

Q3  
2015

# The Executive

ALL FOR

ONE

AND ONE FOR

ALL

Gwinnett Community Improvement  
Districts work together for the  
betterment of our community

Executive Strategy

*A Vision for the Future: Tourism 3.0*

Bottom Line

*Charities Mean Business*

News & More



Gwinnett Chamber





# The Executive

VOLUME 5, NUMBER 14 — Q3 2015

*A Quarterly Publication for  
Members of the Gwinnett  
Chamber Chairman's Club*

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*On the cover—Gwinnett's CID Executive Directors,  
Chuck Warbington, Gwinnett Village CID; Jim Brooks, Evermore CID;  
and Joe Allen, Gwinnett Place CID*

# Guest Editorial

MAYOR ALLISON WILKERSON, CITY OF GRAYSON



**Mayor Allison Wilkerson, City of Grayson**  
**2015 President —**  
**Gwinnett Municipal Association**

## Strong Communities Build Strong Business

The 2015 Merriam-Webster Dictionary defines community as a unified body of individuals; people with common interests, with common characteristics, living together within a larger society. They share a joint ownership in a particular value, activity, religion, race, or interest. You can have a community of believers, a community of activists, a community of cyclists, runners, survivors, mechanics, ethnic backgrounds or sexual orientation. Communities can be based on geographic boundaries, school allegiances, or just a common life outlook. And in the last few years, the definition of community has been ever expanding due to the increased ability to share everything via social media therefore decreasing any perceived time/space boundaries.

When speaking of communities in relation to serving the public within a city-wide dynamic, it is important for leaders to create and nurture a common goal of trust and fellowship that is at the core of all these definitions. Good leaders will create opportunities for a growing sense of attachment to a place or ideal when fostering a community within their cities.

A strong community adds overall value to governance by bringing together crucial elements such as commitment, a solidarity of purpose, and trust. Strong communities are not merely identifiers; they are filled with action and engagement with reference to “MY community” or “OUR community.”

Strong communities are filled with diversity which creates strong links based on common perspectives and joint action, rather than divisiveness based on their diverse characteristics. Using the broad spectrum of individual strengths with shared goals will garner a community of positive and active participants rather than alienated nay-sayers.

A strong community will share values that make it easy to share activities, as well as dreams for the future. Recognizing that the demographic in any municipality is never static, communities should also grow with the changes in the population. Values will be readjusted, common enemies and tasks will need to be confronted, and city-wide growth and management need to be considered when a community steps up to the shared goals of creating a “home” within their community that is a healthy and positive place for family and business dynamics. It should be fluid and organic, but always striving to work together for something that is important.

Members of the community must trust each other for true collaboration, and the ability to compromise based on this trust is a key element when a community is working towards a common goal.

Common and related ideals and focus are what distinguish the members of a strong community from other citizens in an area and defines the boundaries of each community much more than the city limit signs or school districts.

Strong communities are most often those that reflect this sense of public pride. Clean parks, friendly neighbors, safe streets, higher achieving schools and an open form of government based on the mutual trust and respect between public officials and those wishing to be part of the community experience.

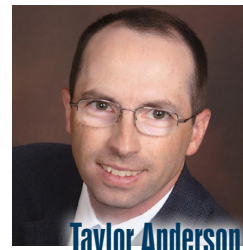
Participation in these communities can bring economic prosperity as those within create networks that foster socioeconomic advantages and healthy cities. There is a true dollars and cents pay-off in a strong community that is based on personalized exchanges and orientation towards a common-good goal.

# ALL FOR ONE AND ONE FOR ALL

Gwinnett Community Improvement Districts work together for the betterment of our community

A Community Improvement District (CID) is an organization created to cover a specific geographical area with certain limited taxing powers. These additional tax revenues are spent on area improvements such as roads, streetscaping, and revitalization. Georgia law regulates the creation of CIDs by requiring voluntary participation by a certain portion of property owners with a certain portion of the tax value in the area. Although an additional tax is collected by the County Tax Commissioner, a CID is created under state law by a majority of the area's property owners, not by the county.

