BUSINESS LEADER®

BUSINESS to BUSINESS

Jan/Feb 2013

businessleader.com

2013 Annual Awards

CEO of the Year
Larry Gellerstedt
The Complete CEO

Company of the Year
Genuine Parts Company
Strong, Stable & Successful

Atlanta Philanthropists
Alana, Harold & James Shepherd
Changing Lives and Giving Hope

A Man of Character
How Jim Laney's selfless leadership has changed lives around the world

Jim Laney
Atlanta Legend

Say hello to one of the city's most glimmering success stories, in the heart of vibrant Midtown. Your group will become well acquainted with the largest meeting venue outside the downtown convention hotels, our bustling lobby bar and restaurant, and breathtaking views of the sun rising over Piedmont Park each morning. No place else delivers the authentic midtown Atlanta experience quite like Loews.

40,000 SQ. FT. OF FLEXIBLE, INDOOR AND OUTDOOR SPACES IN THE HEART OF MIDTOWN

loewshotels.com/meetings 404.745.5000

Local Expertise, Local Decision Making. Put Chase to work for you.

As proud sponsors of Business to Business, Chase congratulates the honorees of the 2013 Annual Awards. We salute your exceptional leadership and dedication to your organizations and our community.

Chase Commercial Banking is committed to helping mid-size businesses across Atlanta achieve their goals. Chase offers you the local delivery of global capabilities and award-winning industry expertise. Just like you, your dedicated Chase banker is a part of Atlanta and understands the unique needs of the businesses that operate here. Through our partnership, we will deliver tailored financial solutions and first-class service that will position you for success.

Chase takes pride in strengthening the communities we serve by helping local businesses thrive. Let us do the same for you.

Contact David Balos, Georgia Market Manager, Middle Market Banking at (404) 926-2534 or visit chase.com/commercial banking for more information.

CHASE

© 2013 JPMorgan Chase Bank, N.A. Member FDIC. Chase is a marketing name for certain businesses of JPMorgan Chase & Co. and its subsidiaries (collectively, "JPMC")
PA_13_034

The nation's leader in spinal cord and brain injury rehabilitation

Shepherd Center

Spinal cord injury rehabilitation | Brain injury rehabilitation
The Andrew C. Carlos MS Institute at Shepherd | The Shepherd Pain Institute

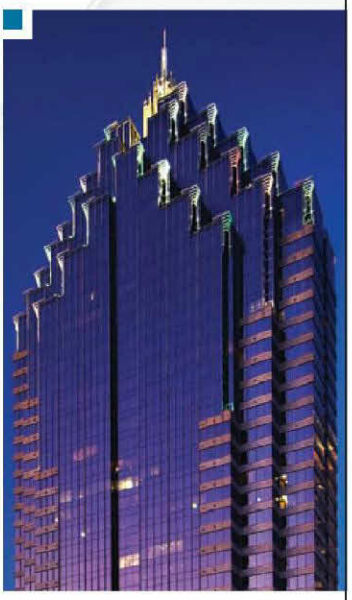
2020 Peachtree Road NW, Atlanta, GA 30309 • 404-352-2020

shepherd.org

FROM DOWNTOWN TO ALPHARETTA, WE'RE HELPING YOU REACH NEW HEIGHTS.

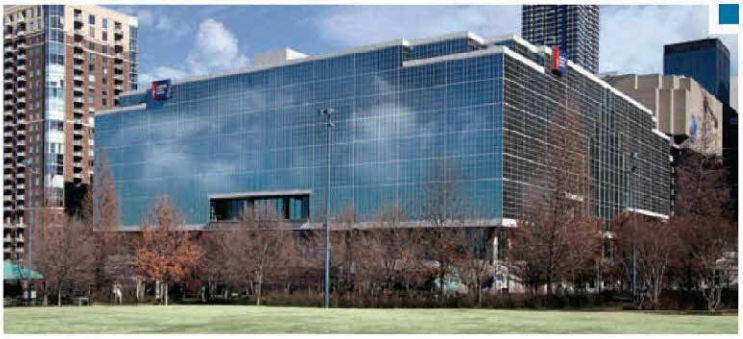
PROMENADE
Midtown

207,000 SF Available
(80,000 SF Contiguous)



AMERICAN CANCER SOCIETY CENTER
Downtown

177,000 SF Available
(Up to 150,000 SF Contiguous)



ONE NINETY ONE PEACHTREE TOWER
Downtown

191,000 SF Available
(Up to 69,000 SF Contiguous)

TERMINUS
Buckhead

T200:
68,789 SF Available
(34,713 SF Contiguous)

T100:
23,000 SF Available
12,500 SF Available Retail

NORTH POINT CENTER EAST
Alpharetta

1,115 to 88,000 SF Available
(20,000 SF Contiguous)

BILL HOLLETT
404.407.1664
billhollett@cousinsproperties.com

JEFF DILS
404.407.1940
jeffdils@cousinsproperties.com

THAD ELLIS
404.407.1250
thadellis@cousinsproperties.com

Cousins
cousinsproperties.com

BUSINESS to BUSINESS

CONTENTS

2013 No. 01

DEPARTMENTS

10 Publisher's Letter
56 2012 Women of Excellence Photo Gallery

FEATURES

2013 ANNUAL AWARDS

12 CEO of the Year
Larry Gellerstedt - The Complete CEO

16 Company of the Year
Genuine Parts Company - Strong, Stable and Successful

22 Atlanta Philanthropist
Alana, Harold & James Shepherd - Changing Lives and Giving Hope

30 Altanta Legend
Jim Laney - A Man of Character

INSIGHTS

36 Education
Top Ten Issues to Watch in 2013, From Policy to Practice

38 Human Capital
The Employee Value Proposition: Getting and Keeping the Best

40 The Arts
Investing in the Arts

46 Atlanta
2013 Final Four: An Opportunity to Showcase Atlanta

COVER PHOTOGRAPH BY STUDIO 7

STUDIO 7

RockTenn

congratulates our
board member,

Larry Gellerstedt

CEO, COUSINS PROPERTIES INCORPORATED

on being recognized as the

2013

Business to Business CEO of the Year

www.rocktenn.com

We also extend our commendations to all other Business to Business honorees.

