Welcome to another edition of ChamberLink. As my term as the Chairman is nearing completion, this issue marks my last opportunity to address you through this monthly publication. I’m proud to have served such a fine organization and look forward to continued involvement in our great community. I’d like to welcome incoming Chairman Andy Walker. We look forward to Andy’s leadership in the coming year in his role as Chairman for the Greater Dalton Chamber of Commerce.

As I reflect on some of the many great accomplishments that our Chamber has been a part of during the past year, I am truly amazed. Read our feature article for the details. I think you’ll agree that this year has been fantastic!

It’s not too late to get your team ready for the 5th annual Chamber Classic Golf Tournament on Monday, September 16th at The Farm. This day of golfing and networking is one of the finest events we host all year. If you want to get your message in front of over 100 golfers, we have an affordable way to do it. Put your company sign on one hole for only $250.00! It’s a great way to let our business community know about you.

We are also gearing up for our 2015 Quality of Life Magazine and on-line Chamber Directory. Ads for our new 2015 magazine are being sold right now. This is a great way to get your company name in the hands of fellow businesses that believe in our community and that have made a financial commitment by supporting the Greater Dalton Chamber of Commerce. Please support this Directory and remember to shop Greater Dalton Chamber members first!

Robert Smalley, Chairman
A Year in Review

Membership Accomplishments:

During 2014 our President’s Council was established and these companies are featured each month in ChamberLink.

Prime Time 2014, our kickoff welcome event was held to honor our 290 new Chamber Members. Godfadda, Vann Brown (Arrow Star) and Godmudda, Patty Mooney (Alliance National Bank) were honored as leaders during the membership event.

The Chamber’s 11th annual Business Expo was a huge success. Pictured here is Clean Sweep, who was one of our exhibitors at the Expo.

The Chamber partnered with Glenn Shepard to present a management seminar. This class taught practical management skills to almost 100 local companies.

The Hispanic Advisory Council was established. They also hosted the first educational effort in partnership with the SBDC. This Business 101 class, taught in Spanish, was the first of its kind to be offered in the State of Georgia.

Providing our members opportunities to connect and promote their business is one way the Chamber helps keep business healthy. Chamber events provide that grass roots networking that many businesses need. By providing over 100 different activities throughout the year we have something for everyone!
Feature Story

Community Development:

The Chamber conducted a successful fourteenth annual Legislative Appreciation Reception known as “Dalton Day” for State Legislators and top elected officials. Approximately 295 were in attendance at this event.

The Chamber serves as the “voice of the business community” through the efforts of the Legislative Action Committee and advocacy.

Pictured is Whitfield County Commissioner Gordon Morehouse (Morehouse Group), Rick Hooper (Shaw Industries) and Governor Nathan Deal.

In October 2013, the Chamber hosted the State Board of Education for their Fall Retreat.


The Chamber honored a number of individuals and companies at the 73rd Annual Banquet. Joe Yarbrough was honored with the Chairman’s Award, Jennifer Baxter was recognized as Diplomat of the Year and Don Adcock was honored as the Small Business Person of the Year. Manly Steel and Belk, Inc. were recognized for celebrating their 125th anniversary. The 1960’s decade past chairs were also honored and recognized: Jack Turner, Milton Ryman, Tom Minor, III and Hugh Kemp. The event concluded with Bryan McAllister passing the gavel to the 2013-2014 Chair, Robert Smalley.
Leadership Accomplishments:

Thirty three new leaders graduated from the Leadership Dalton-Whitfield Class of 2014, bringing the total alumni to 1010. Eighteen class members had perfect program attendance.

The Emerging Leaders Institute, a leadership skills development program, graduated twenty six emerging leaders, bringing the total alumni to 151. Nineteen class members had perfect attendance.

The Leadership Dalton-Whitfield Alumni Association sponsored a “Share the Vision” luncheon featuring the economic impact of the Dalton State College Athletic Program. The Alumni Association also helped to sponsor the Archway Saturday Academy, Readers 2 Leaders Book Blast and alumni participated in the LDW Week of Service.

