

PR FILE

THE GEORGIA CHAMBER OF COMMERCE MAGAZINE

www.gachamber.com

JULY/AUGUST 2011

Supplement to
Georgia Trend
Magazine



**LOGISTICS CHARTING
THE COURSE
FOR GEORGIA'S
ECONOMIC FUTURE**

THIS ISSUE:

AROUND THE
WORLD WITH
GEORGIA
BUSINESSES

CHAMBER 'GOING
GLOBAL' FOR ITS
MEMBERS

ENHANCING SMALL
BUSINESS SERVICES
WITH NEW COUNCIL

2011 LEGISLATORS
OF THE YEAR



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Halfway Through the Year, Georgia Chamber Seeing Success, Making Changes



It is hard to believe that it is already July. Just a few months ago, we were preparing for the new legislative session and just beginning to talk about all of the new programs and opportunities we wanted to be able to offer our members.

Today – we are able to look back on a successful session during which we successfully implemented our grassroots network, took full advantage of the expertise

that lies within our policy committees, played a key role in the passage of a number of bills important to the business community, and issued the Georgia Chamber's first real legislative scorecard which you can learn more about both in this issue of the *Profile* and on the Chamber's website – www.gachamber.com.

Through the leadership of our new President and CEO, we are enhancing our effective advocacy at the state level with efforts targeted towards Washington, D.C., where it seems like every day there are new proposals for bills or regulations that would be restrictive or costly to business.

But what I am probably most excited about are the programs being added to enhance your experience as a member of the Georgia Chamber – in particular, the creation of our Small Business Advisory Council, which you can read about in this month's *Profile*.

Many people don't realize this, but approximately two-thirds of the Chamber's members are small business owners. Earlier this year, we brought a group of these members together to talk about how we could better serve this important group, many of whom are so busy keeping their companies going that the amount of time they can spend reading the news, finding new business resources, or networking to grow their business is often limited. As a result, this advisory council, being led by Brett Virgin (featured in our 10 Questions) and supported by Chamber staff, has put together a plan that includes member education, more direct communication on issues that are particularly important to small business, the creation of a small business resource center, and on-line opportunities to connect with Georgia Chamber members.

As a small business owner myself, I know that these new tools and resources will help me – and I'm confident that, no matter what size business you own or operate, they will help you too.

As always, thank you for your commitment to and investment in the Georgia Chamber. Together, we are making our state a great place for all business.

Doug Carter, 2011 Chair

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Chamber Accomplishing Goals, Focused on Value



When our Board of Directors met this spring, we talked about how today's Georgia Chamber is focused in four key areas – proactively developing policy positions on issues of statewide impact, aggressively

advocating on behalf of businesses throughout the state, providing a high level of service to our investors and, above all, leading the business community towards a stronger economy and future success.

As you look through the pages of this month's Profile, I think you will see that we are accomplishing those goals. Through our work with Governor Deal on the Georgia Competitiveness Initiative, we will be developing a policy agenda that will create new jobs and ensure that our state is the very best place in the nation to do business. We have released our first true legislative scorecard – grading members of the General Assembly based on their voting record on key business issues, and

recognized our 2011 Legislators of the Year for their strong support. We have launched our Small Business Advisory Council, which will be led by a great group of members all committed to providing a higher level of support. And we have developed an international business program that will help connect your business with new opportunities in the ever-expanding global marketplace.

These are all ways that we are building a new Georgia Chamber for you, our members. And there is more to come. Be on the lookout in the *Insight* e-newsletter and future issues of the *Profile* – or plan to attend one of our upcoming Power Lunches – to learn more about these and other new programs and opportunities that will be rolling out throughout the year. Our hope is that you will see and experience an even larger return on your investment in our organization.

As always, thank you for being a part of the Georgia Chamber and for all that you do for our communities and our state.

Chris Clark, President & CEO



Power Lunches provide members an opportunity to meet leadership and fellow members.

Plan to Attend

★ ★ ★ ★ ★
GEORGIA CHAMBER

POWER LUNCH

Power Lunch Schedule

July 13 - *Augusta*

July 26 - *Columbus*

August 8 - *Athens*

August 23 - *Dalton*

September 7 - *Valdosta*

September 8 - *Albany*

September 9 - *Gainesville*

September 27 - *Dublin*

September 29 - *Macon*

Power Lunch Presenting Sponsor



For more information visit www.gachamber.com

★ MEMBER NEWS

The **Pendleton Consulting Group** co-founder Phil Jacobs won the William J. VanLandingham Commitment to Education Award given annually by the Georgia Council on Economic Education to community leaders who demonstrate a long-term commitment to education improvements.

