

PR FILE

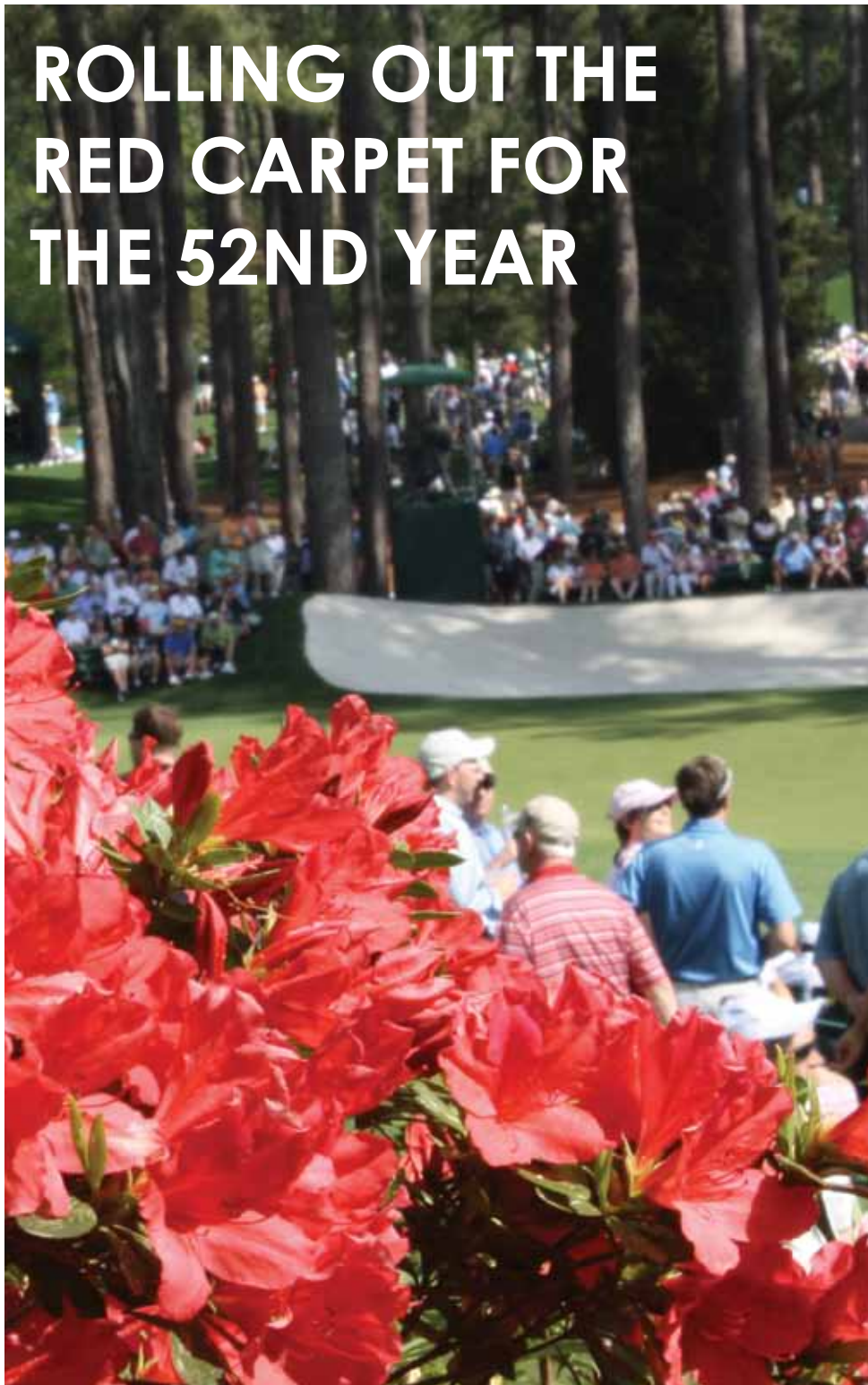
THE GEORGIA CHAMBER OF COMMERCE MAGAZINE

www.gachamber.com

MAY/JUNE 2011

Supplement to
Georgia Trend
Magazine

ROLLING OUT THE RED CARPET FOR THE 52ND YEAR



THIS ISSUE:

GOLF INDUSTRY
NOT JUST A GAME

LEGISLATIVE REPORT:
MAKING THE GRADE

SPEND YOUR
SUMMER IN
GEORGIA



Georgia...
a source of
opportunity.

Georgia Power... a resource for making it happen.

Georgia Power recognizes that growing your business means more than finding the right site or building; it also means finding the right community. From industry knowledge to site analysis to visit coordination, our team of world-class professionals can help meet all your site selections needs. Let us help you make it happen.

ECONDEVGA@SOUTHERNCO.COM | WWW.SELECTGEORGIA.NET





Get Involved, Stay Involved in Georgia Chamber Success



It's hard to believe that we're already getting ready for summer – just a few months ago we were battling snow storms, preparing for the legislative session and welcoming a new governor. If your family is like mine, you are already thinking about summer vacation – which is why I'm so glad that this issue of the *Profile* reminds us that there are many great things to do right here at home.

Attractions like golf, museums and resorts all contribute to not only our quality of life, but our economy.

The Georgia Chamber works hard to foster an environment where not only tourism and entertainment, but all types of business can be successful. Through the work of our policy committees, Government Affairs Council and staff, we are making real progress on issues that matter to companies throughout our state.

