

DIRECT

from your Cobb Chamber of Commerce



Tee off with the Chamber at the annual Business Open

Time is running out to sign up for the 2010 Cobb Chamber of Commerce/AT&T Business Open Golf Tournament which will be held on Monday, Sept. 20 at Indian Hills Country Club in east Cobb. The cost is \$250 per golfer, \$1,000 per foursome.

So register now to be guaranteed a spot at the premier golf event in Cobb. Deadline for registration is Friday, Sept. 10 at noon or until sold-out.

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. and the chipping/putting contest is at 9:15 a.m. Box lunches are provided on the cart.

An award reception with food, drinks and prizes will follow the tournament at Indian Hills. The rain date is Tuesday, Sept. 28.

Businesses can take advantage of the unique marketing opportunity provided by one of Cobb's largest golf tournaments through eight levels of sponsorship. Sponsorship participation provides an opportunity to show support for the Cobb Chamber and those participating, along with advertisement for your company. All sponsorship levels include different forms of signage and advertising at the event and

recognition in Chamber publications. The top five levels include playing tickets.

Thank you to our sponsors!

Presenting Sponsor:
AT&T

Major Sponsors: Cobb
EMC, Georgia Power,
WellStar

Shirt Sponsor:
MetroAtlanta

Ambulance Service

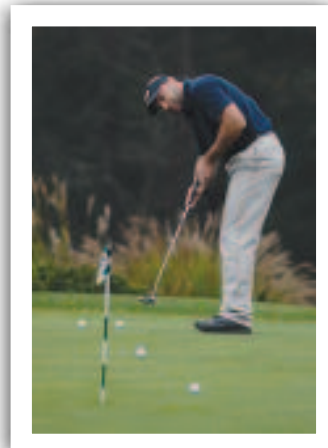
Cap Sponsor: Gas South

Reception Sponsor: Georgia's Own Credit Union

Hole-In-One Sponsor: Ed Voyles Automotive

Hospitality Tent Sponsor: SCANA Energy

Corporate Sponsors: Bank of North Georgia, BB&T, Cobb Galleria Centre, Delta Community Credit Union, Kaiser Permanente, LGE Community Credit Union, Marietta Power & Water, Northside Hospital, PBS&J, Property Masters and Wachovia, A Wells Fargo Company.



For more information on playing visit www.cobbchamber.org/golf or contact Katie Henderson at 770-859-2344 or khenderson@cobbchamber.org or for more information on sponsoring, contact Megan Stambaugh at 770-859-2337 or mstambaugh@cobbchamber.org.

Exciting Opportunity for Cobb Chamber Members

Personal branding is one of the hot new catch phrases in online marketing and social networking. The goal of personal branding is to simultaneously promote your business and yourself – to differentiate yourself from others in your industry with a personal touch. So what's the best way to do it? Video.

The Cobb Chamber and Balanced Video Solutions is partnering up to provide this great benefit to Chamber members – Personal



Profile Videos – your bio or elevator speech in video form for your use on your website and all social networking and video sharing websites.

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Cobb's Public Safety Appreciation Week is Oct. 4-10

*P*olice, fire, ambulance and other public safety personnel make many sacrifices for our community. The Cobb Chamber annually pays tribute to our local heroes during Public Safety Appreciation Week, this year scheduled for Oct. 4-10. The Cobb Chamber will kick off the celebration at the First Monday Breakfast on Oct. 4 at the Cobb Energy Performing Arts Centre at 7:30 a.m. with the presentation of several awards, including the Public Safety Employee of the Year.

Cobb County businesses, civic groups, places of worship and schools are encouraged to participate in Public Safety Appreciation Week by displaying Appreciation Week posters, which are available at

the Cobb Chamber.

Other ideas are for businesses to display a public safety appreciation message on their sign or marquee or personally thanking public safety personnel by delivering a basket of store-bought food to their local precinct or fire station. Writing a thank you note is another great way to say thank you. A list of public safety resources and programs, such as fire extinguisher classes and disaster planning for use by the business community and schools is available at www.cobbchamber.org/publicsafety. This event's presenting sponsors are Cobb EMC and Wachovia, A Wells Fargo Company.

