

FALL
2011

The Executive



Living Out Leadership in Gwinnett

*The John Maxwell Company
Sets its Sights on Gwinnett to
Develop Leaders*

Executive Strategy

*Precision Planning, Inc. –
Developing Our Identity*

Bottom Line

*The Patient Protection &
Affordable Care Act: What
it Means for You & Your
Business*

News & More

The Executive

VOLUME 1, NUMBER 2 — FALL 2011

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

contents

From the C-Suite

The Secret to Success..... Page 3

Feature Story

Living Out Leadership in Gwinnett: The John Maxwell
Company Sets its Sights on Gwinnett to Develop Leaders..... Page 4

Call to Action

Kids Count!
Vote Yes for E-SPLOST on November 8th!..... Page 5

The Executive Edge

Question & Answer Session Page 6

Chairman's Club New Members

New Members for Q3, 2011 Page 7

Executive Strategy

Precision Planning, Inc. – Developing Our Identity..... Page 8

Bottom Line

The Patient Protection & Affordable Care Act:
What it Means for You & Your Business Page 9

Wildcard

Investing in the “Next Generation” Leader..... Page 10

HeadLines

Chairman's Club Member News..... Page 11

Upcoming Events

Calendar of Events..... Page 12

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www.gwinnettchairmansclub.com

On the cover—Mark Cole, CEO, The John Maxwell Company

From the C-Suite

JIM MARAN, PRESIDENT & CEO



The Secret to Success

In today's economy, success is a highly prized asset among the business world and many yearn to know the secret behind it. But truth be told, the supposed 'secret' behind success is not really a secret at all. In fact, it has been around for ages and is evident in every aspect of life. This 'secret' has been used in times past to win battles, drive innovation and industry, shepherd those in need, and deliver history-defining results. What is this amazing ingredient, you ask? It's none other than genuine leadership.

Now, there is an emphasis on genuine in that phrase, genuine leadership. You cannot merely "think" about leading or "believe" yourself to be a leader. Quite frankly, some people are leaders and some are not; but we can all identify one when we see it and to capitalize on the opportunity when it presents itself to either lead ourselves or enable and trust those leaders we know to act on our behalf is, in effect, a classic sign of genuine leadership. Not everyone who owns his or her own business is president and CEO of it. There is a reason for that and most likely it's because they had the idea, but not the skill required to take it to market. It's what makes partners succeed and 'team' actually work. On the other hand, there are those – like the late Steve Jobs – who were genuine leaders from the start, defined history with their leadership abilities and will always go before us as an example of how to lead our own business or community into the next era.

In Gwinnett County, we have numerous genuine leaders – from the entrepreneurs who are winning their own "Amazing Race" to the small and medium business owners offering products and services to keep commerce spinning and the high-powered executives driving global corporations into tomorrow. We are truly blessed with visionaries who have the exceptional ability to also drive those visions into reality and for it have witnessed decades of success. And there is no other place where you'll find such a tremendous group of genuine local business leaders than from within the Gwinnett Chamber's Chairman's Club. The make-up of this high-powered group of individuals comprises small and large business, public policy experts, education leaders and community-organization volunteers, all of which are essential to our community's success. It is the one location where the bulk of today's local, genuine leaders come together to drive Gwinnett's future in business, education, government and community.

In this next issue of "The Executive", you'll read more about genuine leadership, how your peers are leveraging it for the success of their business and what you can be doing yourself, as a genuine leader, to affect pro-business change in the community. We hope you enjoy this issue of "The Executive" and thank you for your genuine leadership that contributes to our community's overall success day-in and day-out. And don't worry, your "secret" is safe with us!

Sincerely,

Jim Maran

Look up, look down, look all around. That's where you will find leaders and ultimately success in your organization according to The John Maxwell Company's CEO Mark Cole. Headquartered in Gwinnett, Cole says the recently launched and newly re-acquired international leadership development company is keenly focused on developing the 360-degree leader.