Inspirational Honorees

It is a new year and I would like to wish all the readers of Business to Business all the best for a good and prosperous year. Since it is the beginning of a new year, then it must be time for us to once again present and recognize our Annual Award winners. This is the sixteenth year that Business to Business has had the distinct privilege of presenting these Annual Awards. These awards kick off each year for us and we could not think of a better way to start each year than honoring and highlighting the best in Atlanta business and in our community. We present the same 4 awards each year. These awards are: CEO of the Year, Company of the Year, Atlanta Philanthropist and Atlanta Legend. We have 4 really deserving honorees this year and I know that you will enjoy reading about these honorees and their accomplishments, contributions and their positive impact on others and our community.

Our CEO of the Year honoree this year is Larry Gellerstedt, President & CEO, Cousins Properties. Larry is most deserving of this honor for getting Cousins "back on track" during this tough real estate time and focusing the company on its core strengths so it is positioned to grow today and thrive in the future. Our Company of the Year honoree is Genuine Parts Company. This is one of Atlanta's great and fundamentally strong companies that sometimes flies under the radar. It is hard not to notice them these days when they are growing revenues and earnings at a record pace over the last 3 years and they are such a strong, stable and consistent organization. Our Atlanta Philanthropist honorees are a very recognizable name and their deeds, actions and commitment continue to amaze and make a huge difference in people's lives. Alana, Harold and James Shepherd continue to lead Shepherd Center here in Atlanta and take care of both patients with spinal and brain injuries and their families. They continue to do amazing things at the Shepherd Center and you will be overwhelmed by the depth and quality of the care that is being provided by this world class center. Finally, our Atlanta Legend honoree this year is Dr. James Laney. The most concise way to share with you what this man has done in his unbelievable lifetime is simply tell you his professional titles: soldier, minister, teacher, dean, president and ambassador. I am sure I am missing a couple titles too! We are honored to celebrate this man of such great character and substance who has made such a difference in the lives of people all over the globe.

I hope this letter gives you just a hint of the special quality and nature of the 2013 Annual Award honorees and you enjoy learning about these honorees in their features in this magazine.

I am confident that you will be inspired by the actions, commitment and leadership of our honorees and what a profound impact that they have had on their organizations and the many people that they have served.

Sincerely,
Stephen Reynolds
Publisher

MISSION STATEMENT: Business Leader was founded in 1989 and is the No. 1 place for local business news, business profiles, leadership profiles and topical business resources. Business Leader provides local business news updated daily at www.BusinessLeader.com and hosts more than 80 business events annually in the South. Business Leader publishes editions in the Triangle, the Triad, Charlotte, Atlanta, Nashville, Memphis, South Florida, Tampa and Jacksonville, as well as nationally through newsstand distribution.

SUBSCRIPTIONS: To subscribe online, please visit www.businessleader.com/subscribe. Alternatively, subscriptions may be ordered by calling 866-963-6188.

REPRINTS: For information regarding purchasing reprints, e-prints or back issues, please call 866-963-6188 or email marketing@businessleader.com.

Business Leader (ISSN# 105586190) is published Bi-Monthly by Business Leader Media. Periodicals Postage Paid 2 Penn Plaza, Suite 1500 New York, NY 10121 and additional entry offices (UPSP# 006-988) Volume 12, Issue 2.

POSTMASTER: Send address changes to Business Leader, 2 Penn Plaza, Suite 1500 New York, NY 10121.

©2012 Business Leader. All Rights Reserved. Reproduction by any means in part or in whole without written permission is strictly prohibited. All information and graphic material contained in this publication is obtained through reliable sources, but the publisher cannot be held responsible for mistakes or misinformation within the contents of this publication. Nor will Business Leader be held responsible for copyright infringement incurred by advertisers who use other agencies to create their ad(s) for this publication. Business Leader will not be held responsible for errors contained in advertising or stories approved prior to publication but retains the right to edit ads and articles as necessary for content and formatting.

OUR TEAM

Publisher
Stephen Reynolds
Stephen@BusinessLeader.com

Art Director
David Allen

Writers
Andrea Deeb
Steve Dolinger
Sharon Goldmacher
Virginia Hepner
Bethany McDaniel
John Yates

