



100 Crescent Centre Pkwy,
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dekalbchamber.org



emerge into the Chamber

The mission of the DeKalb Chamber of Commerce is to support, promote, and sustain business development in DeKalb County through public policy, business advocacy, educational involvement, and community awareness.

Calendar of Events... cont'd from cover

July 23rd – 11:00 am – 5:00 pm - Everest Awards - Small Business of the Year Luncheon & Business Expo.
Keynotes – Michael Thurmond and Les Brown. Location: Emory Conference Center – Lullwater Ballroom.

July 27th – 10:00 am – 11:00 am – Online Webinar – SEO Basics for Entrepreneurs – 16 slots

August 2nd - 11:30 am – 1:30 pm – First Monday Lunch Presented by Georgia Power.
Keynote Michael Gerber, President – Atlanta Regional Council for Higher Education.

August 4th - 11:30 – 1:00 pm – Network DeKalb Leads Group. Sponsored by the CDC Federal Credit Union

August 12th – 8:30am – 10:00am - Business Builder Series Workshop - Sponsored by Resurgens Bank.

August 18th - 11:30 – 1:00 pm – Network DeKalb Leads Group. Sponsored by the CDC Federal Credit Union

August 19th - – 8:30 am – 10:00 – Government Affairs Meeting presented by AT&T.

August 24th – 10:00 am – 11:00 am – Online Webinar – Successful Business Blogs – 16 slots

September 1st - 11:30 – 1:00 pm – Network DeKalb Leads Group. Sponsored by the CDC Federal Credit Union

September 6th – Labor Day Holiday – Office Closed

September 9th – 8:30am – 10:00am - Business Builder Series Workshop - Sponsored by Resurgens Bank.

September 13th - 11:30 am – 1:30 pm – First Monday Lunch Presented by Georgia Power.

September 14th - 12:00 noon – 1:00 pm – New Members Lunch Reception.
Sponsored by Georgia State University / Brookhaven Center and Jason's Deli.

September 15th - 11:30 – 1:00 pm – Network DeKalb Leads Group.
Sponsored by the CDC Federal Credit Union

September 23rd - 5:30 pm – 7:00 pm – Business After-Hours.
Sponsored by the Holiday Inn Select – Decatur.

Visit the Chamber's website
for additional Calendar of event listings.

ISSUE

02

JULY 2010

Calendar of Events

July – September 2010

July 5th – Independence Day Holiday – Office Closed

July 7th - 11:30am - 1:00pm
– Network DeKalb Leads Group. Sponsored by the CDC Federal Credit Union

July 8th – 8:30am – 10:00am
- Business Builder Series Workshop - Sponsored by Resurgens Bank.

July 12th – 11:30 am – 1:30 pm – First Monday Lunch Presented by Georgia Power. Keynote Todd Long, Director of Planning - Georgia Department of Transportation. Topic Preparing for growth: Funding Transportation in Georgia".

July 13th - 12:00 noon – 1:00 pm – New Members Lunch Reception. Sponsored by Georgia State University / Brookhaven Center and Jason's Deli.

July 15th – 5:30 pm – 7:00 pm – Business After-Hours. Sponsored by Five Oaks Apartments – Montreal Rd.

July 21st - 11:30 – 1:00 pm – Network DeKalb Leads Group. Sponsored by the CDC Federal Credit Union

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Message from the Chairman Elect

The Business Case for a Strong Chamber

By John Kelley, Area Manager, Georgia Power and 2011 Chair-Elect.

Georgia Power prides itself as being a strong community partner and supporter throughout the state. We invest in the communities in which we serve through volunteer efforts and donations. One of the most important organizations that we invest in is the Chamber of Commerce (Chamber). As a company, we believe and understand that communities are only as strong as the Chamber that serves them. DeKalb County is fortunate to have a Chamber with 70 years of history, leading efforts involving education, healthcare, economic development and public policy.