For more information on Public Safety Week, please contact Tya Dawson at 770-859-2341 or tdawson@cobbchamber.org.

Patriotic Focus

*W*hen you meet Travis Ellis, you immediately like his friendly, warm demeanor. But, when you get to know Travis, you see more than that kind exterior, you see the heart of a patriot. Travis is passionate about our military men and women and does all he can to support them. He participates in memorial services, cooks for the American Legion, sends care packages, and is a vibrant, active member of the Honorary Commanders Alumni Association.

Something special and unique that Travis does is that he maintains a cemetery in Atlanta where over 200 veterans are buried. Not only does he perform all the upkeep of the cemetery, he and his family assume the cost and decorate the graves of the veterans for Memorial Day and Veterans Day. Travis' children make cards and cookies and take them to the Georgia War Veterans Home in Milledgeville in the days leading up to Christmas and Valentine's Day.

Travis is a humble man and will be embarrassed when he reads an article about himself. In his words, "No matter what I do going forward, I have engrained in my children a great sense of honor and respect toward our active and retired military, but most importantly, our fallen. Their reverence for this Nation's brave men and women is the greatest



Travis Ellis

thing I could have done as it relates to giving back. There will now be one more generation who will always appreciate the tireless, often unrewarded efforts made by the men and women of the United States Armed Forces." Thank you, Travis, for what you do and for what you teach us all!

Travis currently serves as the Vice President of Mobilized Fuels, Inc.

Business U presents: Fall Seminars



Leading with Your Strengths

Date: 9/16/2010

Time: 8 to 10 a.m.

Join Barbara Leahy of Life-Long Leadership as she presents an introduction to strength-based leadership.

Knowing your strengths is beneficial to your development, success and growth as a leader in any work environment; and, according to Gallup's research, people that focus on their strengths every day are six times as likely to be engaged in their jobs, and more than three times as likely to report having an excellent quality of life.

Learn to identify your strengths and how to apply them in this two-hour leadership seminar.

General Admission: \$30

Members: \$20 online; \$25 at the door

Online registration and refunds end on Wednesday, Sept. 15 at noon.

A Strategic Approach to Government Contracting

Date: 11/10/2010

Time: 8 to 10 a.m.

Thinking about contracting with the local or federal government, but don't know how to get started? Attend this seminar to learn the process behind successfully building a relationship with the government to expand your business.

Dannie James of Government Business Coaches, Inc. will discuss strategic methodology on how to properly do business with the local and federal government and a variety of topics including assessment, market strategy, proposals, contract management and compliance.

General Admission: \$30

Members: \$20 online; \$25 at the door

Online registration and refunds end on Tuesday, Nov. 9 at noon.

HEALTH CARE SERIES

Join top experts in business, government and healthcare to discuss the latest updates on the health care reform bill and the impact it is having on company costs, taxes, employee regulations, the health care industry, health care access and patient costs.

Health Care Reform: How Will It Impact You?

Date: 9/23/2010

Time: 8 to 9:30 a.m.

The first installment of the Health Care Series will feature a panel discussion giving an overview of the effects this new law will have on the business, political and health care communities. As part of the panel, David Bottoms of The Bottoms Group will

present how the new bill will impact businesses and individuals' benefits, Heath Garrett of Global

Aviation Holdings will present the political overview and impact of the bill, and Susan Thompson of WellStar will present the impact the bill will have on health care access, health care providers and patients.

Online registration and refunds end on September 22 at noon.

Health Care Reform: Changes to Human Resources and Employee Benefits

Date: 11/16/2010

Time: 8 to 9:30 a.m.

The second installment of the Health Care Series, the Human Resources and Employee Benefits seminar focuses on the business-related aspects of Human Resources and Employee benefits that would be affected by the health care reform bill.

