

July 2011

DIRECT

from your Cobb Chamber of Commerce



COBB
Chamber of Commerce

K-9 Coach named 2011

Small Business of the Year

K-9 Coach was named the 2011 Small Business of the Year by the Cobb Chamber of Commerce and *The Atlanta Journal-Constitution* at the Chamber's First Monday Breakfast on June 6.

Founded in 2001 by Amber Burckhalter, Smyrna-based K-9 Coach is a complete canine experience, providing industry-leading training, day care, boarding, grooming, products and related services that improve the professionalism of the industry and enable customers to have the relationship they want with their dog.

Owner and Head Coach Amber Burckhalter leads a team of 26 full- and part-time employees, ensuring that the company's core mission to enrich lives by providing professional, personalized services will lead to the customer's experience of a lifetime of reward with their beloved pups.

K-9 Coach is committed to providing the highest quality workforce, as the only dog company in Atlanta with full-time Certified Canine Specialists and where all trainers and staff complete over 20 hours of continuing education every year.

During the recession K-9 Coach used creative techniques to maintain business while also adapting to the recession's effects on their clients. By creating the "Barking Bailout and Rover Recovery" program,

K-9 Coach offered numerous packages and complimentary add-ons to provide customers with a price break while ensuring long-term use of their services.

At K-9 Coach employees are encouraged to take the lead in



K-9 Coach's Sheila Barrie and Amber Burckhalter (center) were presented the 2011 Small Business of the Year award by Tamu Mills of The Atlanta Journal-Constitution (left) and Cobb Chamber Chairman Rob Garcia of Bank of North Georgia (right).

community involvement and company sponsorship. In 2010 alone, the company gave more than 2,500 hours and over \$5,000 in donations and sponsorships to a variety of animal-specific non-profit organizations across the metro area.

The Presenting Sponsor of the Small Business of the Year program was *The Atlanta Journal-Constitution*. Gold Sponsors for the program were Bank of America, Kennesaw State University Small Business Development Center and Staples. Silver sponsors included AT&T, Bank of North Georgia, Georgia Power Company, Moore Colson, CPA and Prime Power Services.

CEO Roundtable Now Seeking Participants

Applications are now 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. Through active participation, CEOs gain practical knowledge and counsel from business leaders who may have encountered similar experiences in their own businesses. The program provides leaders of non-competing companies with a confidential board of advisors who can assist with business challenges by presenting solutions for discussion.

Applications are due Aug. 17 for consideration in the 2011-2012 program. An orientation session will be held in September. 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/roundtable, or contact Laura Harkins at 770-859-2325 or lharkins@cobbchamber.org.

Military Heroes Honored at Chamber Luncheon



The Atlanta Regional Military Affairs Council (ARMAC) hosted its 59th Annual Military Affairs Luncheon on May 23 at the Cobb Galleria Centre. Nearly 400 attendees heard from keynote speaker U.S. Senator Saxby Chambliss. To learn more about ARMAC, visit www.cobbchamber.org.

Presenting the First Annual Summer J.A.M.

The Coalition of Cobb County Business Associations and the Cobb Chamber of Commerce will host the first annual Summer J.A.M. (Joint Association Meeting) on Thursday, July 7 at the Hilton Marietta Conference Center from 5 to 8 p.m. This event signifies the relationship the Cobb Chamber has built with the business organizations in the area and celebrates Cobb's growing business community. The participating associations are: Acworth Business Association, Austell Business Association, Cobb Chamber of Commerce, East Cobb Business Association, Kennesaw Business Association, Mableton Business Exchange, Marietta Business Association, North East Cobb

Business Association, Powder Springs Business Association, Smyrna Business Association, South Cobb Business Association, Vinings Business Association and West Cobb Business Association.

This is an event you will not want to miss! Enjoy complimentary food and drinks while networking in a relaxed environment with other business professionals. This event also features live music and drawings for door prizes.

The cost to attend for Chamber and participating business association members is free when registering online or \$20 at the door. General admission is \$20 online and \$30 at the door. Online registration and refunds close on Thursday, June 30 at noon.

For more information, to register or for directions, visit www.cobbchamber.org or contact Stephanie Lipari at 770-859-2320 or slipari@cobbchamber.org.

Honorary Commanders Accepting Nominations

The Honorary Commanders Association, a cooperative program of Dobbins Air Reserve Base (ARB), General Lucius D. Clay National Guard Center and the Cobb Chamber of Commerce, is seeking nominations for its 2012 Class.