At the DeKalb County Chamber of Commerce, it's our business to help our local business succeed. A county's economic well being is directly related to the caliber of work that is done by the Chamber. The Chamber supports the growth of the business community by pursuing business enterprises and by promoting and helping existing business to expand.

To Advertise in our Newsletter
email jeonard@dekalbchamber.org

A strong Chamber is able to work for an ever-increasing population, assuring additional customers and income by increased development of transportation, recreational areas, new industries, and the expansion of existing industries; all of which increase the demand for services. The Chamber also acts as an advocate for businesses by providing businesses with information about legislative issues and by being a voice to address key issues and concerns that affect the businesses.

Active members are the greatest asset of any Chamber. Membership in the Chamber is key to the success of your business. DeKalb Chamber businesses are known for having collaborative spirits and an eagerness to help other businesses grow. Memberships not only drive the quantity but also the quality of programs that a Chamber can offer. Becoming a member of the Chamber will offer the opportunity to connect with a network of businesses working together to strengthen the economic prosperity of the entire county. In addition, as a Chamber member, you will enjoy a menu of benefits, programs and events designed to help support and grow your business.

I encourage each of you to make a difference in your business, your community, your region, by supporting the DeKalb Chamber of Commerce!



Save your business money with Gas South.

At Gas South, we are proud to help fuel the success of DeKalb County businesses through outstanding natural gas service and active membership with the DeKalb County Chamber of Commerce. Start saving your business money — sign your business up with Gas South and in addition to our great rates, you'll receive **\$50 off your first bill**. Switch your service to Gas South and start saving today!

To learn more, call **1-866-563-8129** or visit gas-south.com/dekalb. Be sure to mention referral code **DEKALB** to receive your **\$50 bill credit**.

GAS SOUTH

DRUGS DON'T WORK

SAVE 7.5% ON WORKERS COMP INSURANCE

State laws provide incentives to employers who conduct workplace drug and alcohol testing.

Companies that implement workplace drug and alcohol testing policies can reduce their workman compensation costs by 7.5 percent.

Contact the Drug's Don't Work Coordinator for more information on establishing certified drug-free workplace programs at 404-378-8000 ext. 223.



DeKalb County Chamber of Commerce to Implement Mobile Marketing for Members

The DeKalb County Chamber of Commerce has acquired a new messaging service from chamber member OTS Messaging LLC. The service will allow chamber members to market their products/services to other chamber members via text messaging. By integrating mobile technology into existing communication campaigns, Chamber members can enable their customers to take advantage of special offers, cash in mobile coupons, obtain additional, relevant information and receive alerts about events. Products/services that you want to discount to other chamber members can now be sent for a fraction of what it normally costs to create marketing material. These messages to members will be provided by the chamber for a small fee. The Chamber will also be using the service for updates on various events and activities, coupons, and other offers. Mobile marketing is measurable, delivering a high return on investment with low capital outlay. With its interactive, measurable, and direct features, mobile marketing represents an enormous opportunity and is fast becoming the marketing channel of choice for organizations of all types.

The services and features provided by the Chamber through OTS Messaging LLC include:

- Voice call to landline phones, voice call to mobile devices, text to mobile devices and as an email to any account
- Message scheduling for any future date on a one-time or recurring basis
- Two-way sms (text messaging) allowed for mobile feedback & surveys
- Message tracking and retrieval (history of all messages sent and which persons per device received or did not receive messages)
- Messages can be sent via Internet or mobile device with Internet connectivity
- Group and/or individual messaging
- Messaging services for specific industries (i.e., mobile banking, real estate, restaurant take-out, retail outlets, malls & outlet centers, chambers of commerce, educational institutions, churches, medical/dental professions, emergency notification messaging, political campaigns, radio/television stations, non-profit and volunteer organizations)
- Mobile marketing which allows vendor branding directly to customers
- Text messaging services
- Mobile device double opt-in registration for seamless customer sign-up

Members are encouraged to register for this new service via their mobile devices. The chamber will provide registration instructions in upcoming weeks.