Georgia Game Developers Association co-founder and president Clinton A. Lowe was honored by DeVry University with the school's "Pinnacle Award". The award is the highest honor given to DeVry University's alumni and has been conferred to only a handful of the school's 275,000+ alumni.

Novelis has announced it plans to open a research and development center in Kennesaw, creating approximately 150 jobs. Novelis is one of the world's leaders in rolled aluminum and aluminum can recycling. The Atlanta-based company expects the new facility to open in the summer of 2012.

Atlantic Trust was named the nation's top wealth management firm by the Luxury Brand Index. The firm ranked highest out of 35 firms in the survey, which scored companies on quality, exclusivity, social status, and self-enhancement. As of March 2011 the firm manages over \$17 billion in assets.



Georgia Chamber announces new Small Business Advisory Council

Formation signals expanded services for members

With 98% of businesses in Georgia considered small business, this growing sector plays an integral role in Georgia's long-term future. To help these companies succeed, the Chamber is proud to announce the formation its Small Business Advisory Council. Comprised of entrepreneurs and small business owners from around the state, the Council is charged with designing programs and identifying resources to meet the needs of the small business market in Georgia.

"Georgia's small businesses are the companies that will ultimately generate the jobs and economic growth our state needs for a long-term recovery and a strong future," said Doug Carter, the Chamber's 2011 Board Chairman and himself a small-business owner. "We have designed our Small Business Advisory Council to be a support network for members that offers timely resources to help them sustain current business and take advantage of new opportunities."

"These last few years have been extremely tough and have forced many entrepreneurs to either delay plans for expansion or end them altogether," said Small Business Advisory Council Chair Brett Virgin, President of Peachtree Benefit Group. "This Council has been designed to give small businesses around the state an increased support network that provides helpful services in a broad range of issue areas."

Key components of the new small business program include: an advocacy program highlighting legislative issues directly impacting small business; an educational program starting with a webinar series of business topics chosen by members; formation of an online community to network and connect with other businesses to share ideas, best practices and gain exposure; and a resource center for companies seeking information on topics such as financing, permitting, etc. In addition, a LinkedIn

online community will be offering members a place to network and discuss relevant issues concerning small businesses.

The Council enhances member benefits currently being offered, including:

- Access to a complimentary HR / Legal Hotline
- Discounts on HR manuals and federal regulation posters
- A complimentary listing in the membership directory
- Promotional opportunities for member businesses
- Reduced prices on member events and webinars
- Office supply discounts through Office Depot

For more information, contact Rebecca Jones, Director of Member Services and Programs at rjones@gachamber.com or (404) 223-2473.

SMALL BUSINESS ADVISORY COUNCIL MEMBERS

Doug Carter, 2011 Board Chair
Brett Virgin: Peachtree Benefit Group, Council Chair
Rick Boyd: Chattahoochee Marketing Group
Christopher Cay: Cay Insurance Services
Lance Compton: Red Clay Interactive
Al Ertel: Alliant Health Plans

Maria Guerra-Stoll: GSB Architects, Inc.
Martin Long: Long & Associates
Lamar Perlis: Perlis Corporation
Jim Rhoden: Futren Corporation
Shawn Still: Olympic Pool Plastering
Jane Stout: Cookery Public Relations

TSYS Inc., the Columbus, Ga.-based credit card processor, celebrated the 10-year anniversary of their European business efforts. Their United Kingdom data center handles 40 million accounts and 1.2 billion transactions, and has over 50 corporate clients across Europe.

SunTrust Banks, Inc. was named the U.S. Small Business Administration's "Export Lender of the Year" for fiscal year 2010, its second straight year receiving the award. During FY2010, the Atlanta-based bank granted 33 export-program loans totaling over \$24 million.

Kaiser Permanente Georgia has named Kerry Kohnen its new president, succeeding Peter Andruszkiewicz. Kohnen has been with Kaiser since 1975. The nonprofit health plan provides service to 240,000 members.

Anheuser Busch Companies, Inc. provided 2,000 cans of drinking water to Joplin, Mo., following the deadly tornadoes that struck in May. The Cartersville-based plant and Anheuser Busch have given over 1 million cans of water to U.S. recovery and relief efforts this spring.

2011 Team Georgia Chamber Campaign Ready to “Go to Bat”

The 15th annual *Team Georgia Chamber* Campaign kicked off June 15 with a luncheon at Piedmont Park’s Magnolia Hall. Volunteers from across the state gathered to celebrate a successful start for the 21-week membership drive held annually to recruit new members, encourage renewals, and increase sponsorship and advertising revenues to support the Georgia Chamber’s operating budget.

