



# DIRECT

from your Cobb Chamber of Commerce



## Show your support during Cobb's Public Safety Appreciation Week Oct. 4-10

*Herschel Walker will say a personal thank you at kick-off breakfast*

**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. 5 at the Cobb Galleria Centre at 7:30 a.m. with the presentation of several awards, including the Public Safety Employee of the Year. Former professional athlete and Heisman Trophy winner Herschel Walker will be the keynote speaker at the breakfast. Individual tickets or tables of 10 are available for purchase at [www.cobbchamber.org](http://www.cobbchamber.org).

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

**Public Safety  
Appreciation Week**

SPONSORED BY THE COBB CHAMBER OF COMMERCE

Writing a thank you note is another great way to say thank you. The Cobb Chamber has a list of public safety resources and programs, such as fire extinguisher classes and disaster planning, available for use in the business community and schools.

For more information on Public Safety Week or to purchase a table for the breakfast, please contact Megan Stambaugh at 770-859-2337 or [mstambaugh@cobbchamber.org](mailto:mstambaugh@cobbchamber.org).

## Cobb Chamber Celebrates Education in Cobb County

**T**he 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 Oct. 27.

Plans are underway for this year's GOSH events, but the scope of the events is contingent upon the

## Commuter Club Challenges Walkers to Track Your Trek!

During the month of October, commuters in the Cumberland Galleria area will give their cars some time off and walk instead of driving. Did you know that more than twenty-five percent of auto trips are less than one mile in length? Walking to lunch, to run errands or on area trails will all lessen the number of unnecessary car trips in the area.

Track Your Trek! Walk Challenge is a great way for Cumberland Galleria area commuters to see how easy it is to incorporate exercise into your daily routine. Participants track their steps while walking to and from the bus stop, to and from work – and everywhere in between! Additionally, there are many great trails in the Cumberland Galleria area for public enjoyment. While you might not live close enough to walk to work, you can still decrease congestion, improve air quality, save money, and walk whenever possible while at work or home! If you walk during October, make your steps count.



For more information, please contact Commuter Club at 770-859-2331 or visit [www.commuterclub.com](http://www.commuterclub.com).

### GOSH

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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).

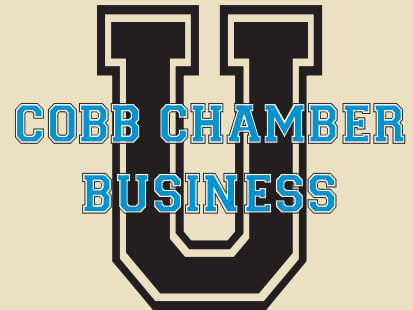
## Business U Presents:

### The SuccessMind: How to Succeed in a Recession

A successful mind functions in two ways:

Offense: Staying focused, motivated, thinking big, being healthy, and making good decisions. It is crucial in any economy or life circumstance to keep moving forward.

Defense: It's also important to keep the junk out of your head—to defend your mind. Defend it against media spin, criticism, too much comfort and procrastination.



This interactive seminar lead by Doug Trenary of Doug Trenary's Fast-Track will help you stay focused and teach you:

- How to possess a winner's attitude.
- How to refocus on your dreams and why they do what they do.
- How to stay physically fit and sharp.
- How to sort out media spin and determine the truth.
- How to overcome criticism, making excuses and comfort.
- How to jumpstart every day and whip procrastination.

This seminar is held on Oct. 22 from 8 to 10 a.m. Members: \$10 online; \$15 at the door. Non-Members: \$20. Online registration ends on Wednesday, Oct. 21 at Noon.

Don't forget to check out the Chamber's business blog. Go online to [www.cobbchamberbusiness.blogspot.com](http://www.cobbchamberbusiness.blogspot.com) to read articles, post a comment or ask an expert a question. To find out how you can become a guest columnist on the blog, contact Katy Cleveland. SCANA Energy is the exclusive sponsor of Business U.

Register online 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).

## See what is new for fall at the Annual CEW Corporate fashion show

Save the date for the annual Cobb Executive Women (CEW) Fall Fashion Show on Oct. 9 at 11:15 a.m. at The Georgian Club. Fashions will be provided by Belk at Town Center and hair and makeup provided by Challise & Company. Don't miss this chance to see the ladies of CEW demonstrate how to dress for success. The luncheon event is sponsored by the YWCA of Northwest Georgia, and the cost is \$20 online and \$35 at the door. Online registration closes on Wednesday, Oct. 7 at Noon.

CEW is a group of high-level professional women dedicated to advancing the interests of women business leaders in Cobb County. It provides an opportunity for women in upper management positions who have common interests and goals to share experiences and ideas.