DeKalb Chamber Launches eduKALB ...cont'd from page 5

The recent loss of accreditation by Clayton County Schools had a rapid and negative impact on economic development, employment and overall property values in that county. Though accreditation is not presently at risk in DeKalb County, an unabated decline in school performance will impact student graduation rates, employment options and employers choosing to locate in other metro area counties.

"We owe this effort to the 100,000 school children and their families now and trusting us to deliver them a quality public education product. We need a board of education who understands and appreciates their proper roles, as

well as who can bring the expertise and skills to the table to ask the tough questions of our DeKalb Schools Administration when necessary," says Leonardo McClarty.

eduKALB will provide regular updates via their website at <http://www.eduKALB.org>, and on Facebook as well as holding a series of candidate training sessions and forums this summer and fall. Contributions in support of eduKALB may be made online, or mailed to eduKALB, P.O. Box 3970, Decatur, GA 30031 or send your feedback to info@edukalb.org.

Renewing MEMBERS

Brown & Caldwell
Budgetel Inn
Citizens Trust Bank
City of Stone Mountain
Cotton State Mutual Insurance Co.
Delta Global
Devry University
Dobbs/Raker LLC
Eagle Rock Distributing
Ed Voyles Acura
Emory Conference Center Hotel
Epps Aviation
Fincher Denmark
Flagstar Bank
Flowers Foods
Fulton DeKalb Hospital Authority
Georgia Federal Credit Union
Georgia Perimeter College
Georgia Small Business Capital
Georgia State University
Georgia Tank Lines
Georgia Transmission
Global Consulting
Goode VanSlyke Architects
Griffith Engineering
Griffith Laboratories
House of Cheatham, Inc.
Jasmine at Winters Garden
Jean A. Winsome
Jordan Jones & Goulding
Le Cordon Blue
Lisa Hill Photography
Marjac Promotions
Metro Storage
North Dekalb Mall
Northside Hospital
Pepsi Bottling Group
Pete Garcia Company
Quest Diagnostics
Ready Rent All
Sara Lee
Southern Union Conference of Seventh Day Adventists
Stewart Unlimited
Stone Mountain Chrysler Jeep Dodge
Super 8 Motel
Teplis Travel Agency
The Potts Company
The Waldorf School of Atlanta
Zachary & Segraves P.A.

JOIN TODAY

Government Affairs

DeKalb Chamber Weighs In on HR 5297

In light of the recent economic downturn and financial crisis, Congress is considering a bill to create a \$30 billion Small Business Lending Fund. The program which would fall under the direction of the Secretary of the Treasury would allow the government agency to make capital investments in eligible institutions in order to increase the availability of credit for small businesses. To be eligible to receive a capital investment from the Fund an institution must have more than \$1,000,000,000 but less than \$10,000,000,000 at the end of the fourth quarter of calendar year 2009.

In light of future discussion and a subsequent vote, the DeKalb Chamber was contacted by representatives Congressman Hank Johnson (D-4th) to offer insight as to the organizations ideas regarding the allocation of these funds such and whether there should be certain qualifications for certain types of businesses, or whether businesses/banks in certain neighborhoods or economic zones should receive preference.

In reviewing the legislation and talking with member lenders, the DeKalb Chamber was proud to state that it supported the bill but had concerns on whether there should be specific restrictions as to where or how funds should be directed. DeKalb Chamber President Leonardo McClarty commented, "The Chamber is fortunate to have a number of financial institutions as members and in communicating with them, it was evident, this could aid community banks tremendously." McClarty would go on to add, "One member commented that through the receipt of these funds, they could potentially grow more than \$60,000,000 in loans from the existing capital they have now." Another area of importance noted by the Chamber was importance of participation and inclusion of minority banks that service a burgeoning population and unlike some other institutions, remain well capitalized.