Lilburn Community Improvement District interim Executive Director Taylor Anderson of Blue Landworks [Since the writing of this story, Emory Morseberger has been named as the Executive Director of the Lilburn CID.] recently sat down with the Executive Directors of Gwinnett's three largest CIDs – Joe Allen of Gwinnett Place, Chuck Warbington of Gwinnett Village, and Jim Brooks



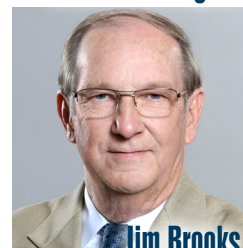
Taylor Anderson



Joe Allen



Chuck Warbington



Jim Brooks

Brooks of Evermore – to ask a few questions about the challenges, wins, and goals for their respective CIDs.

## Taylor

**Anderson:** What was your biggest success over the past year?

## Joe Allen:

In partnership with Gwinnett County, work has begun on five new intersection improvement projects. These projects are either in design or beginning construction. Another success is the new streetscapes along Gwinnett's Main Street, Pleasant Hill Road. We have

just completed phase 4 with new pedestrian lighting, landscaping, plazas and other pedestrian-oriented enhancements. We are in

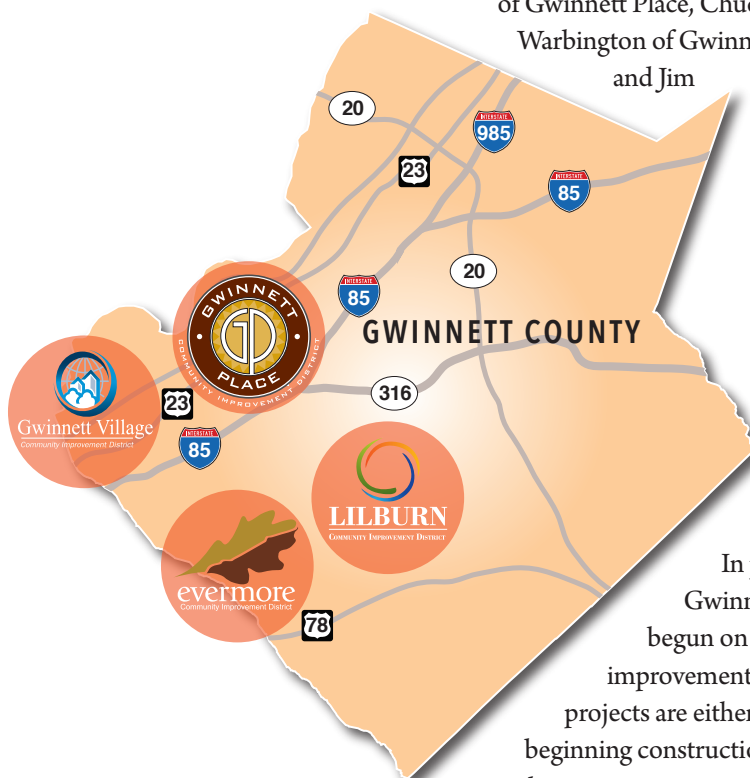
the final design phase for another streetscape project along Satellite Boulevard, which we plan to have under construction very soon.

We have Russell Landscape out five days a week maintaining the 10 miles of roadway that form the CID, and we've removed over 25 tons of trash last year, over 1,100 illegal signs, and – actually a new stat we are starting to track – had removed over 50 illegal donation boxes. Those are just the stats for last year alone. Also, thanks to Gwinnett County Police and the CID-funded community patrols, the greater Gwinnett Place area continues to experience double digit crime reduction. The CID is committed to insuring that the district remains well-maintained and safe.

We held the ribbon cutting ceremony celebrating the opening of Gwinnett's first diverging diamond interchange (DDI) at Pleasant Hill Road over I-85 last summer, and a few stats on that project: 51 percent decrease in the average number of stops, 43 percent decrease in the total delay along that portion of Pleasant Hill Road, and a 20 percent reduction of accidents right there at the bridge.

We've been working for the past six months on what we're calling our "Catalyst Site Initiative," where we are talking with the larger property owners in the area, finding out 'what are your plans for that shopping center or piece of property.' We are now "match-making" those property owners with regional developers to share with them the opportunities available in Gwinnett's emerging urban core at Gwinnett Place in order to jumpstart the redevelopment process.

