

Q4
2015

The Executive

CHEER ON

Dorsey Grist Knows Leadership
is Not a Spectator Sport

Executive Strategy

*Attitude, Aptitude and Latitude:
A Formula for Success*

Bottom Line

*PruittHealth:
Making an IMPACT in Gwinnett*

News & More



The Executive

VOLUME 5, NUMBER 15 — Q4 2015

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

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On the cover—Dorsey Grist, Senior Vice President, Commercial Banking,
United Community Bank

From the Sr. VP

VINCE DESILVA, SR. VP, MEMBERSHIP SERVICES



The Greatness of an Idea

Behind every great success story lies an idea—an idea that may start small but, when cultivated and invested in over time, can lead to something extraordinary. Gwinnett County is one the greatest success stories in our nation: we are home to thousands of companies, numerous higher education institutions, exceptional healthcare services, popular sporting events including the annual PGA Champions Tour and some of the nation's best parks. In addition, more than 100 languages are spoken in our award-winning schools, we are experiencing more exponential job growth than at any other time in our history and we were recently named the 'Best Place to Live and Launch a Business' by *Money* and *Fortune Small Business* magazines. Gwinnett's success was not an accident, but began with the idea to unify our diverse communities for the enrichment and advancement of our county.

The Chamber is dedicated to being “the forum for business, government, education, healthcare, arts/culture/entertainment, and philanthropic and public service communities to come together to advance our region's economy and enrich Gwinnett's quality of life.” This special edition of *The Executive* reveals how each aspect of the Chamber's vision statement has become ingrained in our members and is evident in their real-life success stories. Our members' continuous dedication to Gwinnett serves as the ultimate example of how a unified community has no limits to its success. We invite you to discover the idea that continues to make Gwinnett great then seize that idea for yourself by putting it to the test in your own business and the result could be something truly extraordinary.

Sincerely,

A handwritten signature in blue ink that reads "Vince DeSilva". The signature is written in a cursive, flowing style.

Vince DeSilva

A man with short, graying hair, wearing a dark gray suit, a white dress shirt, and a red, white, and blue striped tie, is sitting on red stadium bleachers. He is smiling broadly at the camera. The bleachers are mostly empty, with some small black signs that say "RESERVED FOR YOUNG FAMILY" and a yellow sign with the number "6". In the background, there is a white structure, possibly a scoreboard or part of the stadium, and a clear blue sky.

DORSEY GRIST

Sr. Vice President, Commercial Banking,
United Community Bank

CHEER ON

Dorsey Grist Knows Leadership is Not a Spectator Sport

Q: Please tell me a little bit about your involvement with the Gwinnett Chamber...When and how did you start becoming involved?

A: My earliest memory of involvement dates back to 1993 when I participated in the Gwinnett Chamber's new Membership drive for three or so years. All of the meetings were held in the tiny chamber office—at the time located just outside the main entrance to Gwinnett Tech, along what is now Sugarloaf Parkway. In those days the campaign success was totally driven by the number of new memberships generated. There were no sponsorships or Chairman's Club memberships, as I recall. And just as an interesting bit of trivia, I was the first runner up for the most new memberships generated in the 1994 campaign and the winner of the 1995 campaign. The prizes were a new set of Lynx golf irons donated by Chateau Elan in 1994 (which are still in my golf bag in the garage), with the grand prize in 1995 being a pair of roundtrip tickets from Atlanta to Zurich Switzerland donated by Swiss Air. So I was able to take my first trip "across the pond" the following summer...it was a great time!

Q: What events/programs/initiatives have you been involved with at the Chamber, and how have you benefited from the involvement?

A: My primary Chamber involvement over the past decade has been serving as a Captain for the United Community Bank team in all of the past 10 membership campaigns, as well as serving as a Vice Chair for the past three. United Community

Bank has generated well over \$300,000 on a cumulative basis, in new and recurring memberships, sponsorships, advertising and Chairman's Club memberships benefiting the Chamber, putting us in the top five teams, year in year out. You will also see me at most of the monthly general membership luncheons, building new business relationships, nurturing existing ones, and taking advantage of seeing the many interesting speakers and topics presented in the meetings. I have also participated in Partnership Gwinnett's Manufacturing & Logistics Council for the past several years.

