

PR FILE

THE GEORGIA CHAMBER OF COMMERCE MAGAZINE

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MARCH/APRIL 2011

Supplement to
Georgia Trend
Magazine



FINDING FLASHY SOLUTIONS A FUN TASK FOR ENTERTAINMENT DESIGN GROUP

THIS ISSUE:

GEORGIA CHAMBER
LAUNCHES NEW
WEBSITE

EGGS & ISSUES
OFFERS LOOK INTO
2011 LEGISLATIVE
SESSION

UPDATES FROM THE
GOLD DOME

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Georgia Chamber Focused on Jobs, Competitiveness



As the state's leading business advocacy organization, the Georgia Chamber understands better than anyone that our economic recovery and long-term growth depend on our ability to enhance Georgia's global competitiveness.

Creating a strong business environment in which our members of all sizes and industries can thrive is the top priority of our Board, our policy committees and our staff. It is also why we are currently focused on a number of key issues, including:

- Ensuring that Georgia's tax system is designed in a way that stimulates economic growth and fosters job creation.
- Restructuring economic development incentives to support existing industries, as well as small and emerging businesses.
- Expanding our state's water supply in a way that protects our environment while ensuring access to this precious resource.
- Investing in our growing system of ports, and in particular, securing funding for the deepening of the Savannah Harbor.
- Guaranteeing the long-term availability and quality of our state's workforce through the continuation and strategic management of lottery-funded college and pre-K programs.
- Providing expanded educational options such as charter schools and online learning programs so that all students have the best chance at a quality education.
- Controlling cost increases or regulatory burdens resulting from the implementation of federal health care reform so that employers can continue to provide this important benefit.
- Improving our state's transportation infrastructure, a vital component to not only our economy, but our quality of life.

While this list may seem lengthy, each of these matters is too important to ignore – especially in today's economic environment. There is not a state or nation that is not considering these same factors as we all compete for jobs, work to keep the companies we have, and strive for new investment.

During this legislative session and throughout the year, we will be offering assistance to our elected leaders as they work to identify and implement solutions. We are proud to answer Governor Deal's call to be a part of the Georgia Competitiveness Initiative, and look forward to working with him and the state's Department of Economic Development to build a strategy for job creation and economic growth that will benefit companies throughout our state.

I have no doubt that, working together, we will achieve the success our state deserves.

Doug Carter, 2011 Chair

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Georgia Chamber Launches New Website

Earlier this year, the Georgia Chamber launched a new website. Designed and created by Georgia Chamber member Red Clay Interactive (Gainesville), the new site will help members and non-members alike in their search for information on legislation impacting business and news about the Georgia Chamber.

New features on the website include an updated bill tracker, a front-page newsfeed, streamlined navigation, and quick links to policy priorities, legislative updates and membership information. A password-protected portion of the website allows members to update personal contact information, register for upcoming

events and gain access to other member-only features.

Throughout the coming year, more elements will be added to the site to make it an even more dynamic resource.

To view the new Georgia Chamber website, visit www.gachamber.com.

New features on the website include an updated bill tracker, a front-page newsfeed, streamlined navigation, and quick links to policy priorities, legislative updates and membership information.



Left: The Georgia Chamber's new website features a news feed, event photos, and direct links to key issues.

★ MEMBER NEWS

Kilpatrick Townsend & Stockton launched a branch office in Taipei, Taiwan on January 1. This is the second office in Asia for the company, with the other located in Tokyo, Japan. The newly-merged firm has nearly 650 associates in 18 offices throughout the world.

Synovus Financial Corporation received 13 Greenwich Associates Excellence Awards for its small and middle-market banking services. The Greenwich Awards recognize exceptional customer service in business.

Bob White was recently elected chairman of the **Georgia Economic Developers Association (GEDA)**. White has been involved with GEDA since 1986 and is currently the executive director of the Henry County Development Authority.

CB Richard Ellis Group Inc. named John Ferguson the executive managing director of the company's Southeast region. Ferguson will oversee operations in Atlanta, Charlotte and Nashville, in addition to the company's North Carolina, South Carolina and Tennessee affiliates.