Several alumni volunteered at the Salvation Army sorting through books during the LDW Week of Service.
Economic Development Accomplishments:

1. The largest project of 2014 YTD is the IVC US expansion. IVC established their US headquarters in Dalton, Georgia in 2009. Since their opening they’ve hired 300+ employees. This year it was announced that IVC US plans to invest $100 million in an expansion at their current facility in Dalton. It is anticipated to create 200 new jobs. This expansion occurs just three years after the opening of its first American production plant in Dalton.

2. In the last 12 months, the Dalton-Whitfield Community won 7 awards from State and National organizations. For the first time, Dalton-Whitfield was named the “Small Market of the Year” by Southern Business & Development Magazine. This award was based on points earned in a community for projects announced (capital investment & jobs).

Other Awards include: Regional Deal of the Year from the Georgia Economic Developer’s Association, the Golden Shovel Award for Project of the Year from Area Development Magazine, CiCi Award for Community Impact from Trade & Industry Development Magazine, Southern Hospitality City from Convention & South Magazine, one of the Top 10 Deals of the Year from Site Selection Magazine and #1 Least Expensive City to Live in the U.S. by Wall Street Cheat Sheet.

3. This summer the U.S. Secretary of Commerce announced the first 12 manufacturing communities through the Investing in Manufacturing Communities Partnership (IMCP) program. The Northwest Georgia region was selected as one of the first 12 communities in the nation. This program is designed to accelerate the resurgence of manufacturing in communities nationwide by supporting the development of long-term economic development strategies.

4. In first quarter of 2014, the JDA partnered with Georgia Tech to produce a Return on Investment (ROI) report for the economic development efforts of 2013. Some notable results are below:

<table>
<thead>
<tr>
<th>Return on Investment Report</th>
<th>By the Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Projects Won</td>
<td>15</td>
</tr>
<tr>
<td>Direct Jobs Created</td>
<td>2,019</td>
</tr>
<tr>
<td>Indirect Jobs Created</td>
<td>999</td>
</tr>
<tr>
<td>New Capital Investment</td>
<td>$511.8 Million</td>
</tr>
<tr>
<td>New Earnings</td>
<td>$145.6 Million</td>
</tr>
<tr>
<td>New Consumer Spending</td>
<td>$115.1 Million</td>
</tr>
<tr>
<td>State &amp; Local Sales Tax</td>
<td>$3.7 Million</td>
</tr>
<tr>
<td>Total Output</td>
<td>$724.7 Million</td>
</tr>
</tbody>
</table>

Archway Partnership professional Dr. Katy Green assisted in bringing together community advocates, combining their efforts and presenting to the State as to why our region should receive the E3Z Grant.
Workforce Development Accomplishments:

Amanda Triplett, Dalton Middle School Teacher, discusses the article that she wrote during her Teachers in Industry Experience at Dalton Citizen News with editor, Jamie Jones.

Dr. Gina Davis at Dalton Animal Care North works with CCHS student, Courtney Street.

After tours of industry, Camp DEM students and counselors pose for a photo at the Northwest Georgia College and Career Academy. Note the safety green t-shirts!!

North Georgia EMC Community Appreciation

North Georgia EMC Recently hosted their community appreciation day, Luis Flores, Louie Lightning Bug, Annette Slade and Tim Ballew are pictured here at the event.
The President’s Council is a prestigious group of investors who participate above their fair share of investment with the Greater Dalton Chamber of Commerce. The organizations listed below provide essential financial support to ongoing economic vitality, workforce development and membership initiatives at our Chamber. With their financial support, the Chamber will continue to forge a strong and diverse business climate to benefit all members of the Greater Dalton business community.

Investors at the level of $5,000 annually are eligible to be a member of the council.

Please take a moment each month to read the company profile of our President’s Council investors.

