

the

EXECUTIVE

SPRING
2016

FEATURE

DESIGNED AROUND COMMUNITY

INNOVATIVE DESIGN STARTS
WITH KNOWING THE CLIENT,
KNOWING THE COMMUNITY



Gwinnett Chamber





LIVING IN THE WEEDS

Why Sweating the Details Makes Gwinnett Great

What do you see when you glance across Gwinnett County? Do you see the shopping centers businesses or hotels? Perhaps you see the homes, parks, schools or restaurants. When most of us look around Gwinnett, we only see the buildings, places and people that are in plain sight; however, when an engineer looks at the same places, he or she sees the months or years of planning and hard work, long hours and the imagining (then reimagining...and reimagining again) that it took to develop the infrastructure and establishments that make Gwinnett a truly dynamic community.

Vince DeSilva
Sr. VP, Membership Services

Imagine engineers as a Broadway production with composers, a director, producers, actors, lighting technicians, set designers and all the individuals that must fulfill each of their roles perfectly in order to accomplish a magnificent end production. Most of us would see only the actors and may not notice the director behind the scenes, the composer standing in the back corner, or the lighting technician above the stage; but if even one of these other roles was missing, the entire production would fall apart. So it is with engineering; overlooking even a small detail can hinder the entire project. Living in the weeds or sweating the details of every project is a necessary skill for engineers, allowing for an end product that is beautiful and admired by us all.

Sincerely,

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Bill Sloan, Pond



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GwinnettChairmansClub.com

Engineering

[en-juh-neer-ing]

noun

1. the art or science of making practical application of the knowledge of pure sciences, as physics or chemistry, as in the construction of engines, bridges, buildings, mines, ships, and chemical plants.



Designed Around Community

By Bill Sloan, CFO, Pond



"I enjoy the opportunities I have to share with the county how Pond can have an impact on creating a higher standard of living and quality of life for all of Gwinnett County businesses and residents."

Bill Sloan joined Pond in March 2014 as the Chief Financial Officer after spending 10 years in the banking industry; five years in retail banking leadership and five years in commercial banking. Sloan has more than 20 years of leadership experience in relationship management, financial and risk management, operations management and process effectiveness and efficiency. As the CFO at Pond, his leadership responsibilities include finance, accounting, human resources, corporate health and safety and information technology, and he serves as an advisor to the board of directors. He currently serves on the

board of directors for the Gwinnett Chamber, the Georgia Chamber and the Mitsubishi Electric Classic Foundation. He is also a 2012 graduate of Leadership Gwinnett.

POND: Service, Values and Gwinnett County Help Us Thrive

Pond is a Gwinnett County-headquartered architecture, engineering, planning and construction firm employing nearly 400 people, most of whom work from our Norcross office. The company provides professional services to private, public and federal government clients in industries that protect our nation, educate our children, provide for the transportation of





goods and services and facilitate the transfer of energy throughout Georgia and the entire nation. Pond has a diverse set of professionals in various disciplines, to include civil engineering, transportation engineering, architecture, landscape architecture, oil and gas engineering, aviation engineering, interior design, military planning, building systems engineering, construction services and sustainable design, to name a few. The unwavering commitment to our clients and employees is a true differentiator for Pond among other architecture, engineering and construction management companies.

In fact, Pond is the largest A/E firm in Gwinnett County—a fact we are very proud of. Throughout our history, Pond has always operated with a high degree of integrity, taking ownership in everything we do and instilling clients with a high degree of trust. Our clients have allowed us over the years to dispatch teams globally, including popular destinations such as Germany, Spain and Italy, and to more remote locations such as Diego Garcia, to solve complex engineering issues. Of course, all of this work and dedication does come with a bit of fun. While we are dedicated to our clients, our corporate culture is also one of teamwork, group skill building and giving back to our communities.

Pond is proud to call Gwinnett County home since 2005. As a growing company, there were many positive factors that influenced the move to Gwinnett. Not only as a business-friendly county, but also boasting a great talent pool, strong technology presence, modern infrastructure, the best schools in Georgia, recreational opportunities and places where families can live, play and thrive. Over the past 11 years, we have enjoyed watching the county grow without losing these basic fundamentals that drive our economy, and provide true growth and opportunities for Gwinnett County citizens.