Q: When did you join Chairman's Club and what benefits have you seen from that level of membership?

A: United Community Bank has been a member of the Chairman's Club since 2000, so for the past 15 years. We are proud to be one of the now many companies who have stepped forward to demonstrate their commitment to the long term success of Gwinnett's business environment, and the Chamber's mission in general. And two primary benefits come to mind. First, our membership offers the chance to be closely involved with other businesses who share a strong support and vision for the betterment of our county and region. Secondly, it affords an extra level of access and voice to key individuals, companies and at times, state and national figures who visit our county to discuss issues affecting our region.

Q: What would you suggest new Chairman's Club members do to maximize their investment?

A: Get involved. To realize the best

return on investment, a new Chairman's Club member should get involved and attend the various special events, receptions and other functions exclusive to Chairman's Club membership. It helps foster closer relationships with like-minded individuals, offers small group access to key dignitaries and other influential decision-makers throughout the region, and affords a front row seat and voice in learning about new issues facing our business community over time. ♦



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Community Action

From Pre-K to Ph.D. and Beyond

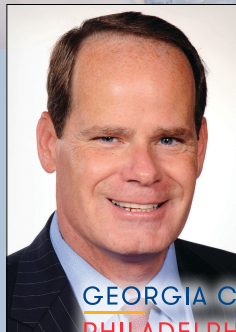
Gwinnett County Educates Students from Elementary School to College to Medical School

BY BRYAN GINN, CHIEF CAMPUS OFFICER, PHILADELPHIA COLLEGE OF OSTEOPATHIC MEDICINE – GEORGIA CAMPUS



Tatiana Rodriguez (D.O. '18) – a second-year medical student at Georgia Campus-Philadelphia College of Osteopathic Medicine (GA-PCOM) – is living proof that, as the Gwinnett water tower proclaimed for many years, success *still* lives here.

Lawrenceville's Rodriguez has lived in Gwinnett County nearly her entire life, completing her education within 10 miles of her home. She attended Cedar Hill Elementary School, Richards Middle School and Central Gwinnett High School, and then earned a B.S. degree in general biology from Georgia Gwinnett College (GGC). While in high school, she participated in the Gwinnett Medical Center Explorer program, which solidified her interest in medicine and led her to enroll at GA-PCOM.



GEORGIA CAMPUS
PHILADELPHIA COLLEGE OF
OSTEOPATHIC MEDICINE

Rodriguez felt like she could find success without leaving her hometown. She explained that she was attracted to the growth at GGC and, most importantly

for her, its community:

"A lot of people came

and wanted to transfer out, but I was completely happy feeling like a big fish in a small pond."

Her mother is a nurse at Gwinnett Medical Center, so she was interested in healthcare as a career option from an early age. Choosing to continue her education in medicine, Rodriguez looked for a similar sense of community in medical programs. Upon learning about GA-PCOM, a medical school in Suwanee that would allow her to stay close to her family, she decided to apply to the College's osteopathic medicine

program. Once she interviewed there, the college became her first choice.

"I like the environment and the smaller size of it," she says, "It makes it easy to get to know people."

Rodriguez enjoys the camaraderie that GA-PCOM's atmosphere promotes and adds that members of the class of 2018 work together very well.

As a student ambassador, Rodriguez assists prospective students during GA-PCOM events like the Medical Explorer visit and the College's interview days. She likes getting to break out of her "study bubble" to answer questions and feel like she is helping out.