2014 President’s Council Members

- Alliance National Bank
- Alliant Health Plans
- BB & T
- Beaulieu Group
- Brown Industries
- Dalton Utilities
- Georgia Power
- Hamilton Health Care System
- Mohawk Industries
- Novacopy
- Shaw Industries
- Windstream Communications

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Leadership Dalton-Whitfield Kicks Off its 30th Program Year

The Leadership Dalton-Whitfield program Class of 2015 kicked off its 30th program year on August 14th with a one day Retreat. This program is sponsored by the Greater Dalton Chamber of Commerce, which began in 1986 and boasts 1010 alumni. Program President Mitch Sanford (First Bank of Dalton), graduate of the class of 2002 remarks, “I am excited to see new leaders develop, become engaged and gain a better understanding about our community.”

This year’s class of 38 community leaders headed out for a day long retreat to the Tate House in Tate, Georgia. The day included team building exercises and the individuals discovered their leadership styles, which was facilitated by the Fanning Leadership Institute.

“The Leadership Dalton-Whitfield program is designed to prepare each participant for leadership roles within our community,” stated Program Chairman Pat Gordon LDW Alumni Class of 2004.

Pictured left to right are class members:

Front row kneeling: Chad Jordan (Christian Heritage School), George Kopcsak (Dalton Public Schools), Maria Guzman (Mohawk Industries), Stephanie Byrd (Winter & Scoggins, CPA), Susan Rich (Shaw Industries), Andrew Nuckolls (Mohawk Industries), Tim Rowe (Dalton Funeral Home) and LDW President Mitch Sanford (First Bank of Dalton).

Middle row: John Fallon (Shaw Industries), LDW Chair Pat Gordon, Jennifer Baxter (Law Office of Jennifer Baxter), John Neff (Cycle-Tex), Jeff Brown (North Georgia Electric Membership Corp.), Sarah Carmichael (Minor, Bell & Neal), Dr. Marina Smithcrman (Dalton State College), Alicia McPherson (Beaulieu Group), Sandra Esparza (Morehouse Group), Tracee Smith (Cohutta Banking Company), Donna Hopper (Georgia Northwestern Technical College), Steve Bartoo (Dalton Public Schools) and Gary Brown (Whitfield County).

Back row: Heath Owens (Dalton Utilities), Charlie Morrow (Dalton Utilities), Rob Stanfield (Dalton Box), Patrick Barkley (Little, Bates & Kelehear), Dr. Steve Rohn (Hamilton Medical Center), Stan Bouchard (Beaulieu Group), Daryl Cole (Hamilton Health Care System), Greg Dent (Northwest Georgia Healthcare Partnership), Holli Broadrick (Compassion House), Daniel Laird (Coppedge & Associates), Zack Adamson (Engineered Floors), Ed Shelton (J+J Flooring Group), Russell Headrick (Shaw Industries), Chris Cooke (Dalton Police Department), Bill Brueckner (Shaw Industries), Amber Holland (Shaw Industries), Aaron Marcelli (Cross Plains Community Partner) and Trey Thames (Shaw Industries).

Not pictured: Daniel Theis (Whitfield County Schools)
Interning with the JDA

Guest Column by: Tallie Williams, Summer Intern

Being an upcoming senior at the University of North Georgia obtaining a marketing degree, I knew it was time for me to get some first-hand experience. Through my searching endeavors, an internship coordinator informed me of a position with the Dalton-Whitfield Joint Development Authority. I had no idea what this would entail or how it would mesh with my major. I also had no idea they would want me on their team.

My first week there, I had anticipated that I would be doing the stereotypical intern tasks like running errands for superiors or doing other busy work. To the contrary, whenever I would offer to run an errand, they would insist that they go instead. I was surprised at how quickly they adopted me as so much more than an intern – I felt like an equal. I started off learning about what everyone at the Joint Development Authority/Chamber of Commerce did and how it contributed to the picture overall.

