

August 2009

# DIRECT

from your Cobb Chamber of Commerce



**COBB**  
Chamber of Commerce

## Play golf and network with the Chamber

A fun day with friends and business networking is coming next month.

Now is the time to sign up for the 2009 Cobb Chamber of Commerce/AT&T Business Open Golf Tournament. Scheduled for Monday, Sept. 21 at Indian Hills Country Club in east Cobb, this annual sell-out event fills up quickly. Register now for the premier golf event in Cobb.

The four-person, Ft. Lauderdale scramble begins with a shotgun start at 11 a.m. Registration and the driving range open at 9 a.m.

A reception with food, drinks and prizes will follow the tournament at Indian Hills. Cost is \$250 per golfer or \$1,000 per foursome. Space is limited. Register online at [www.cobbchamber.org](http://www.cobbchamber.org).

Even if you're not a golfer, your business still can take advantage of this unique marketing opportunity through many sponsorship opportunities. Thank you

to our 2009 sponsors (as of press time) Title Sponsor: AT&T; Major Sponsors: Cobb EMC, Georgia Power Company, WellStar Health System; Cap Sponsor: Gas South; Shirt Sponsor: Georgia's Own Credit Union; Corporate Sponsors: BB&T, Wachovia, Delta Community Credit Union, Ed Voyles Automotive Group; Beverage Sponsor: Atlanta Beverage Company, Fontis Water; Beverage Cart: Arylessence, Inc., Pinnacle Orthopaedic & Sports Medicine Specialists; Hole Sponsors: Atlanta Design & Build, Bailey's Irish Pub & Grill, Broadview Security, Freeman, Mathis & Gary, IBM Southeast Employees' Federal Credit Union, Massage Envy and SCANA Energy.

For more information on playing, please contact Alexis Taylor at 770-859-2320 or [ataylor@cobbchamber.org](mailto:ataylor@cobbchamber.org) or for more information on sponsoring, contact Sharon Mason at 770-859-2369 or [smason@cobbchamber.org](mailto:smason@cobbchamber.org) or visit [www.cobbchamber.org](http://www.cobbchamber.org).

## Volunteers reach goal for the 2009 New Member Campaign

Congratulations to everyone who participated in the Chamber's annual membership Campaign.

The Cobb Chamber of Commerce reached the end of its annual three-month membership drive in June. Bank of North Georgia was the top dollar producing team.

Vickie Haney of Bank of North Georgia was the top dollar producing individual, and Roy Vanderslice of United Community Bank brought in the most new members.

The 25 teams participating in this year's Viva Las Vegas-themed Campaign played the tables on Casino night, attended a Magic Show and celebrated with Elvis at the final campaign party. Most importantly, 262 new members joined the Chamber.

All campaign producers were rewarded with special prizes. Top achievers received a five-day trip to Las Vegas.

Terri Bunten of First Landmark Bank served as the Campaign chairwoman and was helped by Campaign Division



**Division leaders (l to r)**  
Tony Britton of Wachovia, Sam Kelly of Cobb EMC, Mary Karras of Bank of North Georgia, Dan O'Brien of Keller Williams Realty, Terri Bunten of First Landmark Bank and Fred Bentley Jr. of Bentley, Bentley & Bentley.

leaders Fred Bentley, Jr. of Bentley, Bentley & Bentley, Tony Britton of Wachovia, Mary Karras of Bank of North Georgia, Sam Kelly of Cobb EMC and Dan O'Brien of Keller Williams Realty Platinum Partners.

Although the 2009 New Member Campaign is over, members are always encouraged to recommend new businesses to the Chamber.

To recommend a prospective member, call the Membership Department at 770-980-2000.

## Stress-free Travel Can Improve Your Quality of Life



Tired of the frustration and difficulties of getting to your destination? It is possible to be happy and rested once you reach your destination.

Summer heat, humidity, smog, and congestion leads to physical exhaustion, which can contribute to aggressive driving. Here are some ways you can make a difference in your commute:

- Check tires, gas caps, wipers and fluids. Have your radiator and cooling system serviced. This will help you avoid many of the problems that strand motorists and may increase gas mileage.
- If possible, avoid refueling during the day. Refueling at night helps protect against the formation of ground-level ozone, which aggravates your respiratory system, decreases lung function, and may cause permanent lung damage.
- Avoid allowing your car to idle for more than 30 seconds.
- Leave early so you will not be anxious about arriving late. By visiting [www.AAA.com](http://www.AAA.com), travelers have access to free route planners and using its "route modification tool", you can design a route around the traffic.
- Expect and plan for congestion. In Georgia, dial 511 for real-time traffic information, including congestion updates, road and lane closures, and estimated trip times.
- Consider ride-sharing alternatives. Commuter Club promotes alternatives to the single occupancy vehicle commute and the stress it causes. Take advantage of Atlanta's HOV and ride-sharing lanes and simplify your commute by vanpooling or carpooling.