"I'm open to the future," Rodriguez says, explaining that she appreciates that the D.O. program will afford her many opportunities. She says that she absolutely wants to stay in Georgia: "There are a lot of great hospitals in the state!" ♦

Chairman's Club **New Members**



The Benefit Company **Michael Godwin, Consultant**

Since 1968, The Benefit Company has helped Georgia businesses and their employees prosper through the use of innovative insurance and benefit planning strategies. Locally owned and privately held, TBC is recognized as one of the leading boutique executive and employee benefits consulting firms in the Southeast. Private ownership allows TBC the ability to act quickly, remain focused on the long-term needs of clients, and provide timely solution.



Byteworks, LLC **Dave Poole, Solutions Advisor**

We are passionate and purpose-driven IT engineers devoted to supporting your business needs. At Byteworks we believe people make the difference and that's why each of our engagements are led by an engineer who is part of your solution. From the very first meeting and onward, we collaborate with you at every step to develop the right solutions for your company. Our engineers analyze your challenges, plan for future needs, and assist users to ensure our IT services achieve your business objectives.



Cancer Treatment Centers of America **Jac Counts, Strategic Markets / Regional Manager**

Cancer Treatment Centers of America (CTCA) at Southeastern Regional Medical Center is the newest hospital in a national network of five that specialize in the treatment of patients fighting complex or advanced-stage cancer. CTCA offers an integrative approach to cancer treatment that combines surgery, radiation, and chemotherapy with nutritional counseling, naturopathic medicine, mind-body therapy, and spiritual support to enhance quality of life and minimize side effects during treatment



Crystal **Roger Franklin, President & CEO**

Crystal designs and delivers network monitoring and management solutions that improve operational efficiency, analyze errors, and enhance system resiliency, particularly for businesses that deal with complex and dispersed distribution pathways. Every day, program and advertising content worth billions of dollars flows through equipment managed by Crystal for leading media,

enterprise, and satellite customers — including Fox, CNN, Disney, and Intelsat. Crystal, a privately held company, is headquartered in Greater Atlanta, GA.



Floor & Decor **Bill Hoag, Pro Sales Manager**

Floor & Decor is a leading specialty retailer in the hard surface flooring market, offering the broadest selection of ceramic, porcelain, wood, laminate and stone flooring available in the industry, as well as tools and related accessories. Floor & Decor operates stores across the U.S. Floor & Decor is focused on the residential remodeling segment, with primarily do-it-yourself consumers and professional contractors. The company was founded in 2000 and is headquartered in Atlanta.



Perkins + Will **Ken Higa, Marketing Director / Senior Associate**

Perkins+Will is an interdisciplinary, research-based architecture and design firm established in 1935 and founded on the belief that design has the power to transform lives and enhance communities.

Perkins+Will is recognized as one of the industry's preeminent sustainable design firms due to its innovative research, design tools, and expertise. In 2015, Fast Company ranked Perkins+Will among "The World's Top 10 Most Innovative Companies in Architecture."



Topright Partners **Bill Fasig, Managing Partner and COO**

Founded in 2006, TopRight Partners is a marketing strategy consulting firm specializing in helping clients gain the greatest competitive advantages from marketing opportunities. This includes ideation, development of action plans and initiatives, execution and measurement. TopRight identifies what is needed against client organizational goals and initiatives and provides a unique approach and expertise throughout all aspects of the strategy and plan.



Zeriva **Michael Stough, Managing Director**

Zeriva saves businesses 30% – 90% on server, networking and storage equipment by providing equipment refurbished to like-new condition. Zeriva delivers IT maintenance for 30% – 60% less than the OEM's as well as managed network services that allows our clients to focus on business growth instead of network operations. Zeriva purchases, in quantity, used notebook computers made by Dell, HP and Apple along with Apple iPads. Clients include Walgreens, Bank of America and DuPont.

The Executive Edge

Question & Answer Session

WITH PERRY TINDOL, PRESIDENT, ALLGOOD PEST SOLUTIONS



What began as a one-man

operation committed to providing safe and effective pest management to families and businesses has grown into one of the most successful businesses in the Southeast.