The Joint Development Authority helps attract and expand business in the Dalton area. The team works tediously and is never truly off the clock. As I was given projects to work on, I was able to ask questions and seek input whenever I was unsure about something. Every day I had something new to work on. One day I might be calling companies to confirm their contact information for our international business directory, while the next day may entail writing up a one-page summary. No two tasks were the same. Over the past few months, I helped revamp and change the look of our community profile. I also prepared the Cost of Living Index for the third quarter, helped design an ad about the community of Dalton, and gathered comparative information about surrounding communities.

Through this experience, I gained several skills and invaluable insight into the world of business. I learned more about professionalism, how to communicate, and how to use my own judgment in decision-making. They instilled in me a sense of accomplishment and confidence that I know will help me be a better employee in my future career. I could not have asked to work under a better, more understanding group of professionals. The people at the Chamber/Joint Development Authority really want to see everyone around them succeed and will ultimately help in any way they can, despite their own loads they are carrying. To them, I am so grateful for this time with the Joint Development Authority, the relationships that have been built, and the experience and professionalism I have attained because of it.
Key Economic Indicators
Dalton-Whitfield County

Retail Sales
National - 2013-2014
Total Retail Sales:
June 2014: $391,314,000

2013-2014 National Retail Sales

Building Permits
Permits Issued - Whitfield County

Latest: July 2014
Commercial: 5
Residential: 8

Previous Month: June 2014
Commercial: 8
Residential: 17

One Year Ago: July 2013
Commercial: 2
Residential: 5

2013 Total: Commercial: 34
Residential: 58
2014 YTD: Commercial: 22
Residential: 60

Unemployment
Whitfield County

Latest: June 2014: 9.2%
Previous Month: May 2014: 8.6%
One Year Ago: June 2013: 11.6%

2013-2014 Whitfield County Unemployment Rate

For more information call
Beth Morrison at
706-712-0949
Hamilton Diagnostics Center can detect breast cancer when it is this small.

“There was only a slight dimple on my skin. If I hadn’t performed regular self exams and attended yearly checkups, my breast cancer would have been found much later. Because my cancer was diagnosed so early, I didn’t have to undergo chemotherapy. Now I’ve been cancer-free for two years!”

One in eight women will develop breast cancer, according to the National Cancer Institute.

Schedule your mammogram for a day in October and receive a free gift! Call 706.272.6565 to schedule your mammogram today.

Advantages of digital mammography at Hamilton Diagnostics Center:
- Top-of-the-line image quality with reduced radiation exposure
- Streamlined fast processing and first-time accuracy
- Test results are read and reviewed by some of the region’s most experienced board-certified radiologists who collaborate on complex cases.
- Hamilton Diagnostics Center is accredited by the American College of Radiology as a Breast Imaging Center of Excellence.
We wish the following businesses much success

### Walmart #669
Rick Bartlett  
2545 East Walnut Avenue  
(706) 279-1905

### Turner Industrial Battery
Charles Turner  
3516 S. Dixie Highway  
(706) 272-0178

If you are a new business, new to the Chamber or have moved to a new location...call us! The Chamber will provide the giant scissors and ribbon and will take a picture for The Daily Citizen and ChamberLink.
Q & A with Diplomat of the Month

Tom Phillips

What’s your favorite part about your job?
It’s all about relationships and taking ideas to people who may not have the time to think about advertising and marketing. I love to visit with a client in person and ask questions about their business. Radio has allowed me to become a better listener. Most people don’t have time to write, think about branding statements, time slots, age demographics etc. That’s where I come in! I try to be a service to others.

If you had to choose another career, what would it be?
Something in music! I love to play piano & drums. I once wrote a tribute for The Jim Reeves & Patsy Cline Show and couldn’t believe it when I saw it years later...so something in music or The Circus.