Contact Commuter Club at 770-859-2331 or visit [www.CommuterClub.com](http://www.CommuterClub.com) today to better understand how you can participate in reducing pollutants and traffic congestion year-round.

## CEO Roundtable seeking participants



Applications are being accepted for participants in the Cobb Chamber's exclusive group of CEOs. The Cobb Chamber's CEO Roundtable program provides a venue for presidents and CEOs of local businesses to meet with a peer group in a professional atmosphere. The program provides leaders of noncompeting companies with a confidential board of advisors who can assist with business challenges by presenting solutions for discussion.

Applications are due Aug. 21 for consideration in the 2009-2010 program. An orientation session will be held in September. Through active participation, CEOs gain practical knowledge and counsel from business leaders who may have encountered similar experiences in their own businesses. Roundtables meet monthly throughout the year, however, meeting times, locations and formats are determined by the CEO participants. Applicants must be the decision-maker in their company to participate in the program.

Applications are available online at [www.cobbchamber.org](http://www.cobbchamber.org), or contact Katy Cleveland at 770-859-2336 or [kcleveland@cobbchamber.org](mailto:kcleveland@cobbchamber.org).

## The Cobb Chamber presents Teacher for a Day

The Cobb Chamber of Commerce is now accepting applications for the brand new Teacher for a Day program. The program will take place on Oct. 1 for Cobb County Schools and Oct. 15 for Marietta City Schools.

If you are interested in participating in Teacher for a Day, visit [www.cobbchamber.org](http://www.cobbchamber.org) to download an application. Applications are due Tuesday, Sept. 15.

For more information, contact Katie Henderson at 770-859-2360 or [khenderson@cobbchamber.org](mailto:khenderson@cobbchamber.org).

## Honorary Commanders seeks nominations

The award-winning Honorary Commanders Association, a cooperative program of Dobbins Air Reserve Base (ARB), Georgia National Guard Headquarters and the Cobb Chamber of Commerce, is seeking nominations for its 2010 Class.

The armed forces and the Cobb Chamber are looking for civilian community leaders who will be paired with military commanders assigned to Dobbins ARB and The Georgia National Guard Headquarters. Civilians from a variety of professions will learn about local military activities as well as various aspects of the national defense system.

The deadline for nominations is August 10.

**To nominate yourself or someone else, visit [www.cobbchamber.org](http://www.cobbchamber.org); or send the nominee's name, employer, mailing address, business telephone number, cell phone and home telephone number to: Honorary Commanders Association, Cobb Chamber of Commerce, P.O. Box 671868, Marietta, Ga., 30006; or fax it to 770-690-4019.**

Please sign the nomination and include a contact telephone number. Nominees will be sent a detailed application that will be due September 21.

## Save on School Supplies with Office Depot

It's "back to school" time and you know what that means! Did you know that you can use the same deep discounts for school supplies that your company uses for office supplies?

The Member Employee Personal Discount Program allows individuals employed by Cobb Chamber members to take advantage of the deep discounts and savings on school and office supplies. Whether stocking your home office or buying school supplies for the kids, this discount program will save you money! The Chamber member company does not have to be currently enrolled in the Office Depot program and no minimum orders are required. Sign up to shop online and receive savings.

For a complete list of the most heavily discounted items for school and work or to sign up, please visit the Chamber's Web site at [www.cobbchamber.org](http://www.cobbchamber.org).

For more information or to enroll, visit [www.cobbchamber.org](http://www.cobbchamber.org) or contact Megan Stambaugh at 770-859-2337 or [mstambaugh@cobbchamber.org](mailto:mstambaugh@cobbchamber.org).

## Business U Presents: Know the Lifetime Value of Your Customer – Why Their Loyalty is Essential Now More Than Ever

Why do smart companies spend their scarce money to invite their former customers back, to purchase more? Will they return without receiving a costly invitation? If you're not sure, in this session, you'll find out for sure.