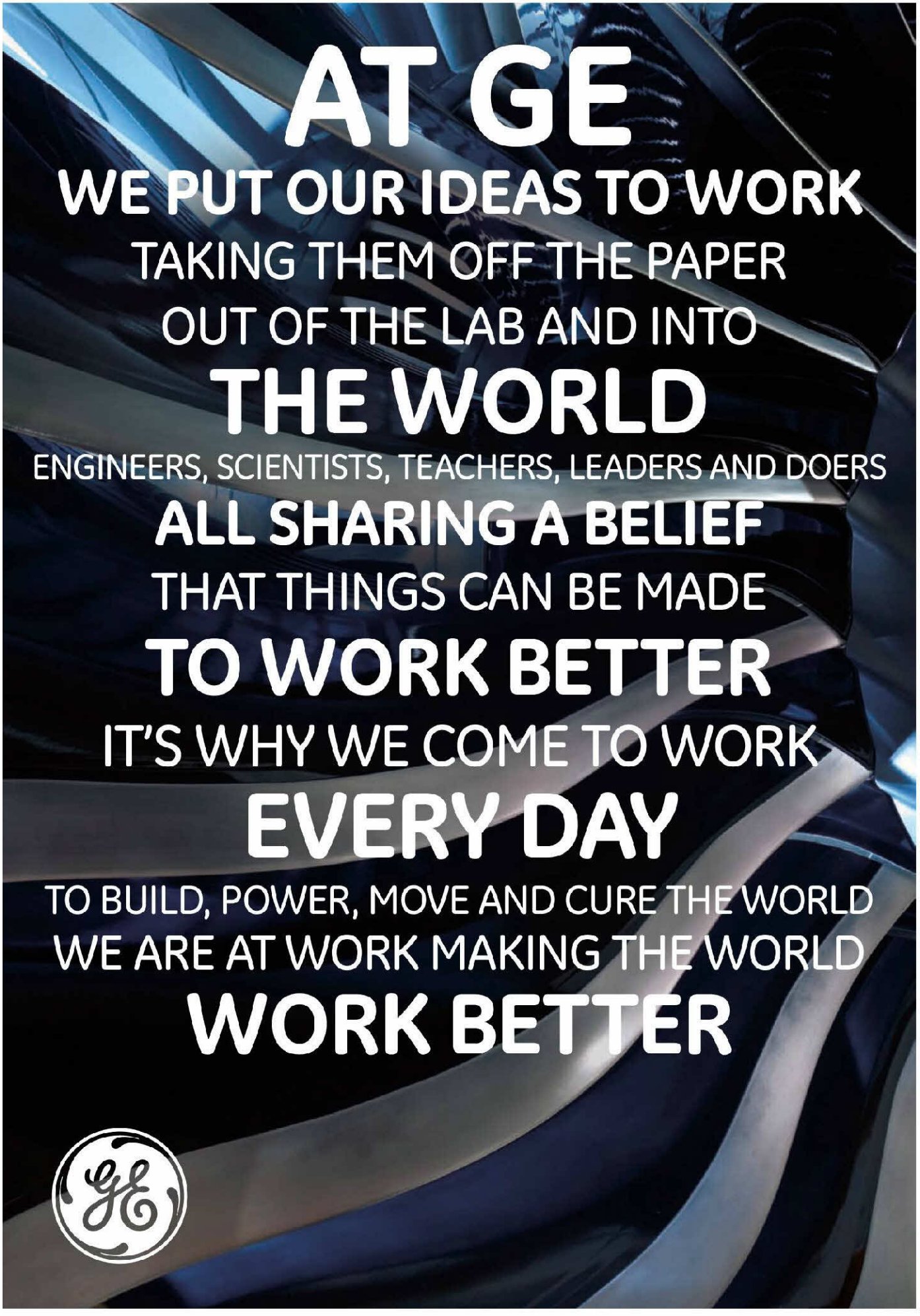
Photography Studio
Studio 7
770-685-7391

BUSINESS LEADER®
866-963-6118
www.BussinessLeadermagazine.com

Managing Director
Eran Salu

Group Publisher
Stephen Reynolds

Publishing In:
Atlanta, GA
Miami, FL
Tampa, FL
Raleigh-Durham, NC
Charlotte, NC
Greensboro, NC
Nashville, TN


AT GE
WE PUT OUR IDEAS TO WORK
TAKING THEM OFF THE PAPER
OUT OF THE LAB AND INTO
THE WORLD
ENGINEERS, SCIENTISTS, TEACHERS, LEADERS AND DOERS
ALL SHARING A BELIEF
THAT THINGS CAN BE MADE
TO WORK BETTER
IT'S WHY WE COME TO WORK
EVERY DAY
TO BUILD, POWER, MOVE AND CURE THE WORLD
WE ARE AT WORK MAKING THE WORLD
WORK BETTER