"At The John Maxwell Company, we believe

team dynamics.

As CEO, Cole is intent on helping individuals and organizations develop and grow leaders while carrying out the organization's leadership development services ranging from one-on-one coaching and custom leadership development programs for teams and organizations to its online store of books, training kits, DVDs, CDs, and other leadership development materials.

With a strong foundation built on John Maxwell's principle of living out leadership

Living Out Leadership in Gwinnett

The John Maxwell Company Sets its Sights on Gwinnett to Develop Leaders

developing leaders at all levels is the key to success," says Cole.

"We don't just want

to teach you about leadership. We want to instill in you a passion for leadership."

combined with a strategic location in Gwinnett, Mark and The John Maxwell Company are well on their way to inspiring leaders here and across the globe.

Living Out Leadership

Over two decades ago, John Maxwell began speaking and writing books on how to live out leadership and eventually launched a company to spread his knowledge and influence on effective leadership principles. Now, John Maxwell has over 70 books in print and has touched companies around the world with his leadership building skills. All of this success was achieved by living out his own leadership principles in his business.

"Our custom programs inspire and challenge people to do more than just learn. We equip people and teams to live out leadership," says Mark. "The John Maxwell Company uses the exact same principles in-house – we strive everyday to influence others and live out leadership."

Gwinnett's Influence

One of John Maxwell's primary teachings is that leadership is influence enabling one person - spreading to many - to add value, a vision, and a difference to the lives of others. Recognizing Gwinnett's influence and its leaders, the location of The John Maxwell Company's headquarters in the County was a



The John Maxwell Company Team

Cole speaks from experience as his passion for leadership development and organizational growth make him uniquely qualified to add value to individual leaders and leadership teams. He has experience in both the non-profit and for-profit sectors and has led companies through economic challenges, growth barriers, and disconnected

strategic one.

“One of the things we noticed about Gwinnett and its Chamber is that its leaders did a great job of getting the movers and shakers to become intricately involved with the Chamber,” says Cole. “On top of this, we’ve worked with hundreds of Chambers in the past and there is not a better ran chamber than the Gwinnett Chamber, so as a leadership organization we naturally wanted to be a part of this organization so we could learn, network and be around the best leaders in one of our key markets.”

In addition, with their sights set on growing their global footprint, Cole added that Gwinnett is the perfect launching pad for their global expansion plans. “With expansion plans in place in Gwinnett, we are

looking forward to numerous global outreach opportunities from our headquarters in a community that presents a strong, diverse foundation for such growth.”

Inspiring Leaders

With the launch of The John Maxwell Company, Mark says the organization can now focus solely on helping individuals and organizations live out the proven leadership principles that John Maxwell teaches. “This re-organization will allow us to augment our executive training program and re-launch our personal leadership tracks that companies can implement with their employees,” says Cole. “These services offer companies the opportunity to develop their people and corporate buy-in which leads to fewer

turnovers, a greater alliance, and a stronger company.”

“As new Chairman’s Club members, we look forward to working more intricately with the incredible companies and their senior leadership in Gwinnett,” continued Cole.

Offering tips for Gwinnett’s executive-level business leaders, Cole recalls John Maxwell’s key teachings – everything rises and falls on leadership, leadership is influence, and to live out leadership. “The core essence of leadership is to understand that no matter where you are posted, you have the ability to influence and the only way to lead is by living out the principles of leadership,” says Cole. “Instituting these basic principles into your company will ultimately lead to success.”

Call to Action

Kids Count! Vote Yes for E-SPLOST on November 8th!

SEAN MURPHY, 2012 E-SPLOST RENEWAL COMMITTEE CHAIRMAN & PRESIDENT OF CANVAS SYSTEMS

As a parent of four children, ages 7 to 15, I know firsthand that the challenges our children face have never been greater. From the debt our country has amassed in recent years, to global work place competition, parents struggle with how to confidently guide our younger people. But



whenever I am at my children’s schools and see remarkable teachers preparing students for the 21st century, I am encouraged. It is then that I wonder: Will there be enough money after all the budget cuts, the shrinking real estate tax base and lingering economic malaise, to give the kids the education they need?