You will also find answers to questions like:

- Which actually costs more, acquiring a first-time customer or keeping an existing customer happy?
- Which of the two is more likely to price shop?
- What is the potential income from one customer over their entire life?
- How much is a customer's sincere word-of-mouth promotion of you and your company to their family and friends worth?

Learn about systems you can adopt immediately that will practically ensure a satisfying experience for every customer.



In this session, Sam Allman of Allman Consulting & Training will show you how to minimize the number of unsatisfied customers, develop a productive referral program and establish a stronger customer service and customer retention system.

This seminar will be held on Aug. 13 from 8 to 10 a.m. Members: \$10 online; \$15 at the door. Non-Members: \$20. Online registration closes on Wednesday, Aug. 12 at Noon.

Register for all Business U seminars at [www.cobbchamber.org](http://www.cobbchamber.org). For more information or to find out about discounts for groups of two or more, contact Katy Cleveland at 770-859-2336 or [kcleveland@cobbchamber.org](mailto:kcleveland@cobbchamber.org).

## Welcome New Members!

The following businesses joined the Cobb Chamber from May 16, 2009 to June 15, 2009:

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| <ul style="list-style-type: none"> <li>94th Airlift Wing Commander</li> <li>94th Airlift Wing Public Affairs</li> <li>A Peach of a Party</li> <li>Advanced AEC Solutions</li> <li>AJ's Famous Seafood &amp; Poboys</li> <li>Alliance Roofing</li> <li>Christopher M. Anderson, DMD</li> <li>Around Town Community Magazines, Inc.</li> <li>Assured Integrity Services</li> <li>★ Atlanta Women's Professional Soccer</li> <li>Balsler &amp; Grell</li> <li>◆ The Barnes Law Group, LLC</li> <li>Barry Stover Agency Inc./Nationwide Insurance</li> <li>Bell Carpet Gallery</li> <li>Billboard Connection</li> <li>Bonamar Corporation</li> <li>Brand Licensing Team, LLC</li> <li>★ Brasfield &amp; Gorrie, LLC</li> <li>Capital Growth &amp; Shelter</li> <li>CGLS Architects</li> <li>Chick-Fil-A West Cobb</li> <li>CI2 Aviation, Inc.</li> <li>Clear Choice USA, LLC</li> <li>Cobb Internal Medicine Associates</li> <li>The Color Spot</li> <li>Comfort Keepers</li> </ul> | <ul style="list-style-type: none"> <li>Commercial Roof Solutions, LLC</li> <li>◆ Convergence Acceleration Solutions</li> <li>◆ Cookerly Public Relations</li> <li>Davis &amp; Associates, Attorneys at Law, LLC</li> <li>Davis &amp; Sons, Inc.</li> <li>Discover Chiropractic &amp; Rehabilitation</li> <li>★ Diversified Services</li> <li>Doster Construction Company, Inc.</li> <li>ECS Insurance Brokers Inc.</li> <li>Endgame Consulting, LLC</li> <li>★ Engle Martin &amp; Associates, Inc.</li> <li>William K. Farrar Jr., DDS MDS</li> <li>Freedom Electronics, Inc.</li> <li>Fun-Fare</li> <li>G.E.M. Contractors, Inc.</li> <li>Geyer Construction, Inc.</li> <li>The Glancy Agency</li> <li>Glenda Y. Hicks, CPA</li> <li>Goodwill of North Georgia</li> <li>Government Business Consultants (GBC), Inc.</li> <li>Timothy M. Halligan &amp; Associates PC</li> <li>William P. Holley, III, Attorney at Law</li> <li>Home Again Adult DayCare &amp; Extended Stay Services, Inc.</li> <li>Innovative Fitness Solutions, Inc.</li> </ul> | <ul style="list-style-type: none"> <li>Integrity Extinguisher Company LLC</li> <li>Interiors By Decorating Den</li> <li>IPT Sink</li> <li>Jasper Contractors</li> <li>Jere Wright Global Ltd.</li> <li>John Wieland Home</li> <li>K &amp; L Construction Services</li> <li>Kitchen Supply Direct</li> <li>Klein Elite Millwork, Inc.</li> <li>KMA Consultants, Inc.</li> <li>Kompas Consulting Company</li> <li>La Cocina</li> <li>Labor Finders</li> <li>Law Offices of Gregory M. Evans, PC</li> <li>Majestic Plumbing</li> <li>McKenney's, Inc.</li> <li>Meadco Contractor Services, Inc.</li> <li>Overby-Seawell Company</li> <li>Paisano's Italian Restaurant and Pizzeria</li> <li>Gary P. Parker &amp; Company, Architect</li> <li>Residential Recreations, Inc.</li> <li>RND Medical Supplies, Inc</li> <li>Rockledge: A Residential Resort Salon &amp; Spa Group, LLC</li> <li>Andrew J. Rodriguez Agency, LLC</li> <li>School of Hard Knox</li> </ul> | <ul style="list-style-type: none"> <li>SeniorCare Options of Atlanta</li> <li>Sentry Surveillance, Inc.</li> <li>Southern Company Services</li> <li>Southern Financial Consultants</li> <li>Specialized Printing, Inc.</li> <li>St. Catherine of Siena Catholic School</li> <li>St. Joseph Catholic School</li> <li>Standard Register</li> <li>Stibo Systems, Inc.</li> <li>Stine LLC</li> <li>Synergy Medical Centers</li> <li>Sysco Atlanta, LLC</li> <li>Thai Diner</li> <li>Tim Harman Photography</li> <li>Uni-Temp Refrigeration, Inc.</li> <li>Utec Construction</li> <li>◆ Vascular Surgical Associates, P.C.</li> <li>Vision Rehabilitation Services formerly "Blind &amp; Low Vision Services"</li> <li>Watchdog Property Services, LLC</li> <li>Watkins Outdoor Furnishings</li> <li>Marvon Williams Agency</li> </ul> |
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- ★ *Chairman's Club Level Membership*
- ◆ *Executive Club Level Membership*