The Chamber is fortunate to already have over 400 volunteers – representing 28 corporate teams – involved with the 2011 campaign. Prior to the official campaign kickoff, volunteers had already secured a record \$400,000-plus in campaign dollars and recruited 20 new members. With this outstanding start, the volunteers will now target their 2011 goal of \$1.8 million through November.

The volunteers’ hard work does not go unrecognized as reward trips, cash incentives, and prizes will be awarded to top producers throughout the campaign season. This year, *Team Georgia Chamber* is “Going to Bat for Georgia Business,” and the volunteer teams are ready to hit this campaign season out of the park!

If you would like to get involved or learn more about the campaign, please contact Kevin Carmichael, Director - Strategic Partners, by phone, (404) 223-2271, or by email, kcarmichael@gachamber.com.

All Aboard!

Policy committee members step outside the boardroom for a trip to Georgia Power’s Tallulah Falls Hydroelectric Plant

Every month the Georgia Chamber’s Environment & Energy Policy Committee meets to discuss important policy issues affecting the state. This May, instead of meeting inside a conference room to discuss the importance of the headwaters of the Savannah River and how they coordinate with downstream uses, committee members saw it up close and personal by taking a tour of the oldest and largest plant in the North Georgia Hydro Group.

Georgia Power’s Tallulah Falls Hydroelectric Plant is among Georgia’s outstanding monuments to engineering achievement. Originally built by Georgia Railway and Power (currently Georgia Power) in order to run Atlanta’s streetcars, the plant’s first unit began operating in 1913, and by early 1914 all five 12,000-kilowatt generating units had been completed, making it the third-largest hydroelectric facility in the country.

On May 13, committee members arrived at the top of Tallulah Gorge, where they were greeted by a steep descending rail track and cable car which serves as the primary mode of transportation in and out of the power plant located at the bottom of the gorge. Carrying eight individuals at a time, the cable car taxied committee members to the plant’s turbine and generator assembly and to take an in-depth tour of the power plant. They also got a first-hand look at the control room where plant operators do the majority of their work – monitoring and controlling the generating units.



★ MEMBER NEWS

WellStar Health Systems, Inc. is beginning work on a new seven-floor tower for its WellStar Kennestone Hospital property expected to be completed in late 2012. The \$38-million project will allow Kennestone to offer every patient they treat a private room.

Acuity Brands, Inc. purchased Healthcare Lighting, Inc., based in Fairview, Pa. Acuity is headquartered in Atlanta and offers diverse, cost-effective lighting solutions. Acuity’s purchase allows for their planned expansion into medical lighting equipment.

Aflac, Inc. announced its sponsorship of the 2011 Heisman Trophy Award, college football’s highest individual honor. The new agreement follows the Columbus, Ga.-based insurance company’s current deals with Major League Baseball, college football, and NASCAR.

GF Health Products, Inc. moved production of its specialty dialysis chairs from Taiwan to its Doraville headquarters. GF offers a broad range of medical equipment, with nursing home beds being the company’s top seller. The move will also create 17 jobs.



Georgia Competitiveness Initiative Focused on Jobs, Growth

This January, at the Georgia Chamber's annual Eggs & Issues breakfast, Governor Nathan Deal announced a new effort focused on moving Georgia's economy forward – the Georgia Competitiveness Initiative. This effort, which is bringing business and government leaders together, will result in the creation of a long-term economic development strategy centered on attracting and keeping high-paying jobs throughout the state.

Co-chaired at the request of Governor Deal by Georgia Chamber President and CEO Chris Clark and Georgia Department of Economic Development Commissioner Chris Cumiskey, the Georgia Competitiveness Initiative will study and make recommendations within six key areas of interest: education and workforce development, innovation, global commerce, infrastructure, business climate and government efficiency. The plan that results will take into account the needs of the state as a whole, as well as those of the 12 diverse economic development regions.

The work of the initiative kicked off in early May with a survey distributed to members of the business community and elected officials. Regional meetings – where the results of that survey are being shared and prioritized and additional ideas are being gathered – started in June and will continue

through the end of August. Twenty-three business leaders from throughout the state, many of whom are Georgia Chamber members, are on the Initiative's steering committee along with a number of state elected and appointed officials who are serving in an ex-officio capacity.

As part of this effort, a "Georgia Dashboard" is being developed. This tool will track progress on a number of key metrics. Ultimately, information will be available on a statewide, regional and county level. While the dashboard is currently static, there are a number of baseline metrics posted.