Experts David Bottoms of The Bottoms Group and Ben Mathis of Freeman Mathis & Gary, LLP will present how the new bill will impact internal company functions and how company benefits will change. Employment law as it relates to the bill will also be discussed.

Online registration and refunds end on Nov. 15 at noon.

Health Care Reform: The Bottom Line Costs

Date: 1/19/2011

Time: 8 to 9:30 a.m.

The final installment of the Health Care Series, the Bottom Line Costs seminar focuses on business costs associated with insurance, tax and other increases related to the health care reform bill.

Online registration and refunds end on Jan. 18 at noon.

Pricing for all Health Care Series seminars

General Admission: \$30

Members: \$20 online; \$25 at the door

Members and general admission save by signing up for all three Health Care seminars by noon on Sept. 22. Members: \$50 (save \$10); General Admission: \$75 (save \$15). You must register online for the discount. This offer does not apply to the Leading with Your Strengths and A Strategic Approach to Government Contracting seminars.

Business University is sponsored by SCANA Energy.



Welcome New Members!

The following businesses joined the Cobb Chamber from June 16, 2010 to July 15, 2010:

- | | | | |
|---------------------------------------|--|--|--|
| 3a Growth Management Consulting | Embassy Suites Atlanta Galleria | PDS Barrett, LLC | Stevi B's Pizza (4480 South Cobb Drive) |
| Allied Energy Services, LLC | Financial Matters/Secure Life Education | PDS Vinings, LLC | Suburban Tap |
| Aqua-Tots Swim Schools | Firehouse Subs (Cobb Parkway) | ★ Perkins+Will | SunGard |
| Astro Interior Contracting, Inc. | Fleming Carpet Distributors, Inc. | ★ PerryCrabb | Sunrise Senior Living – Huntcliff Summit |
| ◆ Atlanta Gastroenterology Associates | FREEDOM Power Sports | Philpot Relocation Systems | Text Video Synching |
| Atlanta Ice Company | Goldman & Company | Phoenix Architectural Products, Inc. | Thornton Dental Wellness |
| AXA Advisors, LLC (DuBose, Winston) | CPA'S PC | Premiere Innovation | Total Landscape Solutions, Inc. |
| Bank Services Company, LLC | HKS | Primerica Financial Services (Reid, Carol) | Triaxia Partners, Inc. |
| Better Business Bureau | Kelly Construction Company, Inc. | Pro Energy Consultants | U.S. Traffic Technologies, Inc. |
| Better Ways to Build, Inc. | KW Commercial | Pro Painting & Remodeling | United Medical Response |
| Boomers | Labor Ready, Inc. | ★ R.K. Redding Construction, Inc. | Vinings Lake Church |
| Butler, David C., P.C. | Leapley Construction Group of Atlanta, LLC | Roper Hanks, LLC | Vision Products, Inc. |
| Certified Construction, LLC | Magis Business Consulting | ServiceMaster Professional Partners | VV Hospitality, LLC |
| ◆ Citadel CPA Services, PC | Mary Kay (Denman, Crystal) | SG Financial Advisors, LLC | Weissmann Zucker Euster |
| Cobb County KIA | Medix College | Stanley D. Lindsey & Associates | Morochnik, P.C. |
| Collins Corner | Momentum Motorcars | Star Products | WellHome |
| Compass Display Group, Inc. | New Bag Company, The | State Farm Insurance (Harper, Adolphus) | |
| CoverUps Chair Cover & Linen Rentals | New England Financial (Brennan, Brian) | Stealth Manufacturing LLC | |
| Cush Media | ★ O'Neill Communications | | ★ Chairman's Club Level Membership |
| Denver Roofing | Otis Elevator | | ◆ Executive Club Level Membership |
| Design Directions, Inc. | Papi's Cuban & Carribean Grill | | |
| Due West Animal Clinic | Pavillion of East Cobb, The | | |
| Edwards, Friedewald & Grayson | | | |

Balanced Video Solutions

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It's Simple – Schedule your appointment online at www.balancedvideosolutions.com and they will provide you with further instructions. It's Fast – It will only take about 20 minutes of your time to film your video. It's Affordable – As a Cobb Chamber member you pay only \$225.