### Campaign story

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### Campaign 2009 Prize Donors

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| <ul style="list-style-type: none"> <li>Achasta – A Linger Longer Community</li> <li>AirTran Airlines</li> <li>All About Your Space</li> <li>Amelia Island Plantation</li> <li>Amy &amp; Tammy's Boxed Lunch Company</li> <li>Atlanta Lyric Theatre</li> <li>Bailey's Pub &amp; Grille</li> <li>Banana Republic</li> <li>Bank of North Georgia</li> <li>Demming Bass</li> <li>Bella's Pizzeria</li> <li>Blue Moon Pizza</li> <li>Brunswick Zone Marietta</li> <li>California Dreaming</li> <li>California Pizza Kitchen</li> <li>Canoe</li> <li>Carithers Flowers</li> <li>Chateau Elan Hotels &amp; Resorts</li> <li>Cobb County Government</li> <li>Cobb EMC</li> <li>Cobb Symphony Orchestra</li> <li>Cobblestone Golf Course</li> <li>Commuter Club</li> <li>Dave &amp; Buster's</li> <li>Dogwood Country Club</li> <li>Earl Smith Strand Theatre</li> <li>Embassy Suites Atlanta – Kennesaw Town Center</li> </ul> | <ul style="list-style-type: none"> <li>Enterprise Rent-A-Car</li> <li>Fairfield Inn by Marriott</li> <li>Bluffton/Hilton Head</li> <li>First Landmark Bank</li> <li>Georgia Power Company</li> <li>Georgia Southern University Athletics</li> <li>Georgian Bank</li> <li>Georgian Club</li> <li>Great Harvest Bread Company</li> <li>H. Stockton Atlanta</li> <li>Harry &amp; David</li> <li>Hilton Atlanta/Marietta Hotel &amp; Conference Center</li> <li>Honeybaked Ham</li> <li>Hooter's of Atlanta</li> <li>Hyatt Regency at Windy Hill</li> <li>Hyatt Regency Atlanta</li> <li>Indian Hills Country Club</li> <li>Jim 'N Nick's Bar-B-Q</li> <li>Jocks &amp; Jills</li> <li>Lake Lanier Islands Resort</li> <li>Life Grocery &amp; Café</li> <li>Mable House Barnes Ampitheatre</li> <li>Maggianos Little Italy</li> <li>Manning Properties</li> <li>Marietta Diner/Pasta</li> <li>Bella/Cherokee Cattle Co.</li> </ul> | <ul style="list-style-type: none"> <li>Marietta Fish Market</li> <li>Marriott Denver City Center</li> <li>Marriott Evergreen Conference Resort at Stone Mountain Park</li> <li>Marriott Houston West Loop by the Galleria</li> <li>Martin's</li> <li>Massage Envy Windy Hill</li> <li>Medieval Times</li> <li>Miyako Hibachi, Sushi &amp; Steak House</li> <li>Newcomer Magazine</li> <li>Office Depot</li> <li>Olive Garden Italian Restaurant</li> <li>Papadeaux Seafood Kitchen</li> <li>Pottery Barn</li> <li>Ray's In The City</li> <li>Renaissance Arts Hotel, New Orleans, LA</li> <li>Renaissance Esmeralda Resort and Spa, Indian Wells, CA</li> <li>Renaissance Nashville Hotel</li> <li>Renaissance Pere Marquette Hotel, New Orleans, LA.</li> <li>Renaissance Waverly Hotel Atlanta</li> <li>Reynolds Plantation on Lake Oconee</li> <li>Rib Ranch</li> <li>San Antonio Marriott Rivercenter or Riverwalk Hotel</li> <li>Sheraton Suites Galleria-Atlanta</li> </ul> | <ul style="list-style-type: none"> <li>Shope of Vinings</li> <li>Signature 1 Transportation</li> <li>Social Vinings - Paul's Restaurant</li> <li>Sonny's BBQ</li> <li>Stone Mountain Park</li> <li>Stoney River Legendary Steaks</li> <li>Sun Valley Beach</li> <li>Talbots</li> <li>Texas Roadhouse</li> <li>Thai Diner</li> <li>The Atlanta Opera</li> <li>The Georgia Ballet</li> <li>The New Orleans Connection</li> <li>The Ridges Resort &amp; Club Lake Chatuge, Hiawassee, GA</li> <li>The Smart Circle</li> <li>The Vinings Club</li> <li>Theatre in The Square</li> <li>Trilogy</li> <li>Twisted Taco</li> <li>U.S. Pacy by Brunswick</li> <li>United Community Bank</li> <li>Verizon Wireless Amphitheatre</li> <li>Villa Christina</li> <li>Wachovia/Wells Fargo</li> <li>Whole Foods</li> <li>Williamson Bros. Bar-B-Q</li> <li>Williams-Sonoma</li> <li>Zunker Games, Inc.</li> </ul> |
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By Carl J. Macko MBA, CFP  
of Synergy Capital Management, LLC