A final report will be delivered to Governor Deal this fall. For more information and for updates, visit www.georgiacompetitiveness.org.



REGIONAL MEETINGS

July 18 - Atlanta (Region 3)
Georgia Tech Conference Center

July 27 - Vidalia (Region 9)
Southeastern Technical College

July 28 - Washington (Region 7)
Pope Center

August 10 - Columbus (Region 8)
Columbus State College
Cunningham Center for Leadership

August 11 - Macon (Region 6)
Macon State College
Continuing Education Conference Center

August 24 - Athens (Region 5)
University of GA
Center for Continuing Education

August 25 - Cumming (Region 2)
Lanier Technical College
Forsyth Conference Center

August 30 - Rome (Region 1)
The Forum

August 31 - West Point (Region 4)
Kia GA Training Center

www.georgiacompetitiveness.org

Gerdau Ameristeel, Inc. announced that, in coordination with its 110th anniversary, its Cartersville steel mill and other corporate entities have been rebranded as Gerdau. They are recognized as North America's second largest mini-mill producer and employ almost 350 in their Cartersville mill.

Crawford & Company has increased operations in Latin America to handle their demand for higher-value claims in the region. Crawford, the Dunwoody-based insurance services firm, has 144 locations globally.

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.

Georgia ready to compete globally with diverse, effective logistics

Most Fortune 500 companies might have a difficult time changing an iconic slogan and memorable advertising campaign. So when Sandy Springs, Ga.-based UPS decided to retire their famous “What can Brown do for you?” catchphrase last fall to introduce the new “We (heart) Logistics” campaign, there was certainly some interest as to the purpose behind the move.

The answer according to Alan Amling – UPS marketing director for Global Logistics and Distribution – is that the comprehensive logistics industry is being viewed in a new light. Amling said UPS is handling 6% of the U.S. gross domestic product at any one time – also moving more than \$1 trillion in goods every day – and has been incorporating modern logistics strategies into its business model for years. Now the face of their global ad campaign features that commitment to being a world leader in logistics solutions.

Amling believes that in order for American businesses and states like Georgia to successfully compete in a global marketplace, they can no longer view logistics as simply transporting goods. Resource allocation, cash flow, customer service, market penetration and having a competitive advantage are all contributing factors in an overall logistics strategy for businesses.

Luckily, Georgia has already taken proactive steps to capitalize on our competitive advantage in the 21st century global economy. This spring, a report from the Pew Center on the States and the Rockefeller Foundation classified Georgia as one of only 13 states – and the only one in the southeastern U.S. – to be

“Leading the Way” in how its transportation system facilitates growth and job creation.

That, according to Page Siplon, director at the Georgia Center for Innovation and Logistics, is because of Georgia’s infrastructure advantages – having the world’s busiest airport and the fastest growing port in the U.S. – and the ability to transport and manage freight to keep the supply chain in motion. Having a diverse chain of effective logistical options such as rail, air, sea and road must also tie in with warehousing and distribution options that companies looking to relocate are considering more than ever.

UPS’s Amling noted specifically that targeted, coordinated highway investment is critical to Georgia’s transportation system. With 80 percent of the U.S. market within a two-day truck drive from Atlanta, having a road network that can guarantee low commute time and freeway congestion is essential to the overall success of a company’s logistical chain. He added that intermodal freight networks rely heavily on road transport as part of their overall strategy.

Siplon argues that Georgia’s commitment to performance-based strategic planning and prioritizing key projects at the state level will place Georgia in an excellent competitive position to handle increased freight traffic as the state heads towards an August 2012 referendum. Voters will decide on adding a 1-cent sales tax to address specific transportation needs for their economic region. The list of projects will be vetted and approved by the state Department of Transportation and regional roundtables so the projects coordinate with



the overall transportation goals the state has to increase its logistics capacity and efficiency.

The Georgia Chamber also understands how important this fluid, multimodal infrastructure is to the state’s long-term economic success. The Chamber launched the Georgia Transportation Alliance this spring with the goal of solidifying Georgia’s position as a transportation and logistics hub not only for the Southeast, but the entire nation. The Alliance plans on bringing state officials and business leaders together to coordinate transportation planning and funding in a way that will meet Georgia’s economic development goals. From deepening the Savannah Port to accommodate larger cargo shipments to increasing the state’s rail capacity (both freight and passenger), to strengthening the state’s airport network and highway system, the Alliance will be working to ensure Georgia will be ready to take advantage of new opportunities and actively compete in the global economy.