The 2010 Campaign Incentive Trip: Not Just Another Day on the Beach

Interactive Sessions a Valuable Learning Tool for Volunteers and Staff

For the past 14 years, the Team Georgia Chamber Campaign has recruited new members and provided resources for the organization's day-to-day operations. Throughout the 21-week drive, incentives such as sports tickets, airline tickets and cash prizes encourage volunteers in their efforts, but no incentive is more sought-after than the five-day, four-night Post Campaign Evaluation and Planning Session.

In appreciation for months of hard work, top-producing volunteers are awarded with a trip to a warmer locale. This year, 24 volunteers traveled to Playa del Carmen, Mexico and the Fairmont Mayakoba Resort to participate in planning sessions for next year's campaign – and coincidentally, were able to escape the snowstorm that hit Georgia hard in mid-January.

"The trip is a great opportunity to meet with our top producers and hear their insights firsthand," said Melanie Jordan, Strategic Partners Coordinator.

"Our top producers are ones we can use as success models for other volunteers during future campaigns," added Kevin Carmichael, Director of Strategic Partners. "It's an opportunity to work together towards training new volunteers and planning for the next campaign."

Throughout the stay in Mexico, volunteers and staff both participated in interactive sessions. One popular session was an open discussion with President

and CEO Chris Clark, which offered insight on areas where the Georgia Chamber could grow in 2011. Clark shared his thoughts with the volunteers and was able to hear directly from them and answer their questions.

"The evaluation and planning session was an invaluable learning opportunity," said Bo Braswell, a two-year team captain of the Georgia Power Northeast Region team. "I walked away with so many ideas and strategies for 2011. The *Team Georgia Chamber* campaign is a great way to contribute to an organization that advocates tirelessly on behalf of my business."

The 28 qualifiers produced over \$730,000 during the 2010 Team Georgia Chamber Campaign, and have produced over \$4.9 million in revenue for the Georgia Chamber in the past 14 years.



Right: Top volunteers, guests and Georgia Chamber staff pose for a group photo.

Mark Ketchum, President and CEO of **Newell Rubbermaid**, has announced his retirement from the company. Ketchum plans to stay in his current role until a replacement is found and will continue to serve on the company's board of directors through 2012.

The Savannah plant location of **JCB, Inc.** signed a contract with the Swedish government to manufacture 10 high-speed backhoes for the country's military. The machines will be ready for use in 2012.

The **Georgia Aquarium** has purchased St. Augustine-based Marineland, and will operate the attraction as a separate nonprofit. The Georgia Aquarium first started working with the Florida attraction over a year ago as a joint venture to enhance the dolphin centers of both locations.

Global Payments, Inc. has pledged \$1 million to the United Way of Metropolitan Atlanta. The gift will be distributed to the organization over four years.

Georgia Quail Hunt Hosts Economic Development Prospects During 23rd Annual Event

The 23rd annual Georgia Quail Hunt was held February 2-4 in Southwest Georgia and hosted 21 guests from around the world interested in the state's opportunities for business relocation or expansion. Throughout the event, guests experienced some of the best quail-hunting in the nation and met with state business and government leaders – all while discovering why Georgia is a great place to live, work and play.



“The Georgia Quail Hunt is an exceptional opportunity to showcase that Georgia is both a great place for business and a beautiful place to live,” said Chris Clark, President and CEO of the Georgia Chamber. “It also gives us the chance to learn from both existing business and key prospects about what is important to their company.”

Since 1994, Hunt guests have invested a minimum of \$2.5 billion in Georgia and created more than 8,400 new jobs through corporate relocations or expansion. For example Coats & Clark, a guest of the 2009 Hunt, consolidated its North American distribution operations to Albany in 2010, bringing capital investment and new jobs to the community.

The Georgia Quail Hunt is co-sponsored each year by the Georgia Chamber of Commerce, the Albany-Dougherty Economic Development Commission, the Georgia Allies and the Southwest Georgia Chamber Council.



Hunting dogs play a key role for guests who participate in the Quail Hunt.

★ MEMBER NEWS

The Albany-Dougherty Economic Development Commission has named Jay Smith (**Georgia Power**) its chairman of the board. Smith also served as chairman in 2008.

General Electric recently opened its Grid IQ Experience Center, an exhibition designed to show how the company's smart grid works. The Cobb County exhibit includes a computer-guided tour and interactive demonstrations about smart grid technology.