On becoming involved in and benefiting from the Gwinnett Chamber

I recall attending my first Chamber events back in 2010 when my office, at that time, moved from Forsyth County to Gwinnett County. Since then, I have supported the Chamber's membership and fundraising campaigns, and I regularly attend the monthly membership luncheons, quarterly Chairman's Club receptions and other Chamber and Partnership

Gwinnett events. In addition, I am currently serving my second year on the Chamber's board of directors and Partnership Gwinnett's operations committee and steering committee.

I very much enjoy being involved in the Chamber. Personally, I have benefited from the many friendships that I have built over the past six years. Professionally, I enjoy the opportunities I have to share with the county and how Pond can have an impact on creating a higher standard of living and quality of life for all of Gwinnett County businesses and residents.

On maximizing the Chairman's Club investment

Let's face it, you get out of it what you put into it. You have to show up consistently and be genuine—in your interactions, and in building your relationships. Pond's investment in the Chairman's Club keeps me and other Pond representatives connected and informed at the highest levels within the county. And, it affords us the opportunity to proactively schedule and plan for events that our local clients and potential clients attend. Like us, our clients and others we strive to do business with are like-minded in giving back and investing in this community. ♦

BOTTOM LINE

By: Doug Straughan, AIA, Principal, Hussey Gay Bell



Innovative design starts with knowing the client and knowing the community. After nearly 30 years in business, I have found that the benefits of a satisfied client are three-fold—referrals, repeat business and a robust community. Some of our very first clients back in the 1950s and 1960s are still with us, and others, like Gwinnett County Public Schools and the USG Board of Regents, are coming up on decades. To us, that speaks volumes about earning their trust and teaming on successful projects. Here are the ways we earned that trust with our clients:

Know the Client

In the design and construction

industry, relationships matter. A good designer is a good listener and personalization is at the core of what we do. We want to understand how they do business before we propose design solutions for our clients. From our origins as a one-phone office back in 1958 to an ENR Top 500 Design Firm with more than 110 professionals throughout Georgia and South Carolina, we wouldn't be here today without those relationships.

Know the Community

In addition to knowing our clients, Hussey Gay Bell is passionate about being involved in the communities it operates in. From Hall County schools' STEM book fair to the Boy Scouts of America Northeast Georgia Council's American Values Dinner—we believe in giving back. Hussey Gay Bell's employees are involved in more than 100 community-centered organizations ranging from Urban Hope, United Way, Kiwanis Club and Second Harvest to Engineers Without Borders—and I have been a Boy Scout leader since 1995. Each year our firm commits a substantial

amount of dollars and hundreds of hours of volunteer support to the communities in which we live, work and play.

Deliver Innovative Design

We are constantly thinking about what keeps our clients up at night and how we can better their bottom line or enhance their mission through innovative design. Our energetic and forward-thinking team blends the wisdom of experience with young creative minds which allows us to deliver solutions that solve real problems for our clients. A prime example is the Gwinnett School of Mathematics, Science and Technology which blended two out-of-date schools into a state-of-the-art STEM high school that is recognized as one of the best schools in America.

We are continuing to grow our team with the addition of talented architects and engineers. Whether it's clean wastewater treatment, better transportation, improved public safety or education, we are here for our clients. ♦



BEFORE:
The Gwinnett School of Mathematics, Science, and Technology



AFTER:
The Gwinnett School of Mathematics, Science, and Technology

IMPACT

REGIONAL BUSINESS AWARDS

**CONGRATULATIONS TO THE
INTERNATIONAL AND OVERALL WINNER!**

POND

CONGRATULATIONS TO ALL OF THE 2016 WINNERS!

BUILDER AWARD

Reeves Young

INFORMATION TECHNOLOGY AWARD

GDP Technologies

EDUCATION AWARD

Georgia Gwinnett College

NONPROFIT AWARD

Hi-Hope Service Center

HEALTHCARE AWARD

Children's Healthcare of Atlanta

SERVICE INDUSTRY AWARD

Mobile Communications of Gwinnett

HOSPITALITY AWARD

Explore Gwinnett

SMALL BUSINESS AWARD

Office Creations



COMMUNITY ACTION

By Carla Carraway, President, Precision Planning, Inc.

PPI employees participate in Great Days of Service.



Giving back to the community and civic involvement is part of the everyday landscape at Precision Planning, Inc. (PPI) and has been since the company's inception in 1982. PPI understands that it is tremendously important to give back to not only the community that is its home field, but to those communities in which it works.

If companies like PPI work to make a difference in our communities and promote a positive quality of life, then we influence our employees. In turn, our employees influence their own friends and families and it becomes a natural progression of thought.