## After The Market Drop: Investment Ideas for a Long-Term Portfolio

In order to get a broad view of the investment landscape and possible opportunities, one must first take a hard look at where both the United States and world economies are heading. At time of writing (June 12) one could argue that the current global economic downturn is the worse since World War 2 and possibly since the Great Depression. Many of the economic headlines over the past several months have been downright scary.

United States unemployment in May jumped to 9.4 percent, the worst in 35 years, with many analysts predicting the figure to rise to 11 percent. The United States housing market, which many blame as the culprit of the economic demise, is still in shambles. As measured by the Case-Shiller Index, the year-over-year average price of a home in the United States decline by a record percent in the first quarter of 2009. Individuals filing for foreclosure are up an astounding percent from May 2008.

The price of oil has more than doubled since March, more in part due to hopes for an economic rebound than a pure supply/demand situation. This is clearly reflected in gasoline prices that have also risen substantially, which could potentially pull millions of dollars from consumer's pockets, which could otherwise assist with a modest recovery in consumer spending.

Interest rates as reflected in treasury bond yields have risen dramatically over the past couple of weeks. Rising interest rates are feared by those who believe higher rates could thwart economic health. Thirty-year mortgage rates have followed suit, spiking almost a full percentage point over the past month. Higher mortgage rates could potentially curtail home purchases and further derail any housing market recovery.

Although it is clear that the global economy is still in a pronounced downturn, recent economic data is suggesting that things are still "getting worse, but at a declining rate". Several pieces of data have touched off tidbits of economic hope. For example, United States employer's "only" cut

345,000 jobs from their payrolls in May, which was roughly a third less than economist's had expected, given that job losses have been twice that for the past six months.

Improvement in many emerging markets is also encouraging. Chinese industrial production has started to recover, and imports of commodities have risen, while car sales in India and retail sales in Brazil are also on the rise. The Reserve Bank of India expects its economy to grow 6 percent this fiscal year.

By analyzing this economic data, one can see several potential long-term investment opportunities. First, although the current economic situation is quite dire, the consent among Wall Street analysts and economists is that an economic recovery is on its way, possibly by the end of this year. When the recovery does materialize, economies of developing markets are likely to lead the way.

Second, as the United States dollar continues to weaken with a global economic upturn, United States companies with strong international exposure (especially to commodities) should fare well. For example, mining equipment manufacturer Bucyrus, explosion welder Dynamic Materials and technology leader Apple all have international sales and could see strong performance as their foreign profits are translated into United States dollars.