Allgood Pest Solutions has been serving Gwinnett County homes for almost 40 years. In addition to residential services, the Lawrenceville branch is also home to Allgood's commercial division, which services businesses from Atlanta to Tennessee. Allgood's leadership and technicians operate as a family and aim to create a relationship with their customers built on trust and satisfaction. Allgood attributes its success to a simple business plan built on core values that guide their decisions and actions and customer commitments that ensure a great customer experience.

Along with its numerous local efforts focused on serving Gwinnett, Allgood's unique partnership with downtown Lawrenceville's Aurora Theatre demonstrates the company's commitment to the success and enrichment of our community.

ALLGOOD
PEST SOLUTIONS®

Q: Why is investing in the community an important aspect of Allgood's business philosophy and how has Allgood's philosophy impacted its success?

A: I would start by sharing one of our five core values: "Others first, serve first." We find that team members who have giving and caring hearts are people of strong character with whom you enjoy working, and people our customers wish to work with. These individuals are willing to give of their time in the communities where they live, and their involvement reflects very positively back on our organization.

Q: Tell me about the partnership between Allgood and the Aurora Theatre. Why did you choose to partner with an organization directed towards the arts and humanities? How has the partnership positively impacted your business?

A: The partnership grew out of our two organizations being introduced through a business-to-business program offered by the Gwinnett Chamber. Our feeling was that we both shared a common desire to be the best at what we do. We felt like—and still feel—that by supporting arts and humanities here at home, we in some small way are allowed to contribute to the overall quality of life we enjoy. It is evident to anyone who has an opportunity to visit the Aurora just how "top shelf" their productions are. We feel the Allgood brand is strongly reinforced by this partnership.

Q: Allgood's leadership in the industry has proven its insight into running a successful business. What advice would you give to someone looking to start a community-oriented business such as Allgood?

A: I think it's important not to fall into the "I don't have time to get more involved" trap. The opportunities will come your way

much faster by finding the time to give back and be involved. I would also suggest seeking out mentors. It's not that these individuals are smarter, they just have already taken a lot of the missteps which accompany trying to start up your own business. Oftentimes they can offer insight regarding some of the best opportunities to become more involved.

Q: Why did you join the Chairman's Club, and what benefits have you seen from membership?

A: The first step for me was Leadership Gwinnett, where I was first introduced to our community leadership at a different level. As I gained a greater understanding regarding the Chairman's Club, I realized it was a tremendous opportunity to expand upon this opportunity even further. I tell anyone who will listen that I feel it was one of the best business decisions we have made over the years. I have a long list of both individuals and businesses whose services we currently use or have used in the past that grew directly out of relationships developed through the Chairman's Club. I also can proudly say that we have also benefited from fellow members getting to know us and choosing to make us their service provider at their homes and businesses. ♦

Executive Strategy

Attitude, Aptitude and Latitude: A Formula for Success

BY MAYOR STEVE EDWARDS, CITY OF SUGAR HILL

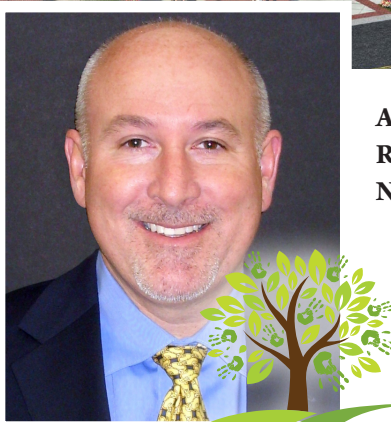


The EpiCenter

Allow me to share our story. The Sugar Hill story begins with a sleepy 1930s community simply consisting of a bowling alley, a movie theater, and a shoe factory. It is the tale woven out of a small gold-mining area and a derailed wagon carrying a heavy load of sugar. It is from this humble beginning that stands in stark contrast to where Sugar Hill is today. “The hill where the sugar spilled” now sits at the literal crossroad of a major commercial hub in north Gwinnett.