State leaders understand that to be successful in today’s economy, Georgia must “love logistics” as much as industry leaders like UPS. A diverse, multimodal logistics infrastructure can provide Georgia a strong competitive advantage to grow and expand the state’s economy, allowing the state to offer businesses a simple question:

“What can Georgia do for you?”



Packages being sorted at the UPS air hub in Colonge, Germany.

Georgia Chamber names 2011 Legislators of the Year

Ralston, Bulloch honored for House and Senate; Taylor wins Freshman Award

Three members of the Georgia General Assembly have been recognized by the Georgia Chamber for their commitment to the state's business community. House Speaker David Ralston (Blue Ridge) and State Sen. John Bulloch (Ochlocknee) were named 2011 Legislators of the Year in the state House and Senate respectively. Earning the Chamber's Freshman of the Year Award was State Rep. Tom Taylor (Dunwoody).

"In these difficult economic times, Georgia's businesses need their elected officials to make decisions that will help grow the private sector and create jobs," said Georgia Chamber President and CEO Chris Clark. "These three individuals have proven to be true champions of business and free enterprise. We are grateful for their commitment and we look forward to continuing to work with them to build the most business-friendly environment in the nation."

The Legislator of the Year award ceremony took place at the Chamber's Spring Government Affairs Council meeting this June. Both Bulloch and Taylor received 'A' grades on the Chamber's 2011 Legislative Scorecard. As the presiding officer of the House, Ralston was not graded; the award recognizes his tireless support of key business issues and pro-growth measures.

Right: Governor Nathan Deal speaking at the Chamber's Spring Government Affairs Council meeting in June.



Georgia Chamber Releases 2011 Legislative Scorecard

State Legislators graded on support of pro-business measures

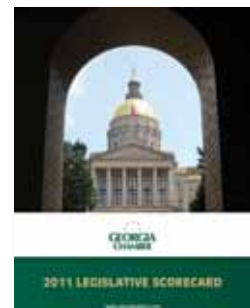
The Georgia Chamber has released its 2011 Legislative Scorecard. The scorecard includes midterm grades for state House and Senate members based on their votes on legislation deemed important to economic growth and job creation. This is the first year the Chamber has included letter grades in this report.

During the 2011 session, Chamber members identified 11 bills to include in the report. Prior to votes being taken, the organization communicated its position to the Governor's Office and the General Assembly, as well as the fact that the bills were eligible to be designated as scorecard issues.

Legislators were assigned midterm grades of A, B, C, or U based on 11 Chamber bills on the scorecard in the House and 10 bills in the Senate. To receive a grade, the legislator must have been present to vote for 50% of the total scorecard votes. If the legislator was not present for 50% of the votes, they received an 'N/A' grade.

Overall, 65 legislators received grades of 'A' or higher. A final grade will be given to each elected official following the 2012 session of the Georgia General Assembly.

To view and download the complete Georgia Chamber 2011 scorecard, please visit www.gachamber.com/2011_legislative_scorecard



Going global? The Georgia Chamber of Commerce is excited to announce new international opportunities for our members.

Of the quarter million U.S. companies that export, 97% are small and medium-sized businesses that account for nearly a third of U.S. merchandise exports. Diverse industrial and agricultural products, coupled with the unparalleled entrepreneurial drive of Georgia's business community have created an outstanding platform for international business.

As the global marketplace continues to grow at an unprecedented rate, the Georgia Chamber recognizes the need to develop international business opportunities for our members. These new opportunities will provide a platform for businesses in Georgia to expand their global footprint by generating job growth and economic development.

Certificates of Origin

As an added benefit to our members and the business community the Chamber is partnering with eCertify to offer electronic Certificate of Origin documents in order to assist in the facilitation of Georgia companies doing business internationally. The Chamber's program turns the existing paper based process into a seamless and streamlined electronic system for stamping and signing documents, allowing for a real value in cost savings and efficiency gains for exporters.

International Chambers Committee

Comprised of representatives from bilateral and international chambers across the state, the International Chambers Committee will convene quarterly to discuss issues, policies and agendas affecting the international business community. The Committee will serve as a member tool, creating a support system to provide insight and knowledge regarding ways that others are doing business in the ever-changing global marketplace.

International Business Council

Serving as a conduit to international companies with a presence in Georgia, the International Business Council will showcase the value of Georgia Chamber membership as it pertains to business efforts within the state. The Council will provide a platform to engage Georgia Chamber members in international trade and investment and strengthen the Chamber's international ties.

