deemed critical to creating new jobs and ensuring the state

maintains and improves upon its pro-business climate.

The success of the Georgia Chamber as an advocacy organization is due in large part to the GAC in its year-round work on the formation of the Chamber's legislative priorities. Comprised of government affairs professionals representing a diverse range of businesses from across the state — this group plays an invaluable role in development and passage of the Chamber's legislative agenda every year. The GAC — headed by 2012 chair Kevin Curtin of AT&T — is tasked with vetting potential measures much the same way the General Assembly does, with nine standing committees that review legislation and make recommendations to support or oppose any bill based upon its positive or negative impact on the business community.

The Georgia Chamber's website ([www.gachamber.com](http://www.gachamber.com)) will be a source of information for members throughout the session. Regular news alerts and updates — via web, email and through social media — are some of the many communications tools the Chamber will offer during the session and on a year-round basis. Be sure to stay informed!

### 2012 GAC Executive Committee

Chair: Kevin Curtin, AT&T  
Vice-Chair: Roy Robinson, The R.B. Robinson Company

#### Executive Committee At-Large

Harold Bevis, Delta Air Lines  
Skin Edge, GeorgiaLink Public Affairs  
Pete Robinson, Troutman Sanders Strategies  
Haydon Stanley, Fiveash-Stanley  
Joe Tanner, Joe Tanner & Associates

#### Business and Industry

Chair: Mike Giles, Georgia Poultry Federation  
Vice-Chair: Brandon Hembree, Massey, Bowers & Hembree

#### Compliance

Chair: Meredith Melvin Weaver, Melvin Weaver Consulting  
Vice-Chair: Brian Fiveash, Fiveash-Stanley

#### Economic Development and Taxation

Chair: Jay Morgan, J.L. Morgan Company  
Vice-Chair: Malcolm Smith, AFLAC

#### Education

Chair: Mark Middleton, Mark M. Middleton, P.C.  
Vice-Chair: Chuck McMullen, McKenna, Long & Aldridge

#### Environment, Energy, Natural Resources and Water Management

Chair: Keith Hatcher, Georgia Association of Realtors  
Vice-Chair: Brandon Reese, Georgia EMC

#### Federal

Chair: Matt Sawhill, Atlanta Gas Light  
Vice-Chair: Elizabeth Chandler, Georgia Bankers Association

#### Health Care

Chair: Shelia Humberstone, Troutman Sanders Strategies  
Vice-Chair: Kevin Perry, Georgia Beverage Association

#### Judiciary

Chair: Boyd Pettit, GeorgiaLink Public Affairs  
Vice-Chair: Julie Windom, Georgia Alliance of Community Hospitals

#### Transportation

Chair: Craig Camuso, CSX Transportation  
Vice-Chair: Bo Moore, McKenna Long & Aldridge

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## Leading Georgia Forward: Innovation Cutting-Edge Businesses Driving our State Economy

Through its world-renowned research universities and business-friendly environment, Georgia has been able to foster a culture of entrepreneurship and innovation within its business community. The state's pro-business Georgia has also attracted some of the world's most innovative companies, providing quality jobs and cutting-edge products and services. These Georgia Chamber members are offering innovative solutions to clients around the globe.

### Orion Systems Integrators, Inc.

Heading into 2012, Orion Systems Integrators – a global information technology services and solutions provider with its Southeast operations based in Alpharetta – will be building off another successful year capped by several prestigious awards. As a company with operations in four continents and over 600 employees, Orion has built a strong reputation worldwide from its diverse range of clients – from top financial, retail, media, pharmaceutical and government organizations – as a leader in project management, customer service, and innovative solutions for today's business needs.

Their technological expertise and understanding of how leveraging that innovation can help businesses from multiple industries effectively manage its operations and take advantage of today's opportunities in the global marketplace has led Orion's President and CEO Sunil Mehta to be honored with Ernst & Young's 2011 Entrepreneur of the Year New Jersey Award, which in a press release they state the award "recognizes outstanding entrepreneurs who demonstrate excellence and

extraordinary success in such areas as innovation, financial performance and personal commitment to their businesses and communities." Mehta founded Orion in 1993 and in less than two decades has built a global corporation offering clients a wide portfolio of IT solutions from managed enterprise services, mobility solutions in a rapidly-growing field of mobile enterprise technology, applications for systems management for the financial and manufacturing industries, and telecommunications solutions in the areas of operations support systems, e-business, network management and internet communications.