Who’s your hero?
I have several: Mike Robinson, Jack Crump, Lamar McClure, Dr. Don Thomas, Dr. Dale Anthony (Zollie Cantrell) Tommy Jett (Tommy Reynolds), Lane Newberry, My brothers Rich & Mo, Jim Boyd & Eugene Lawson. But If I had to pick one just one it would be....Coach Tony Ingle. They all saved my life and for that I am forever grateful.

What cause or causes are you involved with
As a child I was crippled so I became a Mason & Scottish Rite supporting kids in helping them get back on their feet. I am also a recovered member active now for 35 yrs in AA. I support the Roadrunners Athletics, Dalton Parks & Rec Center, Bluegrass Music & AM Radio Stations.

What’s your favorite part of being a Diplomat?
This group has become truly dear to my heart. The people involved are those who I want to be like the rest of my life. What a honor to be part of this special group. THANK YOU!

Thank You For Your Service
Thank you for your service as a member of the Executive Board of the Greater Dalton Chamber of Commerce.

Penny Carpenter
Morehouse Group
Served from Oct. 1, 2008 to Sept. 30, 2014

Bryan McAllister
Brown Industries

David Morgan
Shaw Industries
Served from Oct. 1, to 2009 to Sept. 30, 2014

Joe Yarbrough
Carpet & Rug Institute
Served from Oct. 1, 2009 to Sept. 30, 2014
Would you like to be a Super Connector?
Call Beth Morrison for more details (706) 712-0949
Morning Mixer at Junior Achievement

Rickie Watson (Inventure IT), Johnny Ingram (Inventure IT) and Tracy Harmon (Junior Achievement) enjoy the opportunities to connect at the Mixer.

Joey Parrott (Wells Fargo), Brian Anderson (Greater Dalton Chamber of Commerce) and Vanessa Cole (Coffee News) catch up during the Member Mixer hosted by Junior Achievement.

Tom Phillips (WTTI) and Tom Woodby (Chick-fil-A) help celebrate the 50 year anniversary of JA.

Judy Norris (Junior Achievement), Bill Blackwood (Coldwell Banker Kinard Realty) and Lee Highsmith (Junior Achievement) welcome the crowd at the event.
Connections.

Networking is the key to successful business, and no one knows that better than your local chamber of commerce. Join now and become a well-connected link in the only network focused on you and your business.

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LegalShield also offer one of the industry's most affordable identity theft protection plans. Members receive identity theft protection for their family at a cost most competitors charge to cover a single individual. Inquire about these value-added services with your local representative,

Mark Jones, Independent Marketing Director 423-227-5572 or www.mark_jones.legalshieldassociate.com
Member Mixer at Elder Law Practice of David L. McGuffey

Joey Parrott (Wells Fargo), Bryant Ramos (Zaxby’s) and Vanessa Cole (Coffee News) network at the event.

Kevin Brunson (FSG Bank), Brandon Combs (State Farm, Brandon Combs) and David Pennington IV (Advanced Insurance Strategies) connect at Member Mixer.


Teresa Whitton (FSG Bank), Billy Wright (Legal Shield) and Melinda Byers (Elder Law Practice of David L. McGuffey) make some new contacts during the Mixer.

Next Member Mixer:
Thursday, September 18th
Cohutta Banking Company
1501 N. Thornton Ave.
5:00 p.m. – 6:00 p.m.
Free to attend!
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Consider Going Green

Often times when I bring up the topic of going green with a customer, I’m met with a barrage of pre-conceived notions. “Too expensive” or “not as effective” are the usual culprits when it comes to shooting down green recommendations. Both reasons were true… a decade ago. However, green programs are affordable and can be every bit as effective as traditional programs. But why should you consider going green?

The Environment
We’ll get the easy one out of the way first. By utilizing more recycled materials and lower impact products, going green is a great way to have a positive impact on our planet.