This session alone, we have worked with elected leaders to secure a new source of funding for much-needed water supply and treatment projects, ensure the continuation of the HOPE scholarship program and control the rising cost of health insurance.

That important work will continue through the summer as we work with Governor Deal to develop a statewide economic development strategy through the Georgia Competitiveness Initiative. This initiative, which the Governor announced at the Eggs & Issues Breakfast in January, and which we will co-chair with the Georgia Department of Economic Development, will focus on six key issue areas important to business success – workforce development, innovation, infrastructure, global commerce, business climate and government efficiency.

Georgia Chamber members will have the opportunity to participate in a number of ways as this program gets under way – be sure to visit the Initiative website, www.georgiacompetitiveness.org, for information and to see the schedule of regional meetings being held throughout the state.

Step by step, we are fulfilling the goals established by the Georgia Initiative and becoming an even stronger, more proactive advocate for our state's business community. The proof is in not only our legislative success, but the feedback we received through our recent satisfaction survey, which you can read about on page 4 of this issue.

The only way we can continue this success, however, is with the active support and engagement of each and every one of our members. Whether it is by keeping your membership current, responding to requests to contact your elected officials, participating in an event like our upcoming Power Lunches, or even becoming a part of this year's *Team Georgia Chamber* campaign, there are many different ways you can be involved.

So as you are looking ahead to summer, I hope you will continue to make the Georgia Chamber part of your plans. We appreciate your membership!

Doug Carter, 2011 Chair

CONTACT THE GEORGIA CHAMBER OF COMMERCE

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

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

www.gachamber.com



INSIDE STORIES

03 CHAMBER NEWS

Ambassadors Welcome
New Board Members

03 CHAMBER NEWS

Member Survey Provides
Valuable Feedback

05 RECAP

Red Carpet Tour Visits
Gainesville, Augusta

07 ISSUE UPDATE

Workplace Safety
Important to Your Bottom
Line

11 MEMBER SPOTLIGHT

Stay and see Georgia this
Summer

13 TEN QUESTIONS

Mike Williams, Islands
Management Company

Feedback from Members Key to Georgia Chamber's Future



Over the past six months, I have had the great pleasure of traveling across our state, visiting with Georgia Chamber members, local chambers of commerce and other business-minded people

and organizations. It has been a great opportunity not only to share what the Chamber is doing right now, but also to gain a better understanding of what businesses and communities need to be successful. With every visit, we learn a little more about how our organization can better serve our members and our state.

There is no better tool for improvement than feedback, and we want to thank all of our members who took the time to participate in our recent satisfaction survey. Of course, we love to hear about what we are doing well – and you have our commitment that we will continue to provide the advocacy and information that you told us you value. Even more important to us, though, are your comments about how we can become a stronger resource for business in the future, and we are using that information to make improvements and develop new programs that will add value to your membership.

One of the first new things you will see this year is a heightened focus on what's happening in Washington, D.C., where every day, new regulations are

being proposed that could impact your business. We are hiring a staff person this month who will keep their eyes on the federal legislative and regulatory process. This will help us not only keep you up to date, but to work as an ombudsman on your behalf.

Later this spring, we will be launching a new small business initiative. With the help of a member-driven advisory committee, we are in the process of designing both educational and networking opportunities tailored to meet the needs of this growing segment of Chamber membership.

Finally, as our Chair mentioned, we will be working closely with Governor Deal and the Department of Economic Development to improve the overall competitiveness of our state. I want to encourage all Georgia Chamber members to let their voice be heard through this process. Those of you who are on the front lines running businesses today know better than anyone what is needed to attract and retain jobs and grow our economy.

These are just a few of the ways we are working to be an even better advocate on your behalf and resource for your business. Be on the lookout for more details in coming issues of the *Profile* – and in the meantime, I hope you will continue to send us your feedback and ideas.

Chris Clark, President & CEO

Georgia Chamber Ambassadors Put out the Welcome Mat

Each year, the Georgia Chamber's Board of Directors welcomes new members from across the state. Given the large size of this group of business leaders, an ambassador program was started two years ago to answer questions about board obligations and help new members meet their peers. The program has received great feedback, and the Georgia Chamber wants to thank those board members who have agreed to serve as ambassadors this year:

- David Allen, Dr. J. David Allen & Associates, Consultants to the Healthcare Industry
- Joel Ames, Atmos Energy
- Elizabeth Brock, Pallets Incorporated
- Kevin Greiner, Gas South
- Guy Griswold, Blue Ridge Strategies
- Craig Lesser, Pendleton Consulting
- Bill Russell, Russell Landscape Group
- Helen Stembridge, SCANA Energy
- Shawn Still, Association of Pool & Spa Professionals
- Art Vinson, Logicalis
- Brett Virgin, Peachtree Benefit Group
- Meredith Weaver, Melvin Weaver Consulting

★ MEMBER NEWS

Will Harris III, owner and president of **White Oak Pastures**, has been named Georgia's 2011 Small Business Person of the Year by the U.S. Small Business Administration. Harris' company, located in Early County, is the largest certified organic farm in Georgia, one of only two on-farm, USDA-inspected, grass-fed plants in the country, and is home to the largest solar barn in the Southeast. White Oak provides grass-fed beef to stores including Whole Foods Market and Publix Super Markets in five states and has broken ground for a new USDA-inspected poultry plant that will process free-range chickens and turkeys.