In addition, Orion was named one of America's fastest growing private companies for the second consecutive year by *Inc. Magazine*, whose list has been a consistent indicator of business success for more than 30 years. The prestigious award highlights Orion's continued success amid the recent economic downturn, which according to an Orion press release accounts for 108% growth over a three-year period. Orion states they continue to grow their market penetration – which they currently have a presence in almost every corner of the world – and grow their workforce to over 700 employees.

Honors and accolades such as these are not given to a company not on the cutting edge of innovative services and products. Orion has built a formidable reputation on both those fronts, and with all the momentum seen in 2011, the coming year will no doubt allow Orion to build upon their many successes in the IT industry around the world.



### TOMRA North America

TOMRA North America is one of the world's leading corporations for both the recovery and recycling of reusable materials – and one of the oldest. TOMRA's history in the recycling industry dates back to 1972 in Norway and the advent of the world's first automated bottle return machine used for the collection of recyclable beverage containers. Since that time, TOMRA "reverse vending machines" and collection services have become synonymous with some of the most innovative recycling technology across the globe — with over 60,000 recycling centers installed worldwide — everywhere from grocery stores to sports arenas to universities.

TOMRA's state-of-the-art line of reverse vending machines offers a tremendous range of both technology and ease of use. Many of their collection centers have the ability to take in almost any type of recyclable, non-refillable beverage container, allowing customers a "one-stop shop" for their deposits and potential refunds. This ability is possible through



TOMRA's patented Sure Return™ technology, giving owners of TOMRA machines the confidence their automated system is properly sorting the thousands of potential material types and processing the proper refund. Sure Return uses video and light technologies to accurately identify both the shape of the object and type of commodity it is made from. The machine can then deliver the container to the designated sorting area for the specific type of material. Sure Return also offers fraud protection, monitoring the complete passage of the container through the machine in case someone tries to remove it after it is identified. The TOMRA machine is able to cancel any transaction if the machine appears to have been tampered with.

In addition to their advanced collection and sorting technology, TOMRA provides customers extensive material handling services in specified U.S. regions. They collect all containers from their vending machines and transport them to one of their processing facilities. From there, the containers are resorted, cleaned, and compacted into usable raw materials to be sold and distributed as recycled products.

TOMRA's innovative collection centers have given recyclers a convenient and effective way to dispose of their reusable materials, and owners of the reversible vending machines a complete array of services to manage and remove the collected items. Their technological leadership in this industry for almost 40 years has provided and will continue to allow people to make the world a cleaner and better place through recycling.

Left: A TOMRA Uno recycling center "wrapped" with an environmental theme.

Right: Nancy Thornberry (left) & Ann Weber, Ph.D., winners of the 2011 PhRMA Discoverer's Award for innovative research.

## PhRMA

The Pharmaceutical Research and Manufacturers of America (PhRMA) represents the country's leading pharmaceutical research and biotechnology companies, which are devoted to inventing medicines that allow patients to live longer, healthier, and more productive lives. Biopharmaceutical companies' close collaboration with clinicians and research institutions in Georgia benefits patients, the state's economy and the advancement of science and patient care.

A recently released PhRMA State Clinical Trials Report for Georgia details the industry's effect on both patients and the local economy. At a time when the state still faces significant economic challenges, these companies are conducting or have conducted more than 3,600 clinical trials of new medicines in collaboration with the state's university medical schools, hospitals and clinical research centers. Of the more than 3,600 clinical trials, 1,800 target or have targeted the nation's six most debilitating chronic diseases — asthma, cancer, diabetes, heart disease, mental illnesses and stroke.