2013 Business to Business Annual Awards

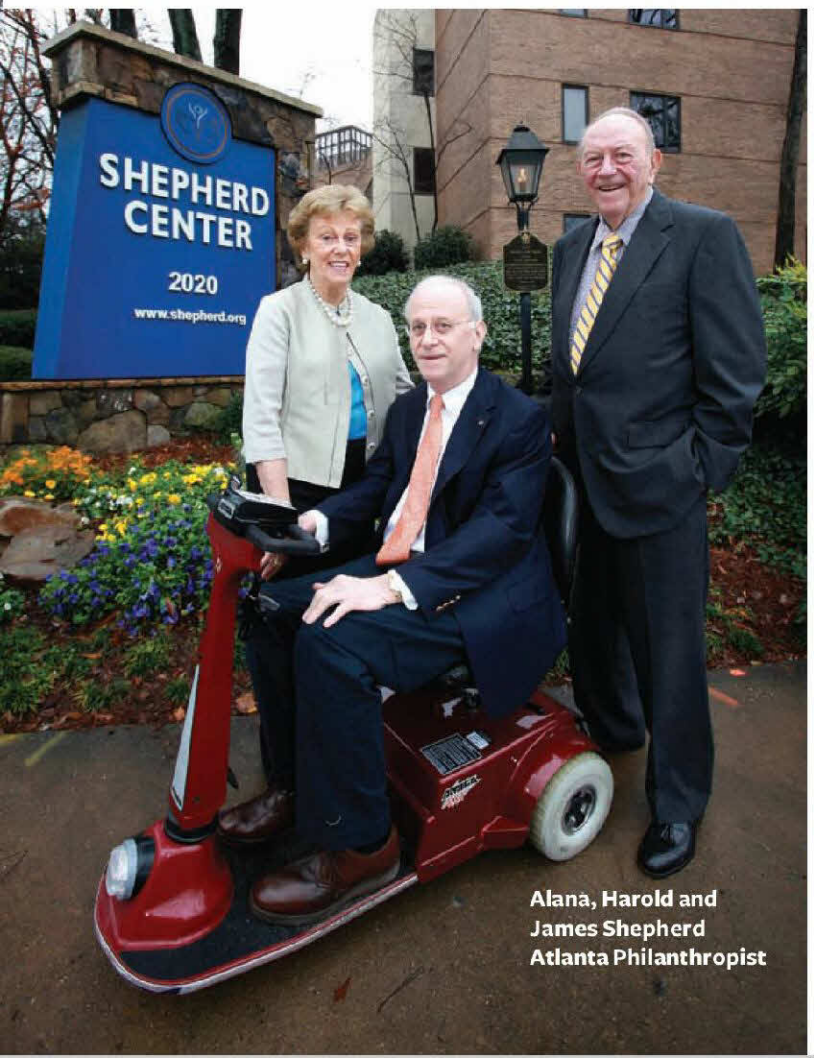
By Bethany McDaniel

Photography by Studio 7

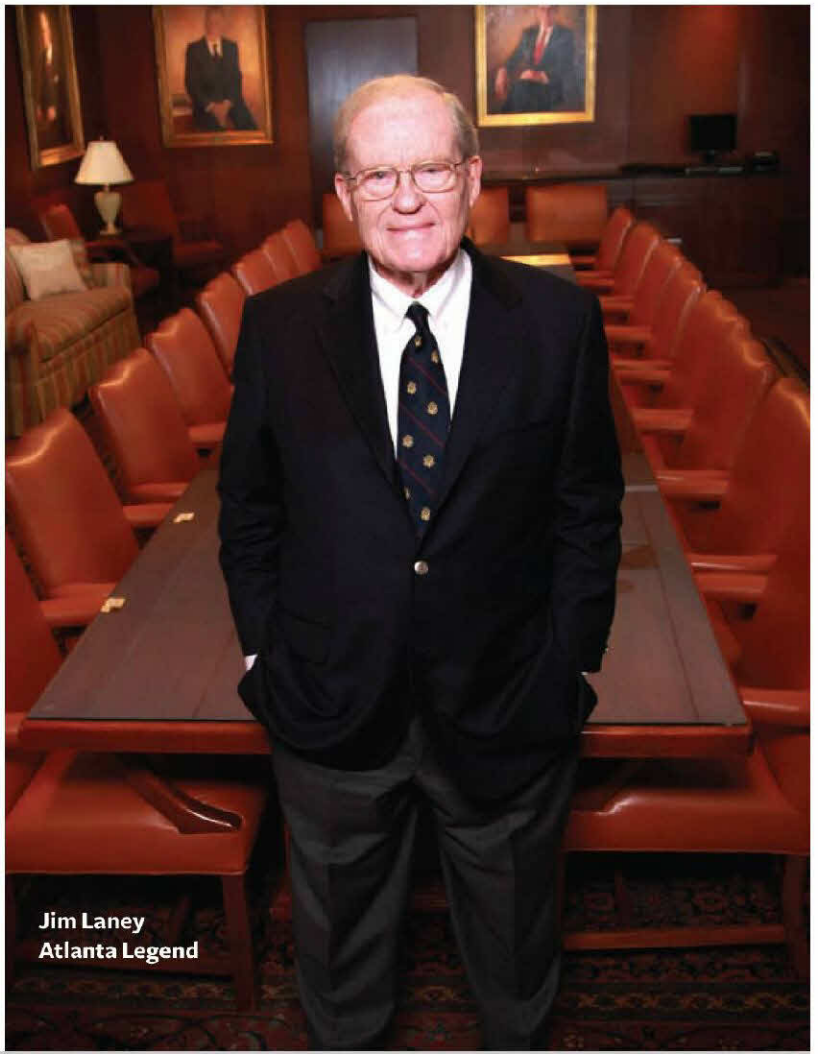
It is time to once again recognize and honor the best in Atlanta business and best in our community with our 2013 Annual Awards. We have the privilege of honoring 5 amazing individuals and leaders and one outstanding company this year. You will get to learn for yourself in the upcoming pages what makes this year's honorees so special and so deserving of this recognition. Please take note of an important element that weaves through the actions and stories of each of our honorees. This element is our honorees unwavering commitment to their organizations, the people in their organizations and their genuine service to others and their community. This is a very special group of people. We hope you enjoy reading these stories about our 2013 Annual Award honorees who continue to make a lasting impact on and commitment to Atlanta business and our community.

Larry Gellerstedt
CEO of the Year

Genuine Parts Company
Company of the Year



Alana, Harold and
James Shepherd
Atlanta Philanthropist



Jim Laney
Atlanta Legend

2013 Business to Business Annual Awards

The Complete CEO

Gellerstedt's astute leadership and passion for improving his native city has enabled both Cousins Properties and Atlanta to become better and stronger

2013 CEO OF THE YEAR

In 2009, Cousins Properties found itself adrift in a challenging real estate market. The company had built up a significant amount of debt and was all over the map in terms of different projects and interests. When Larry Gellerstedt became CEO of the company in the summer of '09, he certainly had his work cut out for him.

A Resume of Success

Larry Gellerstedt started his career in business in 1978 as an estimator for a construction company. Four short years later, Gellerstedt started a business of his own called BCB Company. "I'm really an entrepreneur at heart," he said. "I saw an opportunity to do something that was unique at that point in the construction business." BCB Company was focused on building hospitals and other structures centered around healthcare.