The Coca-Cola Company donated \$2 million to the International Federation of Red Cross and Red Crescent (IFRC) societies to support the IFRC's disaster response work. In addition, the Coca-Cola Foundation has also made a \$1 million donation to the organization's Disaster Response Emergency Fund.

Wells Fargo & Co. donated \$11.8 million to Atlanta-based Habitat for Humanity in 2010. In addition, the company's employees volunteered more than 50,000 hours to build or renovate homes for the organization in 41 states.



Georgia Chamber Affiliate Assists in Reducing Underage Access to Alcohol

The Governor’s Office for Children and Families recently awarded a contract to The Council on Alcohol and Drugs, a Georgia Chamber affiliate, to create and implement an alcohol compliance checks radio PSA and print ad media campaign. Thirteen Georgia counties with the highest rates of alcohol retailer noncompliance were specifically targeted for the campaign.

“Although Georgia’s legal drinking age is 21, many underage youth in Georgia communities drink alcohol and experience alcohol-related problems due to a lack of comprehensive local enforcement,” said Chuck Wade, President and CEO of The

Council on Alcohol and Drugs. “This lapse allows youth to access alcohol from commercial sources, such as licensed alcohol retailers.”

This innovative campaign was conducted in partnership with the Georgia Department of Revenue’s Alcohol and Tobacco Division.

“It’s important to deliver prevention messages about underage drinking to alcohol retailers, but I think a huge part of the campaign’s success was educating the communities at the same time,” added Wade.

As a result, the following reductions in noncompliance were achieved:

County	Non-compliance Before Campaign	Non-compliance After Campaign
Taliaferro	100 %	0 %
Brantley	100 %	5.5 %
Terrell	100 %	6.3 %
Treutlen	66.7 %	0 %
Grady	57.1 %	22 %
Oglethorpe	50 %	45.5 %
Pulaski	46.7 %	23.6 %
McDuffie	44.4 %	15 %
Muscogee	40 %	28 %
Greene	37.2 %	9 %
Miller	36.9 %	12.5 %
Peach	33.4 %	15 %
Telfair	33.3 %	38.5 %



GEORGIA PARTNERSHIP ANNOUNCES 2011 EDUCATION ISSUES LIST

The Georgia Partnership for Excellence in Education has released its annual Top Ten Issues to Watch report, identifying the priority education topics for Georgia’s community leaders and policymakers throughout the year. This year, a new section in the report compares Georgia to other states ranked similarly within each issue.

The top ten issues are:

- Georgia’s New Leaders: Where Will They Take Us?
- Continuing Our Race to the Top
- Early Learning: Quality and Access for Our Children
- Confronting Poverty: A Dire Need
- Eradicating Gaps in Student Achievement
- College & Career Readiness: Are We Getting It Right?
- Getting a Handle on School Choice
- Scraping the Barrel: Our New School Funding Model
- Understanding Teacher Effectiveness
- The Need for Honest and Accurate Data

The report is available for viewing at www.gpee.org. The Partnership will provide up to two print copies for free upon request; postage reimbursement will be requested for orders of more than two. To order, contact the Partnership at 404-223-2280 or by email at bmaddox@gpee.org.

Conde Nast has named the **Barnsley Gardens Resort** in Adairsville to its Traveler’s Gold List. This honor is reserved for the best hotels and resorts worldwide and was based on a survey of over 25,000 travelers. This is the second year in a row that the resort has been named to the list.

The Atlanta office of **Hall Booth Smith & Slover, P.C.**, has added Rufus Montgomery to its government affairs group. Montgomery joins the group as a Managing Director and is also a member of the Georgia Chamber’s Government Affairs Council.

TELL US YOUR NEWS!

Profile is always accepting story ideas for future issue consideration. Send your ideas, member news or spotlight nominations to Jennifer Yarber, Director of Communications, at jyarber@gachamber.com.

Performance Pay: Coming to a Classroom Near You? Private-Sector Concept Gains Traction in Georgia Schools

If Georgia teachers were paid based on the academic success of their students instead of their tenure, would the Peach State still rank near the bottom of the nation in test scores and graduation rates?