**Chuck Warbington:** Over the last year I think one of the results of a lot of the work we have put into the area came to fruition when we led the county in regards to tax







value increase – we were up 18 percent in 2014, which we are very proud of. A lot of that was a result of the announcement made related to the Atlanta Media Campus as well as Eagle Rock Studios. Those are two major developments which happened within several months of each other and it kind of brought in the whole presence of the digital media as well as movie and TV studios as well.

In 2014, the crossover of the I-85/Jimmy Carter Blvd DDI was under construction, and is currently 80-90 percent complete. In late March we implemented the crossover of traffic at that interchange; we are already seeing significant reduction of delay in the area.

**Jim Brooks:** I think if we look back in history of the CID, we've always had one primary objective: to add rooftops. Within 7 ½ miles, there are 596 businesses that need clientele. Last year, for the first time, we saw an increase in over 285 housing units started within the area. About 40 have been either completed or are near completion. That is going to be a significant draw to the local businesses. We have plans for our first new hotel as well.

I would be remiss if I didn't talk about the impact of the diverted left turn – you would know it as the CFI, but the feds don't call it that anymore. We're having our second construction meeting... I didn't say 'acquisition,' I said actual construction... of the diverted left turn. That's a \$35 million dollar project inside the City of Snellville at highways 124 and 78, and we think that's going to relieve a huge bottleneck. In 2011 on

Highway 78, we moved 42,000 cars through one intersection. Last year we moved 75,642 cars through the same intersection. That's the kind of traffic counts that businesses are looking for.

We are also about to announce the expansion of Heatcraft. They just received a multi-million dollar grant from the department of energy and they've got some pretty cool stuff that we can't yet talk about, but can you imagine an air conditioning system that doesn't have coolant in it? So that's what they're working to develop at this point, but there is a test lab required and that is about a \$4 million expansion of the existing facility. So what we are seeing is an overall turnaround in the economic conditions that I think affect all of us.

**Anderson:** What are your goals for the next 2-3 years?

**Allen:** I think our ultimate goal was best articulated by Chairman Nash during her 2015 State of the County Address when she said that we ultimately want to see a reinvented Gwinnett Place area that is the center of Gwinnett's downtown. Since last August we have been working on a master plan called 'Activate Gwinnett Place'. This plan is going to be the CID's marching orders for the next 2-3 years. Activate Gwinnett Place invites mixed-use investment by creating greater connectivity between commercial centers and public green space and offering transportation enhancements. The plan proposes a storm water management solution that can also serve as a public amenity.

As part of the process, we have been talking a lot about connectivity to McDaniel Farm Park – that is such a hidden jewel in the Gwinnett Place community. Workers in the area frequently comment that they would love to be able to jog or walk to the park during their lunch breaks, but they can't access it without getting into their cars. We're also discussing a grand promenade that connects and supports all the catalyst projects, creating more walkable areas that today's investors and consumers are seeking.

**Warbington:** We are going to focus our efforts around two words: sustain and capitalize. We want to continue sustaining some of the successes we have already seen, that is continuing with the crime reduction efforts, traffic reduction efforts, and property value increases throughout the area. At the same time, we want to capitalize on a lot of those successes as well, such as using the Atlanta Media Campus and Eagle Rock Studios to create a center for digital media – not just the center of movie making, but that creation of a mixed-use development around those two industries.

Finally, we have the most industrial property in the county so when you talk about movement of goods and freights it starts in our area. If there is any expansion of transit within the county it will come through our area. Our corridor has the most pedestrian activity in the county, and carries the most vehicles in the country. We are going to be working as a grass roots effort on the 'Great Exchange on Transportation' late August. It is a county-wide conversation with the businesses and residents, focused on what is needed in high-level transportation.

**Brooks:** We have a long-range strategic plan that deals with a 4.2-mile parallel road system, 2.2 miles of which is in some state of completion. Right now we are looking at projects list that would allow us to connect on two ends that would provide an alternate route when we have incidents on Highway 78. Public safety is very important to us and certainly when we're moving that many cars in that small of an area, it's challenging. When there is an incident of any kind it paralyzes 78.