Health
A properly executed green cleaning program will improve the overall health of your facility. Air quality is increased by eliminating airborne particulates and reducing harmful VOC’s from chemicals. The transmission of illnesses are reduced by proper removal of pathogens and elimination of cross contamination, which is extremely common with a traditional program. A green cleaning program can noticeably increase productivity and decrease absenteeism with your employees or students.

Cost Savings
As a result of improvements in manufacturing and an increased supply of recycled materials, some of your highest volume supplies, like paper products and trash liners, are actually cheaper to buy green. Coupled with higher quality equipment that is made to last longer, a green cleaning program will actually cost a facility less over time.

LEED Certification
Is your facility considering LEED certification? A green janitorial program is one of the easiest things a facility can do to earn points towards certification. Being LEED certified is a great marketing tool and also qualifies the recipient for many tax incentives. Visit http://www.usgbc.org/certification for more information on LEED certification.

A few simple changes of equipment and products along with quality employee training can easily establish an effective, cost saving, green cleaning program. Mid-South Industries is proud to offer green products to meet your facility’s unique needs. We have years of industry experience and would be happy to provide consultation to help in your efforts to go green.

Feel free to contact us by phone- (706) 996-1877 or email- info@mid-southindustries.com. Also visit our website- www.mid-southindustries.com.
Eighty middle school students chose to begin their summer vacation by attending the fourth Design, Engineering and Manufacturing Camp at the Northwest Georgia College and Career Academy, June 2-5. Camp DEM allowed students to experience design, robotics, electronics, career exploration, and chemical properties used by industry while developing team building skills.

Camp DEM was free to students through the generous support of the following businesses and organizations: Shaw Industries, Mohawk Industries, J&J Flooring Group, Dalton Utilities, ArrowStar, LLC, Lyle Industries, Inc., Grainger Corporation, Lowe's, Jostens, Northwest Georgia College and Career Academy, Whitfield County Schools, Dalton Public Schools, Georgia Northwestern Technical College, Dalton State College, Gordon, Murray, Whitfield Boys and Girls Club, Grow Greater Dalton, Dalton-Whitfield Archway Partnership, Dalton-Whitfield Joint Development Authority, and the Greater Dalton Chamber of Commerce.

A special thank you to all of these businesses and organizations for their support. Without such support our community would not be able to offer such an outstanding educational opportunity for future designers and engineers!
Mohawk is honored to welcome the following new members:

**New Members**

**Allure Elite Medical Day Spa**  
Ms. Darlene Falls  
1011 Abutment Road #100  
Dalton, GA 30721  
(706) 529-8702

**We Care Senior Home Care**  
Mr. W. A. Streete  
Ms. Jessica Streete  
1011 Abutment Road, Suite 104  
Dalton, GA 30721  
(706) 529-3493

**Riverside Stoneworks, LLC**  
Ms. Glenda Adams  
Mr. Kevin Whaley  
5339 Highway 76  
Chatsworth, Ga 30705  
(706) 695-1180

**Member Updates**

- **Name Change**: ITP Global Services to TiDra Staffing

Join the Chamber!  Call Beth Morrison for more information  (706) 712-0949

Like us on Facebook Greater Dalton Chamber of Commerce.

Check in every Monday afternoon to see our Business of the Week.

Do you have changes at your company?  
E-mail Beth Morrison at morrison@daltonchamber.org to have them featured in the next ChamberLink.
With every new checking account opened, CSB will donate $5 to a local community food bank*.

In addition to valuable rewards, a free checking account from Community & Southern Bank will earn you many thanks from those less fortunate in the community. Choose any CSB checking account, such as Kasasa Cash to earn high interest or Kasasa Tunes to receive free iTunes™ and Amazon.com™ downloads. You’ll get a great checking account and have the added satisfaction of making a deposit into a different kind of bank with deep roots in the community. You can also drop your canned goods by any CSB location until September 30th.

Local food bank partner:
Chattanooga Food Bank

* $5.00 donation with each new checking account effective through 9/30/14. Ask your CSB branch for details.