That's the question behind the growing movement toward teacher performance pay in K-12 schools and systems across Georgia -- a movement that got a major boost last year when the state became one of 11 (along with Washington, D.C.) to win the federal Race to the Top competition for educational improvement funds.

Georgia was awarded \$400 million to turn around some of its worst-performing schools; develop a data system that tracks student achievement from one grade to the next; implement rigorous, uniform academic standards; and improve teacher and principal effectiveness.

The cornerstone of that last category is a new merit pay system that will base 50 percent of a teacher's evaluation on student achievement (test scores for courses with standardized tests; other metrics for courses without them). Twenty-six local school districts are splitting the federal grant money with the state and will pilot the new assessment system this fall.

While performance-based compensation is nothing new for many in the private sector, it's a relatively novel concept for K-12 educators, who typically are judged instead on the degrees they hold and their years of experience.

Georgia teacher groups oppose basing such a significant portion of teacher compensation on test scores. School reformers counter that applying performance pay only to bonuses instead of salary -- i.e., continuing to pay even mediocre teachers what they already make now while paying the best teachers slightly more -- provides little incentive for improvement.

Both camps generally agree that evaluation and compensation are not the only aspects to consider in developing effective teachers -- recruiting and training are also important. And they agree that other factors besides teacher quality can weigh heavily in how students perform -- income level, parental involvement, peer pressure, etc.

But with teacher quality routinely cited as the single biggest factor in student success, the push is on nationwide to determine which performance pay model has the best shot at improving educational outcomes.

Some states or local school districts have implemented "incomplete" performance pay models (such as the bonuses-only approach outlined above), with mixed results. Others have faced major pushback from teacher unions -- as in D.C., where former schools chancellor Michelle Rhee lost her job after proposing two tracks: one for teachers who want to retain tenure and the other for teachers who agree to give up tenure in exchange for performance bonuses that could raise their income above \$100,000.

A handful have seen greater success. In this year's State of the Union Speech, President Obama cited a Denver school that was once one of the worst in Colorado but now boasts a 97 percent graduation rate. Denver has the longest-running performance pay system of any major district; it launched in 1999, and today, the vast majority of teachers participate. Florida and Tennessee -- two of the three states to win more Race to the Top dollars than Georgia -- have also developed comprehensive merit pay programs.

With so many different models in the field, Georgia is still exploring how to move forward with its own. A thorough best practices review could help ensure that Race to the Top becomes the building block for a successful model that can roll out statewide over the next few years.

While performance-based compensation is nothing new for many in the private sector, it's a relatively novel concept for K-12 educators, who typically are judged instead on the degrees they hold and their years of experience.



The 2011 Legislative Session: What's Happening Under the Gold Dome

Stay informed during this year's legislative session with the Georgia Chamber's weekly Legislative Updates, by visiting our website at www.gachamber.com or following us on Twitter (@gachamber).

Bills of Interest

Health Care

- Sen. Tim Golden (Valdosta) has introduced **SB 17**, which would create a state commission to review proposed and existing health insurance mandates., which typically drive up the cost of insurance. The commission would make recommendations on existing mandates by the end of 2012.
- Options for individual health insurance could be expanded through **HB 47**, which would allow Georgians to purchase policies across state lines. Introduced by Rep. Matt Ramsey (Peachtree City), this is a standing policy priority.

Tax

- **HB 100**, introduced by Rep. Alan Peake (Macon) would take a positive step towards the creation of a statewide independent tax court to improve judicial access and increase uniformity in decision-making on complex tax disputes.
- Rep. Roger Williams (Dalton) has introduced **HB 86**, which would create a sales tax exemption for energy used in the manufacturing process. The Georgia Chamber has long supported this concept. Georgia is the only state in the Southeast that implements this tax, placing us at a competitive disadvantage.

Economic Development

- Governor Deal has recommended \$32 million for the deepening of the Savannah harbor in his proposed budget bond package. The Chamber will work to ensure this funding stays intact through the legislative appropriations process.

Business & Industry

- **SB 10**, introduced by Sen. John Bulloch (Ochlocknee) and **HB 69**, by Rep. Roger Williams, would allow local communities to decide whether or not to allow the sale of alcohol on Sundays. The Georgia Chamber supports allowing local authorities the option to individually address this area of unfairly restricted commerce.