• **Georgia Lottery Corp.** president and CEO Margaret DeFrancisco has received the 2011 Major Peter J. O'Connell Lottery Industry Lifetime Achievement Award. Presented by the Public Gaming Research Institute, the award recognizes industry executives who have consistently distinguished themselves.

• **Gulfstream Aerospace Corp.** opened a new state-of-the-art flight support center this month. The center is open 24 hours a day, seven days a week and features three flight-deck simulators. Technical specialists working in the center can recreate what pilots are experiencing in-flight and provide assistance.



Satisfaction Survey Provides Feedback, Opinions

Annual survey used to improve programs, increase value

How well is the Georgia Chamber fulfilling its mission of keeping Georgia a great place to do business, fostering opportunities for growth and ensuring that the General Assembly remains business friendly?

A new membership survey gives it high marks overall but, as intended, the survey also offers ideas for improvement.

Completed in January by Chamber member Dale Watts, principal and founder of Market Catalyst, the survey found that 38 percent of members reported they were very satisfied with their membership, giving the Chamber marks of 9-10 on a 10-point scale.

Another 48 percent of members gave the Chamber marks of 6-8 on the same satisfaction scale, and that's where the Chamber's biggest opportunities lie in setting new member-satisfaction goals, says Watts.

"Close to half of the members are in this 6-8 range," he said. "That indicates they are positively disposed, but they are not in the 9-10 range. The real challenge is how you get more members to that next level."

The most common reason for members to rate their satisfaction in the 9-10 range was legislative advocacy (49 percent), followed by strong communications (36 percent) and networking (29 percent). Here's what some of them praised about the Chamber:

"They are a strong voice for the business community in Georgia and represent my interests."

"The communication between the main office and the membership and the facilitation of communication among the membership itself."

"It would be next to impossible for me to stay abreast of critical issues within

my industry without the fantastic work of the Chamber."

Very few respondents (2 percent) indicated strong dissatisfaction by rating the Chamber 1-2 on the 10-point scale. Their reasons ranged from a perception that the Chamber was too political, was not active enough in issues involving their industry or was too oriented toward major business.

"We take the input received from our members very seriously," said Chris Clark, the Chamber's president and CEO. "Feedback and constructive criticism from our members helps us understand what programs and services are valued and where we need to improve to keep our organization strong."

The survey was conducted online. Members were sent an e-mail invitation from the Chamber with a link to the survey. All survey participants were entered in a drawing for two free airline tickets to anywhere in the U.S., generously provided by AirTran Airways. Of the respondents, 58 percent represented organizations of fewer than 50 employees. About 47 percent of respondents were from metro Atlanta, and 53 percent were from outside the metro region.

When asked to describe the actions government should take in spurring economic development, 36 percent cited tax cuts; 23 percent chose reduced regulations; 17 percent cited incentives for private sector investment and job creation; and 11 percent favored higher investment in education.

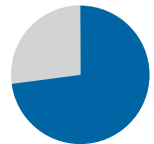
When asked to rate a list of business issues on importance to the success of their business, the respondents gave these responses: changes to Georgia's tax code, 60 percent; improvements

in economic development policies and tools, 57 percent; ensuring excellence in Georgia's colleges and technical schools, 57 percent.

Members were also polled to determine their support for four specific issues. The results:

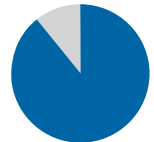
Regional sales tax to support transportation

73%
supported



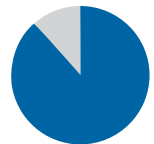
Public funding for deepening Savannah harbor

89%
supported



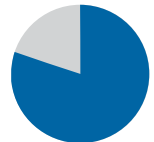
Local choice on Sunday alcohol sales

88%
supported



Local tax allowed for tourism-related projects

80%
supported



Hartsfield-Jackson International Airport remained the world's busiest airport in 2010 and was also ranked sixth among U. S. airports for international traffic last year. For the same year, **Delta Air Lines** carried the most passengers among domestically-based carriers.

SunTrust Banks Inc. has named Jerome T. Lienhard president and CEO of SunTrust Mortgage Inc., succeeding Sterling Edmunds, Jr., who has been named executive vice president and national sales and production manager for the bank.

Cadillac Jack announced that they will be adding 30 to 40 new jobs at their Gwinnett facility. The gaming company also announced that it will keep its North American headquarters in Gwinnett County, and predicts that it will continue to add new jobs every year for the foreseeable future.

Orkin, Inc. has opened a new international franchise in China that will focus on commercial pest control, especially in hotels, office buildings, food processing, restaurants, hospitals and apartments. It is the first Chinese location for the Atlanta-based company.

52nd Red Carpet Tour® Takes Guests to Three Regions

The 2011 Georgia Chamber of Commerce Red Carpet Tour was held from April 6 through April 9. Twenty-three guests from 11 different states and three different countries participated in this year's tour, which visited Atlanta, Augusta and Gainesville. Guests represented a variety of industries, including manufacturing, gaming, logistics, insurance and technology.

The Red Carpet Tour is held each year to demonstrate to business prospects the beauty, hospitality and economic climate our state has to offer. Guests are accompanied by a host committee comprised of both business and elected leaders in order to learn first hand the advantages of locating in the state.