The DeKalb Chamber will continue to monitor this bill and other important federal business legislation in the days ahead. To read the bill as it is currently drafted, interested persons may visit http://www.house.gov/apps/list/speech/financialsvcs_dem/hr_5297.pdf.

Governor Perdue Signs Regional TSPLOST into Law and Statewide Strategic Transportation Plan

On June 2, Governor Sonny Perdue signed HB 277, the Regional Transportation Special Purpose Local Option Sales Tax (TSPLOST), into law. DeKalb Chamber members should note that this was one of three issues of importance heading into the 2010 legislative session. The legislation divides Georgia into 12 regions where transportation investment project lists will be developed for a possible referendum by the voters in August of 2012. The signing ceremony was held in the governor's office and was attended by the various members of the Regional Business Coalition (of which the Chamber is a member of) and other transportation advocates from throughout the state.

The governor also signed the Statewide Strategic Transportation Plan (SSTP). This document was required by the passage of SB 200 during the 2009 legislative session. The Plan will be used by the state planning director to develop criteria that may be used by the 12 TSPLOST regions to determine which transportation projects can be included in their transportation investment project lists. The SSTP will also be used to allocate future state investments in transportation infrastructure and operations. The SSTP covers the years 2010-2030.



JOIN US in celebrating the 1st annual Everest Awards Luncheon and Business Expo

Join the DeKalb Chamber of Commerce in celebrating the 1st annual Everest Awards Luncheon and Business Expo. The July 23 luncheon and expo, held at the Emory Conference Center Hotel will feature a variety of seminars, special events, and award ceremonies. Check the schedule of events below!



Thursday, July 22: 6-9 pm
– Private Sponsor
Reception and Seminar
featuring motivational
speaker, speech coach and
best-selling author,
Les Brown.

For sponsorship inquiries, please email 2010expo@dekalbchamber.org.

Friday, July 23 11:00 am – 5:30 pm - Business Showcase and Expo, featuring 50 vendor exhibits, door prizes, book signing, special guest appearances, and panel discussion/breakout sessions on business topics critical to remain competitive in this market. The business expo will be open to the public and will provide great opportunities for business of all sizes to showcase products and services, network with peers, generate quality leads and build a foundation of new customers in a tradeshow-like environment.

The Business Expo will be open to the public between 11:00 am – 5:30 pm.
Presenting sponsor is AJC.

11:30 am – 1:30 pm – Small Business Person and Corporation of the Year Awards Luncheon.

Opening remarks by Georgia Labor Commissioner, Michael Thurmond and keynote address by Les Brown. This event is designed to honor DeKalb Chamber of Commerce companies and individuals for their exemplary standards in business development, employee programs, business innovation and contribution to the metro-Atlanta region. Everest Institute is the presenting sponsor of this event.

Members and supporters of the Chamber are invited to seize the opportunity to attend this event which promises to highlight some of the great accomplishments of small business professionals and provide a face-to-face marketing opportunity that can be extremely valuable to entrepreneurs and other small business operations.

For more information on tickets, please visit www.dcocexpo.eventbrite.com, email: 2010expo@dekalbchamber.org or call Kim Davis-Mitchell at 404-378-8000 ext. 223.

New MEMBERS

Accura Engineering & Consulting Services, Inc.

Alexan Town Brookhaven Apartments

Appletree Learning Center and Academy, Inc.

Atlanta Outdoor Lighting

Boys & Girls Clubs of Metro Atlanta

Cbeyond

Chihade International, Inc.

City of Chamblee

Design Packaging, Inc.

DLM Property Investments, Inc.

Girl Scouts of Greater Atlanta

Global Solutions Enterprise

Hardright Bakery & Catering, Inc.