For more information or to R.S.V.P., contact Alexis Taylor at 770-859-2320 or [ataylor@cobbchamber.org](mailto:ataylor@cobbchamber.org) or go online to [www.cobbchamber.org](http://www.cobbchamber.org).

## Chamber partners with Passion Driven Life to support the community

The Cobb Chamber has teamed up with Passion Driven Life to present *This is Your Life, Live it with Passion* which premieres Oct. 10-11 at the Cobb Galleria Centre. Passion Driven Life is a leading-edge consumer lifestyle event geared at helping support Atlanta's struggling business community and will feature over 100 exhibitors.



Expected to attract over 7,000 consumers, attendees will enjoy gourmet cooking and demonstrations, live music, inspirational speaking from experts, educational seminars and more. The event will focus on health, wellness, beauty, travel, leisure home, automotive, garden, fine arts, personal finance, professional life and more.

Ticket prices for adults are \$15 per day and free for children under 12.

For more information about Passion Driven Life, visit [www.passiondrivenlife.com](http://www.passiondrivenlife.com), email [info@passiondrivenlife.com](mailto:info@passiondrivenlife.com) or call 404-816-5594.

## Cobb Chamber Members Encouraged to Participate in Drug-Free Work Week

National Drug-Free Work Week is Oct. 19-25. The purpose of Drug-Free Work Week is to highlight that being drug free is key to workplace safety and health and to encourage workers with alcohol and drug problems to seek help.

Drug-Free Work Week is sponsored by the U.S. Department of Labor in coordination with members of its Drug-Free Workplace Alliance. This cooperative program, which represents both employer/contractor associations and labor

unions, aims to improve safety and health through drug-free workplace programs.

For specific ideas about how your company can support Drug-Free Work Week, contact or visit the Working Partners for an Alcohol and Drug-Free Workplace Web site at [www.dol.gov/workingpartners](http://www.dol.gov/workingpartners) and click on "Drug-Free Work Week."

Join the Cobb Chamber's Drug Don't Work program and save 7.5 percent on your company's worker's compensation insurance while maintaining a drug-free work environment.

For questions or more information, contact Megan Stambaugh at 770-859-2337 or [mstambaugh@cobbchamber.org](mailto:mstambaugh@cobbchamber.org).

# Welcome New Members!

The following businesses joined the Cobb Chamber from July 16, 2009 to August 15, 2009:

The Baby's Room  
and Childspace  
Barry Appleman  
& Leiden (BAL  
Corporate  
Immigration)  
BoneHeads – Powers  
Ferry Road  
Canongate Golf  
Bentwater Golf Club  
CARS Collsion  
Automotive  
Restoration & Service  
Cellular Center  
Cherokee Collision  
Center Inc.  
Chiropractic Total  
Health Center, LLC  
Cielo Partners LLC  
Dyson Consulting  
Services  
Ed's M. B. Medics  
The Ellis Law Firm, LLC  
Emcor Services Aircond

Expense Reduction  
Analysts  
Georgia Branch,  
Associated General  
Contractors, Inc.  
Good Shepherd  
Learning Center  
Hampton Inn –  
Cumberland  
Hemophilia of Georgia  
Identities  
Architectural  
Specialties, Inc.  
iDrive Logistics  
Lee Wayne Corporation  
Liberty National  
Insurance  
(Carl Josephson)  
Mac Scheidegger, Inc.  
Management Services  
& Associates, LLC  
Max Save Card  
New World Home LLC  
Oak Imports

Oxi Fresh of  
Metro Atlanta  
Paul Davis  
Restoration  
Premier Waste Services  
Riverside  
Uniform Rentals  
RMS Associates

SarahCare at  
Powers Ferry  
Shallowford  
Animal Hospital  
Shreiner Academy  
Suburban  
Extended Stay  
Transworld Systems Inc.

## Business-After-Hours at Social Vinings this month

Come join us at the next Business-After-Hours on October 15 from 5 to 7 p.m. at Social Vinings in the heart of Vinings. Enjoy complimentary food and drinks and networking in cozy yet modern setting. The Chamber's Business-After-Hours events are a great opportunity for business people to connect in a casual environment.

Members: Free online; \$20 at door. Non-Members: \$20 online; \$30 at the door. Online Registration closes on Tuesday, October 13 at Noon.

## Business U Social Media seminar a huge success!



On Sept. 2, The Cobb Chamber's Business U presented Social Media: Making It Work for Your Business to a full house. More than 80 people listened as Cheryl and William Musial of Mopdog Creative + Strategy spoke about social media Web sites such as Twitter, Facebook and LinkedIn and the importance of using them to help create awareness for your business.