Attitude – To Think and Act Big

In recent years, we have been laser-focused on planning and developing a vibrant and walkable downtown. We are thinking BIG. Our efforts center on making downtown Sugar Hill a destination, similar to Greenville, SC, not an accidental visit or afterthought. While I am credited with challenging the city council and staff with the phrase “Go Big or Go Home,” the truth is, Sugar Hill has been dreaming big for years. The correct ingredients are now in place. “Go Big or Go Home” just articulates our vision loudly and clearly.



Sugar Hill

Aptitude – To Foster Relationships and Nurture Partnerships

In the social media era of “friends, followers, and likes” it is more critical than ever to nurture relationships. We have made a concerted effort to build partnerships with our schools, churches, homeowners associations, civic organizations and businesses—as well as with our peers in Gwinnett and metro Atlanta. We want to change our residential/commercial property mix but we want to do it rationally and strategically. Having an open and transparent development process, an understanding of what our community wants and an aptitude for creating the right atmosphere for quality development will help this market remain bullish for years to come.

Latitude – To Be Creative and Adaptive

Being creative, flexible and adaptive are traits we embrace. We thrive in that environment and that type of thinking and action. From repurposing our former City Hall into a Manhattan-style business

incubator and co-working space and hosting the largest outdoor natural ice rink in the South, to preserving precious real estate near the Chattahoochee River and making the decision to upgrade our concert venue—“The Bowl at Sugar Hill”—to allow larger acts to play, create an interactive plaza and improve the experience in the venue are just a few examples of our adaptability. We have assembled a great management team, hired energetic and creative staff and engaged the community in creative ways.

Enjoy the Sweet Life – The Future is Now!

“Enjoy the Sweet Life” is the slogan our downtown development team has used for years. It could not be more fitting for what our common vision is today. The city will soon break ground on the largest city-initiated development ever—the EpiCenter overlooking The Bowl at Sugar Hill. This community-initiated development has helped attract nearly \$100 million of new private development that could break ground as early as June 2016. Several other projects are in various stages of negotiation that could add another \$75 million of private investment. These are exciting times in Sugar Hill. ♦

Line

BOTTOM

PruittHealth: Making an IMPACT in Gwinnett

BY: NICK WILLIAMS, CHIEF DEVELOPMENT OFFICER, PRUITTHEALTH

Did you know almost one in five Medicare patients hospitalized in the U.S. is readmitted within a month of release, costing the government billions of dollars each year? Rehospitalization is an expensive problem. Fortunately, challenges inspire opportunities. Here at PruittHealth, we have developed an innovative model of care to provide comprehensive, streamlined solutions. Our model of care is designed to significantly reduce rehospitalizations and improve the overall outcomes for our patients.



PruittHealth has provided health care and peace of mind to patients, residents and families around the Southeast for four decades. We are a family-owned community of services with quality as our top priority, even from our humble beginning as the Toccoa Nursing Center in 1969. Now, as a regional leader with more than 170 provider locations and an array of business-to-business care services, PruittHealth skilled nursing and rehabilitation centers continue to exceed in comparison to national for-profit companies in the Centers for Medicare & Medicaid Services Five-Star Quality Rating System. We also recently announced that 17 of our skilled nursing and rehabilitation centers were recognized as the “Best” by U.S. News & World Report.

We stand by our mission each day and believe it to be at the core of our success: “Our family, your family, one family; committed to loving, giving and caring; united in making a difference.” Like the oak tree that represents our brand, PruittHealth embodies life, growth, strength and stability,

anchored by a solid foundation. Nurturing our roots, we empower persons and families in our care to thrive despite the changing of the seasons. As the health care landscape continues to shift, we continue to do what’s right and what’s needed to deliver the highest quality of care possible.

We are committed to caring and helping you live your best life. Our vision is to be innovators in a seamless and superior health delivery system to the communities we serve. We aim to inspire, create and revitalize not

just the body but the soul of our patients. PruittHealth is focused on the future of health care and delivering on its quality promise of caring for you and your health.