Third, although the United States housing market is showing little if no signs of life, the sector could be poised for generous returns when the housing market rebounds. A broad-based exchange traded fund, such as the Dow Jones iShares Home Construction Index, could provide investor's the opportunity to get in on the ground floor of a sector which has been all but obliterated over the past couple of years.

*Carl J. Macko MBA, CFP is a Certified Financial Planner and Registered Investment Advisor at Synergy Capital Management, LLC, located in Smyrna. He can be reached at 404-966-8383 or [carl\\_macko@synergycapitalmanagement.com](mailto:carl_macko@synergycapitalmanagement.com). The above investment discussion is not intended for specific advice.*

# Leadership Cobb announces 2010 class

Leadership Cobb, the Cobb Chamber's leadership development program, has selected the participants in the 2009-2010 class. Nearly 200 people were nominated for the 45 available positions. Leadership Cobb is an avenue for the Cobb Chamber to educate Cobb County residents and business leaders on how the county works. There are more than 1,000 program alumni, including some of the most prominent business and community leaders in the state.

Leading this year's class are Co-chairs Brittney Gray of the Georgia Department of Economic Development and T. Fitz Johnson of Atlanta Women's Professional Soccer-Atlanta Beat. Class members were selected from business, industry, education, government and other professions as well as from volunteer, civic and religious organizations.

The program, which began in 1983, starts in late summer and runs through spring 2010.

## 2009-2010 Leadership Cobb Class

**Nancy Blythe**  
Walton Communities

**Cassandra Buckalew**  
Historic Marietta Trolley Co.

**Jim Budzinski**  
WellStar Health System

**Wendy Bunch-Heyer**  
Remax Around Atlanta

**Shane Cannon**  
BB&T

**David Carriker**  
Boys & Girls Clubs  
of Metro Atlanta

**Karen Carter**  
Partners Benefit Group, LLC

**Norman Collins**  
The Southern Company

**Kevin Daniel**  
Cobb County Board  
of Education

**Mike Dempsey**  
Cobb County Department  
of Public Safety

**Terry DeWitt**  
First Landmark Bank

**Megan Egan**  
United Way in Cobb County

**Greg Evans**  
Law Office of  
Gregory M. Evans PC

**Jennifer Farmer**  
Reconnecting Families, Inc.

**Stuart Fleming**  
Coca Cola Enterprises

**Jen Hammond**  
Cumberland CID

**Kim Hardcastle**  
Jackson Spalding

**John Helton**  
CobbWorks, Inc.

**Glenda Hicks**  
Glenda Y. Hicks, CPA

**Neil Hirsch**  
Solvay Pharmaceuticals

**Ashley Hungerford**  
Marietta Daily Journal

**Bruce Jenkins**  
City of Kennesaw

**Dana Johnson**  
Cobb County Government

**Barbara Jones**  
Sunrise Senior Living

**Wade Kelly**  
PBS&J

**Amy Knudsen**  
The Bottoms Group, LLC

**Jim Kohler**  
Lockheed Martin  
Aeronautics Company

**Jennifer Lancaster**  
F.J. Lancaster

**Dawn Levine**  
Lyle, Detling & Levine, LLC

**Don Massaro**  
Integrity Extinguisher

**Mazi Mazloom**  
The Mazloom Law Firm, LLC

**Brian McAulay**  
Life University

**Pat McDonald**  
CBI Business Group

**Carey Merritt**  
Junior League of Cobb-Marietta

**Vikki Millender-Morrow**  
Girls Inc. of Greater Atlanta

**Christine Mullinax**  
Cobb Energy Management  
Corporation

**Bob Ott**  
Delta Air Lines, Inc.

**Erica Parker**  
Commercial Lending  
Solutions

**Clif Poston**  
Traton Homes

**Bonnie Reavis**  
Zenith Design Group, Inc.

**Bert Reeves**  
Cobb County District  
Attorney's Office

**John Sell**  
Georgia Power Company

**Kit Trench**  
Southern Polytechnic  
State University

**Eric Vreeland**  
Mauldin & Jenkins

**KT Werner**  
Marriott International

## August Business-After-Hours at WellStar Cardiovascular Medicine P.C.



Come join us for an evening of networking and conversation at Business-After-Hours on Aug., 20 at WellStar Cardiovascular Medicine P.C. Enjoy complimentary food and drinks as you network one-on-one in a casual environment with other Chamber members.