PPI supports the Gwinnett community by having an active involvement with the Gwinnett Chamber and Partnership Gwinnett and the many events that are part of these organizations. One of our favorite events each year is the Valor Awards. We work with many different public safety organizations in the cities and county and are very proud to be a part of the event that recognizes the tremendous job they do for our community. Aside from being a financial sponsor of the event, our employees are involved in helping to put together the gift baskets that the winners receive. PPI also supports organizations and/or events like Gwinnett Clean & Beautiful, Gwinnett Great Days of Service, Mitsubishi Electric Classic Golf Tournament and Leadership Gwinnett. One example of promoting community pride with our employees was the Beaver Ruin Watershed Cleanup as a part of "Great Days of Service." A group of PPI employees volunteered on a Saturday morning in the Beaver Ruin watershed to help clean up our streams, lakes and ponds. We also

support events such as the Sugar Hill Sweet Life Concert Series, the Gimme Shelter concert in Grayson, Sparkle in the Park in Lilburn and the Lawrenceville Summer Concert Series.

Serving the communities that we work in not only provides us the opportunity to give back, it allows members of the PPI team to expand their personal and professional networks, take on leadership roles, while also providing visibility for PPI. In the past few years, we have had different members of our senior leadership team chair the Gwinnett Chamber, Walton County Chamber and the Jackson County Chamber. Business is all about relationships and community involvement provides us the platform to make connections with individuals and organizations that are the key to our success.

Client service is our priority, so community involvement is "business as usual" at PPI and we are proud to be associated with all the communities we serve. ♦

STRATEGY

By Tony Aeck, Senior Principal, Lord Aeck Sargent



Lord Aeck Sargent—a six-office professional design practice headquartered in Georgia—will celebrate its 75th anniversary next year. What started as one architect designing small houses is now a large, multi-disciplinary design practice. Architecture, Planning, Interiors, Preservation, Conservation, Sustainable Design, Environmental Graphics and Landscape Architecture are all building-related services the company provides - with only engineering brought in through affiliations. And while the firm has worked in a half dozen countries and two thirds of the U.S., the lion's share of its volume comes from the Southeast.

Lord Aeck Sargent was recently awarded two important commissions in one week that on the spectrum of architectural practice couldn't be more opposite. One involves the design of a new, net positive energy and water "regenerative" academic building on the Georgia Tech campus with no lesser mission than to change how buildings are designed and built in our Southern climate. The other entails some historically sensitive surgical rehabilitation at the Fox Theatre—Atlanta's famous

1929 National Landmark. The only apparent common denominators between these two challenging assignments: both will be complex and both will require a team of experts led by an experienced hand.

No stranger to Gwinnett, Lord Aeck Sargent has worked in the County for decades, completing some well-known commissions:

- **The Gwinnett Environmental & Heritage Center** is an important resource supporting K-12 and higher education students while interpreting how water has affected the county history.
- **Georgia Gwinnett College's** \$25 million student center was designed and built on a fast-tracked basis under Chamber President Dr. Dan Kaufman's leadership while he served as GGC's chief executive.
- **Suwanee's iconic Town Center** was master planned by a team of professionals, now at Lord Aeck Sargent, who have served the city for a decade. Additionally, this team helped program Suwanee's new city hall, explore development scenarios for historic Old Town and led the development of its comprehensive plan.
- The rehabilitation of **Freeman's Mill**, built on the Alcovy River in the late 19th century, entailed delicately raising the entire structure out of the floodplain. This Georgia Trust award-winning project restored the mill's moving parts to allow future interpretation of traditional milling processes that were part of Gwinnett's agricultural heritage.

Currently, Lord Aeck Sargent is working with the city of Peachtree Corners on three signature planning and design efforts including a

Downtown Plan, Holcomb Bridge Corridor Plan and a Citywide Greenway Trail Master Plan. Selected for a Task Order contract with Gwinnett County, the firm is also now engaged in a half dozen varied assignments including a new senior center for Centerville, a new public library in Duluth and interior design services for Chairman's Club member Philadelphia College of Osteopathic Medicine. ♦



According to Tony Aeck, one of the firm's senior principals: "With Lord Aeck Sargent's broad range of design-related professional service offerings, Gwinnett County is an ideal place for us to work. I am personally interested in doing more here as it is one of the fastest growing counties in Georgia and will provide opportunities to do great architecture."