Created by the Cobb Chamber in 1983, the association includes units of the Army, Navy, Air Force, Marine Corps, Air National Guard, Georgia National Guard and Army Guard.

The armed forces and the Cobb Chamber are looking for civilian community leaders to be paired with military commanders assigned to Dobbins ARB and General Lucius D. Clay National Guard Center. The Honorary Commanders program gives civilians from a variety of backgrounds the opportunity to learn about local military activities as well as various aspects of the national defense system.

Operating on an annual basis, the Honorary Commanders Association requires at least 80 percent attendance at monthly activities, which include full-day base tours and out-of-town trips.



The deadline for nominations is Aug. 5.

To nominate yourself or someone else, visit www.cobbchamber.org/leadershipprograms; or send the nominee's name, employer, mailing address, business telephone number and home telephone number to: Honorary Commanders Association, Cobb Chamber of Commerce, P.O. Box 671868, Marietta, GA 30006; or fax it to 770-690-4034. Please sign the nomination and include a contact telephone number and email address. Nominees will be sent a detailed application that will be due Sept. 19.

For more information, contact Katie Edfeldt at 770-859-2334 or kedfeldt@cobbchamber.org.

Nominate Cobb's Public Safety Employee of the Year

Cobb's public safety agencies have many exceptional employees who deserve public recognition for their contributions to law enforcement, firefighting and keeping our community safe. Now is your chance to thank them and nominate one for the Cobb Chamber of Commerce's 2011 Public Safety Employee of the Year. Nominees may include police officers, firefighters, sheriff's deputies, Georgia State Patrol officers, park rangers, emergency medical service personnel and campus police officers. Sworn and non-sworn officers, civilian employees,

**Public Safety
Appreciation Week**
SPONSORED BY THE COBB CHAMBER OF COMMERCE

communications officers, training staff and others are eligible for this award.

Other awards may be given, such as the Award of Merit to recognize courageous acts beyond the call of duty, the Medal of Valor to recognize bravery at great personal risk in a life-threatening situation, and the Distinguished Achievement award to recognize an individual whose service and performance exceed the realm of their job. The winner will have performed his or her duties with exceptional skill, expertise and innovation and achieved results.

The awards will be presented at the Cobb Chamber's First Monday Breakfast on Oct. 3 at the Cobb Energy Performing Arts Centre, which will kick-off a county-wide Public Safety Appreciation Week.

Nominations will be accepted until July 13. To receive a nomination form, visit www.cobbchamber.org/publicsafety or contact Tya Dawson at 770-859-2341 or tdawson@cobbchamber.org.

Join us for Cobb Chamber Golf Tournament!

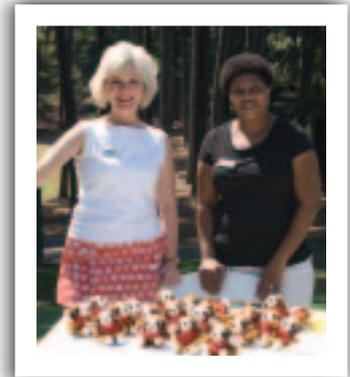
The 2011 Cobb Chamber/AT&T Business Open Golf Tournament is scheduled for Monday, Sept. 26 at Indian Hills Country Club in east Cobb. Watch your mailbox for information about the premier golf event in Cobb and how you can participate.

This annual sell-out event fills up fast, so register now to make sure you or your foursome are guaranteed a spot.

Registration, the driving range and the hospitality tent open at 9 a.m. and the chipping/putting contest is at 9:15 a.m. The four-person, Ft. Lauderdale style scramble begins with a shotgun start at 11 a.m. Box lunches are provided for participants. An awards reception at Indian Hills will follow the tournament with food, drinks and prizes. The cost is \$250 per

golfer or \$1,000 per foursome. The rain date is Oct. 4.

Even if you're not a golfer, your business can take advantage of the unique marketing opportunity provided by this annual sell-out event through several sponsorship levels. AT&T will be the Title Sponsor for this year's tournament, but many additional sponsorships are still available.



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

Welcome New Members!