Georgia-based institutions involved in clinical tests of treatments include the Medical College of Georgia in Augusta and the Emory University School of Medicine in Atlanta; such research centers as the Atlanta's Women's Research Institute and the Piedmont Hospital Research Institute in Atlanta; and hospitals like Phoebe Putney Memorial Hospital in Albany and Northeast Georgia Medical Center in Gainesville. The biopharmaceutical drug

trials provide steady revenue for research facilities all over the state and what's more, nearly 400 of the clinical tests for the six chronic diseases are in the initial stages of recruiting patients, which could be important to those still seeking effective treatments. In addition, these tests — which are being conducted all over the Peach State — are helping to advance science and patient care since many involve cutting-edge, new-generation biotechnology medications.

Earlier reports have shown the nation's biopharmaceutical companies are also an important source of jobs, research spending and tax revenue. A study by Archstone Consulting, for example, found that the industry supported nearly 55,000 Georgia jobs in 2008 and was responsible for providing \$11.1 billion in products and services. Biopharmaceutical company employees in the state include life sciences researchers, management executives, office and administrative support workers, production workers, engineers, architects, computer and math experts and sales representatives. In 2008, these workers were paid an estimated \$338.4 million, leading to more than \$15 million in state taxes and more than \$81 million in federal taxation. Biopharmaceutical research firms that year also invested \$491.3 million in research and development in the state. PhRMA's latest trial report shows three years later, the trend continues: American biopharmaceutical research companies remain vitally important to the residents and economy of Georgia.



# 1QUESTIONS



**ED HEYS**  
 2012 Chair, Georgia Chamber  
 Managing Partner  
 Deloitte

- Q: Congratulations on being the 2012 Chair of the Georgia Chamber. Would you share a bit about yourself with our members?**
- A:** I have worked with Deloitte my entire career and have been lucky to always be in Atlanta and serve Georgia businesses. In addition to the Georgia Chamber, I have been fortunate to be involved in an number of community activities including the United Way, Boys and Girls Clubs, Metro Atlanta Chamber, and Boy Scouts. I have made my best friends through community involvement.
- Q: What will your top priorities be for the year?**
- A:** A continuation of our current agenda including membership growth, increasing membership services and having an impact on significant issues affecting the success of Georgia business such as education, transportation and water resources. Additionally, we will be focused on a successful second Georgia Initiative campaign.
- Q: You have given a great deal of time to our organization. Why have you chosen to be so involved?**
- A:** As member of the Georgia Chamber, I have seen first-hand the impact that the business community can have when it works together. I enjoy connecting our business leaders with issues where their involvement can positively impact Georgia's success.
- Q: You led the Chamber's most successful membership campaign in 2011, what was the secret to success?**
- A:** We have provided our professional staff and the volunteer campaign leaders with a results driven record on important issues in Georgia. The business community recognizes the importance of the Georgia Chamber that, combined with the positive impact we have made, has allowed us to be successful. This could not have occurred without a committed team of volunteers and campaign professionals - they were exceptional.
- Q: Not that you have that much given your position at Deloitte and involvement in the community, but what do you like to do in your free time?**
- A:** I am an avid golfer and a hunter and enjoy spending time outdoors, which is a good thing as I am training for my second marathon later this year. Also, I enjoy studying Georgia history.
- Q: You have played a leadership role in the Georgia Initiative. How do you think that effort has changed the Chamber?**
- A:** The investment our members are making through the Georgia Initiative provides resources that allow us to be more proactive than we have been in the past, increasing our effectiveness on a number of significant issues.
- Q: Who are your mentors or role models – professionally or personally?**
- A:** My father - he provided me with a great example of the importance of being involved in the community, the impact of commitment and focus, and servant leadership.
- Q: Times are still challenging – what advice would you give business owners as we begin 2012?**
- A:** Do your best to focus on the long-term. Even though it can be a challenge at times, stay positive and optimistic.
- Q: Tell us something about yourself that our members might find surprising to know.**
- A:** I drink at least 6 Diet Cokes every day.
- Q: Finally, have you made any New Year's resolutions?**
- A:** Run that second marathon. I guess I'm committed now that it is in print!



# LET YOUR VOICE BE HEARD!

Business faces more challenges, on more fronts, than ever before. Join the Georgia Business Action Network today and help maintain a pro-business environment in our state that will allow companies to thrive today and in the future.

You can join the Action Network at  
[www.gachamber.com/GBAN](http://www.gachamber.com/GBAN)

Sign up today to receive alerts, updates and calls to action on issues of importance to the business community.

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