It is for these reasons I volunteered to help educate voters to renew Gwinnett County Public Schools’ Education-SPLOST, the one-penny sales tax for education, on November 8th. Only a small

handful could disagree with the E-SPLOST campaign message: Gwinnett Kids Count.

First passed by almost 71 percent of Gwinnett voters in 1997, the funds generated by the E-SPLOST have been carefully used to make Gwinnett County Schools one of the best places in

the country to get an education. This fact was proven just last year when Gwinnett County was awarded the 2010 nationally prestigious Broad Prize for education.

So here we are in 2011, and although the challenges facing our schools continue to grow, so, too are classroom technologies and teaching innovations. If on November 8 Gwinnett voters approve extending the penny sales tax for five more years, the planned uses include building new schools and additions to existing schools, retrofitting all school gymnasiums with air

conditioning, and also eCLASS!

eCLASS is the county’s leading edge initiative to upgrade our schools’ technology for both teaching and learning and move to online text instruction. Over time this will help kids not engaged by books to get excited about learning from online digital content. In my house, my kids prefer to look at their iPad, cell phone, or laptop instead of a 10 pound textbook any day. Imagine the implications for tomorrow’s workforce.

Gwinnett County has a lot of great institutions, but I contend none is more important to our future than our public school system. I want to ask anyone who has children, anyone who thinks American students need higher quality education, and anyone who understands how a strong local school system drives our economic engines – stop what you are doing and GO VOTE YES at county polls November 8 to renew the E-SPLOST for five more years. Make sure the kids of Gwinnett know they count.

The Executive Edge

Question & Answer Session

BILL NUTI, CHAIRMAN & CEO, NCR

Technological advancement is another example of how leadership plays an impactful role in today's marketplace. And one of technology's best global leaders is none other than Gwinnett-based NCR Corporation. Terri Jondahl, CEO of CAB Inc. and Gwinnett Chamber Chairman of the Board, gleaned insight from Chairman and CEO of NCR Bill Nuti on the latest in the company's growth and product development and what's on the horizon.



Q: NCR has seen continued expansion even in this economic downturn. How was this made possible?

A: In 2006, we embarked on a transformational journey to 'reinvent an icon'. At NCR, we knew we had to make some strategic moves to architect our vision for the future – re-imagining and re-shaping our operational infrastructure by building ecosystems of innovation and talent.

We underwent a multi-phase transformation and reinvested well over \$400 million in the midst of the downturn. At this time, we relocated our headquarters to Georgia where we built out a world-class training facility in Peachtree City and a global, LEED-certified manufacturing facility in Columbus. Today, we are at the vanguard of a shift in developing a regional manufacturing structure that brings skilled manufacturing jobs back to the United States, helping us bring new technologies to market faster, and be more responsive to customers. This move has also allowed us to forge strong public/private partnerships with local universities like GTECH –

fostering collaboration and helping us ensure we are on the cutting edge of training and innovation.

From a solutions perspective, we have focused on creating a hardware-enabled, software-driven business model through organic growth and successful integration of acquisitions, including Mobiqua, which we have leveraged to create a global mobile banking platform, and our acquisition of Radiant,

which forms our third largest vertical and leverages their strong software and services capabilities that will be developed across our other industry lines of business.

We have also focused on creating a regionally aligned and globally integrated organization with sales theatres better positioned in emerging and mature markets and aligned with R&D, manufacturing and services. We continue to align and focus our R&D at a regional level across the globe in order deliver consumer driven innovation based on unique consumer demands and technology infrastructure. We recently formed a strategic agreement with Scopus in Brazil, this transforms our market position and better positions us for growth as we innovate for the specific needs of this fast-growing market.

Q: What does NCR's acquisition of Radiant Systems mean for the company and its customers?