Immigration

- **HB 87**, introduced by Rep. Matt Ramsey, is an "Arizona-style" immigration bill that would allow law enforcement officers to arrest suspects who they have reason to believe are in the country illegally, require businesses with more than five employees to use e-verify and deny business licenses to those who don't. Sen. Jack Murphy (Cumming) has introduced a similar bill, **SB 40**, which includes additional requirements and penalties. The Georgia Chamber is working to make sure that whatever bill is ultimately passed does not place undue burdens on business and to ensure businesses making a good faith effort to follow the laws are indemnified.

2011 Government Affairs Council Chairs

Made up of over 400 government affairs professionals representing companies throughout the state, the Georgia Chamber Government Affairs Council is divided into nine standing committees to review legislative bills as they are filed throughout the session. Each bill is assigned to the appropriate committee for review, and then recommended to the GAC Executive Committee. A position to support or oppose is made to the full GAC and guided by the Georgia Chamber's adopted policy positions.

The 2011 Georgia Chamber Government Affairs Council Chairs are:

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**, Piedmont Public Affairs

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**, GeorgiaBankers 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

Eggs & Issues Offers Look Into 2011 Legislative Session

Annual Event Offers First Insights from Governor Nathan Deal, Lt. Governor Gasey Cagle & House Speaker David Ralston

“Jobs and education are inextricably linked.”
- Governor Nathan Deal

After a rare winter storm that impacted much of north Georgia on its original date, the Eggs & Issues Breakfast was quickly rescheduled and held at the Georgia World Congress Center on January 25. The annual event is known for being one of the first looks into the upcoming legislative session — and this year’s event was even more significant as it provided an opportunity to hear from Georgia’s new Governor, Nathan Deal.

Chris Clark opened his first Eggs & Issues event as the Georgia Chamber’s President and CEO with an overview of how the organization would work with statewide elected officials and legislators to achieve goals that would grow the state’s economy and put jobless Georgians back to work.

Clark outlined the Chamber’s priorities for 2011 and beyond, including more proactive behavior both at the state and federal levels, growing the grassroots Georgia Business Action Network (GBAN), and holding elected leaders accountable by strengthening the organization’s legislative scorecard.

Similar to last year’s event, Lieutenant Governor Casey Cagle and House

Speaker David Ralston participated in a panel discussion moderated by Government Affairs Council Chair Kevin Curtin (AT&T).

Ralston noted he was pleased with the passage of the transportation funding plan during the 2010 session, and that throughout the process he was reminded that transportation means different things to different parts of the state. He encouraged local governments to engage in the development of projects most important to their region. Both Ralston and Cagle said they would support the regional transportation referendums that will support a sales tax increase for road construction in 2012.



Above: President & CEO Chris Clark

Left: GAC Chair Kevin Curtin discusses key issues in 2011 with House Speaker David Ralston & Lt. Governor Casey Cagle.



Above: Governor Nathan Deal outlines plans for the Georgia Competitiveness Initiative

Cagle emphasized Georgia's need to leverage assets, and to keep taxes low and regulations down, in order to make Georgia the most economically viable state in the nation.

Jobs and education are inextricably linked, said Governor Deal, who noted the Georgia Chamber is a vital partner to the state in creating job opportunities – before unveiling his plans for the Georgia Competitiveness Initiative. The public-private partnership will concentrate on making Georgia's business climate a more viable for new businesses and for relocation or expansion opportunities. (See side box for more information regarding the Georgia Competitiveness Initiative.)

To view more photos from the 2011 Eggs & Issues Breakfast, visit www.gachamber.com.

NOTE:

As of press time, the Georgia Chamber's Annual Reception has not yet been rescheduled. Please visit www.gachamber.com for information as it becomes available regarding this event.

What is the Georgia Competitiveness Initiative?

The Georgia Competitiveness Initiative is an effort to position Georgia as a leader regionally, nationally and globally for economic development. Introduced by Governor Nathan Deal at the 2011 Eggs & Issues Breakfast, the initiative's goal is to design an action plan resulting in job retention and business growth.

"I will work to ensure that the plan we create serves the diverse regions and business sectors of our state," said Governor Deal. "The actions we take should flatten the playing field, not pick winners and losers."