*continued on page 11*



# Community Action

## Engage Your Employees Through Skills-Based Volunteerism

BY: JACK HARRIS, PRESIDENT & CEO, JUNIOR ACHIEVEMENT OF GEORGIA

*"Reports show that organizations that promote employee volunteerism result in a happier and more skillful workforce."*



The magnitude of what is upon us with the opening of the Junior Achievement Discovery Center at Gwinnett does not fall short. Every middle school student in Gwinnett County Public Schools, no matter their background, will have the opportunity

to discover what it means to be financially and professionally sound. They will be equipped with the skills to budget, save and invest, and armed with the confidence and understanding to take control of their financial futures, their careers and achieve their dreams. On the other hand, what may get overlooked is the impact this center will have on Gwinnett's corporate community. In order to execute JA BizTown and JA Finance Park, the center will require 40 volunteer mentors each day to help facilitate the programs by engaging the students and giving them a point of reference.

Reports show that organizations that promote employee volunteerism result in a happier and more skillful workforce.

As Millennials age we are seeing trends towards a workforce that values a company's impact and contributions to society. Encouraging and providing employees with meaningful volunteer opportunities helps to engage, develop and retain

talent. According to a study released by PricewaterhouseCooper, employees most committed to their organizations put in 57 percent more effort on the job — and are 87 percent less likely to resign — than employees who consider themselves disengaged. How does it work?

**Engages Talent:** Engagement equates to greater connectivity to the company and higher productivity. For a generation that seeks to continually make an impact and enhance the economic and social landscape, volunteering is a vital aspect to longevity. Volunteering is inherently relational, giving employees a sense of belonging and a commonality from which to build relationships while developing a sense of pride for their organization.

**Develops Talent:** By identifying volunteer opportunities that are skills-based you are not only able to support the community, but also elevate the skills of your employees. Through these opportunities employees are able to utilize their current abilities while developing additional skills by being challenged to break out of their day-to-day routine.

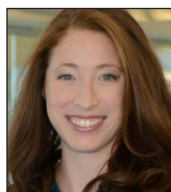
**Attracts & Retains Talent:** Even with all of today's technology and outlets there is still no better public relations than word-of-mouth. By providing opportunities that enable employees to make an impact on their community while supporting a cause that is valued by their employer, you create a culture of success and admiration for your organization. This equates to loyalty and people positively promoting your company internally and among their social networks.

The best leaders of any organization continually search to identify opportunities to enhance the culture of their organization, which in today's era means being socially engaged. By taking the time to identify nonprofits making the greatest strides in your community while providing opportunities to develop and maintain necessary skills for professional success, you will be able to gain the greatest return on investment—your employees. Through these efforts an organization can enhance its value while also advancing the economic landscape of its community. ♦

**The Junior Achievement Discovery Center at Gwinnett is a partnership between Gwinnett County Public Schools and Junior Achievement of Georgia. The center will open August 2015 and will serve all 6th and 8th grade students in Gwinnett County Public Schools. For more information on the center and how you can get involved visit: [juniorachievement.org/web/ja-georgia/gwinnett-location](http://juniorachievement.org/web/ja-georgia/gwinnett-location)**



# New Members



**Atlanta Classic Cars**  
**Johanna W. Ellis**  
**Co-Owner**

Located in Duluth, Atlanta Classic Cars is a full-service, authorized Mercedes-Benz, Sprinter and AMG dealership featuring separate new and pre-owned facilities, a state-of-the-art service center, plus an on-site dealer-owned collision center.



**HB NEXT**  
**Tony Middlebrooks**  
**President**

Founder Mark Hornbuckle eliminated everything he disliked about the 20 years of consulting, inspection and training services he came in contact with as a construction superintendent to create HB NEXT. His business has thrived because clients and students enjoy learning from consultants and trainers that have prior field experience.



**Lanier Islands**  
**Mike Williams**  
**CEO**

Nestled on 1,500 pristine acres of forests, meadows and beaches along the southern-most shoreline of Lake Sidney Lanier in Buford, Lanier Islands is quickly growing in size, scope and reputation as one of the Southeast's leading lakeside retreats.