"The Red Carpet Tour has earned a reputation as one of the premier economic development events in the nation and our state has certainly benefitted from that success," said Georgia Chamber president and CEO Chris Clark. "Last year's tour

resulted in seven active projects, and in the last 15 years alone, our guests have brought over 15,000 jobs to Georgia."

Red Carpet Tour guests began their stay with a dinner hosted by Governor and Mrs. Nathan Deal at the Governor's Mansion. They then traveled to Augusta for the first round of the Masters® golf tournament and returned for round three after spending Friday in Gainesville.

During their Gainesville visit, guests stayed at the Legacy Lodge at Lake Lanier Islands Resort. After a morning business session, they were able to play golf at the Legacy on Lanier golf course, experience Road Atlanta, or take a north Georgia canopy tour.

"We are excited about the experience we are offering our guests this year," said Randy Cardoza, managing director for economic development for Atlanta

Gas Light and chair of the 2011 Red Carpet Tour. "By the time they leave this weekend, they will have seen three great regions, met some of our state's top leaders, and gained invaluable information about doing business in our state."

The Red Carpet Tour is conducted in partnership with the Georgia Allies and the Augusta Metro Chamber of Commerce.

The guests' activities throughout the trip were captured by one of the Georgia Chamber's newest members, SCAD professor and professional photographer, Judy Pishnery of Piscoeneri Studio.



Red Carpet Tour guests enjoy Friday afternoon in the Gainesville region.



Photos courtesy of ©2011 Judith Pishnery, www.piscoeneri.com

★ MEMBER NEWS

United Parcel Service Inc. and **AFLAC** were the only two Georgia companies included on the Ethisphere Institute's 2011 list of the world's most ethical companies. The annual designation was created to recognize companies with leading ethics and compliance programs.

The LaGrange-Troup County Chamber of Commerce is celebrating its 100th anniversary this year. It was originally organized by local businessmen in 1911 as the Chamber of Commerce of LaGrange and moved to its current downtown location in 1996.

The Georgia Transmission Corporation has joined the Partnership for a Sustainable Georgia, a program of the Sustainability Division of the Georgia DNR. GTC will build upon its current efforts to help protect the state's environmental resources in a cost-effective manner.

The downtown Columbus headquarters of **TSYS** has been recognized by the U.S. Environmental Protection Agency for its energy efficiency, earning the Energy Star seal of approval. This designation is given to buildings that use 35% less energy than the average structure while releasing 35% less carbon dioxide into the air.



Stakeholder Survey Helps Georgia Partnership Focus

Charlene Sizemore
Chair, Education and Workforce Development Committee
and Georgia Partnership for Excellence in Education
Board Member



The Georgia Partnership for Excellence in Education, an affiliate member of the Georgia Chamber of Commerce, was established almost 20 years ago by the Chamber and the Georgia Economic Developers Association to be the business voice in public education. It was created both to inform the business community on the state of public education in Georgia and to actively work to improve student achievement. Forward thinkers then knew there was an inextricable link between education and economic prosperity.

Now, as the organization prepares to celebrate its 20th anniversary next year, it can be proud of many accomplishments: the Economics of Education report; Education Policy Forums; Bus Trips Across Georgia; Media Symposiums; the annual Top Ten Issues to Watch report; the Education Policy Fellowship Program and much more.

But one thing you will never find the Partnership doing is resting on its laurels. The constant questions addressed by the staff are: 1. Is what we are doing in line with our mission statement and 2. Are we being effective across the board with what we do?

The Partnership conducted a stakeholder survey late last year to help it answer those questions, reaching out to more than 700 individuals from the business, education, non-profit and

advocacy sectors who have been engaged in the Partnership's work in recent years. The survey yielded a 30 percent response rate. Key findings:

- The Georgia Partnership is successful in implementing its mission – 87 percent strongly agree/agree.
- The Georgia Partnership is providing leadership to improve education policy and practices – 81 percent strongly agree/agree.
- Overall, I am satisfied with the quality of work being done by the Georgia Partnership – 84 percent strongly agree/agree.

It is clear that continuous improvement is a cornerstone of the Partnership. As a Board member, I am proud of the organization's close relationship with the Georgia Chamber of Commerce as we work together to improve the education and business climates in our state. The Partnership has accomplished much over the years, but there is much more work to be done.

This survey will help the Georgia Partnership for Excellence in Education better focus its efforts on the bottom line, which remains improving student achievement and ultimately workforce readiness in our state.

Expanding International Trade for Georgia Companies

The Georgia Chamber is excited to announce, through a partnership with *eCertify*, we are now offering electronic Certificate of Origin documents. This program turns the existing paper-based Certificate of Origin exporting process into a seamless and streamlined electronic system for stamping and signing documents, allowing for real value in cost savings and efficiency gains for exporters. This new member service is available for \$25 per transaction for members (\$75 per transaction for non-members) and is handled quickly and securely online through our Georgia Chamber website. For more details, visit the website at www.gachamber.com/certificateoforigin or email certificate@gachamber.com.



www.gachamber.com/certificateoforigin

JCB retained its position as the world's number one producer of backhoe loaders and telescopic handlers in 2010 and has added 90 new employees at its Savannah facility since last year to keep up with production.

Public relations firm **GolinHarris** has opened an office in Bucharest, Romania, that will help the company expand its growing presence in Europe. Over the past two years, the firm has also opened offices in Paris and Stockholm.

TELL US YOUR NEWS!