To learn more about upcoming Business U seminars or to register, visit [www.cobbchamber.org](http://www.cobbchamber.org).

For more information, contact Katy Cleveland at 770-859-2336 or [kcleveland@cobbchamber.org](mailto:kcleveland@cobbchamber.org).





By Paulette Milord  
of Argosy University

## Employee Commitment contributes to the Company Bottom Line

The purpose of all organizations is to ensure effectiveness in the marketplace. While executives have been looking straight at the bottom line, they often neglect to look at one constant that best enables competitive advantage. In today's global business world, nothing can be left behind. Therefore, employee commitment is one of corporate cultural traits must be reconsidered in a company that aims for long time success.

Creating a corporate culture in a company where people's well-being is one of top priorities will, with no doubt, enable people to give their all. When employees invest 100 percent effort in their task, results are more tangible.

Evidence shows that organizations neglecting their human capital find themselves plunging in a deep fiasco with difficulty turning around. Machines, equipment, and tools do somewhat constitute an organization; but its primary constituent is people. Therefore, committing to people in an organization means caring for them. Employees, who perceive such sense of caring in a workplace, tend to engage more in all organizational activities. Employee commitment leads to quality work, customer satisfaction, job satisfaction, and contributes to company financial outcomes. Countless of studies aim to find the relationship between employee involvement or commitment and financial performance, however, little to no studies have been done on maximizing employee commitment to enhance company bottom line.

How do you maximize employee commitment in an organization? Due to the growing global competition and increasing employee turnover, leaders in today's turbulent environment need to assess employee commitment in every aspect of their business, if they want to survive. A solid employee training program is one factor to show an employee that organizations care about him/her.

Training enables promotion within the organization; companies will therefore save in twofold by avoiding recruiting costs, and by enhancing employee affective commitment towards the organization.

Another suggestion is a consistent employee recognition program. Human Resource professionals should engage themselves in finding different ways to recognize their employees. It must be made known throughout the organization when there are top performers, long time employees with positive attitudes, and those who really care about the company. A good benefits package for employees is another tool to benefit employees for their dedication to the company.

This article aims to show a relationship between employee commitment and the company bottom line. In order to measure these two variables, determinants of employee commitment and company performance should be mentioned. Employee commitment determinants are: trust, affective or attitudinal, calculative or behavioral commitment, job satisfaction, and participatory leadership. Financial performance determinants are: net value (NV), return on sales (ROS), and return on assets (ROA).

*Paulette Milord is a doctoral student at Argosy University and Human Resources professional for 10 years in various industries. Her goal is to help companies gain competitive advantage by creating pleasant work environment for employees. She also trains managers and executives internally to cope with internal issues throughout their organizations. She can be contacted at [joshai2@hotmail.com](mailto:joshai2@hotmail.com).*

## Earmark funds now to sponsor 2010 Chamber events

Spreading the word about your business to hundreds of potential customers and clients is as easy as sponsoring a Cobb Chamber event.

The Chamber is seeking sponsors for 2010 events and programs, such as Area Council meetings, ACES and the golf tournament. Other event sponsorships include Business Expo, Membership Campaign parties and prizes, ACES (Achieving Chief Executive Success) events, Small Business of the Year and the Annual Dinner. Members also may be interested in sponsoring Leadership Cobb programs and Alumni events or Partners in Education.

Cobb Chamber sponsorships offer wide exposure to a solid group of potential customers and are a great marketing tool. Be sure to include a Chamber event in your 2010 budget.

For a complete list of available sponsorships, prices and specific benefits, contact Sharon Mason at 770-859-2369 or [smason@cobbchamber.org](mailto:smason@cobbchamber.org).

## Networking & Knowledge at InfoMart

On Oct. 8 from 5 to 7 p.m. the Cobb Chamber will be partnering with InfoMart to present an after hours networking and educational event entitled *When the Feds Come Knocking: What Employers Should Know about Immigration and I-9 Compliance*.

Join us for drinks, appetizers, networking and conversation about corporate best practices for immigration and I-9 compliance. Immigration attorneys from Seyfarth Shaw LLP will discuss the latest trends in government enforcement of immigration laws and regulations, including I-9 inspections and immigration fraud investigations. The presentation will also provide updates on the federal contractor E-Verify requirement and state immigration laws and suggestions for responding to social security no-match letters and allegations of identity theft.

This event is free and open to the public and will be held at InfoMart. Preregistration is required.