The following businesses joined the Cobb Chamber from April 16, 2011 to May 15, 2011:

ACL Realty Corporation
AMARC Clinic
American Wholesale Building Supply
Big Chow Grill
Black & Fuller, Inc.
BrightStar of Marietta
Business Etiquette Solutions
Capital Asset Properties, LLC
Champion Cheesesteaks, Burgers & Fries, LLC
CN Virtual Office Connection
Collins and Arnold
Coxe Curry & Associates
Craig Weil, MD/Rick Hammes Fahr, MD
Creative Office Solutions, LLC
D.E. Smith Engineering & Design
Distributech

Dixie Appraisal Company, Inc.
Double G, Inc.
DVA Architecture
Ear, Nose & Throat Facial Plastics, P.C.
East Cobb Presbyterian Church
G&G Limo Service
GA Resource Capital
◆ General Building Maintenance, Inc.
Georgia Aerial Surveys, Inc.
Georgia Natural Gas
Gilreath Dental Associates
Hire Dynamics
Indoff
Intellicig
J2 Solutions, LLC
Jofa & Associates, Inc.
Kilmurry's Tree Service
Liberty Alliance LLC

Little Coupon Book
Logi Trans
Logical Choice Technologies, Inc.
Marietta Imaging Centers
Michael James Sales Tax Solutions, LLC
Minuteman Press (Parus, Michael)
My InterviewLink
Nationwide Insurance (Griffin, Paul)
P&P Brothers, LLC
Painting with a Twist
Partners Consulting
Principal Realty Group
Printheads, The
PSI Security Service, Inc.
R. Jacobs Construction
Red Hare Brewing Company LLC
◆ Repro Products, Inc.
Rickman & Blevins, PC

Ricoh Business Solutions
Speedpro Imaging
Steve Rayman Chevrolet Studio 6
Superior Commercial Roofing, Inc.
Surface Master, Inc.
The Wood Acres School
TrueAmericanBusiness.com, LLC
◆ URS Corporation
Velox Insurance
Veterinary Products, Inc.
Vintage Constructors and Builders, Inc.
Weaver & Woodbery Company
★ Webb, Klase & Lemond, LLC
★ Woodruff Arts Center
★ *Chairman's Club Level Membership*
◆ *Executive Club Level Membership*

By Meral Clarke, Web Writing Wizards/Resume Services,
Marietta Business Association President 2011

Your Local Business Associations and Why They Matter

It occurs to me that a striking parallel exists between the tragic events of 9/11 and the recent economic downturn. The parallel stems primarily from the catchphrases in business we repeatedly hear these days, i.e., “Pay it Forward,” “Building Relationships,” “Give to Get,” and so on. These sentiments are not new; Atlanta resident, Bob Littell penned them in his Netweaving® credo back in 2001. Sales gurus such as Brian Tracy and Zig Ziglar have been espousing the benefits of such behavior for decades. Even the Bible clearly states “you reap what you sow.”

So, why does it take an event of major magnitude such as the senseless deaths of over 3,000 people or a near miss off the economic precipice for us to change our behavior?

For a few months across the country following 9/11, we experienced a kinder, gentler attitude; we waved and smiled at strangers and expressed ourselves through random acts of kindness and generosity. It was nice...while it lasted. Eventually, our daily routines took over and the business of living swiftly eradicated this scenario. We had come full circle. Perhaps this near miss into a full-blown depression has made a difference; but, it appears this new ‘relationship-building, pay it forward, caring more about others than yourself’ type of attitude may actually stick around this time.

Building relationships leads to trust which leads to business. Therefore, following the logical corollary, building relationships leads to business. It’s a simple yet powerful fact.

I can attest to how important it is to build those relationships and truly care about others’ well-being and welfare. It doesn’t work unless it’s sincere, folks. Call it what you will, but if you conduct business with an ego-centric attitude, you may not fail financially right away; but you will fail morally and ethically; and trust me, the financial backlash will hit you when you least expect it.

There are several avenues in business where you can truly make a difference. Providing referrals and leads is a great way to help other business

owners and managers. Networking venues provide a plethora of events offering such opportunities. There are well over 4,000 networking groups in metro Atlanta alone, so how do you pare these down and find the most effective sources for you and your business?

Start local. Cobb County business owners and managers should join their neighborhood Business Associations (BAs) and the Cobb Chamber of Commerce. These organizations are dedicated to helping you and your business succeed. The local BAs are all about building and fostering relationships on the grassroots level whereas the Cobb Chamber provides an overall picture and support on a countywide basis, along with special programs and incentives specifically geared for the small business owner.

As President of the Marietta Business Association (MBA), I belong to several BAs and the Cobb Chamber because it provides a direct benefit to both the MBA membership and my own business. The more contacts, relationships, and ensuing friendships you make, the better off we all are as a business community. When a new business comes into the MBA offering a vital product or service, everyone wins.

One caveat, however: if you join these groups you need to attend the meetings, get to know people and become involved. Simply paying your dues and waiting for the knock on the door doesn’t work.