Holiday Inn Express Decatur

Huview Productions LLC

Mail + More

Maroni Land Acquisitions, LLC

MASSCOMM Install Tech

Mastech Enterprises

Merchant e-Solutions

My Supplies

Nordic Cold Storage

Noroo Bee Chemical America, Inc.

Prime Urgent Care & Family Medicine

Promotional Screenprint, Inc.

Radiotherapy Clinics of Georgia

Robinson Consulting Services

Senior Connections, Inc.

Sewell Printing Service, Inc.

Southern Barter Club, Inc.

Staples - Stonecrest

Statewide Independent Living Council of Georgia, Inc.

Tucker Self Storage

Verizon Wireless

Wechsler Engineering and Consulting, Inc

Willie A. Watkins Special Events Center



DeKalb Chamber Launches eduKALB IMPROVING EDUCATION

DeKalb Chamber Launches eduKALB to Improve and Enhance Performance of DeKalb Board of Education

“This is not about unseating incumbents. We are inviting incumbents and challengers alike to participate in this process, have a dialogue and work with us to put Classrooms First and improve overall school performance. This will be a long term process,” says Gregory Levett, Sr., owner of Levett & Sons Funeral Homes and Co-Chair of eduKALB.

For the past several years, the DeKalb Chamber and business community have become increasingly concerned about the declining performance of DeKalb County Public Schools. After decades of leading the state, DeKalb Schools have witnessed declining enrollment, student test scores and graduation rates.

“For more than two years now we have had discussions about how best to improve our schools. We have reached the conclusion that leadership starts at the top, and we are forming eduKALB to help improve the performance, professionalism and quality of our board of education,” says Leonardo McClarty, DeKalb Chamber President, and member of the eduKALB board of directors.

The eduKALB Board of Directors is comprised of a diverse group of more than a dozen business, civic, government and community leaders and stakeholders. Board members are all DeKalb County residents and many have children in DeKalb schools. eduKALB will hold board member training sessions, candidate forums and in the fall endorse the individual candidates who they believe will make the strongest additions to the DeKalb School board. Any potential interested candidate, incumbent school board member, parent or educator is welcome to attend and participate in all eduKALB events.

eduKALB is an independent, non-partisan registered 527 organization, which can accept and expend unlimited contributions in support of its mission. Though eduKALB is non-profit, contributions to eduKALB are not tax deductible. DeKalb School Board elections are also non-partisan. Qualifying takes place in July, and the elections will coincide with the November General Election. During the 2010 elections, Districts # 1, 3, 5, 7 and 9 are up for re-election. Districts #2, 4, 6 and 8 will appear on the ballot.

“Our DeKalb Board of Education has three primary responsibilities to perform:

1. Supervise and hire/fire the Superintendent;
2. Oversee, review and approve the annual budget; and
3. Set policy and overall strategic direction for the system.

As a parent with children in DeKalb Public Schools, I am deeply concerned about the quality of our public education...and some of the priorities set by prior administrations,” says Chris Marquardt, Alston & Byrd, Co-Chair eduKALB.

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RIBBON CUTTING ANNOUNCEMENTS

April 23rd DoMaRo Uniforms

(770) 322-0573 | 4810 Flat Shoals Parkway, Decatur, GA 30034



April 29th Indigo Signs

(770) 939-0902 | 4404 Hugh Howell Rd., Ste. 15, Tucker, GA 30084



June 3rd Alexan Townhomes:

(404) 841-4200 | 305 Brookhaven Avenue NE, Atlanta, GA 30319



June 4th Malcolm Cunningham Ford:

(770) 936-2605 | 5675 Peachtree Ind. Blvd., Atlanta, GA 30341



June 10th Prime Urgent Care:

(770) 837-9788 | 3031 Shallowford Road, Chamblee, GA 30341



June 10th Jarrett Communications Group, Inc.:

(770) 936-2605 | Two Ravinia Drive, Suite 500, Atlanta, GA 30346



For more information go to www.dekalbchamber.org