Q+A SESSION WITH THOMAS D. MORELAND, ALTOBELLI ASSOCIATES, INC.



Moreland Altobelli Associates, Inc. was established in 1987 as a full service civil engineering company. The company was started by Thomas D. Moreland, PE and Donato J. Altobelli. The two had been friends at Georgia Tech and then both pursued public sector careers—Moreland’s was with GDOT and Altobelli’s was with the Federal Highway Administration. As it would seem logical, the company emphasized engineering and program management of transportation projects. The company also provides civil, geotechnical, site, structural, water, waste water and storm water engineering services as well as architectural, landscape architecture, land surveying and acquisition. The firm is generally known as MA and has been fortunate to grow and provide services throughout Georgia and occasionally in Florida, North Carolina, South Carolina and Tennessee. The company is comprised of 330 engineers, other professionals, technicians, managers and administrators.

Q. What have you learned in 29 years in business? What is the most important foundation on which your company stands?

There is no substitute for hard

work. Whatever issue exists, turning your attention to it, rolling up your sleeves and analyzing the facts can provide a solution. MA established a mission statement which has served as a foundation of the company. The mission statement has the following three parts:

- To serve great clients with high quality engineering, management and right of way services.
- To provide team for MA people which is rewarding to them financially and professionally.
- To be a successful business.

Q. Where do you see your business in the next year? Five years?

The consulting engineering business in Georgia is undergoing significant consolidation. Small and medium sized businesses, like MA, are under pressure and have no choice but to compete with the very large national and international companies. MA is equal to this challenge. We are committed to our clients and will offer superior service and superior quality. We see the next year as steady and we see steady growth for the next five years. MA’s experience in providing state and local government with services to improve the infrastructure is unparalleled in the State. We believe this is still a fertile field and look forward to steady growth.

Q. What project are you most proud of accomplishing?

MA is fortunate to work and live where we can enjoy many significant transportation improvements that the firm designed.

- Serving as Gwinnett County’s program manager for their SPLOST-funded road improvement for a number of years.

- The design, right of way acquisition and construction inspection for a series of improvements on I-85 in Gwinnett County. These include the interchange at Sugarloaf Parkway, SR 20 and Old Peachtree Road and most notably the interchange modification the SR 316 and I-85 interchange.
- The design of the Kennedy Interchange in Cobb County at I-75 and I-285, which added a new access point at Cumberland Blvd.
- The design of a new interchange at Atlantic Station on 17th street and I-75 in downtown Atlanta.
- The design of Georgia’s first diverging diamond interchange at Ashford-Dunwoody Road and I-285. These are significant projects, but all the services that all MA folks provide every day are important and we are accountable to our clients for them.

Q. How do you keep more than 300 employees inspired to work hard each day?

I find that people inspire each other and work hard each day. It is perhaps the strongest tradition at MA: everyone works. One of the mottos of MA is “MA—Where everyone is someone.” I believe a major contributor is that we work where we live and we believe in the projects. It’s our privilege to improve an interchange or an intersection and increase safety or improve a park where our children play or we walk our dog. Many of our team members work as an extension of our clients’ staff and the work ethic shared by these combined teams produces great results.

Q. Does MA feel that it is important to support the communities it serves?

MA has six offices located throughout Georgia and we participate in community service projects across the state through sponsorships. In addition, we accommodate and encourage all MA folks to participate in events in their communities, churches and children's schools that are important to them and promote improvement. Team MA is a group of MA people that participate several times a year in various fundraising events.

Q. Why did you choose to make Gwinnett County your headquarters?

MA was first located just south of the Gwinnett County line near the Tom Moreland Interchange of I-285/I-85. For the past 16 years we have been headquartered and have located more than half of our employees in Gwinnett County. Many of us live in Gwinnett County and appreciate the "can-do" business spirit exhibited throughout the community.

Q. What encouraged you to join Chairman's Club and what benefits have you seen from your membership?

We have only been a member of the Chairman's Club for two years. MA has always been a member of the Gwinnett Chamber of Commerce. We are pleased with the Chamber's activities and sponsorship of worthy causes. We joined the Chairman's Club in the belief we could be more supportive of county-wide activities. ♦



CHAIRMAN'S CLUB NEW MEMBERS

First Quarter, 2016



BECA | The IT Brain Power Company

Mike Estep, *President & COO*

BECA is an IT company that solves business problems through the use of technology. It provides creative and adaptable solutions that help businesses succeed by increasing productivity and decreasing cost. With an extreme knowledge of cloud and on premise solutions, its top-level engineers travel to businesses around Atlanta to deploy its IT solutions. Through their relationships with best-of-breed brands like Microsoft, Dell, ShoreTel and WatchGuard, BECA is able to provide the strategic advantage our clients need.