Profile is always accepting story ideas for future issue consideration. Send your ideas, member news or spotlight nominations to Joselyn Baker, Senior Vice President of Communications, at jbaker@gachamber.com.

Workplace Safety Important for Employees, Bottom Line

The following information has been put together by attorneys with Georgia Chamber member Fisher & Phillips as part of our ongoing efforts to provide useful information for your business.

Thirteen Strategies To Improve Workplace Safety, Reduce OSHA Exposure, And Improve Profitability

Tex McIver and Edwin G. Foulke, Jr.

OSHA under the Obama administration is much more focused on enforcement. It is critical that every employer comply with all applicable OSHA requirements to avoid this enforcement focus. Following are steps employers can take to improve workplace safety, reduce OSHA penalty exposure and improve profitability while protecting their brand and reputation.

1. **Determine Your Vulnerability Under OSHA's New Priorities:** Determine which OSHA safety and health standards are applicable to your operation and which of OSHA's 140+ emphasis efforts affect you, and ensure that your facility is prepared to handle an OSHA inspection.
2. **Audit Your Company's OSHA Recordkeeping, Especially Form 300 Injury & Illness Logs:** Recordkeeping is a driver of OSHA's new enforcement efforts. Audit and correct your last five years of logs.
3. **Audit Your Workplace For Routine Violations:** OSHA is looking for the more common safety and health violations such as: blocked exits/ electric panels; improper materials handling/racks; personal protective equipment violations; recordkeeping errors; housekeeping problems; etc.
4. **Review Abatement Of All Past OSHA Citations:** Prepare for OSHA's proposed change to consider past citations for the last five (5) years in issuing "repeat" citations.
5. **Prepare For OSHA's Revised Approach To Ergonomics Enforcement:** OSHA will require an additional column on Form 300 Logs for musculoskeletal disorders, which may include 75% of your workplace injuries.
6. **Use Job Safety Analysis (JSA) And Related Efforts To Focus Your Overall Workplace Safety And Health Strategy:** OSHA has proposed development of a comprehensive safety management program standard. Use JSA to increase focus on training, supervisor involvement, and safety oversight.
7. **Turn Good Intentions Into A Plan To Make Safety The #1 Goal From The Work Floor To The "C" Suite:** A company can change its safety and health culture by developing a comprehensive safety and health management system.
8. **Utilize Safety As A Profit Center For Your Company:** A company's comprehensive safety and health management program can become a "profit center," allowing it to be more competitive.
9. **Develop Your Company's Emergency Action And Related Plans To Deal With The Inevitable:** Companies must maintain emergency action or response plans which focus on natural disasters as well as man-made disasters.
10. **Improve Your Company's Wellness Plan:** A Wellness Plan offering more than just smoking cessation benefits is essential in dealing with an increasingly older and heavier workforce.
11. **Understand The Implications Of OSHA's Multi-Employer Citation Policy:** Recognize and respond to how contractors, customers and vendors can expose you to OSHA violations or harm your employees.
12. **Avoid Membership In OSHA's Severe Violators Enforcement Program (SVEP) And Similar Efforts:** The new SVEP and other enforcement programs may target all or some of a company's facilities for increased inspections.
13. **Solve Other Problems By Solving Safety Problems:** Showing employees you care and involving them in safety management can prevent many legal problems, including lawsuits, union organizing, or conflict in a unionized setting. Use training and audits to correct a wide range of legal and HR vulnerability issues.

Every employer can improve its safety and health program by implementing these 13 strategies. As a result, those employers will improve productivity, efficiency and quality, and make their companies more profitable and competitive in their industry.



Georgia Chamber Adding Grades to Legislative Scorecard

Report to show who gets high, low marks

As part of the Georgia Chamber's continuing transformation into a more proactive advocate on behalf of the state's business community, the organization will issue its first true legislative scorecard at the end of the 2011 session. The report will include letter grades for every member of the General Assembly based on their support for bills designated as "scorecard" issues as well as their efforts to work with the business community during the 40-day session.

"This is a significant step forward for the Georgia Chamber," said Kevin Curtin

(AT&T), chair of the Government Affairs Council. "Georgia's economy depends on leadership that understands what is needed for businesses to be successful and create jobs. The scorecard will allow all of our members to see who is and who is not voting in a way that supports our priorities."

The scorecard, which will be issued this spring, will include a chart showing how each legislator voted on the designated bills, as well as their final grade.

The following bills have all been designated scorecard issues this year:

- **HB 47**, which would expand affordable health insurance options for Georgians by allowing the purchase of policies approved in other states. This has been part of the Georgia Chamber's health care policy position for the past two years.
- **HB 48**, which would provide for a local option for cities or counties to exempt all business inventories from local property taxes. This option could provide a competitive advantage for those communities that choose to exempt the tax.
- **HB 86**, which would create a sales tax exemption for energy used in the manufacturing process. Long supported by the Georgia Chamber, this exemption would place Georgia on an even playing field with other southeastern states that do not currently levy this tax.
- **HB 167**, which would erode current employer protections under ERISA. The Georgia Chamber opposes this bill as it would increase the cost of providing health insurance to employees.
- **HB 232**, which would clarify provisions regarding who is required to register as a lobbyist. Already signed by Governor Deal, this bill corrected some unintended consequences of ethics reform legislation passed in 2010.
- **HB 292**, which would reduce pending increases to unemployment insurance taxes paid by employers.
- **SB 10** and **HB 69**, which would give local communities the option of allowing Sunday sales of beer, wine and spirits. This legislation would remove what the Georgia Chamber believes is an unfair restriction on commerce.
- **SB 17**, which would create a state commission to review proposed and existing health insurance mandates. Every additional health insurance mandate adds an estimated 1% to 3% to the cost of providing insurance.
- **SB 122**, which would allow the formation of public-private partnerships to fund certain water supply and treatment projects. This bill will provide a viable financing option for needed water projects currently delayed by lack of funding.