Global Trade Partnership

Leading the way, the Chamber's International Policy Committee has assisted in the development of a partnership with the Georgia Department of Economic Development. As the state's sales and marketing arm and lead agency for attracting new business investment, the Georgia Department of Economic Development and the Georgia Chamber share similar economic development missions. In order to heighten opportunities for international business in the state, the Chamber will assist the Georgia Department of Economic Development with recruiting foreign direct investments, providing access to tools and information for international business development and connecting global companies with critical resources and contacts throughout the state.

“...the Georgia Chamber recognizes the need to develop international business opportunities for our members.”

Education Outreach

International trade significantly contributes to the state's economy and has developed a vast new horizon for Georgia businesses. The success of globalization and the expansion of world trade, coupled with the world's largest international airport to the nation's fourth-largest and fastest-growing container port, have created unprecedented benefits for international business. Yet, there remains a lack of understanding about engaging in trade and why the future of our state's economy relies heavily upon it. The Chamber will provide education and outreach activities to highlight the importance of international trade to our state and educate our members about its benefits.

The Georgia Chamber would like to provide our members with tools to help engage in international business and ultimately generate job growth and economic development. If you would like to participate in a survey to help the Chamber determine our member's international interests and needs, please contact Brie McKeller at bmckeller@gachamber.com.



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Around the World with Georgia Businesses

How our companies are thriving in a worldwide economy

From Fortune 500 companies to sole proprietorships, Georgia is home to a wide, diverse range of businesses. But don't let the Georgia ZIP code fool you; many of these companies have embraced today's truly global marketplace and are finding innovative strategies to compete successfully around the world.

From logistics and marketing to research and development and product innovation, a large number of companies have an eye beyond our state and national

borders toward international markets with high demand for their goods or services. Today, with websites, social media, video conferencing and other online advancements, business and customers have never been closer. A person who lives down the street can access the same product information as someone on the other side of the world, making companies develop business strategies that transcend borders or obstacles that couldn't be conquered even 20 years ago.

The Georgia Chamber is proud to have a significant number of members who have developed solutions that connect them with customers in every part of the world. Below are just a few of these forward-thinking businesses that call the Peach State home and are leading the way in growing Georgia's stake in the international business community.

Newell Rubbermaid, Inc.

When Newell Rubbermaid, Inc. relocated its corporate headquarters to Atlanta, there was a lot more than simply location that went into the decision to move to Georgia. Proximity to the world's busiest airport, Georgia's logistics and transportation infrastructure, a high quality of life for its employees, and a highly skilled workforce were all compelling reasons for Newell Rubbermaid to choose Georgia as its new home.

The S&P 500 company – marketers of popular brands like Rubbermaid food storage and home organizing solutions, Graco children's products, Sharpie markers, Irwin hand tools, and Calphalon cookware to name just a few – also felt there was an opportunity to create a global home base for all its businesses. Since its 2003 relocation, the company has moved five of its 13 global business units to its Sandy Springs corporate campus and added over 1,100 jobs including a new Union City distribution center.

With a diverse portfolio of well-known consumer and commercial products, Newell Rubbermaid has completed a significant transformation over the past five years. The company has sales in over 100 countries worldwide (\$5.8 billion in revenues in 2010 alone), but its continued success depended on a plan that fit a 21st century global marketplace. So the company shifted its overall focus from sales-driven strategies to consumer-driven innovation and brand marketing.

Its corporate slogan, "Brands that Matter," serves as a mission statement to its 22,000 global employees in that they are collectively focused on building strong brands. This means identifying and

targeting consumers' most essential needs, then delivering superior value and performance through new product innovation.

Much of that innovation – with its brands and marketing strategy – originates out of the company's Atlanta headquarters. Newell Rubbermaid recently invested significant resources into building a new research and development center in Georgia, which opened in 2011 and includes one of the world's most advanced crash testing labs for child car seats.

Newell Rubbermaid's global business units, now unified under a single consumer-driven marketing

strategy, make decisions with a goal to grow and expand their global operations through understanding exactly what their consumers need. Through a quality, dependable, and inventive range of products, Newell Rubbermaid is poised to continue providing the world exactly what they promise – brands that matter.

Newell Rubbermaid
Brands That Matter™





EFACEC

To successfully compete in a global economy, bringing international companies to Georgia is just as important as growing Georgia business presence overseas. Georgia has been a proactive state, recruiting companies from all over the world who are seeking a physical presence in the U.S. marketplace.