A: As a result of this transaction, NCR will immediately become a leader in the \$8 billion hospitality and specialty retail industry. It's a perfect strategic fit for NCR, leveraging our global brand and reach, Radiant's software and software-as-a-service

(SaaS) capabilities, and both companies' comprehensive, industry-focused suite of solutions and expertise, channel partner and service networks. The coming together of these two great Georgia-based companies is exciting and will extend our global leadership position as the preeminent multi-industry technology company focused on businesses serving consumers.

The proximity of NCR and Radiant also allows us to align and continue to expand our ecosystem in Georgia -- increasing our innovation quotient, as we collaborate, grow and help to sustain the local economy. That said, the consolidation between our two companies is a crucial next step to align our people, our culture and our thinking to ensure the consistency and efficiency of services and products for our customers - necessary elements of promoting a culture of innovation, speed and market leadership.

Q: What can the public expect from NCR in terms of its strategy for future growth?

A: Continued investment in emerging markets is critical to NCR's future and the growth of our company, especially when we consider the fact that 93% of the world's middle class will be living in emerging markets by 2030. Nearly 80 percent of our revenue comes from outside of the U.S.; so not only is investment in the traditional emerging markets such as Brazil, Russia, India and China crucial to the future of our business—but branching out and investing in tier two markets such as Egypt, Indonesia and the Czech Republic will become equally as important for the future of our success.

In developed markets, the consumers' appetite for information has changed. Our strategy must focus on the "Digital Native" subset – these 100 million-strong generation Y consumers who desire self-service innovation and are growing in wealth and

buying power. Across all industries, self-service channels are becoming the preferred choice for consumers. Now they are looking for business to meet their unique lifestyle, catering to their needs wherever they are – on the train, at the office, on the bleachers at a sports game or even on vacation.

In fact, 83 percent of shoppers are more likely to choose one retailer over another if they make it easier for customers to personalize and control where, when and how they interact through their preferred channel combinations. This is why leadership in converged channel innovation is central to our strategy as well, as we help companies redefine the consumer experience by driving loyalty and revenue with innovations such as ATMs that refill your bus cards, online and mobile banking or personalized e-marketing solutions that offer rewards based on your particular demographics and preferences.

Most importantly, we will continue to focus on next-generation, disruptive innovation that will transform the banking, retail, travel, hospitality and entertainment industries.

Q: With technology being at the center of NCR's existence, what types of

technology are you excited about that you see unfolding in the near future?

A: I get excited thinking about the role self-service can and will play in driving growth and delivering next-generation consumer experiences. NCR's job has really only just begun...

Did you know that if self-service technologies were more widely deployed, the U.S. economy would be approximately \$130 billion larger annually? Today, we are using self-service technologies to spur economic development by finding ways to provide the 2.5 billion "unbanked" adults access to financial services which in turn enables people to lift themselves out of poverty through education and entrepreneurship. And as technology begins to move from the back-office to the front-office and eventually out-of-the office, self-service will be the driver of next generation productivity gains and consumer experience innovation.

At the center of all this, we will begin to see mobility play a key role in how technology unfolds in the future. If you take mobile banking as an example, usages rates by consumers have increased by 100 percent in many countries since 2010 and others

predict that 400 million global consumers are expected to be using mobile banking by 2014. Mobile devices have become central to how people manage their lives, and we will only see its proliferation continue to grow.

Looking beyond mobility, the ability for consumers to be able to seamlessly interact across all self-service channels – kiosk – online – mobile – will become increasingly important, giving consumers the ability to start a transaction in one channel and finish it in another.

Personalization will also play a big role in the future as consumers look for solutions and offers that are relevant to them. For example, walking into a store where the digital signage welcomes you and offers you a coupon for the sweater you had previously looked at online.

At NCR, we get excited about innovation – excited about the value we can bring to improve quality of life and standards of living as we explore technology such as solar powered ATMs, wireless and biometric solutions, gesture-based kiosks, financial inclusion solutions and converged channel innovation.