In 1986, Gellerstedt's company merged with a construction company run by his father called Beers Construction. After his father retired, Gellerstedt became the Chairman and CEO of the company from 1986 until he sold it to the Swedish company, Skanska in 1988.

In only two years, Gellerstedt and his father grew the revenues of Beers Construction from $160 million to about $1.2 billion by acquiring other companies and starting new businesses within the company. They built a number of the structures that are still known as some of the most impressive in Atlanta today, including the Georgia Dome and the Olympic Stadium. Cousins Properties was a client for many of these buildings. "We built a 50 story building where our offices are today which is called 191

Larry Gellerstedt

Peachtree," Gellerstedt said. "Cousins was a very important relationship to the construction company that I owned and ran."

Immediately following the sale of Beers Construction, Gellerstedt became the Chairman and CEO of a publicly traded company in Atlanta called American Business Products, a manufacturing company in the packaging business. Gellerstedt was recruited to the business by some of the Atlanta-based board members he knew and ran the company until 2000 when it was sold to Mail-Well.

After that, Gellerstedt took a year away from business to peruse an old dream of teaching high school history and coaching baseball. "I loved that year," he said. "It was very fulfilling. I'm not sure I was that great of a teacher or coach, but I sure had a good time."

Gellerstedt wasted no time in delving back into the world of business in 2003 when he started The Gellerstedt Group, a real estate development company that focused on mixed use urban real estate development. "When I started that company, some of the top people from Cousins came and saw me and they ended up being an investor in some of the deals that we did," Gellerstedt said.

In the summer of 2005, Gellerstedt finally became a part of Cousins Properties when they purchased The Gellerstedt Group. He started off in their office and mixed use development platform and had a number of different roles there prior to becoming CEO. "I ran a large division of the company. In addition I took over all asset management and development and then I became CEO in the summer of 2009," he said.

"We've got a great brand. We've got a strong balance sheet. We've got the best assets in most of the markets we're in and we've got a great team." – **Larry Gellerstedt**

Getting Back on Track

In an industry where many companies struggle to last for more than half a decade, Cousins Properties has effectively stood the test of time for 55 years. "You don't find a lot of public companies in the real estate world that are fifty years old," says Gellerstedt. "Real estate is a risky market. I think it's a tribute to Tom Cousins and the folks who have come before me that the company has survived and thrived during a lot of tough real estate cycles by always being able to adapt to the changing times and not trying to resist those."

When the recession of the early 70's hit, Cousins came close to not making it through. In an effort to bring clarity and stability to the company, Tom Cousins developed a set of guiding principles that the company has tried to adhere to ever since. "One of the principles is not to over leverage the balance sheet," said Gellerstedt. "The biggest problem with real estate is that it's a cyclical business and you can compound the cyclical nature of the business by using a lot of debt to try to improve your returns. That works great during good times and then when the needle turns it can really be punishing."

Cousins Properties found out just how detrimental this cycle could be when they found themselves drowning in debt in 2008

and 2009. In addition, the company had its foot in a number of unnecessary places. "We were in a lot of different product types when I came in. We were in the residential market and we sold lots to home builders. We were both in the primary residential market and the second home market. We were in the industrial warehouse market. We had a third party company that managed and leased real estate assets for institutional owners and we have largely exited all of those businesses," Gellerstedt said.

In an effort to de-complicate the company, Gellerstedt has made a number of changes since becoming CEO. "We've really tried to simplify the company down both in terms of the markets that we pay attention to and the type of assets and developments that we do to what we think are our core strengths and where we think the most opportunity is," he said. "The company has significantly built up its balance sheet and its got a very, very focused strategy today."

This new, focused strategy has garnered much success for the company over the last few years. "Our equity price is up about 30 percent in 2012 and I think that's an affirmation of the go forward/success of our strategy," Gellerstedt said. "The company has never tried to be the biggest. It's always tried to own the best assets and markets ,the highest quality of assets and markets, the highest quality development and had long term relationships that are built on treating our customers right and treating our partners right."

Looking Ahead

In the future, Gellerstedt plans on continuing to respond in the best way possible to any future changes in the real estate market. "The real estate business is dependent on the overall market. We don't lead the market, we react to it in real estate," he said.

Although the majority of the strategizing in real estate is reactive, there is some predicting that comes into play. "We've been very focused in the last two years on positioning the company to take advantage of where we think the opportunities will be for the next 10 years. That has involved buying some assets, doing some new developments, selling some assets and really fine tuning where the company sees the advantage," said Gellerstedt.

Gellerstedt is optimistic about the company's future success in its current markets. "We do think that the Southeast United States along with Texas will continue to outperform the rest of the country in terms of job growth, cost of doing business, pro business environments, etc.," he said. "We've got a great brand. We've got a strong balance sheet. We've got the best assets in most of the markets we're in and we've got a great team."

A Multi-faceted Leader

Having done everything from starting successful companies from scratch to running two public companies, Gellerstedt has had a wide range of experience in the field of business. "I've been very fortunate in what I've gotten to do in my career," he said. "I've enjoyed everything I've gotten to do. Life is pretty short. If you don't enjoy what you do, you probably need to be doing something else."

Holding active roles in a number of civic organizations including Director of the Atlanta Committee for Progress, Chairman of the Woodruff Arts Center, Founder of Children's Healthcare of Atlanta and more, Gellerstedt continues to lead the Atlanta community in philanthropic endeavors as well as in business. "He's been a leader in a number of different ways. He's a natural born leader. I worked with his father in a number of different areas and he has picked up where his father has left off and then some," said Tom Cousins.