We’re stronger together than we are alone. Join your local BAs and the Cobb Chamber and reap the rewards of membership. It will be one of the best decisions you’ll ever make for your business and your community.

Meral Clarke, president of Web Writing Wizards, is a professional freelance writer with a strong corporate background. Ms. Clarke has assisted individuals in every phase of the corporate arena. Web Writing Wizards offers a myriad of services across a wide swath of industries. The company is well versed in writing for many different firms from small companies to large, multinational corporations. Web Writing Wizards will custom tailor each piece specifically geared toward success.

Business Expo Surpasses Expectations



The 2011 Business-to-Business Expo was one of the largest and most successful Business Expos in Cobb Chamber history. More than 1,200 people attended the show and over 160 vendors displayed their products and services.

This year's coveted Best of Show Award went to Dixie Exterminators, Inc. Additional congratulations to Justin Craig of Vinings Church who won the VIP Pass and to Frank Kellert of New England Financial who won Chamber membership for a year from the Cobb Chamber Business Expo Giveaway.

This annual event continues to grow every year and is a premier event for Cobb companies, large and small, from every industry to network and establish relationships. Save the date for next year! The 2012 Business-to-Business Expo will be held May 17 at the Cobb Galleria Centre.

Chamber Gallery Displays Works of Pam Sale

The Cobb Chamber is proud to host the works of Pam Sale in its Diana Brehm Williams Gallery through August. Sale adopted photography when her children were small and found her efforts immensely successful, so began attending classes at a local community college. Her photography has taken her across the country in search of picturesque landscapes and interesting photogenic vistas. Her hobby has taken her out of the city to communicate with nature in hopes of encouraging others to do the same through her specialized landscape and trail photos. She feels she can step onto a plane, slow down, and then connect with

her inner peace, giving her the opportunity to capture the scenic vistas and little things that often provide photographic



magic. Currently, Pam is working on a series of sympathy cards using her photographs and verses from the Bible that will be appropriate for a variety of events. Currently her quiet landscapes enrich the walls of local doctors' offices and Health Place at WellStar Kennestone Hospital, contributing to a less stressful ambience.

Partners In Education

Interested in learning more about becoming a Partner in Education and supporting local schools? Join the Cobb Chamber for a free Prospective Partner Information Session on Monday, Aug. 29 at the Cobb Chamber of Commerce from 8:30 to 10 a.m. Register online at www.cobbchamber.org by Aug. 26 at noon. If you are already a Partner In Education, a free PIE training will be held on Wednesday, Sept. 14 at the Cobb Chamber of

Commerce from 8:30 a.m. to 11 a.m. Established over 20 years ago, this program is the largest Partners in Education program in the country, so you won't want to miss the opportunity to get involved!



For more information, please contact Hannah Orr at 770-859-2360 or horr@cobbchamber.org.

Earth Day at Noonday Creek Trail

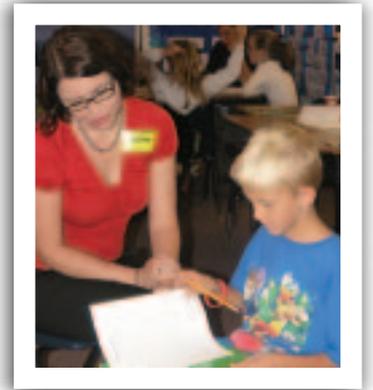
Under overcast skies, the Town Center Area Community Improvement District celebrated an early Earth Day on April 20 at the Noonday Creek Trail. The day's events included the introduction of new trail signage and the planting of Georgia's state flower, the Cherokee Rose, by Cobb County Commissioners Helen Goreham and JoAnn Birrell, and TCACID Board Chairman Mason Zimmerman. Attendees received free pedometers, flower-seeded bookmarks, water bottles, coupons and Atlanta Beat tickets, as well as the chance to enter several raffles. Visitors also had the opportunity to meet with the "Friends of the Trail," local organizations and companies that supported the event. The Friends of the Trail include The Atlanta Beat, Big Peach Running Company, Bike Cobb, Bright Side News, Cobb County, Performance Bike, Pope and Land Enterprises, REI and ValleyCrest Landscape Maintenance.

For more information about the Noonday Creek Trail and other TCACID initiatives, visit www.tcacid.com.

Become a Teacher for a Day

The Cobb Chamber of Commerce is now accepting applications for the Teacher for a Day program. This program allows Cobb's business and community leaders an opportunity to work side-by-side a Cobb County or Marietta City Teacher of the Year for a full day to see what classrooms are really like today. It is a great way for community and business leaders to get an inside look into today's educational system.