Balanced Video Solutions will be at the Chamber filming Personal Profile Videos on Wednesday, Sept. 22, Tuesday, Oct. 12 and Tuesday, Nov. 9.

Government Gorillas vs. Chamber Chargers 35th Annual Softball Game

Come find out who will be this year's champion at the 35th annual Government Gorillas vs. Chamber Chargers Softball Game on Oct. 6 at 5 p.m. at Tolleson Park. Watch our elected officials battle the Cobb Chamber board members. All Chamber members are invited to be spectators and cheer on the Chamber team. Williamson Bros. BBQ will provide food after the game. To R.S.V.P. to the game or the dinner, visit www.cobbchamber.org or contact Stephanie Lipari at 770-859-2320 or slipari@cobbchamber.org. When signing up, please include what team you are cheering for.



Tim Morrison
Write Choice Services, Inc.

Looking Good in Word, in Print

Imagine a book on punctuation becoming a runaway best seller. That happened several years ago with Lynne Truss's book *Eats, Shoots and Leaves: The Zero Tolerance Approach to Punctuation*. Truss used the title of her book to point out the power and importance of a simple comma. A world of difference exists between *Eats, shoots and leaves* and *Eats shoots and leaves*. The former is all verbs except for and; the latter consists of one verb, two nouns and a conjunction. The simple comma generates a distinct difference in meaning even though the same four words make up both sentences.

Punctuation is critical. Correct punctuation conveys one's intended meaning. Improper punctuation can lead to humorous, unintended or embarrassing sentences. Always check the punctuation of any written document that represents your company. Do not rely upon spell/grammar check. Too often the grammar portion of spell check suggests corrections that actually introduce bad grammar.

Follow these standard writing guidelines to enhance the quality of any business communication:

1. **Clearly define your audience or market** – Think in terms of age, male or female, income level, education, interests and geographical location. A clear image of your market determines the level and style of vocabulary to use.
2. **Clearly define in your mind the purpose of your letter; then state that purpose in some fashion in the opening paragraph** – Why are you writing the letter? What impact and subsequent action do you seek from the recipient of the letter?
3. **Eliminate words** – How often have you read “I want to take this opportunity to thank. . .” Six words are unnecessary, maybe seven. Just say, “Thank you . . .” Check your document for other unnecessary words. Look at adjectives and adverbs. Do you need all of them? Probably not. Rewrite sentences that begin with there is or it is or there are and eliminate those words while making the sentence stronger.
4. **Use active voice** – Lightning struck the aircraft (not the aircraft was struck by lightning). We write to tell you (not we are writing to tell you). Active voice designates action.
5. **Use strong verbs** – This is a corollary to number 4. Not only use active voice but also use verbs that suggest action and intention: drive, generate, engineer, spearhead, resolve, empower, enhance.
6. **Avoid repetition of key words** – Use the “Find” or “Replace” tool to see how often you use certain words, especially verbs. Do you use the same word (or several words) too frequently or too close together? That diminishes the impact of your document. Change some of the words.
7. **Use a thesaurus** – Have a thesaurus within reach (hard copy or online version) when crafting a business document and refer to it to find synonyms in order to escape repetition of words and to find the best word to use.
8. **Stay away from jargon** – Do not use industry jargon and acronyms unless you know with absolute certainty that the recipients of your company correspondence understand them.

Excellent reference/resource books to have on hand: *Eats, Shoots & Leaves*, Lynne Truss, Gotham Books. *The Associated Press Stylebook*, Norm Goldstein, editor, Basic Books.

The Elements of Style, William Strunk, Jr and E.B. White, Allyn and Bacon Publishers.

Tim Morrison is a writing coach and the President of Write Choice Services, Inc., a company that works with individuals to write the book they have always dreamed of writing. Write Choice Services also assists companies with newsletters, technical writing projects and web content.