**McGladrey LLP**  
**Jodi Weintraub**  
**Director**

As a leading provider of assurance, tax and business consulting services focused on the middle market, McGladrey LLP guides clients through complex business challenges by understanding their needs and bringing together the right team to address them.



**Ogletree Deakins Nash Smoak and Stewart, PC**  
**Todd Duffield**  
**Shareholder**

The lawyers of Ogletree Deakins represent employers of all sizes and across many industries, from small businesses to Fortune 50 companies. Ogletree Deakins was

named the "Law Firm of the Year" in the Labor Law – Management category in the 2015 *U.S. News* – Best Lawyers rankings.



**Piedmont Automation, Inc.**  
**Chris O'Reilly**  
**President**

Piedmont Automation provides automation expertise in integrated motion control, process control, vision system, integrated robotics, and human machine interface to machine builders, concentrating on complete automation solution, utilizing the best in industry hardware and software.



**Rick Case Automotive Group**  
**Missy Burgess**  
**Director of Corporate Partnerships**

Recently honored as *Automotive News*' 2013 ALL-STAR Dealer for the Privately Held Dealer Category out of 17,000 dealerships in the country, Rick Case Automotive is one of the largest in America and celebrated its 50th anniversary in 2012.



**Rick Case Hyundai Duluth**  
**Bryan Seagraves**  
**General Manager**

Whether you've got your sights set on a new Hyundai or are more interested in a certified pre-owned vehicles, Rick Case Hyundai Duluth will make sure you walk away satisfied and with a new set of keys in your hands.



**Rick Case KIA**  
**Chase Channell**  
**General Manager**

See the difference that superior selection, service, and price make when you visit Rick Case Kia in Gwinnett Place, you're number one choice for new Kia models and quality used cars. A vast selection of new Kias and numerous certified pre-owned vehicles guarantees a choice of makes and models.



**Rick Case Mazda**  
**Lee Feiden**  
**General Manager**

Whether you're looking for a new Mazda, a quality used car, express service, or shopping the Mazda Accessory Boutique, Rick Case Mazda Duluth has something for everyone. And they don't just promise professionalism and satisfaction – they guarantee it.



# The Executive Edge

## Question & Answer Session

WITH JULIE MILLER-PHIPPS, PRESIDENT, KAISER FOUNDATION HEALTH PLAN OF GEORGIA



Founded in 1985, Kaiser Permanente of Georgia is the state's largest not-for-profit health plan. Its mission is to provide high quality, affordable health care services to improve the health of their members and the communities it serves. Kaiser Permanente serves more than 240,000 members in metro Atlanta and Athens with care focused on total health that is guided by a team of healthcare providers. Expert and caring medical teams are supported by industry-leading technology and tools for health promotion, disease prevention, state-of-the-art delivery and world-class chronic disease management.

Kaiser Permanente of Georgia cares for people – both inside and outside of the exam room. As a nonprofit, tax exempt health plan, the idea of health care goes beyond the walls of medical facilities and into the communities it serves. Kaiser Permanente's Community Benefit refers to investments and activities the organization uses to encourage wellness, especially in underserved communities. As a nonprofit health plan, Community Benefit is integral to the mission of helping communities

achieve good health. It spans the 32-county service area, where Kaiser Permanente works to enhance people's health and well-being, especially those who may be at-risk due to age, ethnicity or socio-economic status.

**Q: How does Kaiser Permanente work to benefit the community at-large by addressing issues and concerns that affect its overall health?**

A: This year, Kaiser Permanente is celebrating 30 years in Georgia. Improving the health of the communities we serve has always been an integral part of our mission. As a not-for-profit organization, we have developed a robust Community Benefit program that provides everything from charitable health coverage for the uninsured to grants to fund local health initiatives. We even have an Educational Theatre Program that tours metro Atlanta schools, conveying health messages to children through engaging theatrical performances.

**Q: How does Kaiser Permanente partner with other organizations to create long-term, sustainable changes in communities that promote health equity and reduce health disparities and disease burdens?**

A: Every three years, we develop a Community Health Needs Assessment to identify the most pressing challenges affecting people within our service area, and those findings guide our community outreach efforts. Our current areas of focus include obesity, diabetes, hypertension, heart disease and stroke. We provide grants to local not-for-profit organizations and clinics that aim to move the needle on these health issues.