One of Georgia's biggest success stories came back in late 2007, when Portuguese company EFACEC, a provider of energy and engineering solutions in 65 countries around the world, saw the U.S. as an essential part of their international expansion strategy. Over 70 percent of their business was international, with Brazil and the U.S. their largest overseas markets. For this reason EFACEC chose to develop a physical U.S. headquarters to lead its growth in one of its largest and most profitable markets.

EFACEC, after vetting locations in the U.S. decided to invest \$145 million in Georgia to build a brand new transformer plant and another \$20 million to purchase Advanced Control Systems (ACS), an Atlanta company specializing in automated Smart Grid technology that complimented EFACEC's transformer operations. The acquisition of ACS paved the way to establish EFACEC's U.S. headquarters in Norcross.

When the initial announcement was made, Luis Filipe Pereira - who was at the time the EFACEC CEO - stated that "the construction of new industrial premises to manufacture large power transformers in the USA must be considered a very important strategic step for EFACEC's expansion and globalization and a fundamental benchmark for its

international growth, namely in the USA market, which is considered a priority market for EFACEC operations." Pereira went on to say that the investment EFACEC was making in Georgia was to directly "strengthen its relations with its clients, the USA's major electricity utilities, and to attract new clients."

The investment has certainly paid dividends for EFACEC here in the U.S. market, and for Georgia's economy. EFACEC is expecting its U.S. market revenue to increase to \$500 million by 2015. Its transformer plant, which started production in late 2009, brought Georgians jobs and increased opportunities from other U.S. electric suppliers, including Georgia Power. Its success in Georgia has led the company to commit to bringing its manufacturing of electric car chargers to the Norcross campus.

With the right mix of southern hospitality and a business-friendly environment, EFACEC's U.S. operations have certainly

found success with their new home in the Peach State. The company is a welcome addition to the state's large and diverse corporate family.



YKK Corporation of America

If you open your closet, chances are that many of the buttons, zippers, snaps, and hooks and eyes on your clothes are a product of YKK, whose fastening subsidiary, YKK (U.S.A.) Inc., and its parent company, YKK Corporation of America, are based in Marietta, Georgia. During the past 50 years, YKK North and Central America Group (YKK NCA Group) has been the industry leader in providing fastening products to companies in the U.S. and throughout the western hemisphere. YKK's ongoing success can be credited not only to the zippers that made the company so famous beginning in 1934 in Tokyo, but also to its diversification into new fastening products for the apparel, safety, automotive,

government, sports, marine, and medical markets.

YKK started doing business in the U.S. in 1960, and enjoyed continual growth during its first half-century. Recently, however, the global landscape changed, as sourcing of apparel and many other products began shifting from domestic to overseas locations. In light of this situation, YKK NCA Group sought to broaden its product base while continuing to focus on marketing and product development for its fastening business.

In 1991, YKK AP America Inc. (YKK AP) was established in Georgia as an architectural products company, with significant manufacturing in Dublin, Georgia. Thanks to a steady stream

of new building products for energy conservation, increased impact resistance (protection against hurricane and tornado damage), and enhanced blast mitigation, YKK AP, like the fastening company, has become a highly respected leader in the industry.

YKK AP's newest product line, residential vinyl windows, has experienced robust growth despite a severe downturn in home construction during the current economic recession. To accommodate the growth of its residential window business, YKK AP repurposed one of YKK's former zipper factories in Macon for the production of vinyl windows. The conversion of the plant was a win-win-win for YKK AP's new residential window

Global Aviation Holdings, Inc.

When it comes to aviation, Georgia stands ready to help businesses compete in the global economy. Complimenting the world's busiest airport, Hartsfield-Jackson, are proven international air transport companies that offer clients the best in both passenger and freight air transport. Peachtree City, Georgia, is the headquarters of Global Aviation Holdings (Global), one of the world's largest charter air service providers and a company continually growing its presence both domestically and internationally.

"Global Aviation Holdings is highly



focused on international business, from leasing freighters for international airlines to transporting U.S. troops around the world," said Rob Binns, Chairman and CEO. "We just celebrated our 10th anniversary in Georgia, and our subsidiaries, World Airways and North American Airlines, continue to fill a critical need for reliable charter air transportation around the world."

Global's two wholly-owned airline subsidiaries, North American Airlines and World Airways, serve as the largest provider of private air transport for the U.S. Military, as well as one of the world's leaders for chartered passenger and cargo air transportation. Global employs more than 2,100 worldwide and has annual revenue of approximately \$1 billion.