McMullan and Company CPAs

Chris Townsend, *Partner*

McMullan and Company CPAs is a full-service accounting and business consulting firm located in Duluth. The firm was established in 1970 and has developed a successful practice serving the many tax, financial and advisory needs of local and international businesses. The firm offers an expansive array of services including tax preparation and planning, business sale consulting and restructuring, special needs trust and estate management, traditional accounting and audits and total accounting department outsourcing.



Frazier & Deeter

Jason Sammons, *CPA, CIA, Partner*

Frazier & Deeter is a nationally recognized CPA and Advisory firm headquartered in Atlanta that provides a wide range of services including tax, audit, accounting, forensic accounting, internal controls, technology consulting and other advisory services to achieve each client's unique financial goals. With offices in Atlanta, Alpharetta, Nashville and Tampa, Frazier & Deeter has been named a Best of the Best CPA Firm nine times by Inside Public Accounting.



Law Office of J. Michael Levensgood

J. Michael Levensgood, *Owner, Attorney*

The Law Office of J. Michael Levensgood, LLC opened in 2014 and is a law firm engaged in the general practice of law. Before he opened this solo law practice, Mike Levensgood practiced law in the metropolitan Atlanta area for 34 years handling a wide variety of commercial and litigation matters for business clients. Mike is a community leader in Gwinnett County where for many years he has served on nonprofit boards including the Gwinnett Health System, the Gwinnett Chamber of Commerce, the Leadership Gwinnett Foundation, the Gwinnett Parks Foundation and the Gwinnett County Public Schools Foundation. Mike is also an adjunct faculty member at his alma mater, the University of Georgia School of Law. His decision to move his law practice to Lawrenceville was driven by Mike's desire to better serve the Gwinnett business community and to provide excellent client service at more affordable rates than possible in a large national law firm.



T-Mobile Corporate

Patrilla Johnson, *@Work Specialist/Retail*

T-Mobile has ripped up the playbook of traditional wireless companies and found a way to right the wrongs in the wireless industry. Customers turn to T-Mobile when they are sick and tired of complex billing and all the restrictions that tell them "they can't." T-Mobile is now the Un-Carrier, it does things the other carriers say they cannot do. Customers are T-Mobile's priority, they are dedicated to transparency and eliminating pain points.



Schooley Mitchell
Rich Bartolotta, Strategic-Partner

Businesses are bombarded with offers on the latest technology, service or application every day. That’s why Schooley Mitchell helps its clients make sense of their telecom and merchant services expenses, allowing them to receive independent, objective advice that reduces their expenses by an average of 28%. The company works on a contingent-fee basis, meaning our fee is a share of the savings we generate. Business owners take no risk in working with Schooley Mitchell.



Morgan Stanley – Sugarloaf
Kevin Myers, Resident Manager, Financial Advisor

Morgan Stanley builds successful relationships by putting your needs first. They are committed to: developing a thorough understanding of your needs; designing solutions to help you manage your wealth; offering you the resources you need to take advantage of new investing opportunities; and earning your trust, every day.



Morgan Stanley – Sugarloaf
Melanie Walton, First Vice President, Senior Investment Management Consultant, Financial Advisor

With 22 years in the industry, Melanie has made it her life’s work to assist her clients in reaching their goals, dreams and aspirations. Melanie believes that Financial Planning is the foundation on which investment decisions should be made. It is the dynamic framework we review to validate the purpose, goals and success of the fruits of our efforts! She is committed to upholding the core values of Morgan Stanley: Always put your clients interest first, Lead with exceptional ideas, Always do the right thing, and Be committed to giving back

UPCOMING EVENTS

GwinnettChamber.org/events

**9
JUNE**

Chairman’s Club Reception

Sponsored by AT&T

- 5 to 7 p.m.
- 1818 Club

**8
SEPTEMBER**

Chairman’s Club Reception

Sponsored by Frazier & Deeter

- 5 to 7 p.m.
- TPC Sugarloaf Country Club

**8
DECEMBER**

Chairman’s Club Holiday Reception

Sponsored by AT&T

- 5 to 7 p.m.
- The River Club



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July 17 *thru* **21**

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