Chairman's Club **New Members**

Welcome New VIP Chamber Members!

Annandale at Suwanee, Inc.

BB&T Insurance Services, Inc.

Beverage Superstore

CFS Corporation

CommDEX Consulting, LLC

Consolidated Technologies, Inc.

Lou Sobh Pontiac-Buick-GMC at Gwinnett

Norsan Group

Southern Refreshment Services

Toshiba Business Solutions

Willis Mechanical, Inc.

Yerkes Primate Research

Executive Strategy

Precision Planning, Inc. — Developing Our Identity

CARLA T. CARRAWAY, PRESIDENT, PRECISION PLANNING, INC.

Precision Planning, Inc. (PPI) is a Gwinnett County based architectural, engineering and surveying company that has been serving Georgia's communities and private industry for twenty-nine (29) years. Through a heavy focus on customer service, the company has operated with great success during this time period by providing unique, defining



Precision Planning, Inc.
planners, engineers, architects & surveyors

design projects all across the Georgia landscape. The focus has always been on exceeding our client's expectations and earning an impeccable reputation based on technical expertise, professional integrity and superior service. Precision Planning is an advocate of environmental and sustainable responsibility. Our management team, which has more than 200 years of combined experience, works together to build client partnerships and create excellent designs; hence, our identity has developed as we affect the future, one project at a time.

Elizabeth Hudson, AIA, Senior Vice President at PPI, stated, "We have never had a shotgun approach to any project, nor have we tried to develop PPI as a brand or define it through one particular style or aesthetic. Our focus has always been to help clients develop their own unique styles, aesthetics and identities. This has been our foundation and what has allowed us to reach the heights we have today."

A recent example of a project developing its own unique style and identity is the Hamilton Mill Branch of the Gwinnett County Public Library system. The branch opened in the spring of 2010 as the first

"green" library in Gwinnett County, as well as the first LEED Gold Certified library project in the State of Georgia. LEED, or Leadership in Energy and Environmental Design, is a designation provided by the U.S. Green Building Council to recognize building projects for their use of sustainable design and construction techniques. The Hamilton Mill Branch Library project was a

collaborative effort between team members Gwinnett County, Gwinnett County Public Library, PPI and Garrard Construction. The entire team takes pride in this building designed to be a community landmark, a state of the art library facility, as well as a work of architecture which is unique for its minimal impact on our environment. It was also important to the surrounding residential community that the facility be designed with traditional architectural elements that would blend well with other existing and planned developments along the main artery in that area. PPI has broadened its identity by helping our client to cultivate this unique, environmentally sustainable project.

PPI has also understood the importance of being a part of our community, and focusing on being a "team community player." Identity is developed by the many different components of an organization, and the ability of all the parts to work as a whole. Our time, resources and personnel are involved in many different aspects of the Georgia landscape we service. Our message has been consistent since day one, and because our internal audience understands what we are about as a company, the message

to our external audience has always and will always be magnified and clear. Our identity has developed as client and community over self and that has translated into success!

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BOTTOM

The Patient Protection & Affordable Care Act: What it Means for You & Your Business

RAYMER SALE, PRESIDENT, E2E RESOURCES

Just over a year ago, in September 2010, the process of implementing the Patient Protection and Affordable Care Act (PPACA) began. We have seen changes in coverage as an array of wellness benefits have been added and a number of new requirements placed on employers. So, what has all of this meant to the employee and the employer, and where are we going in the future?



Naturally, the age 26 feature in this law is increasing the cost of insurance, and this is to be expected. However, it is not the only provision that is impacting the cost of insurance. PPACA also brought an increase in the number of wellness benefits included in the group health plan. And while the insurance contracts are being revised



There are two provisions in the law that seem to be working well by allowing individuals who have either been removed from the ranks of the insured, or through no fault of their own, been unable to obtain coverage.