To ensure our communities have qualified health care providers, Kaiser Permanente provides scholarships to students at local colleges and universities

who are pursuing degrees in medicine, nursing and pharmacy.

In addition to supporting the work of other not-for-profit organizations, we also offer healthy living courses within our medical centers. Most of the classes, which range from step aerobics and yoga to healthy cooking and diabetes prevention, are free and open to the public. For details, just visit [kp.org/classes](http://kp.org/classes).

**Q: Tell us a little about your efforts to improve access to health care for low-income and underserved families in Gwinnett.**

A: Over the past 30 years, Kaiser Permanente has continued to expand and now operates four medical centers in Gwinnett County, which reflects our commitment to serving this community. Although we strive to deliver high quality care at affordable prices to all of our members, health coverage is still out of reach for some families. Our Community Benefit program partners with the Gwinnett Career Resource Center and Gwinnett Technical College to identify families and individuals who could benefit from our charitable health coverage program, which provides access to care for up to two years.

Kaiser Permanente has also supported AID Gwinnett, Good Samaritan Health Center of Gwinnett and the Gwinnett Community Clinic through grants to improve access to healthcare services.

**Q: What benefits have you seen from your Chairman's Club membership in the Gwinnett Chamber?**

A: Our goal is to build relationships and become a community partner in the areas where our members live and work. The Chairman's Club has been an invaluable resource for Kaiser Permanente, providing us an opportunity to connect with regional business leaders and tell our story. ♦

# Executive Strategy

## A Vision for the Future: Tourism 3.0

BY: LISA ANDERS, EXPLORE GWINNETT



20 years ago, Atlanta was gearing up to host the 1996

Centennial Olympic Games. As a neophyte employee of the four-person Gwinnett Convention and Visitors Bureau, I was swamped by the influx of Olympic visitors and non-stop phone calls. We were home to just 45 hotels, and the Gwinnett Arena was still just a thought bubble.

Fast forward to 2015. We now have 13 employees, house the Gwinnett Sports Commission, and serve as Gwinnett County's Camera Ready liaison to the film/TV industry. We recently opened our 100th hotel, and 2016 will mark the groundbreaking for a Gwinnett Center headquarters hotel. Recently, we unveiled our 10-year Center Master Plan, re-visioning the entire complex.

Over the next 20 years, how can make sure that we maintain our success and growth? We have three core beliefs that will

help ensure the hospitality industry remains a vital economic force.

**1. Accept and embrace change and evolution.** Gwinnett's evolving demographics over the decades are well-known. Cultural challenges in business can be incredibly intimidating, but embracing the cultural shifts are what will separate the successful from the rest. We have worked very hard to build a staff that reflects the faces of our community – and with Korean, Chinese and Taiwanese employees now on board, we have become much more successful at engaging our international visitors. Hospitality is being friendly – it is understanding the needs of your guests and making it easy for them to visit and enjoy our destination. Understanding the cultural norms, speaking the language – these are intangibles that will serve every company in Gwinnett well over the next years.

**2. Taking ownership of every situation to create goodwill.** Our office is a beehive of activity, with busy phones, multiple meetings, hospitality education classes and volunteers. We

often have newcomers looking for school recommendations, phone calls wanting to know how to register to vote, obtain a construction permit or

ask where their child can sign up for T-ball. It would be easy to just say "I don't know." And we allow our team to say that, as long as it's followed by "but let me find out for you." By taking ownership of every situation, no matter how incongruous to our basic mission to bring in meetings, events and visitors to Gwinnett, we not only exemplify hospitality, but create future customers.

**3. Partnerships.** Ken Blanchard, author

of *The One Minute Manager*, said it best: "None of us is as smart as all of us." One of our first strategies when we begin bidding on a convention or working on a marketing project is to consider which partners we can bring on board.