The company operates 29 aircraft making trips to hundreds of destinations around the world, and Global's two airlines flew to more than 200 airports in 110 different countries last year. World Airways currently serves six international airlines

with 13 wide-body MD-11 and Boeing 747 freighter aircraft operating in Europe, Africa, Asia, North America and South America.

Across many different international industries and sectors, Global prides itself on reliability, safety, and customer service. Global is a proud partner of the U.S. Armed Forces and both World and North American provide the U.S. government air support in times of peace and international conflict. Global carries troops around the world on a daily basis for deployment missions and military leave trips. The company provides wide-body cargo transport services, sending needed materials to military bases and installations worldwide.

In addition to its military work, Global serves a wide variety of clients, including music stars, sports teams, corporations and movie or television crews. Global also recently expanded its international operations with the opening of sales offices in Hong Kong and Germany.



venture, for YKK's fastening business, and for the Macon/Bibb County community.

Commenting on the future of YKK NCA Group, Alex Gregory, chairman, president, and CEO of YKK Corporation of America, stated, "We understand that our future success in this hemisphere depends upon our ability to develop new products quickly and to continue to aggressively diversify into new markets. We are extremely proud of our YKK brand fasteners and our YKK AP brand building products, and we are confident we will be able to remain competitive in this region during the next 50 years and beyond."



1QUESTIONS



Brett Virgin

Principal
Peachtree Benefit Group

Q: How did you become involved with the Georgia Chamber?

A: I was introduced to the Georgia Chamber by the former Vice President of Membership. He got me involved with the membership campaign, for which I have volunteered on a yearly basis now for at least eight years. The campaign is one of my favorite activities. It is a great way to meet new people and help both the Chamber and the new member companies. Everyone should participate in the campaign at least once.

Q: What are the primary services offered by your company, Peachtree Benefit Group?

A: Peachtree Benefit Group assists companies throughout Georgia with their executive benefits, as well as their overall employee benefits such as medical, dental, life, disability, long-term care and retirement planning.

Q: What is your vision for the Small Business Advisory Council?

A: Greater membership value through added communication, education and member-only discounts specifically tailored for small businesses.

Q: In your opinion, what are some of the biggest challenges facing small business owners today?

A: I believe the greatest challenge all businesses face today is increased government interference and regulation of free markets. Challenges that directly impact small businesses in Georgia include finding and retaining qualified workers as well as access to quality capital.

Q: What do you enjoy doing in your free time, when you have any?

A: During the little free time that I have I enjoy fishing, traveling, cooking and reading books on my Kindle.

Q: As a small business owner, what advice would you give someone looking to start their own business?

A: Before investing a single dollar, make sure you have a solid business plan in place. I would encourage people to find an experienced mentor from programs such as SCORE.

Q: You've been very involved with the Chamber's membership campaign over the years. Why do you tell companies they should join our organization?

A: Most members of the Georgia Chamber don't have the resources or time to monitor the actions or inactions of the General Assembly. Investing in the Georgia Chamber of Commerce gives businesses a voice at the Capitol for relatively little time and money.

Q: Do you have any vacation plans for this summer?

A: We will spend a couple of long weekends in the mountains and possibly a week at the beach. A lot will depend on our schedules, but we don't have a "big" trip planned this summer.

Q: Would you share one of your favorite vacation memories?

A: So many to choose from but the first one that pops into my head is the five-hour cooking class my wife Cecilia and I took last summer in a small mountain village overlooking Lake Como in Italy.

Q: Finally, will you tell us something about you that your fellow Chamber members might not know?

A: I helped organize the first official Intercollegiate Bass Fishing Tournament between Indiana University and Purdue University. While my team lost, I did catch the largest fish.



GEORGIA CHAMBER

Annual Congressional Luncheon

Tuesday, August 9, 2011

**Georgia National Fairgrounds
& Agricenter, Perry**

11:00 a.m. Reception

12:00 p.m. Luncheon

For tickets, sponsorships and
additional information, please
visit www.gachamber.com/events
or call 404/223-2264.



GEORGIA CHAMBER BUSINESS CHAMPIONS CLASSIC

October 3, 2011
Golf Club of Georgia

This tournament is designed to deliver a unique golfing experience plus the opportunity to network with Georgia's business leaders in a casual, relaxed setting.

All golf foursomes will have a fore-caddy, practice facilities, range balls and food from registration through the post-round reception. Generous prizes will be awarded to the winning teams — plus, many more prizes will be raffled off during the awards reception.

Come join us! Sign up with a staff member or online at:
www.gachamber.com/golf



GEORGIA
CHAMBER





LEADING
BUSINESS
FORWARD

—*from*—

Family Owned
to
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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.