As a result of the Age 26 feature, there has been a reduction in the number of uninsured individuals between the ages of 19 to 26. This has been attributed to that portion of the law allowing individuals up to age 26 to be covered by their parent's health insurance.

The uninsurable individuals with pre-existing conditions also have a source to purchase insurance even though they have a pre-existing condition. This source is the Federal High Risk pool. According to information from the Kaiser Family Foundation: 52 percent of Americans say that they or someone else in their household has what would be considered a "pre-existing condition." Among this group, one in five (21 percent) say they or their family member has had difficulty at some point getting health insurance because of a pre-existing condition, including 14 percent who say they were denied coverage because of the condition.

to include the new benefits, that task is ongoing. A copy of the list can be found at www.hhs.gov. This also increases the cost of health insurance.

So, what are employers doing to control the costs, and what can they expect moving forward?

Here are a few cost reducing options currently being utilized:

- Transferring more of the premium to the employee
- Increasing the deductible and the out of pocket expenses in their plan
- Adding Health Savings Accounts (HSA)
- Utilizing the Health Reimbursement Arrangements (HRA)
- Changing the funding vehicle from fully insured to Minimum Premium, or Partially Self Funded plans. (Not all employer groups will qualify for these types of alternate funding)

Being a little creative can go a long way toward holding down the cost of insurance. For example, if an employer increases the calendar year deductible, and gives the employees the option to purchase voluntary Critical Illness insurance, the monthly premium will most likely go down. The

employees who are concerned with the increase in deductible can purchase the Critical Illness coverage to protect them against some of the increased exposure due to the higher deductible. This is just one idea, and there are many options in the market place for consideration.

Finally, what can we expect in health insurance costs going forward? The average increase in 2011 has been slightly more than 9 percent and many have seen increases that have been greater than 9 percent. Bottom line, cost will continue to rise.

Should we expect a repeal of PPACA? Yes, no, maybe, but a complete repeal is not likely. Will we see portions of the law eliminated? Absolutely.



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Investing in the “Next Generation” Leader

C. NORWOOD DAVIS, CHIEF FINANCIAL OFFICER, 12STONE® CHURCH

Over the last year, I have had the privilege to mentor two young accountants entering their careers. Both have aspirations to serve as key leaders in business. The first, I mentored through a yearlong internship here at 12Stone® Church. He's now joined the team of another Chairman's Club member, The Gem Shopping Network. The second is on staff with The John



Maxwell Company, one of the Chamber's newest Chairman's Club members and featured in this edition of The Executive. Through both of these experiences, I am refreshed by the hopes and dreams of a young professional looking to the future and challenged to ensure my investment is adding value. Along the journey, I've come to appreciate that perhaps the greatest opportunity for the current generation of leaders is to invest in the next generation of leaders. And, I've come to learn three valuable things about making this investment.

Investing in Next Generation Leaders Delivers Significant Return on Investment

As a chief financial officer, I am conditioned to focus on the bottom line return on every investment. I look at pay back periods, cost of capital, and internal rates of return. Allocation of a scarce resource is a routine task of every financial leader in every organization. Too often, those of us in the finance profession, dismiss the investment in people as an intangible investment. However, there is no question that developing young leaders

delivers real returns for the organization. Investing in young leaders holds major upside for the organization. Young leaders are more engaged, bring creativity and energy to their work, offer suggestions for improvement and deliver new perspectives on old challenges.

Investing in Next Generation Leaders Increases Organizational Capacity

Next generation leaders can help carry vision and strategy throughout

an organization. In most organizations, the CEO, Executive Director, aka, point leader, usually is the “vision creator”. However, accomplishing something of any magnitude requires leaders throughout an organization to consistently implement the vision and strategies of the point leader. These “vision carriers” come alongside the “vision creator” and increase the execution capacity of the organization. Larry Bossidy, former Chairman and CEO of Honeywell, in his book Execution observes “Strategies most often fail because they aren't executed well.” We've all been a part of or watched from a distance brilliant strategies fail from the lack of capable, engaged and aligned “vision carriers”. In his book The 5 Levels of Leadership, John Maxwell encourages the point leader in every organization, “When you give someone responsibility and authority, they not only learn, but they also start to fulfill their leadership responsibilities. That action transforms people and organizations. . . . Every developed leader adds more horsepower to the organization.”