According to Gellerstedt, he has benefited from the community as much, or more, as it has benefited from him. "I'm a native of Atlanta and my dad was very involved in the community. I know that I have benefitted from being involved in the community both personally and professionally. Communities don't continue to get stronger and be attractive for future generations and future businesses if you don't give back," he said.

Joe Bankoff, Chair, Sam Nunn School of International Affairs at Georgia Tech said, "Larry is a source of energy and organization who cares deeply about Atlanta. It is the combination of these three elements that makes Larry one of the most effective and sought after leaders of his generation. Whether in construction, real estate, children's health care, the arts, various civic organizations or his remarkable family - his quiet and determined leadership has shown the way and motivated others to follow."

"Larry is a source of energy and organization who cares deeply about Atlanta. It is the combination of these three elements that makes Larry one of the most effective and sought after leaders of his generation."

– Joe Bankoff, Chair, Sam Nunn School of International Affairs, Georgia Tech

With superior business skills and strong leadership, Gellerstedt has been able to get Cousins Properties back on the right track with a clear focus on the future. His passion and commitment to Atlanta will continue to make the city a better place. For these reasons, it is our privilege to honor Larry Gellerstedt as our 2013 CEO of the Year.

2013 Business to Business Annual Awards

Strong, Stable and Successful

Genuine Parts Company, founded on a culture of respect and commitment to its people, has delivered decades of strong results

2013 COMPANY OF THE YEAR

Since 1928, Genuine Parts Company (GPC) has been consistently and successfully providing quality distribution services in the areas of automotive replacement parts (48% of the company), industrial replacement parts (34%), office products (13%), and electrical/electronic materials (5%). GPC has been able to effectively carry out their business through a network of more than 2,000 operations located across the United States, Canada, and Mexico.

Although the company has proven itself to be extremely successful in the past with revenue increases in 60 out of 62 years since 1950, GPC has seen a particularly impressive amount of growth in recent years with revenues up 11 percent and earnings up 19 percent in both 2010 and 2011. Additionally, the company is expecting record results in 2012. Company executives Tom Gallagher, Chairman & CEO, Jerry Nix, Vice Chairman & CFO, and Paul Donahue, President, shared with us their insights into what has made this tremendous performance possible, making it easy to see why Genuine Parts Company is our 2013 Company of the Year.

The Execs

Now in his 43rd year with Genuine Parts Company, Tom Gallagher started out in the company's management development program and then went on to work in various operating positions within the company. He worked his way up through the ranks into key Automotive and Office Products leadership roles, and was elected President in 1990 and then named CEO in 2004. "One thing we're proud of at Genuine Parts is that in our 85 year history, we've only had four chief executive officers. We've had real stability and longevity in the leadership," said Tom. "I think it speaks to the quality of the training programs that we put people on and the development

Jerry Nix,
Tom Gallagher,
Paul Donahue
(left to right)

for leadership positions within the organization."

Jerry Nix is in his 34th year with the company and in his 13th year as CFO. Upon joining GPC, Jerry served in just about every financial type of role until eventually becoming the Company's seventh CFO. Jerry is set to retire this March and will be replaced by Carol Yancey who has been with the company for 22 years.

The self-proclaimed "rookie" of the group, Paul Donahue has been with GPC for just shy of 10 years, starting out in the company's Office Products Group. Four years later, Paul joined GPC corporate and was named President of the Automotive Parts group shortly after. A little over one year ago, Paul was named President of the company.

Although Tom, Jerry, Paul and the others at GPC's corporate office provide general direction and oversight for the company, each one of the branches of GPC also has their own headquarters with their own CEOs and leadership teams.

A System that Works

Unlike many companies who pluck high level executives out from other successful companies/organizations in the business world, Genuine Parts Company prefers to groom their leaders themselves. Their tried and true approach to leadership development involves identifying young people who are early in their careers and bringing them in at the lower levels of the organization. "We give them a chance to get to know our company and our company's culture and give ourselves a chance to observe them in their early years to make sure it's a good fit for both of us," said Tom.

Paul explains that employees are put through a rigorous training process in order to identify and groom them for key positions. "Ultimately, those young leaders will be leading this company someday down the road," he said.

By implementing this strategy with young and motivated employees early in their careers, GPC is able to instill in them the company's culture of, "respect for the individual, respect for the customer and respect for the vendor." This provides them with a deeper understanding and appreciation for GPC, which better prepares both the individual and company for future success.

"You hire the best people, you help set the direction with them, you provide them with resources, and you get out of the way and let them run the business." - **Paul Donahue**

Recent Success

Business strategies such as the one mentioned above have set Genuine Parts Company apart from their peers and are part of the reason they have been able to achieve huge success year after year. However, there is no denying that the last two years in particular have catapulted GPC to even greater levels of achievement and profitability. "During the recession, we struggled like most companies but we came back very strong in 2010 and 2011," said Tom.

This leap in growth was no accident and involved the implementation of growth initiatives that were specific to each of GPC's businesses. For the Automotive Parts Group, such initiatives included a greater emphasis on the need for new store growth. "We expanded our store base in some markets we haven't been in the past and went into some of the inner cities we haven't been in the past," Paul said. "In particular, our team in Mexico has grown our business very successfully for the past three years."

Paul also credited the Automotive Parts Group's partnerships with major account customers like Firestone, Tire Kingdom, Midas and Goodyear as well as the 14,000 plus independently-owned NAPA branded Auto Care centers as being other reasons GPC has performed so well. These and other customers are served from a network of over 6,000 NAPA AUTO PARTS stores in the U.S. "Business with these wholesale customers, and our wholesale business overall, have grown very nicely for us the past two years," he said.