Members: Free Online; \$20 at door. Non-Members: \$20 Online; \$30 at door. Online registration closes on Aug. 18 at Noon.

For more information, please contact Alexis Taylor at 770-859-2320 or ataylor@cobbchamber.org.

## Cobb Chamber Celebrates Education in Cobb County

The Cobb Chamber is proud to be celebrating 21 years of Give Our Schools a Hand (GOSH). GOSH is an annual celebration that honors more than 130 Teachers of the Year from Cobb County, Marietta City, and post-secondary education systems. This salute to public education is one of the largest in the nation. The purpose of GOSH is not only to show appreciation for teachers in the community, but also to encourage area businesses, parents, and civic groups to take an active role in enhancing the quality of education.

Events this year include:

### Handprint Unveiling Ceremony:

The Cobb County and Marietta City District Teachers of the Year will place their handprints in the Teacher Walk of Honor on the Marietta Square. The public is invited to the Handprint Unveiling Ceremony at 10:30 a.m. on Oct. 7.

### Teacher of the Year Celebration Breakfast:

All Teachers of the Year, their guests, and principals are invited to the Teacher of the Year Breakfast at Roswell Street Baptist Church on Oct. 27. The doors will open at 8:30 a.m. and

the program starts at 9 a.m. Seats are limited.

Reservations are required.

### Teacher of the Year Pep Rally:

All Teachers of the Year will be honored at the annual Pep Rally at Roswell Street Baptist Church. The public is invited to attend the Pep Rally at 11 a.m. on October 27.

Plans are underway for this year's GOSH events, but the scope of the events is contingent upon the contributions of our business community. Sponsorship participation provides an opportunity to show support for those educating our future business leaders and employees. There are several levels of sponsorship available. All sponsors will be recognized on the breakfast program, in the video and invited as our guest to the handprint ceremony and breakfast. Thank you for your help in honoring our school systems' great educators and celebrating education in Cobb County.



For more information on Give Our Schools a Hand or sponsorship opportunities, contact Katie Henderson at 770-859-2360 or [khenderson@cobbchamber.org](mailto:khenderson@cobbchamber.org).

## Annual Elected Officials vs. Chamber Officials Softball Game



Come find out who will be this year's champion at the 34th annual Elected Officials vs. Chamber Officials Softball Game in October, held in conjunction with the Chamber's Business-After-Hours at Dobbins Air Force Base on Oct. 15. Watch our military leaders and elected officials battle the Cobb Chamber board members.

All Chamber members are invited to be spectators and cheer on the Chamber team and enjoy Williamson Bros. BBQ after the game. To R.S.V.P. to the game or the dinner, go to [www.cobbchamber.org](http://www.cobbchamber.org) or contact Alexis Taylor at 770-859-2320 or [ataylor@cobbchamber.org](mailto:ataylor@cobbchamber.org). Members: Free Online; \$20 at door. Non-Members: \$20 Online; \$30 at door. Online registration closes on Oct. 15 at Noon. Reservations including a Social Security number are required for entrance to the base by Oct. 13 at Noon.

# Announce events with online community calendar

Have you ever wanted a quick, easy way to get the word out about your events to the entire community?

Have you been looking for a centralized place to find out what's going on in Cobb County? The Cobb Chamber has the answer you're looking for.

Check out the Chamber's community calendar at [www.cobbchamber.org](http://www.cobbchamber.org). You can enter your event information yourself by filling out a simple form, and then Chamber will approve and post your submission within 48 hours on the community calendar.

Member businesses can post their open-to-the-public events, while community organizations and non-profits are encouraged to submit concerts, fundraisers and other special events.

For more information, contact Samantha Ducote at 770-859-2349 or [sducote@cobbchamber.org](mailto:sducote@cobbchamber.org).

## Advertise with the Cobb Chamber

Looking for a great way to advertise your business? Chamber members now have three ways to showcase their company.

Members have the opportunity to advertise in the Chamber's e-newsletter, printed *DIRECT* newsletter, as well as *DIRECT*'s online version through a banner ad which is featured on the Chamber's Web site, [www.cobbchamber.org](http://www.cobbchamber.org).

For more information, contact Christina Jones at [cjones@cobbchamber.org](mailto:cjones@cobbchamber.org) or 770-859-2355.