Atlanta is a balkanized community, criss-crossed by cities big and small, separated sometimes by only a city limits sign. In Gwinnett, we are fortunate that our cities have developed their own identities, sometimes similar but still distinctly unique. Our city partnerships are key elements of our success – promoting and marketing city events, driving visitors to their downtowns and helping art programming like the Suwanee SculptTour thrive and grow. ♦



**"By taking ownership of every situation, no matter how incongruous to our basic mission to bring meetings, events and visitors to Gwinnett, we not only exemplify hospitality, but create future customers."**

### MARK YOUR CALENDAR Chairman's Club Reception

Thursday, September 10  
5:00–7:00 pm  
The 1818 Club

Sponsored by:



### September

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
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26	27	28	29	30		



# Line BOTTOM

## Charities Mean Business

BY: KEITH FENTON, CHIEF DEVELOPMENT OFFICER, ANNANDALE VILLAGE



I have spent my entire professional career in the nonprofit sector, doing work that I have found intellectually and personally rewarding. All of my positions have involved some mix of fundraising, communications, marketing or organizational development, so I have spent a lot of time thinking about the things that we do, and finding ways to explain to others how nonprofit organizations operate similarly to

for-profit businesses.

Nonprofits employ people, nonprofits buy goods and services from for-profits, and nonprofits are an important economic engine of the United States economy. In fact, if the global nonprofit sector were a country, it would have the sixteenth largest economy in the world. In 2012, the nonprofit sector contributed \$878 billion to the U.S. economy, or about 5.4 percent of our nation's GDP. Additionally, the nonprofit sector is the 3rd largest employer with nearly 11 million paid employees.

Even more, it is one of the few areas of the U.S. economy adding jobs at a rate of nearly 2 percent per year.

Obviously, the nonprofit sector is a force to be reckoned with in so many areas. However, economic impact pales in comparison to the enormous impact the combined mission outcomes have on our community. In Georgia, the nonprofit sector is quite large and diverse, representing interests ranging from health care, education, the arts and business associations to civic groups focused on some of our community's most critical issues.

Strong, effective nonprofit organizations have adopted many best practices from business. We know that good management and strategically deployed resources help us gain market respect, donor confidence, and public support. But the attention rarely goes in the opposite direction. All too frequently, for-profit companies just do not see what nonprofits do as relevant to sound business practices, let alone making a profit. Frankly, the fact that so many nonprofits have been able to respond to significant increases in demand for service without going over the financial cliff is testament to some pretty remarkable business skills.

Yet, in a world of fast-diminishing customer and employee loyalty, for-profits can learn substantial lessons from nonprofits in three areas: cultivating passionate employees, keeping clients and customers engaged and loyal and identifying and serving a compelling mission that emphasizes a higher purpose.

Great organizations have tremendous business execution in part because they have strong core values. The "essence" of what lies at the crux of our continued success here at Annandale Village are the seven core values that serve as our guiding principles, taken to heart by each member of our Board of Directors, professional staff and volunteer leadership.

- Individuals with intellectual disabilities and traumatic brain injuries come first in everything we do.
- Commitment to excellence and professionalism are key tenets at all levels of our organization.
- We are one team with one vision and one mission working together.
- Collaboration and partnership within our organization, and with others who share our vision and values, are keys to our sustained success.
- Integrity, honesty and ethical behavior guide all our endeavors.
- Diversity of ideas, cultures, ethnicity and backgrounds strengthen our efforts.
- Financial strength enables us to accomplish our goals.

Core values are designed to capture "how you show up, how you serve and how you promote who you are as an organization." If you are able to infuse your core values into the many layers of your business and its operations, the organization's capacity to fulfill its fundamental purpose is considerably greater. ♦



**Online Chairman's Club Directory is Now Mobile-Responsive.**

For credentials, contact your Member Representative.

**GwinnettChairmansClub.com**

## All for One and One for All (Continued from page 5)

And right now there is hardly any accessible alternate route because vehicles can't cross the concrete median to turn around and go the other way. It's been a real challenge for us and I think that's our top priority.

Secondly, we want to create opportunities for redevelopment, and we are seeing that with a \$20 million medical facility that will reside just past Killian Hill in an old restaurant. With the anticipated opening in October of next year, that is going to add about 150 high-wage jobs to the corridor.