To register, contact Renee Harbeson at InfoMart at 770-984-2727 ext. 1217 or [Renee.Harbeson@infomart-usa.com](mailto:Renee.Harbeson@infomart-usa.com). Registration closes at Noon on Tuesday, Oct. 6.

## Are you ready for the Biggest Competition of the Year?

*Annual Chamber Chargers vs. Government Gorillas Softball Game at Tolleson Park on Oct. 14*



Come find out who will be this year's champion at the 34th annual elected officials vs. Chamber board softball Game on Wednesday October 14 at Tolleson Park in Smyrna. The game begins at 5 p.m.

Watch the Government Gorillas as they battle the Chamber Chargers in one of the most competitive events of the year. Cheer on your favorite players and teams and enjoy raffle prizes, free drinks and Williamson Bros. BBQ after the game. The game is sponsored by Georgia Power Company. Online registration closes on Oct. 12 at Noon.

\* Please note: Date and time have changed from previously printed articles.

To R.S.V.P., go to [www.cobbchamber.org](http://www.cobbchamber.org). For more information, contact Alexis Taylor at 770-859-2320 or [ataylor@cobbchamber.org](mailto:ataylor@cobbchamber.org).

## LCAA Sponsorships Opportunities Available

Great opportunities are currently available to sponsor key Leadership Cobb Alumni Association networking events. Opportunities include hosting one of our four breakfast meetings, the annual Summer Social, and a portion of the annual Christmas party. Don't miss out on these excellent opportunities to feature your company among Cobb County's brightest leaders.

Sponsorships Include:

**Presenting:** One \$500 presenting sponsorship is available for each event and includes:

- Free admission for up to six people
- Sponsor remarks during event
- Logo on promotional flyer (more than 1,000 impressions)

### Sponsorships available on Chamber Web site

Take your business to the top with a sponsorship on the Cobb Chamber of Commerce's Web site, [www.cobbchamber.org](http://www.cobbchamber.org), which includes a direct link to your Web site.

As one of the most used resources for Cobb Chamber members and individuals looking to relocate to Cobb County, the Cobb Chamber Web site receives more than 750,000 hits monthly from local, regional, national and international viewers.

A variety of sponsorships are available including Top of Category sponsorships which allows you to stand out from your competitors with a billboard ad at the top of your category in the online directory. You can also purchase a sponsorship on High Traffic Pages. These allow you to target your banner ad to thousands of people looking for relocation, visitor or business information for Cobb County.

This is the premier Web site marketing opportunity for your business. Stand out from the crowd.

To learn more about these opportunities, contact Samantha Ducote at 770-859-2349 or [sducote@cobbchamber.org](mailto:sducote@cobbchamber.org).

- Recognized on Leadership Cobb Alumni Association pages on Cobb Chamber Web site (nearly 35,000 visitors per month)
- Included in multiple print (over 400 impressions), electronic (4,000 impressions) and Web site calendar listings (nearly 19,000 visitors per month)
- Included in *DIRECT* newsletter articles (nearly 4,000 impressions)
- Name in all event press releases
- Name on tables/banner at the event
- Opportunity to place promotional materials at each seat

**Supporting:** Up to three \$100 sponsorships are available for each meeting and includes:

- Free admission for one person
- Company name on promotional flyer (more than 1,000 impressions)
- Recognized on Leadership Cobb Alumni Association pages on Cobb Chamber Web site (nearly 35,000 visitors per month)
- Included in multiple print (over 400 impressions), electronic (4,000 impressions) and Web site calendar listings (nearly 19,000 visitors per month)
- Included in *DIRECT* newsletter articles (nearly 4,000 impressions)
- Name in all event press releases
- Opportunity to place promotional materials at each seat

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For more information, please contact Katie Edfeldt at 770-859-2334 or [kedfeldt@cobbchamber.org](mailto:kedfeldt@cobbchamber.org).

## Cobb Chamber Newsroom is up and running

The Cobb Chamber Newsroom is the place for members to easily find information about the Cobb Chamber, the county's economic development activities, small business issues, the Cobb community and additional resources.

The Chamber Newsroom, located on the homepage of the Chamber's Web site, features links to the Chamber's Facebook, LinkedIn and Twitter pages, award-winning *Cobb In Focus* magazine, *DIRECT*

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# Save the date for 2010 Annual Dinner

The Cobb Chamber of Commerce will mark its 68th anniversary at the Annual Dinner gala celebration on January 23, 2010. The black-tie optional occasion will be at the Cobb Galleria Centre in the John A. Williams Ballroom. A cocktail reception at 6:30 p.m. kicks off the celebration, with an 8 p.m. dinner program to follow.