To read any of these bills in full, as well as the Georgia Chamber's legislative updates from this year, visit www.gachamber.com.



Georgia Chamber Announces Transportation Affiliate

Georgia Transportation Alliance will work to develop long term transportation strategies for our state

The Georgia Chamber has announced the creation of a new affiliate organization – the Georgia Transportation Alliance.

"A quality, comprehensive transportation infrastructure is critical to Georgia's current and future economic development," said president and CEO Chris Clark. "This affiliate will allow us to bring key stakeholders together to focus on how we build and maintain a network that moves both people and freight safely and efficiently. Our state has the opportunity to solidify its position as a transportation hub, not only for the Southeast, but the nation, but we cannot achieve that goal without proper planning, funding and commitment from the business community."

The Alliance's work will focus on, among other things, expanding Georgia's growing logistics industry and congestion mitigation in metropolitan areas.

The first challenge for the Georgia Transportation Alliance will be working with the state's 12 economic development regions to pass the regional transportation sales tax that will be on the ballot next year.

An Executive Director will be hired this summer.

For updates and more information, visit www.georgiatrtransportation.org.

Golf Industry More Than a Game for Georgia

Tournaments, manufacturing contribute to economy, quality of life

The direct impact of golf to the Georgia economy in 2009 was \$2.4 billion, which was comparable to major agricultural crops that same year

We call Georgia the “Peach State,” but maybe we ought to start thinking of it, too, as the “Golf State.” Sure, we love our peaches. But we also love our golf, and a new report shows that the sport has a \$5 billion yearly impact on our state.

And why not? We have 401 golf courses in the state, 110 golf communities, 11 golf resorts and great sporting tournaments including the phenomenon that every spring turns Augusta, Ga., into the center of the golfing world – the Masters®. And did you know that 95 percent of all golf carts in the world are built in Georgia?

Gov. Nathan Deal summed it up succinctly in a speech launching Golf Day at the Georgia Capitol in early March: “For the 57,000 Georgians who earn a paycheck from golf, every day is Golf Day in Georgia,” he said.

But this is also golf **year** in Georgia, as proclaimed by resolutions adopted in both chambers of the Legislature, in part because the state will host two of the four major tournaments of the golfing world for only the sixth time in history. Georgia always is home to the Masters®. This year, it also will host the PGA Championship Aug. 8-12 at the Atlanta Athletic Club in Johns Creek.

In its economic impact, golf is more than immaculate greens and fine clubhouses, dues and greens fees, and sporting accessories, said Mike Waldron, executive director of the Georgia State Golf Association, the amateur golf association for the state.

“It really is bigger than just the facilities operations,” he said. “The business of golf is an important cog in Georgia’s economy.”

The report, based on 2009 data, puts the direct impact of golf to the Georgia economy at \$2.4 billion, a number comparable to the revenue generated by the state’s entire production of major agricultural crops that year.

But that figure balloons to \$5.1 billion – a figure closer to the value of aerospace parts and products in Georgia – when the calculation is broadened to include money flowing to suppliers, retailers, manufacturers, the real estate market and the hospitality industry through associated activities.

“The report only illustrates what we in the industry have known for some time: Georgia is a cradle of golf, a hotbed of golf and contributes significantly to the economy,” said Brandon Haddock,



2011: A GREAT YEAR FOR GOLF IN GEORGIA

APRIL
6-10

Masters Tournament
Augusta National Golf Club
www.masters.com

AUGUST
8-14

PGA Championship
Atlanta Athletic Club, Johns Creek
www.pga.com/pgachampionship/2011



manager of marketing communications for E-Z-GO in Augusta, which, along with nearby rival Club Car, is one of the world's leading suppliers of golf cars. Another leading supplier, Yamaha, also has operation in the state.

The two companies, which together employ about 1,800 people, are an example of the sport's reach into the Georgia economy.

Georgia manufacturers including E-Z-GO and Club Car shipped \$628.2 million in golf-related product out of state in 2009, according to the report, which placed Georgia sixth in the nation in the size of its golf economy, trailing only California, Florida, New York, North Carolina and Texas.

Robert McElreath, vice president for global marketing for Club Car, said the dollars which the two Augusta manufacturers spend with area suppliers for some of the parts to make their product

lines are another example of how deeply golf is embedded in the economy. "The suppliers who serve one or both of us generally either have a manufacturing facility or a warehouse in the area."

The numbers are big, and the sport's appeal continues. "We like to think it's a pretty good game for life," said the Georgia State Golf Association's Waldron. "Golf appeals to people of all ages. A lot of other sports, you can't play 'em that long."