Works of Diana Brehm Williams on Display in Cobb Chamber Gallery

During September and October the works of Diana Brehm Williams will be on display in the gallery named in her honor at the Cobb Chamber of Commerce. Williams received this honor in February 2009 for her efforts in obtaining and hanging art at the Chamber for more than 17 years.

She received a B.F.A. and M.F.A. from the University of Georgia and taught art in high school. She is a member of various art groups, and her art has been featured in several exhibits. Her favorite subjects are flowers done in a variety of media. Currently, she uses acrylics to depict sky and water.



Cobb Chamber Celebrates Education in Cobb County

The Cobb Chamber is proud to be celebrating 22 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. 6.

- **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. 26. 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 26.

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 Hannah Orr at 770-859-2360 or horr@cobbchamber.org.

2010 Leadership Cobb Class recognized at July First Monday

This year's leadership Cobb Class was recognized at July's First Monday Breakfast. During their time together, the class went above and beyond to raise more than \$60,000 in time, financial resources, and in-kind goods for Cobb County. The class recognized key players in their goal to grow as professionals and also make a positive impact on the community.

Leadership Cobb also recognized several people for their efforts and commitment to the Leadership Cobb

program during the past year. The Ernest Barrett Award was given to Bonnie Reavis for her personal extra efforts and commitment to excellence as a participant in the 2010 Leadership Cobb Class. Mazi Mazloom was recognized as being the Class Spirit Award winner. Lastly, alumni David Connell and Allison Toiler were awarded the Chair's Award for excellence in volunteerism, enthusiasm and devotion to the community.

Chamber seeking nominations for Community Service Awards

The Cobb Chamber of Commerce is seeking nominations for the 12th annual *Georgia Trend*/Cobb Chamber Business Community Service Awards.

Nominations will be accepted until Friday, Oct. 8 for awards that will recognize deserving Cobb businesses for service to the community through support of not-for-profit organizations.

Past honorees include Balfour Beatty Construction, Cobb EMC, First Landmark Bank, Manpower, Inc., Moore Colson, Moore & Cubbedge, LLP, Mopdog Creative + Strategy, Repro Products, Inc., The Color Spot and Sundial Plumbing.

Nominees may be any size business and do not need to be Cobb Chamber members. A review committee will consider both the amount of time and financial resources a business has contributed to community service and only will consider efforts made "on company time."

Anyone in the community may nominate a business. Key not-for-profits in the community also will be solicited for nominations. The awards will be presented at the First Monday Breakfast on Dec. 6.

To receive a nomination form, visit www.cobbchamber.org/bcsa or contact Laura Harkins at 770-859-2325 or lharkins@cobbchamber.org.

Taste the good life during Cobb County Restaurant Week

Cobb County Arts Alliance to offer dinner and show discounts to diners

The Cobb County Convention & Visitors Bureau invites you to "taste the good life" at the county's second annual Restaurant Week, September 11-18. Throughout the week, participating restaurants will offer pre-selected three-course lunch and dinner menus for \$20.10 per person not including beverage, tax and gratuity.

The Cobb County Arts Alliance has partnered with the Cobb CVB to offer incredible discounts on tickets to award-winning theater, seasonal musical performances and more for Cobb County Restaurant week diners. Discounts are being offered throughout Cobb County for performances by the Atlanta Opera, Atlanta Lyric Theatre, Garrison Keillor, Dave Koz & Friends and the Vienna Boys Choir.

Preview the many Restaurant Week offerings, including a full listing of participating

restaurants and prix fixe menus at www.cobbcountyrestaurantweek.com.





Did you miss the latest Cobb Chamber event? Be sure to check out the Chamber's new Podcast station to download audio and videos from our latest events. The Podcast is now available for free on iTunes.

Cobb Chamber of Commerce

Podcast STATION



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CHAMBER INK

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Chairman: Rob Garcia of Bank of North Georgia
President and CEO: Don Beaver
Marketing and Communications Manager: Lindsey Burruss
Production Coordinator: Ashley Ottinger

EVENT SNAPSHOT

Visit www.cobbchamber.org for reservations, directions and to keep up with Cobb Chamber programs and events. For more information, call 770-980-2000.