Investing in Next Generation Leaders Builds the Future of the Organization

Before joining the team at 12Stone® Church, I advised private business owners on the divestitures and mergers of their companies. I was always amazed at the highly successful CEO's who had invested years, and often decades, building a business, and had never spent more than a day strategically investing in someone that could carry that business into the future. This failure, oversight, or at best deferred aspiration, most always limited the options of the leader to exit the business. It became a “leadership lid” that limited the value of the business. Dr. Maxwell cautions, “Don't allow yourself to become the lid of your organization. Give it the best chance for a bright future by developing other leaders.” By definition, leaders look to the horizon and take territory that others either don't see or believe the risks are too high. Every leader must recognize that beyond the horizon he sees lies an unseen horizon for the next leader and it is his responsibility to ensure that next leader is prepared to lead the organization.

I encourage you to look around and find one or two young leaders to invest your experience, knowledge and wisdom. The rewards for that invest will make you a better leader, improve your organization, and build for the future.



HeadLines

Insurance Coverage and Your Bottom Line

Insurance is the one thing a business needs to have that it hopes never to have to use. Many businesses go years without having to call on their insurers to perform and a lucky few may never have a claim. However, when a claim or lawsuit arises, you need your insurer to perform and to handle the claim promptly and professionally. Although many insurers act professionally, many also deny coverage for claims when the only thing standing between a business and financial ruin is the insurance policy. Often, the reasons for denying claims are questionable, if not clearly wrong. John L. Watkins, Partner, Barnes & Thornburg, LLP, offers a few things you can do to make sure your insurance company will be there if you need it. To view these tips, visit the Chamber's blog at <http://www.gwinnettchamber.blogspot.com>.

Jackson EMC ranked highest in customer satisfaction by J.D. Power and Associates

In a study just released by J.D. Power and Associates, Jackson Electric Membership Corporation (EMC) ranked highest in customer satisfaction among midsize utilities in the South. This marked the fourth year that Jackson EMC had been included in the study, the second consecutive award and the third time the cooperative has received the honor. "Jackson EMC is extremely pleased to receive this honor again," said Randall Pugh, the cooperative's president/CEO. "This award recognizes every aspect of our organization, from system reliability to community involvement. Our employees have an incredibly strong commitment to and pride in the service they provide our members, and this award demonstrates that commitment. I am so very proud to work with people like these folks, who demonstrate their dedication each and every day."

Brighter Smiles for Brighter Futures to Benefit Gwinnett Medical Center's Gwinnett Breast Future

Brighter Smiles for Brighter Futures is a teeth whitening program in which a patient makes a donation in lieu of paying for dental services. Gwinnett county volunteer dentists then provide a selected service, usually tooth whitening, for the patient. The dentists do not receive any compensation for the services provided for Brighter Smiles, instead 100 percent of the patient's donation goes to the Gwinnett Medical Center Foundation. The 2011 Campaign is under way with a goal of \$80,000 to go towards the new breast health center at Gwinnett Medical Center. Please call one of our participating dentists to participate! Now in its eleventh year, the Brighter Smiles program has raised almost one million dollars to support cancer diagnosis and treatment. The \$200 donation is tax-deductible. The current campaign will run through the end of January 2012. For more information, visit www.brightersmiles.org or call Beverly O'Toole with the GMC Foundation at 678-312-8500.