Georgia manufacturers including E-Z-GO and Club Car shipped \$628.2 million in golf-related product out of state in 2009

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



SEPTEMBER

22-25

The Tour Championship
East Lake Golf Club, Atlanta
www.pgatour.com/tournaments/r060

OCTOBER

10-16

McGladrey Classic
Sea Island Golf Club
www.mcgladreyclassic.com

Stay and See Georgia This Summer

Check out what some of the Georgia Chamber's members have to offer

If staying closer to home is your goal, you'll find everything you want within a few hours' drive

Think you've seen dolphins before? Maybe so. But never, ever like this. Never in a state-of-the-art, enclosed theater in a spectacular show developed by Emmy-winning producers and directors and with an original score. It has just opened at the world's largest aquarium – the Georgia Aquarium in Atlanta.

Or, how about plumbing the depths of a unique blue hole spring that helped create the Flint River and learning about Georgia's unique riparian world. While you're at it, you may glimpse a rare albino alligator and tour the new aviary exhibit. That's at the Flint RiverQuarium in Albany.

Maybe you'd like to stare into the mouth of T. Rex while walking through time with the dinosaurs. Or learn how gems were made and how our earth continues to be shaped by plate tectonics. Or look to the

stars and how we may get there some day. You can do that at the Tellus Museum in Cartersville.

Those are just three examples of the fascinating and family-friendly experiences being offered by Georgia Chamber members this summer as you plan a little get-away time. If staying closer to home is your goal, you'll find everything you want and more within a few hours' drive.

Here is a more detailed look at these three:

AT&T Dolphin Tales

Open: 365 days a year

Regular Hours:

Sunday-Friday, 10 a.m. to 5 p.m.;

Saturday, 9 a.m. to 6 p.m.

(Altered hours on certain occasions)

Tickets: Advance reservations required

Website: www.georgiaaquarium.org

Location: Downtown Atlanta across from Centennial Olympic Park at 225 Baker Street.

The new \$110 million exhibit is the biggest expansion to date for the Georgia Aquarium, the fabulous gift of Bernie Marcus to the city of Atlanta. The exhibit includes interactive displays about conservation efforts and a 25-foot long underwater viewing area that viewers will pass en route to a high-energy, Broadway-style theatrical show with actors, dolphins and high production values.

In a web-posted video, Marcus explains: "We went around the world looking for the



best. Reinventing the wheel is not what we wanted to do. We just wanted to make it so much better. And so we took all the good things that we saw and incorporated it into this show and, hopefully, with a couple of new twists."

So, don't expect your typical gymnastic-style dolphin show.

"If you like music, if you like actors, if you like singing and if you like dolphins, you'll want to come and see this show," President and COO David Kimmel explained to The Atlanta Journal-Constitution.

HERE ARE SOME OTHER GEORGIA CHAMBER MEMBERS TO VISIT:

Crawford Long Museum
Jefferson, GA
www.crawfordlong.org

Georgia Agrirama
Tifton, GA
www.agrirama.com

High Museum of Art
Atlanta, GA
www.high.org

Flint RiverQuarium

Open: 363 days a year
(closed Thanksgiving and Christmas)

Regular Hours:

Monday-Friday, 9 a.m. to 5 p.m.

Saturday, 10 a.m. to 6 p.m.

Sunday, 1 p.m. to 5 p.m.

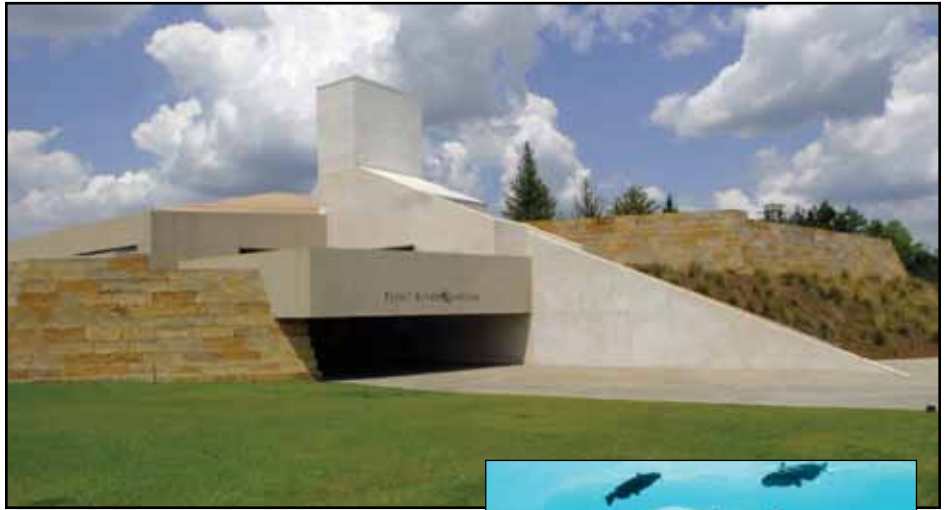
Website: www.flintriverquarium.com

Location: 101 Pine Avenue in
downtown Albany

The Flint RiverQuarium tells the story of the mighty Flint River and the mysterious blue hole springs which help nourish it.

“We are an attraction with an educational twist,” explained the museum’s Kathleen Batson. “Our mission is all about promoting the Flint River watershed and teaching people about the specific plants and animals and fish in and around the watershed.”

Though there are many things to see and do, the highlight of the adventure here



is a visit to the 175,000-gallon, 22-foot deep blue hole spring, where vantage points at various places allow visitors to explore the hole from the surface to the depths.



Tellus Science Museum

Open: Year-round except
for Christmas, New Year’s,
Thanksgiving, July 4th

Hours:

Monday-Sunday, 10 a.m. to 5 p.m.