A highlight of the evening will be when 2009 Cobb Chamber Chairwoman Dr. Lisa Rossbacher of Southern Polytechnic State University turns over leadership to 2010 Chairman Rob Garcia of Bank of North Georgia.

Cobb Chamber members should look for their invitations to arrive in December. Corporate tables may be purchased for \$1,250. Individual tickets are \$125.

Sponsorship opportunities are also available. For more information, contact Alexis Taylor at 770-859-2320 or [ataylor@cobbchamber.org](mailto:ataylor@cobbchamber.org).

## Newsroom

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newsletter, press releases, Chamber E-Newsletter, Business U Blog, Cobb County's *CobbLine* E-Newsletter and much, much more.

The Newsroom also features a Chamber INK, the official Cobb Chamber blog.

*Chamber INK* is a place to stay up to date on important business issues and information on the Cobb Chamber and Cobb community. *Chamber INK* also offers Chamber members the chance to post their business news and updates for other Chamber members, community residents and business leaders to see.

Go online to check out the Chamber's Newsroom at [www.cobbchamber.org](http://www.cobbchamber.org).

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**COBB**  
Chamber of Commerce

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State University  
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## 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.

### Thursday, October 1

### Thursday, October 1, 8, 15, 22, 29

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

### Friday, October 2

4 p.m.

### Monday, October 5

7:30 a.m.  
Members: \$20 online; \$35 at door  
Non-members: \$50  
Online Registration Closes: Oct. 1 at Noon

### Tuesday, October 6, 13, 20, 27

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

### Wednesday, October 7

7:45 a.m.  
Members: \$15 online; \$25 at door  
Non-members: \$35  
Online Registration Closes: Oct. 5 at Noon

### Wednesday, October 7

10:30 a.m.  
Free and open to the public

### Thursday, October 8

5 to 7 p.m.  
Free  
Online and Phone Registration Closes: Oct. 6 at Noon

### Friday, October 9

11:30 a.m.  
CEW Members and Guests: \$20 online; \$35 at door  
Online Registration Closes: Oct. 7 at Noon

### Friday, October 9

4 p.m.

### Wednesday, October 14

5 to 7 p.m.  
Free Event  
Online registration closes: Oct. 12 at Noon

### Thursday, October 15

### Thursday, October 15

5 to 7 p.m.  
Members: Free Online; \$20 at door  
Non-Members: \$20 Online; \$30 at door  
Online Registration Closes: Oct. 13 at Noon

### Friday, October 16

4 p.m.

### Wednesday, October 21

11:45 a.m.  
Members: \$20 online; \$30 at door  
Non-Members: \$40  
Online Registration Closes: Oct. 19 at Noon

### Thursday, October 22

8 to 10 a.m.  
Members: \$10 online; \$15 at door  
Non-Members: \$20 Online  
Online Registration Closes: Oct. 21 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.

### Teacher for a Day in Cobb County Schools

Location: Various Schools throughout the  
Cobb County School District

### Leads to Success

Location: Cobb Chamber of Commerce  
Sponsor: AJC Media Solutions

### East Cobb Citizen of the Year Nominations Due

### First Monday Breakfast

Location: Cobb Galleria Centre  
Program: Public Safety Recognition  
Speaker: Herschel Walker, former Professional Athlete  
and Heisman Trophy winner  
Sponsor: Cobb EMC and Cousins Properties

### Business Builders

Location: Cobb Chamber of Commerce

### Northwest Cobb Area Council

Location: Marietta Country Club  
Sponsor: Cobb EMC

### District Teachers of the Year Handprint Unveiling Ceremony

Location: Glover Park on Marietta Square

### Networking & Knowledge at InfoMart

Location: InfoMart  
Program: After Hours Networking and Education Event

### Cobb Executive Women Luncheon

Location: The Georgian Club  
Program: Corporate Fashion Show  
Sponsor: YWCA of Northwest Georgia

### Smyrna Citizen of the Year Nominations Due

### Chamber Chargers vs. Government Gorillas Annual Softball Game

Location: Tolleson Park in Smyrna  
Sponsor: Georgia Power Company

### Teacher for a Day in Marietta City Schools

Location: Various Schools throughout the  
Marietta School District

### Business-After-Hours

Location: Social Vinings

### Marietta Citizen of the Year Nominations Due

### Cumberland Area Council

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

### The SuccessMind: How to Succeed in a Recession

Location: Cobb Chamber of Commerce  
Speaker: Doug Trenary of Doug Trenary's Fast-Track  
Program: Business University Seminar  
Sponsor: SCANA Energy