Future Security's David Post Offers Business Tips on Handling Workplace Violence

Security is not just about uniformed guards and alarm systems. Most often the liabilities from mishandling employee situations are more costly than employee theft or any burglary. A frequent problem is dealing "properly" with violence in the workplace issues, whether it involves existing employees, former employees, or someone visiting an employee. There has to be a plan, and those charged with responding to those situations must be properly schooled on how to handle those situations, less there

be negligence on the part of the company. "You see, the law allows for mistakes to a certain degree, but negligence makes the cash register ring loud, and a good attorney worth his or her salt will make sure it rings loudly," says David Post, President, Future Security. "The astute business person will put these issues closer to the top of the priority pile. As the economy goes, generally goes the attitudes and frustrations of the workforce. Make sure a plan is in place and some training has taken place...it's only good business."

In Business for You in 2012

It is with great anticipation that the Gwinnett Chamber looks ahead to a strong 2012 in membership. As we

work diligently in this last quarter of 2011 to close out the year strong and build solid plans for execution in the New Year, your leadership as a Chairman's Club member will play a huge role in our collective success.

Membership in the Gwinnett Chamber at the VIP level is more than just having the added benefits and perks that come with

paying for greater access. It comes with the privilege of being able to effectively lead, educate and mentor the next generation of business in Gwinnett. We consider you to be our greatest product offering, our most tangible resource and our hugest success story.

We look forward to working with you once again in 2012 and thank you for your continued leadership of our business community.

Sincerely,
Vince DeSilva
Sr. VP, Membership Services

UPCOMING Events

Register online at
www.gwinnettchamber.org/events.

November 11

Success Lives Here Featuring Sharon Bartels, President & CEO, Gwinnett Technical College

Presenting Sponsor: Merrill Lynch – The Cross Group

7:30 a.m. – 9 a.m. The 1818 Club. Join us as Gwinnett Technical College President & CEO Sharon Bartels shares her secrets to success.

November 16

General Membership Meeting

Presenting Sponsor: Rocket IT

11:30 a.m. – 1:00 p.m. The 1818 Club. General Membership meetings are held once a month providing an opportunity for Chamber of members to stay abreast of important issues in Gwinnett, network with other business professionals, and have a chance to listen to renowned speakers from all types of industries.

December 1

Legislative Kick-off

5:00 p.m. – 7:00 p.m. The 1818 Club. Don't miss this opportunity to meet one-on-one and discuss the 2012 Georgia General Assembly Session with members of the Gwinnett Legislative Delegation, the Gwinnett Chamber Board of Directors and fellow business and community leaders.

December 7

New Chairman's Club Welcome & Orientation Breakfast

Sponsored by David Cross - Merrill Lynch
7:30 a.m. – 9:00 a.m. Sugarloaf Country Club. RSVP to Meggie Nelson at 770-232-8805 or Meggie@gwinnettchamber.org

December 7

Healthcare Excellence Awards

5:30 p.m. – 7:30 p.m. Atlanta Marriott – Gwinnett Place. In honor and recognition of all of those in the healthcare community, the Gwinnett Chamber will debut the inaugural Healthcare Excellence Awards recognizing excellence, innovation, and honoring the efforts of individuals and organizations making a significant impact on the quality of healthcare in Gwinnett County.

December 8

Chairman's Club Holiday Reception

SPONSORSHIPS AVAILABLE

5:00 p.m. – 7:00 p.m. The 1818 Club. RSVP to Meggie Nelson at 770-232-8805 or Meggie@gwinnettchamber.org

December 9

Success Lives Here Featuring Dr. Frances Davis, Associate Superintendent of Human Resources, Gwinnett County Public Schools

Presenting Sponsor: Merrill Lynch – The Cross Group

7:30 a.m. – 9 a.m. The 1818 Club. Join us as Dr. Frances Davis, Associate Superintendent of Human Resources, Gwinnett County Public Schools shares her secrets to success.

December 14

Georgia Leadership Luncheon

11:30 a.m. – 1:00 p.m. Gwinnett Center. Attendees will have the chance to hear the vision and plan for the state of Georgia in 2012 and get an update on the state's efforts in education and workforce development, infrastructure, and small business growth and economic development.