Website: www.tellusmuseum.org

Location: In Cartersville, just off
I-75 at exit 293

The Tellus is a world-class museum for budding scientists and a delight for those fascinated by the physical world, from amazing gems plucked from the earth to the planets and stars above as seen in its planetarium.

There is also the big T. Rex in the fossil gallery, along with the 9-foot wide jaw of a Megalodon, a prehistoric shark that was bigger than a school bus. Don’t miss the Appalachiosaurus (yes, that’s a real name.) It is a cousin of T. Rex, found in central Alabama.

The Tellus also features a lecture series. A recent guest was NASA



astronaut Stephanie Wilson.

Joe Schulman, the director of marketing, said the Tellus grew from an expansion of the Weinman Mineral Museum.

“The board realized a need for a larger science museum in this area. It opened its doors in 2009 and attendance has been growing ever since,” he said.



Museum of Arts & Sciences

Macon, GA

www.masmacon.com

Museum of Aviation

Warner Robins, GA

www.museumofaviation.org

Zoo Atlanta

Atlanta, GA

www.zooatlanta.com

1QUESTIONS



Mike Williams

Tourism Chair
Partner
Islands Management Co.
(Lake Lanier Islands Resort)

Q: What are some of your favorite things about the Lake Lanier Islands Resort?

A: When I was sixteen years old, I drove across the bridge at the entrance to the Islands and was impressed with the beauty and expanse of Lake Lanier for the first time. I was excited that my family had the opportunity to purchase the lease of the resort where I'd spent time as a young man. Now, at 46, I'm most proud of the Resort's lakeside accommodations and amenities, such as golf and beach activities and restaurants.

Q: As you have worked to grow the resort, what have been some of your biggest challenges?

A: In 2005, we started planning with architects and engineers to reinvent Lake Lanier Islands. The ensuing road construction and hotel renovations caused both logistical and guest service challenges. Compounding that were record low lake levels and the downturn of the economy. Through all of that, we've done our best to maintain the highest level of customer service and value we could deliver.

Q: What part of the experience at Lake Lanier Islands were you the most excited about for the Red Carpet Tour® guests?

A: I was very pleased to have had the opportunity to welcome these important guests to Georgia. From the breathtaking views of the Legacy on Lanier golf course to the hospitality and service of our banquets staff during their dinner at our outdoor Legacy Pointe venue, I felt we were exposing them to the best our great state has to offer.

Q: As families come to your facility for summer vacation – are you headed anywhere special this year?

A: My family's favorite place to visit is Walt Disney World. We like to stay around the lake at the Epcot Resort area.

Q: Along those lines, what do you enjoy doing in your free time?

A: I enjoy hunting, golf, and cooking. I make a very good made-from-scratch biscuit. I've also recently had fun developing a hobby as a videographer.

Q: What attracted you to become involved with the Georgia Chamber?

A: In addition to the fact that I am a native Atlantan, I am a business owner. I want to work with like-minded people, to bring businesses and visitors to our state, so they may experience its beauty and our Southern hospitality. Furthermore, I believe that now IS an important time for me to follow in the footsteps of my father, who has been involved with the Chamber for years.

Q: Tourism is the number two industry in Georgia; what do you think has contributed to that success?

A: In addition to its great climate, Georgia has a large number of unique attractions—natural and man-made—scattered throughout the state, from its coast to the mountains. We have great roads and airports, making it easy to visit or pass through the state.

Q: As chair of the Chamber's tourism and entertainment committee, what do you think are some next steps the state should take to help attract even more visitors?

A: We really have to increase resources spent on marketing the state of Georgia at home and to those outside the state, in the same way that our neighboring states, such as Florida, are effectively marketing to us.

Q: What should people be on the lookout for at Lake Lanier Islands this year (i.e., new features or events)?

A: We have always felt that the resort has the potential to offer much more to its guests than it has in the past. To better serve the existing lake community and loyal guests, as well as to reach new markets, we are developing lakeside amenities within a new concept we'll call LanierWorld. Long-time patrons and new guests will enjoy rides, expanded hours of operation, additional entertainment offerings, and new food and beverage outlets.

Q: Finally, what is a fact about you that would surprise most people?

A: I love flying. I am licensed to fly both a fixed wing plane and a helicopter.

Be a part of the Team!

Since 1997, the Team Georgia Chamber Campaign has brought together volunteers from throughout the state to recruit new members and identify new resources that can be used to help our organization be a stronger advocate for business.

It's not too late to sign up to be a part of this year's campaign! Volunteers are invited to events throughout the year, earn cash incentives and can qualify for trips to Las Vegas and an exclusive Caribbean destination.

For more information, contact Kevin Carmichael (kcarmichael@gachamber.com) or Melanie Jordan (mjordan@gachamber.com) at 404/223-2264.



GEORGIA CHAMBER

POWER LUNCH

2011 Power Lunch Series Starts in June

Don't miss these opportunities to:

- Learn more about the results of the 2011 Legislative Session
- Find out about new programs being developed for Chamber members
- Discuss current business issues with Chamber leadership

Invitations will be sent to all Georgia Chamber members for 2011 Power Lunches, which will begin in June and run through September.

For more information or for sponsorship opportunities, contact Lauren Moore (lmoore@gachamber.com).



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.


GEORGIA CHAMBER