As a whole, GPC's commitment to investing in technology even in difficult times has more than paid off. "Specific to each of our businesses, our teams have done a good job over the past half dozen years or so investing in technology-related projects that have made us more efficient. Even through the recession, we continued to invest in these projects," said Tom. "We have seen the benefit of that over the last few years and will continue to see the benefits as we go forward."

Trends

The four different segments of Genuine Parts Company have

Ernst & Young
Entrepreneur Of The Year®

Some people have a vision of the future. Entrepreneurs turn it into reality.

It's human nature to dream about the future. Most of us think of what "can" be. But entrepreneurs think of what "will" be.

Entrepreneurs create many of the world's most dynamic and successful companies. That's why Ernst & Young's Entrepreneur Of The Year is considered the world's most prestigious business award.

If you have been inspired by a successful entrepreneur in your community – or if you are one – submit a nomination for our Entrepreneur Of The Year 2013 Program.

To learn more, or to request nomination materials, call +1 800 755 2927 or visit us at ey.com/us/southeast_eoy.

See More | Entrepreneurship

© 2013 Ernst & Young LLP. All Rights Reserved. ED 1119

Founded and produced by

ERNST & YOUNG
Quality In Everything We Do

Nationally sponsored by

SAP

KAUFFMAN
The Foundation of Entrepreneurship

seen their own unique business trends over the years. In the automotive group, these trends continue to fall in the company's favor. "There are currently 249 million vehicles on the roads in the U.S. and they continue to age. The average age of a vehicle on the road today is 10.8 years old," said Tom. "They continue to grow older and continue to have more miles on them. The higher the mileage rate, the higher the incidences of repairs which makes for an attractive end market."

In the Industrial Parts Group and Electrical Materials Group, the end customer is the manufacturing community across North America. "Over the past couple of years, the manufacturing community has done quite well if you look at industrial production and manufacturing capacity utilization. They would indicate that the manufacturing community has had a rather nice resurgence from the depths of the recession in 2008 and 2009," said Tom. "As a result, there has been a favorable end market for both industrial and electrical groups."

According to Tom, office products has been the one outlier of the group. "Their end market has not been growing over the past few years, which can be largely attributed to the downsizing number of office workers we saw in 2008 and 2009," he said. "There were 4.6 million office worker positions that were eliminated during the recession. While it has gotten a little better over the last few years, we have not added back the number of workers that we saw pre-recession."

No matter what trend is affecting GPC's groups at any given time, each business has the advantage of the sound and respected name of Genuine Parts Company behind it. "Each of our businesses employs a value proposition that says we're going to sell a quality product. We're known for having a high quality product across all of our businesses," said Tom. "And we're going to sell it at a competitive price. It may not always be the lowest price, but it'll be a competitive price. And we're going to back it up with strong and consistent service."

"At the operating level in each of the businesses, it has taken management teams who understand the trends that have taken place in their respective businesses and have adapted their strategies to enable them to capture additional market share in each of the businesses that we're in."
– Tom Gallagher

Great People

Tom believes that the management teams within each business are largely responsible for their respective group's success. "At the operating level in each of the businesses, it has taken management teams who understand the trends that have taken place in their respective businesses and have adapted their strategies to enable them to capture additional market share in each of the businesses that we're in," he said. "We give our respective management teams high marks for really doing a good job of leading their individual businesses."

GPC constantly strives to maintain a business environment of support and encouragement. "People realize they don't care how much we know unless they know how much we care," said Jerry. "I think that's important and I think they understand that we do care about them. You don't build a company like this and have the corporate culture we do unless you have an environment of folks caring about people."

"You hire the best people, you help set the direction with them, you provide them with resources, and you get out of the way and let them run the business," said Paul. "Fortunately, we've got great people in key leadership positions within the company who do a great job of running their individual businesses."

Looking Ahead

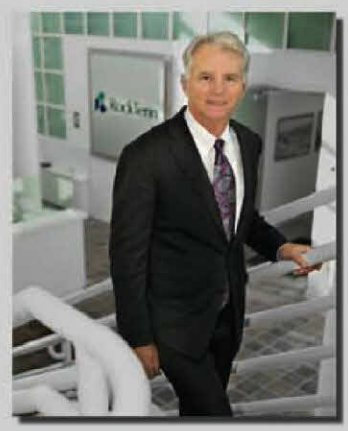
In the next few years, one of the ways in which Genuine Parts Company plans to continue on its path of rapid growth is by expanding into new territory. In January of 2012, the company purchased 30 percent of the leading automotive aftermarket distribution company in Australia and New Zealand. GPC holds the right to purchase the remaining 70 percent as soon as the company hits a certain earnings threshold. "We will have that opportunity at some point in 2013," said Tom. "We see terrific growth opportunities in Australia and New Zealand and see this company potentially expanding into Southeast Asia."

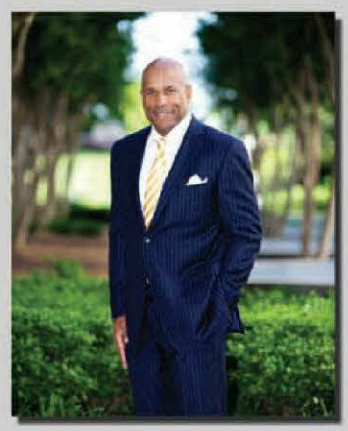
When it comes to nurturing GPC's existing business, the company plans to keep on doing all of the things that have consistently served them well in the past with an even greater emphasis on people and technology. "We need to continue to not only invest back in the business, but in our people," said Paul. "We will continue investing in new technology, whether it be in our digital strategies on the retail side or in our distribution centers."

