



# News and events of the DEKALB CHAMBER OF COMMERCE

100 Crecent Center Pkwy, Suite 680, Tucker, GA 30084 • 404.378.8000 • www.dekalbchamberofcommerce.org

## Upcoming Business Builder Series workshop

–  
**Thursday, May 13**  
**Change or Go Broke.**  
**The rules have changed...**  
**Are you still running your business the same way?**

The new economy brings with it a new set of rules for small business. Unfortunately, the rules are still changing. Better get used to it because this is the new normal. Don't believe it? Here is a sobering statistic: 70 percent of GDP was consumer spending. The government is trillions of dollars in debt. And if Washington continues on its current course, small business owners will get hammered with new taxes, healthcare, energy, payroll, and income tax increases are all on the horizon and they will affect every business.

### Presentation Topics:

- **Sell or Die:** Without sales, nothing else matters
- **Cashflow:** The lifeblood of your company
- **Employees:** Time to Upgrade?
- **You have to 'Do the Math':** Flying blind is no longer an option

### The Realities of Entrepreneurship:

Time to get honest about your strengths and weaknesses

**Kevin Hanville**, business consultant, speaker and author will be the keynote for the meeting bringing his more than 25 years of experience to the group. Interested in attending? Register at [www.dekalbchamber.org](http://www.dekalbchamber.org).

## Message from the President

### The benefits of going green

Everywhere one looks today there is something mentioned about "going green." There is green this and green that, yet quite often, no one really knows or understands fully what green means. For businesses, the issue of going green can be quite daunting especially for those that are small businesses. Larger firms are often fortunate to have specialists in a variety of disciplines who aid in company efficiencies and best practices. Small businesses would love to be so fortunate as employees often wear multiple hats functioning in arenas that are not their specialty. Nonetheless, the area of sustainability is one that must be embraced for a variety of reasons and they are outlined below.

#### Going green benefit 1: It helps the environment

Regardless of whether you agree with the global warming or not, one cannot argue that there is only one Earth and that we must do our part to encourage environmentally sensitive practices. Whether it is recycling, using paper instead of plastic, designing automobiles that emit fewer emissions, encouraging car pools to take cars off our roads, or taking alternative forms of transportation vehicles, it simply is better for our society to be more environmentally sensitive.

#### Going green benefit 2: Its healthy

Each year in the Atlanta area, more children are suffering from allergies and asthma than ever before. Not to mention, we have a society where fast food reigns supreme, complete with animals that receive various nutrients to grow bigger quicker. Fruits and vegetables are often treated with various pesticides and chemicals. The concept of organic foods minimizes the unhealthy

foods and artificial nutrients that we take in and ensures that our bodies are healthier. When our bodies are healthier, other savings come into effect primarily through fewer visits to the doctor thereby lowering healthcare costs.

#### Going green benefit 3: It aids the bottom line

In today's highly competitive, bottom line driven economy, the concept of sustainability is good for the income statement. In its simplest form, costs can be lowered as a result of viewing and saving documents electronically rather than printing. Costs are also lowered from the reduction of paper usage to the purchasing of ink. In addition, turning off computers, lights, and other powered gadgets lowers electricity costs. Quite often, a little leads to a lot and as dollars become more scarce, the ability to save is paramount to growth and stability.

#### Going green benefit 4: Save the economy

From small town America to the nation's capital, going green has often been linked to future economic growth. Sustainability is another mechanism to get this country growing and thriving again as there are numerous opportunities available for those who create programs and products that are less taxing on the environment or lessen the dependency on foreign imports, particularly oil. Historically, America is a country that has thrived on innovation. There is no better time than now to do something that stimulates the economy, creates jobs, yet does not damage mother earth.



**Leonardo McClarty**  
President, DeKalb Chamber

## Members Corner

### Deputy Commissioner, Global Commerce Division

The DeKalb Chamber of Commerce welcomes **Heidi Green**, the deputy commissioner for global commerce at the Georgia Department of Economic Development (GDEcD), as its May First Monday Lunch keynote speaker. Green is the state's lead governmental person responsible for promoting, marketing and supporting economic growth.

Green oversees the division that helps existing industries grow and expand; develops and recruits new businesses to Georgia; and increases Georgia's trade around the world. Her responsibilities also include

the Governor's Entrepreneur and Small Business Office and the state's Innovation and Technology Office, as well as 12 offices around the state and 10 offices around the world. Green also chairs the Georgia Entrepreneur and Small Business Network, established by executive order of Gov. **Sonny Perdue**. Green is also a member of the Advisory Council for the University of Georgia College of Agricultural and Environmental Sciences.

Green joined the department in June 2007. For nearly five years previous she served as Perdue's director of intergovern-

mental affairs and as the senior advisor in economic development. She has managed relationships with federal departments and elected officials, state agencies and local governments, as well as serving as a senior advisor to the Governor on issues such as economic development, transportation, water management and PeachCare. She also represented the governor's office in regional and national organizations, including the Southern Governors' Association, Republican Governors' Association, and National Governors' Association.

Green began her ca-

reer in intergovernmental affairs in Washington D.C. in the office of Congressman **Bill Thomas** (R-CA). She later served as the Projects Director for Senator **Paul Coverdell** (R-GA), working in both his Atlanta and Washington, D.C. offices. She has experience working in the U.S. Department of Commerce and in fundraising for non-profit organizations.

Green, a native of Lakeport, Calif., holds a Bachelor of Arts in international affairs from Lewis & Clark College in Portland, Oregon and an MBA from George Washington University in Washington, D.C.

### Save these important dates for May:

- May 3 – First Monday Lunch – Heidi Green
- May 5 – Network DeKalb Leads Group – Le Cordon Bleu College of Culinary Arts
- May 11 – New Members Lunch Reception – Sponsored by GA State University / Brookhaven Center
- May 13 – Business Builder Seminar – Change of Go Broke

- May 19 – Network DeKalb Leads Group – Le Cordon Bleu College of Culinary Arts
- May 25 – Online Webinar - Easing your Transition to Office 2007
- May 27 – Business After-Hours – Doubletree Hotel

### Save the Date

- June 7 - June First Monday Lunch – Panel on Healthcare Reform

Brought to you in partnership with