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**COBB**  
Chamber of Commerce

Chairwoman: Dr. Lisa Rossbacher of Southern Polytechnic State University  
President and CEO: Bill Cooper  
Marketing and Communications Manager: Lindsey Barnes  
Publication and Production Coordinator: Christina Jones

## EVENT SNAPSHOT

Visit [www.cobbchamber.org](http://www.cobbchamber.org) for reservations, directions and to keep up with Cobb Chamber programs and events. For more information, call 770-980-2000.

### Monday, August 3

7:30 a.m.  
Members: \$20 online; \$35 at door  
Non-members: \$50  
Online Registration Closes: July 30 at Noon

### Tuesday, August 4, 11, 18, 25

7:15 to 8:45 a.m.  
\$5 (Members Only)

### Wednesday, August 5

7:45 a.m.  
Members: \$15 online; \$25 at door  
Non-members: \$35  
Online Registration Closes: Aug. 3 at Noon

### Wednesday, August 5

5 p.m.

### Thursday, August 6, 13, 20, 27

3:15 to 4:30 p.m.  
\$5 (Members Only)

### Monday, August 10

5 p.m.

### Wednesday, August 12

7:45 a.m.  
Members: \$15 online; \$25 at the door  
Non-members: \$35  
Online Registration Closes: Aug. 10 at Noon

### Thursday, August 13

7:30 a.m.  
\$25 online; \$30 at the door  
Online Registration Closes: Aug. 11 at Noon

### Thursday, August 13

8 to 10 a.m.  
Members: \$10 online; \$15 at the door  
Non-Members: \$20  
Online Registration Closes: Aug. 12 at Noon

### Friday, August 14

11:30 a.m.  
CEW Members and Guests: \$20 online; \$35 at door  
Online Registration Closes: Aug. 12 at Noon

### Thursday, August 20

5 to 7 p.m.  
Members: Free Online; \$20 at door  
Non-Members: \$20 Online; \$30 at door  
Online Registration Closes: Aug. 18 at Noon

### Friday, August 21

5 p.m.

### Wednesday, August 26

11:30 a.m.  
Members: \$10 online; \$20 at door  
Non-Members: \$30  
Online Registration Closes: Aug. 24 at Noon

### Thursday, August 27

5:31 to 7:29 p.m.  
Members: Free Online; \$20 at door  
Non-Members: \$20 Online; \$30 at door  
Online Registration Closes: August 26 at Noon

Public Meetings at the Cobb Chamber of Commerce: The Development Authority of Cobb County meets the third Tuesday of each month at 11 a.m.; and the Cumberland Community Improvement District meets the last Thursday of each month at 7:30 a.m. Call to confirm: 770-859-2357.

### First Monday Breakfast

Location: Atlanta Marriott Northwest  
Speaker: U.S. Senator Johnny Isakson  
Sponsor: Chattahoochee Technical College Foundation

### Business Builders

Location: Cobb Chamber of Commerce

### Northwest Cobb Area Council

Location: Marietta Country Club  
Speaker: Ron Clark, Founder & Mathematics Teacher of The Ron Clark Academy  
Sponsor: Ashton Staffing

### Job Shadow Applications Due

### Leads to Success

Location: Cobb Chamber of Commerce  
Sponsor: AJC Media Solutions

### Honorary Commanders Nominations Due

### East Cobb Area Council

Location: Indian Hills Country Club  
Speakers: East Cobb High Schools' Head Football Coaches  
Program: East Cobb High Schools' Pigskin Preview  
Sponsor: Community Bank of the South

### ARMAC Sunrise Series Breakfast

Location: The Georgian Club  
Speaker: Brigadier General Maria L. Britt, Commanding General, Georgia Army National Guard  
Major Sponsor: Cobb County Government

### Know the Lifetime Value of Your Customer – Why Their Loyalty is Essential Now More Than Ever

Location: Cobb Chamber of Commerce  
Speaker: Sam Allman of Allman Consulting & Training  
Program: Business University Seminar  
Sponsor: SCANA Energy

### Cobb Executive Women Luncheon

Location: The Georgian Club  
Sponsor: Freeman, Mathis & Gary, LLP

### Business-After-Hours

Location: WellStar Cardiovascular Medicine  
Sponsor: WellStar Cardiovascular Medicine

### CEO Roundtable Applications Due

### South Cobb Area Council

Location: Coach George E. Ford Center  
Speakers: South Cobb High Schools' Head Football Coaches  
Program: South Cobb High Schools' Pigskin Preview  
Sponsor: WellStar Cardiovascular Medicine

### ACES

Location and Host Sponsor: Dave & Buster's