The Georgia Competitiveness Initiative is a partnership between the Office of the Governor, the Georgia Chamber and the Georgia Department of Economic Development.

"The Georgia Chamber's top priority right now is to grow our economy in a way that will increase our competitiveness and allow businesses to create jobs," said President and CEO Chris Clark. "We are honored that Governor Deal has asked us to be a part of this new initiative and look forward to working with him."

Dazzling Audiences Around the World:

Entertainment Design Group Provides Event Production Solutions from Start to Finish

If you've been to Disney World, Macy's or any Simon Mall – or this year's Georgia Chamber Eggs & Issues Breakfast — you've likely experienced the handiwork of Entertainment Design Group. Founded in 1990 by theme park industry veterans, the company's goal is to create and activate experiences for clients, forging indelible links between their brand and their target audiences.

Company founders Steven L. Guy and Rick Clark both began their extensive careers at Six Flags Theme Parks and have more than 30 years of experience in artistic design and entertainment production and management. Clark was hired to develop and manage construction for attractions, water parks and family entertainment centers, while Guy turned a once-seasonal job into a 17-year relationship and management position. It has through Six Flags – which is still a loyal client and fan of Entertainment Design Group – that a friendship and business partnership was formed.

While the leadership experience at Entertainment Design Group is impressive, creativity and innovation are the fuel behind the company's growth.

"Not a lot of companies could produce Batman's Lair for Six Flags in New Jersey, or the world's largest stunt show in China," says Guy. "We operate on a balance of form and function. We produce very cool stuff that works – and is safe."

Continuing to invest in the "next cool thing" is a large part of company growth; however, the tricky part is finding the technology.

This dedication to innovation not only recruits new clientele, but continues existing working relationships. Initial clients such as Macy's, Underground Atlanta and The Peach Drop are still clients today.

However, even with the most successful companies, there are always a few learning – and humorous – moments. Entertainment Design Group has coped with Macy's Great Tree cracking live on CNN and a last-minute date change for 16 skydiving Santas, but nothing tops a story from preparations for the 1996 Atlanta Olympics.

"We snagged the very last rental truck available in Atlanta during the 1996

Olympics – and as I was driving on 75/85 north, the manual gear shift lever came off in my hand," laughs Guy. "While not so funny at the time, it is definitely one of those memories that cause a chuckle today. We bought our first truck shortly after that adventure."

Both Guy and Clark have found that running Entertainment Design Group is a continual learning process that balances both research and investment. The company was an early adapter of CNC technology, which is machinery for the company's scenic products, and has greatly assisted in meeting the growing demands and expectations of clients. In the area of A/V, Entertainment Design Group has invested in the latest world-class gear for its venues, including Chastain Park and Verizon Amphitheatre. Guy also emphasizes the importance of the local community.

"We're both global and local – investing

"Not a lot of companies could produce Batman's Lair for Six Flags in New Jersey, or the world's largest stunt show in China," says Guy



Right: A set piece is prepared at Entertainment Design Group's workshop



Above Left: Santa Monica, California's Signature Christmas Tree uses LED lights and is timed with a range of holiday music.



Above Right: Macy's Lighting of the Great Tree was one of Entertainment Design Group's first clients, and remains a loyal client today.

in our local community is just as important as reaching out globally. This philosophy has gained us respect from Beijing to Buckhead," says Guy.

Entertainment Design Group is especially known for a deep loyalty to both vendors and staff, which carries over into the company's relationship with clients.

So what's in store for Entertainment Design Group in the next few years? The company is on the peak of historical growth, and will continue to maintain the infrastructure and talent needed without compromising creativity and attention to detail. The company will also continue developing partnerships that will complement the brand and make a broader range of services available to customers.

"Entertainment and event production is simply fun – and the fun includes the challenges," said Guy. "If you work in an area you love, it will never feel like work."

ABOUT THE COVER



Entertainment Design Group was commissioned to create the rings featured on the cover of this issue by The Dubai Mall. The large, jewel-encrusted artwork was featured prominently in the center court and used to accent holiday décor for the mall.