The program will take place on September 30 for Cobb County and Marietta City Schools. If you are interested in participating in Teacher for a Day, visit www.cobbchamber.org to download an application. Applications are due Thursday, Sept. 9.



For more information, contact Hannah Orr at 770-859-2360 or horr@cobbchamber.org.

Chamber Celebrates Cobb's Outstanding Teachers and Education

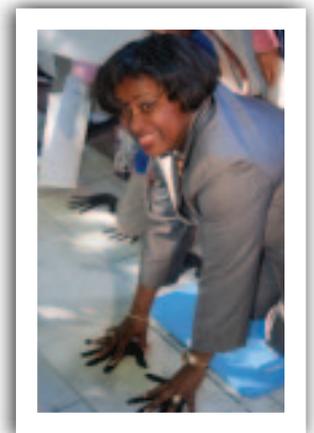
The Cobb Chamber is proud to be celebrating 23 years of Give Our Schools a Hand (GOSH). GOSH is a celebration that honors more than 130 Teachers of the Year from Cobb County, Marietta City and postsecondary education systems.

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 for Cobb's students.

Help us honor these teachers by being a GOSH sponsor. Sponsorship participation provides an opportunity to celebrate and 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.

Events this year include: Handprint Unveiling Ceremony on Oct. 5 and Teacher of the Year Celebration Breakfast and Pep Rally on Oct. 25.



For more information on Give Our Schools a Hand or sponsorship opportunities, contact Hannah Orr at 770-859-2360 or horr@cobbchamber.org.

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COBB
Chamber of Commerce

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Bank of North Georgia
President and CEO: David Connell
Marketing and
Communications Manager: Amy Selby
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.

Tuesday, July 5, 12, 19, 26

7:45 to 9 a.m.
\$5 (Members Only)
Registration not required

Thursday, July 7, 14, 21, 28

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

Thursday, July 7

5 to 8 p.m.
General Admission: \$20 Online; \$30 at door
Members: Free Online; \$20 at door
Online Registration Closes: June 30 at noon

Monday, July 11

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

Thursday, July 14

11:30 a.m. to 1 p.m.
Free Event
Online Registration Closes: July 12 at noon

Friday, July 15

11:30 a.m. to 1 p.m.
HCAA Members: \$15
Online Registration Closes: July 13 at noon

Wednesday, July 20

7:30 to 9 a.m.
General Admission: \$35
Members: \$15 online; \$25 at the door
Online Registration Closes: July 18 at noon

Monday, August 1

7:30 a.m.
General Admission: \$50
Members: \$20 online; \$35 at the door
Online Registration Closes: July 28 at noon

Tuesday, August 2, 9, 16, 23, 31

7:45 to 9 a.m.
\$5 (Members Only)
Registration not required

Wednesday, August 3

3:15 to 4:30 p.m.
General Admission: \$35
Members: \$15 online; \$25 at the door
Online Registration Closes: Aug. 1 at noon

Thursday, August 4

2 p.m.
Free Event
Registration is preferred by: Aug. 2 at noon

Thursday, August 4, 11, 18, 25

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

Business Builders: Networking and Professional Development

Location: Cobb Chamber of Commerce

Leads to Success

Location: Cobb Chamber of Commerce

First Annual Summer J.A.M. (Joint Association Meeting)

Location: Hilton Atlanta/Marietta Hotel
& Conference Center
Presented by: The Coalition of Cobb County Business
Associations and the Cobb Chamber of Commerce

First Monday Breakfast

Location: Atlanta Marriott Northwest
Speaker: Mike Kelly, president and CEO,
The Weather Channel Companies
Program: 2011 Leadership Cobb Graduates
Sponsor: Continuing Education at KSU

Smyrna Area Council

Location: Smyrna Community Center
Speaker: City of Smyrna Mayor Max Bacon
Program: State of the City Address
Sponsor: Georgia Power Company

Honorary Commanders Alumni Association Luncheon

Location: WellStar Foundation
Speaker: Dr. William Cooper

Marietta Area Council

Location: The Mansour Center
Sponsor: Northside Hospital

First Monday Breakfast

Location: Atlanta Marriott Northwest
Speaker: Tad Leithead, chairman, Atlanta Regional
Commission
Sponsor: LGE Community Credit Union

Business Builders: Networking and Professional Development

Location: Cobb Chamber of Commerce

Northwest Cobb Area Council

Location: Marietta Country Club

How to Network Effectively Session

Location: Cobb Chamber of Commerce

Leads to Success

Location: Cobb Chamber of Commerce

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.