Finally, the accoutrement that we try to add to is connecting two pieces of county space with a trail along the Yellow River, which would feature both tubing and kayaking. We have been working with the county and their leisure services division on that project. We continue to work on expanding the LCI that exists along Highway 78 to bring it all the way down to Yellow River. We have about 35 acres along the river which is going to open up for redevelopment and we want to put that infrastructure in place or at least get the plans on the ground to advance

those other parcels to get in place.

**Anderson:** What challenges need to be overcome to achieve these goals?

**Allen:** The greatest challenge for us is overcoming the perception about our area. But, as you peel the layers back, you see it isn't quite what people perceive. For example, many of the shopping centers along Pleasant Hill are 90-95 percent occupied. We've had new hotels open in the last couple of years, and the other hotels have gone through a multi-million dollar renovation. We're seeing a lot of entrepreneurs coming into that area and finding success. Many new businesses are opening such as K-1 Speed, America's premier indoor karting center; along with LA Fitness and Studio Movie Grill. The area is emerging as metro Atlanta's destination for those seeking unique dining options. With an increasing number of highly rated restaurants, greater Gwinnett Place is being recognized for its distinctive dining favorites. Thanks to the leadership of the CID's Board of Directors, we have a committed group of commercial property owners leading the charge to take Gwinnett's central business district to the next level of development and success.

**Warbington:** I think our challenge is centered around staying focused on long-term goals and visions. When you start having a lot of activity and a lot of folks in the area doing a variety of things, you want to make sure it fits into the long-term vision of what you want to do and not just settle on something that may just happen. We're having lots of conversations with people and businesses in the area, as well as the board. We have an ultimate vision about what we want to have in the area, what the vision looks like and requires, and we've got some great opportunities with some of the investments we've landed. We want to keep that momentum and our standards high moving forward.

The second part of that is just continuing



to make sure we have county-wide buy-in. That means voters and businesses in the northern part of the county, as well as elected officials, understanding that things that happen in the southern part of the county may be a little bit different than what needs to happen in the northern part of the county. But they need to happen nonetheless, for the benefit of Gwinnett as a whole.

**Brooks:** Our challenge is the same as Joe's: perception. People like to stand back and criticize, but when they get closer to the action and become more engaged, they understand. Some people fail to see long-term or share in the vision – like what Chuck said – and our progress may not fit their day-to-day activities. We try to add intrinsic value as much as dollar value. What does cutting the grass and trimming the sidewalk and sweeping the streets really do for a CID? It makes it look like somebody lives in a clean house. We are creating a sense of place; it's no longer simply a path from point A to point B. ♦



# UPCOMING Events



GwinnettChamber.org/events

## September 15

### Gwinnett Young Professionals Launch Party

5:30 – 7:30 a.m., Eagle Rock Distributing Co.  
Cost: \$5

## September 17

### Create Raving Fans - 1/2 Day Engagement Marketing Conference

8:30 a.m. – 12:30 p.m., UGA Gwinnett  
Cost: Chamber members - \$20

## September 17

### Business After Hours

5:00 – 7:00 p.m., Gwinnett Place Mall  
Cost: Free for Chairman's Club members

## September 23–25

### 2015 Strategic Leadership Visit to Boston

Cost: \$3,000

## October 15

### Business After Hours

5:00 – 7:00 p.m., PGA Tour SuperStore  
Cost: Free for Chairman's Club members

## November 6

### Partnership Gwinnett Economic Development Breakfast: The Film Industry in Gwinnett

7:00 – 9:30 a.m., Eagle Rock Distributing Co.  
Cost: \$35-40

## November 18

### Small Business Summit & Pinnacle Small Business Awards Luncheon

9:00 a.m. – 5:00 p.m., Gwinnett Center  
Cost: \$39-79

For more information on upcoming Chairman's Club events or to request sponsorship information, please contact [dmcbee@GwinnettChamber.org](mailto:dmcbee@GwinnettChamber.org).

## 2015 CHAIRMAN'S CLUB EVENTS

### Thursday, September 10

#### Chairman's Club Reception Sponsored by:



Time: 5:00 a.m. – 7:00 p.m.  
Location: The 1818 Club

### Thursday, December 10

#### Chairman's Club Holiday Reception Sponsorship Opportunity Available Contact Donna McBee at 770.232.8810

Time: 5:00 – 7:00 p.m.  
Location: The River Club



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