ENTERTAINMENT 
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1QUESTIONS



Barry Klein

Partner in Charge of ERISA Audits
Babush, Neiman, Kornman
& Johnson, LLP

- Q: What are the highlights of your career path (positions and companies)?**
- A:** I spent some time with a good firm in South Africa after a top-notch education there, and am now with BNKJ, a firm with a great reputation for quality and integrity. My partners and I have grown together professionally and personally. I feel fortunate to have found the right fit so early in life.
- Q: What policy area should be one of top concern for Chamber members during the 2011 legislative session?**
- A:** Attracting international companies to the state - this means improving traffic conditions and our airport and attractive income tax credits.
- Q: Babush, Neiman, Kornman & Johnson, LLP is a founding sponsor and supporter of Kennesaw State University's Cox Family Enterprise Center. Why is it important for family-run businesses to take advantage of such a program?**
- A:** Family businesses face some unique challenges, and those businesses need outside perspectives and support systems to ensure they are properly balancing the success of the business and also the success of the family members, both active and inactive, in the business. Emotions can run high, and often the leaders of the company struggle with what is fair versus what is equal.
- Q: As a non-native, what qualities do you think makes Georgia a great place to live, work and play?**
- A:** When I visited the United States in 1985, one of my destinations was Georgia – and after being in Atlanta for 24 hours, I knew this was where I wanted to settle. Six months later I had sold my home, quit my job, packed my belongings and headed to Atlanta seeking fame and fortune. The people in Georgia are friendly and kind. The airport facilitates convenient traveling to anywhere in the world. The business environment is professional and there are many opportunities in Georgia.
- Q: Why did Babush, Neiman, Kornman & Johnson decide to become involved with the Georgia Chamber?**
- A:** Some clients and friends spoke very highly of the organization and its members, and once we learned more about how the Chamber was positively impacting our great state we wanted to be a part of that in a significant way. We plan to be actively involved and supporting the organization and our state, where we all live, work and raise our families.
- Q: What is a good business read everyone should have on a bookshelf?**
- A:** *Good to Great* by Jim Collins or *Dance in the End Zone* by Patrick Ungashick.
- Q: Tax season is quickly approaching. What are some of your "survival strategies" to get through the season?**
- A:** A fast car, a patient wife, understanding kids, smart and dedicated colleagues, and regular exercise.
- Q: What do you like the best about your job?**
- A:** My relationship with my clients; being a part of their success and adding value to their organizations. I also enjoy working with my partners.
- Q: Do you have a favorite restaurant?**
- A:** I love sushi and steak and can very often be found at Goldfish or McKendrick's in Sandy Springs.
- Q: According to your company bio, you're an avid cyclist. What is the longest bike ride you've completed to date?**
- A:** 500 miles... wait, that's a song. I have biked 75 miles in one day, and last October I rode 200 miles in four days in Napa Valley.



Are We There Yet? Preparing for the Economic Recovery While Maintaining a Stable and Motivated Workforce.

GEORGIA EMPLOYERS' ASSOCIATION SPRING CONFERENCE

Westin Savannah Harbor Golf Resort and Spa, Savannah

March 20 - 22, 2011

Attendees will receive the latest information on labor relations, health care, employee engagement best practices, wage and hour developments, human resource action plans and the overall business outlook for 2011.

Featured speakers include:

- Chris Clark, President and CEO, Georgia Chamber of Commerce
- Jackie Rohosky, Assistant Commissioner, Quick Start
- Michael VanDevort, Director – Labor Relations Strategy, Publix
- W. Melvin Haas, III, and Jeffery L. Thompson, Attorneys, Constangy, Brooks & Smith L.L.P.

For more information, visit www.georgiaemployers.org or call David Whitaker at 478.722.8282.



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
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IF YOU'RE IN BUSINESS, WE'LL FIGHT TO MAKE SURE YOU STAY THAT WAY.

Every year, legislation is proposed that could help or hurt Georgia businesses—large and small. Fortunately, the Georgia Chamber is there to help make sure our state remains a place where businesses can thrive. In fact, we've helped prevent the passage of almost every single bill that would have had a negative impact on Georgia companies. But we can't do it alone. As a non-profit, we depend on your membership and support to ensure our state stays open for business.

JOIN THE GEORGIA CHAMBER OF COMMERCE TODAY AND HELP US PROTECT YOUR BUSINESS. CALL 1-800-241-2286 OR VISIT WWW.GACHAMBER.COM.


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