PruittHealth attributes our thriving growth and development as a leading provider of health care services to our strong emphasis on quality initiatives throughout all aspects of our family-centered care and service delivery. We continue to rise to the challenges and opportunities of new legislation, regulations and technology, as well as offer a better quality of life to those in need. Family is so important to all of us and you can be assured that your loved one is a valued member of the PruittHealth family of care. ♦

CHAIRMAN’S CLUB DIRECTORY

View the entire Chairman’s Club Directory online! It is now mobile-responsive.

For login credentials, contact your Membership Representative.



GwinnettChairmansClub.com



Finding Your Path to Success

BY: DOUG IRELAND, FREELAND PAINTING



Starting and growing a small business is tough. Those of us who have tried it know this all too well. We joke about the wearing of the hats. Sales, HR, accounting, business development, production and customer service tasks top the list. There is much to learn and many of the lessons don't come as a result of successes, but as a result of mistakes, of failures.

Before I started Freeland Painting, I owned a real estate investment company. From 2002 to 2007, I built a business buying, selling, renovating and renting single-family homes. However, 2007 was not a good year. It was a portent of the financial crisis to come. By 2009, I was ready to begin anew with the creation of Freeland Painting.

I learned a lot during my real estate investment years. But my most important lessons came from the demise of the business. There were many parts of my business that I did not actually run like a business. I realized, that I was functioning like I had a job, not a business.

Almost immediately after starting

Freeland Painting, I made the decision to join the Gwinnett Chamber. That has proven to be one of the best decisions I ever made in business. Not just because of the opportunity to grow the business, but because I have been able to grow as a businessperson. Now, I don't just learn from my mistakes, but I'm also learning from others in the business community.

As the leader of Freeland Painting, I hold the vision for my business. But I am certainly not an expert on every aspect of running a small business. Hiring, firing, cash flow, financing and even accounting practices can be tough to learn. So where can you find help?

One of the greatest values of my Chamber membership has been my ability to leverage the relationships I've cultivated with members who have "been there, done that". However, in order to learn from your community you have to be willing to ask questions and be open enough to admit that you don't know everything. Ironically, this can be tough for a small business

owner to do. As a group, we tend to think we know exactly what our businesses need and don't need.

But there's a great deal that you can learn from your peers by watching, listening and, most important and sometimes most difficult, asking. We each possess a unique body of knowledge and experience that can benefit someone. The challenge is tapping into the resource.

At any point in our business journey we can learn from others, teach others, or do both simultaneously. That kind of sharing is difficult, if not impossible, for those struggling in isolation outside of a business focused group like the Chamber. In contrast, within the Chamber, the process is ongoing. But you must participate. Standing on the sidelines doesn't work. You get nothing and you give nothing.

To get the most from your membership, you have to give the most. We endeavor to learn these things and be successful and we do so as a community. ♦

UPCOMING Events



GwinnettChamber.org/events

January 20

State of the Region
Presented by Rocket IT
11:30 a.m. – 1:15 p.m.
The 1818 Club

January 21

Business After Hours
Presented by Country Financial
5:00 – 7:00 p.m.
City of Sugar Hill

February 2

Manufacturing & Supply Chain Forum
7:30 – 9:00 a.m.
Gwinnett Chamber, Education Room

February 5

68th Annual Dinner
Presented by Gwinnett Medical Center
6:00 – 10:00 p.m.
Infinite Energy Forum

February 18

State of the County
Presented by Gas South and Jackson EMC
11:30 a.m. – 1:15 p.m.
Infinite Energy Forum

March 24

Valor Public Safety Awards
Presented by Mobile Communications and Motorola Solutions
11:30 a.m. – 1:30 p.m.
Infinite Energy Forum

2016 CHAIRMAN'S CLUB EVENTS

Wednesday, February 3

Chairman's Club Welcome Breakfast
7:30 – 9:00 a.m.
TPC Sugarloaf County Club

Thursday, February 11

New Chairman's Club Meet and Greet
5:00 – 7:00 p.m.
The River Club

Thursday, March 10

Chairman's Club Reception
5:00 – 7:00 p.m.
TPC Sugarloaf Country Club