Thursday, September 2, 9, 16, 23, 30

3:15 to 4:30 p.m.
\$5 (Members Only)
Registration not required

Leads to Success

Location: Cobb Chamber of Commerce

Tuesday, September 7, 14, 21, 28

7:30 to 8:45 a.m.
\$5 (Members Only)
Registration not required

Business Builders: Networking and Professional Development

Location: Cobb Chamber of Commerce

Thursday, September 9

7:45 a.m.
General Admission: \$30
Members: \$10 online; \$20 at the door
Online Registration Closes: Sept. 7 at noon

Smyrna Area Council

Location: Smyrna Community Center
Sponsor: Freeman, Mathis & Gary

Thursday, September 9

7:30 to 9 a.m.
LCAA Members: \$20
LCAA Guests and Non-members: \$30
Online Registration Closes: Sept. 7 at noon

Leadership Cobb Alumni Association Breakfast

Location: The Georgian Club
Speaker: Cobb County Commission Chairman Tim Lee
Sponsors: MUST Ministries
Table Sponsor: Zenith Design Group

Friday, September 10

11:30 a.m.
CEW Members and Guests: \$20 online; \$35 at door
Online Registration Closes: Sept. 8 at noon

Cobb Executive Women Luncheon

Location: The Georgian Club
Sponsor: Strategic Stewardship

Monday, September 13

7:30 a.m.
General Admission: \$50
Members: \$20 online; \$35 at door
Online Registration Closes: Sept. 9 at noon

First Monday Breakfast

Location: Atlanta Marriott Northwest
Speaker: John G. Rice, vice chairman of GE and president & CEO of GE Technology Infrastructure
Program: United Way
Sponsor: Gas South

Thursday, September 16

8 to 10 a.m.
General Admission: \$30
Members: \$20 online; \$25 at the door
Online Registration Closes: Sept. 15 at noon

Leading with Your Strengths

Location: Cobb Chamber of Commerce
Speaker: Barbara Leahy of Life-Long Leadership
Program: Business University Seminar
Sponsor: SCANA Energy

Monday, September 20

9 a.m. Registration
11 a.m. Shotgun Start
\$250 per player
\$1,000 per foursome
Online Registration Closes: Sept. 10 at noon or until sold out

Cobb Chamber/AT&T Business Open Golf Tournament

Location: Indian Hills Country Club

Wednesday, September 22

7:30 a.m.
General Admission: \$35
Members: \$15 online; \$25 at the door
Online Registration Closes: Sept. 20 at noon

Marietta Area Council

Location: The Mansour Center
Sponsor: First Landmark Bank

Thursday, September 23

8 to 9:30 a.m.
General Admission: \$15
Members: \$10
Online Registration Closes: Sept. 22 at noon

Health Care Reform Panel Discussion

Location: Cobb Chamber of Commerce
Program: Business University Health Care Seminar Series
Speakers: David Bottoms of The Bottoms Group, Heath Garrett of Global Aviation Holdings and Susan Thompson of WellStar
Sponsor: SCANA Energy

Thursday, September 30

5:31 to 7:29 p.m.
General Admission: \$20 Online; \$30 at door
Members: Free online; \$20 at door
Online Registration Closes: Sept. 29 at noon

ACES

For young professionals in their 20's and 30's
Location and Host Sponsor: Dave & Buster's
Speaker: Cobb Chamber Chairman Rob Garcia
Program: Community Involvement
ACES Straight Flush Sponsor: SCANA Energy

Thursday, September 30

Teacher for a Day

Location and Times: Various

Monday, October 4

7:30 a.m.
General Admission: \$50
Members: \$20 online; \$35 at door
Online Registration Closes: Sept. 30 at noon

First Monday Breakfast

Location: Cobb Energy Performing Arts Centre
Program: Public Safety Recognition
Sponsor: Cobb EMC and Wachovia, A Wells Fargo Company

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.