A dividend-paying company since going public in 1948, GPC has been able to increase the dividend every year since 1955, making for 56 consecutive years of dividend increases through 2012. "As our numbers for 2012 are made public, we'll extend the record in this area," Tom said. "We're known for consistency, we're known for reliability, we're known for predictability, and we're known for stability."

With an outstanding track record of success, Genuine Parts Company is well positioned to continue to deliver excellent results well into the future. B2B

Choose who Business to Business Chooses for Great Commercial Photography





[Studio 7 Photography]

770.685.7391
42A Oak Street Roswell, GA 30075
www.studio7hub.com

2013 Business to Business Annual Awards

Changing Lives and Giving Hope

How James, Harold and Alana Shepherd turned a family tragedy into the Shepherd Center, a world class rehabilitation center that's changing and saving lives

2013 ATLANTA PHILANTHROPIST

After leaving from work at the Shepherd Center one day, James Shepherd was caught off guard when a husband and a father came up to him in the parking lot in tears, thanking him. "They were so grateful that the Center had changed their thoughts and given them hope and that their loved ones were getting better," James said.

Encounters such as this have become somewhat regular occurrences for James, who has spent the greater part of his life fighting to give individuals with spinal cord injuries, brain injuries and other neurological injuries and illnesses a second chance at life. However, his decades of work in the field hasn't made each individual case any less important or meaningful.

After all, James knows what it feels like to no longer be able to walk and do the things that used to come so easily. He is familiar with the emotions of hopelessness and sadness. He knows because he has been through it.

The Accident

Soon after graduating from the University of Georgia in 1973, a 22 year-old James Shepherd set out on a backpacking trip around the world that would change the course of his life forever. While bodysurfing off the shores of Brazil, he was slammed to the ocean floor by a giant wave and sustained a serious spinal cord injury that left him paralyzed from the neck down.

For the next five weeks, James struggled to survive in a Brazilian hospital. "They did a pretty good job keeping me alive," he said. "I was on a ventilator three days post injury from paralysis and pneumonia. It got pretty grim from there."

Quickly running out of options, James's father paid the United States air force to fly his son home on a C-141 Medevac. Once James was safely back in Atlanta with his father, Harold and mother, Alana, the family be-

Alana, Harold, and
James Shepherd (seated)

gan to realize that the treatment options for James weren't a whole lot better here than they were in Brazil. Fortunately, Alana and Harold were soon able to locate a rehabilitation treatment facility in Colorado. Six months of intensive rehabilitation later, James was able to walk once again with the help of a cane and leg brace.

The Shepherds, though thrilled with the outcome, wished there had been a local spinal cord rehabilitation center. "Atlanta claimed to be an international city, and no one here in town really had a clue what to do with me," James said. "We thought it was a great opportunity to change the landscape so that others wouldn't have to leave the Southeast to get the care they need."

In an effort to spare future individuals and families from the hardship of traveling across the country for any sort of spinal cord rehabilitation care, the Shepherds began to work towards bringing such a place to Atlanta. They started by asking their friends to contribute financially to their cause. Alana now jokes, "I don't think any of them are mad at us. I think they're all very proud, although they certainly had their doubts."

It wasn't long before Dr. David Apple, a respected and well-known doctor in the Atlanta area, involved himself with the Shepherds' cause. Shortly after that, Dr. Herndon Murray came on board. "It was a wonderful pairing with Dr. Apple and with Dr. Murray who joined shortly after," James said. "They gave us the medical expertise and the medical reputation that we needed to be able to pull this off."

In August of 1975 when James was 23, the Shepherd Center officially opened as a six bed unit operating out of leased space in an Atlanta hospital.

Alana visits with patients.

"Our goal here is to take an acute medical care and rehabilitation education and spiritual healing, and wrap that continuum around the patient and the family." – **James Shepherd**

38 Years Later

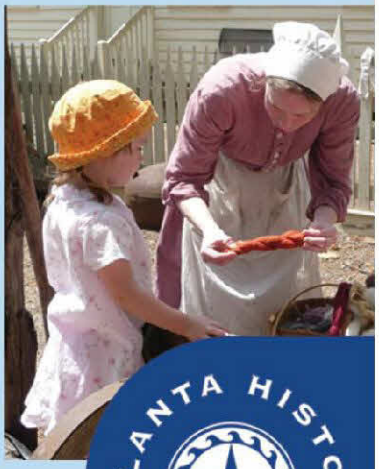
Today, the Shepherd Center exists at its own free-standing location and holds 152 beds, 10 of which are in intensive care units. In 2012, the Center had more than 950 admissions and nearly 600 patients in day programs. There are over 1,400 employees at the Center to accommodate the needs of their growing number of patients. Shepherd Center has been listed in U.S. News and World Report as one of the best rehab hospitals in the U.S. for the past 13 years. "It's become a very robust institution," James said.

Along with treating patients who have suffered spinal cord injuries, the Center also treats patients with acquired and traumatic brain injuries, Multiple Sclerosis (MS), individuals with chronic pain issues and more.

With more than 4,000 patients under treatment at the Andrew C. Carlos MS Institute, it has become the largest center for MS in the Southeast United States. The services provided include Physical Therapy, Occupational Therapy, a health club, advanced equipment, support groups, and exercise and aquatic classes that are sponsored by the National MS Society. Dr. Ben Thrower, the medical director of that unit, was the first medical director to be inducted into the National MS Society Hall of Fame. Along with Dr. Thrower, the MS center employs two full time doctors, one PhD researcher, two nurse

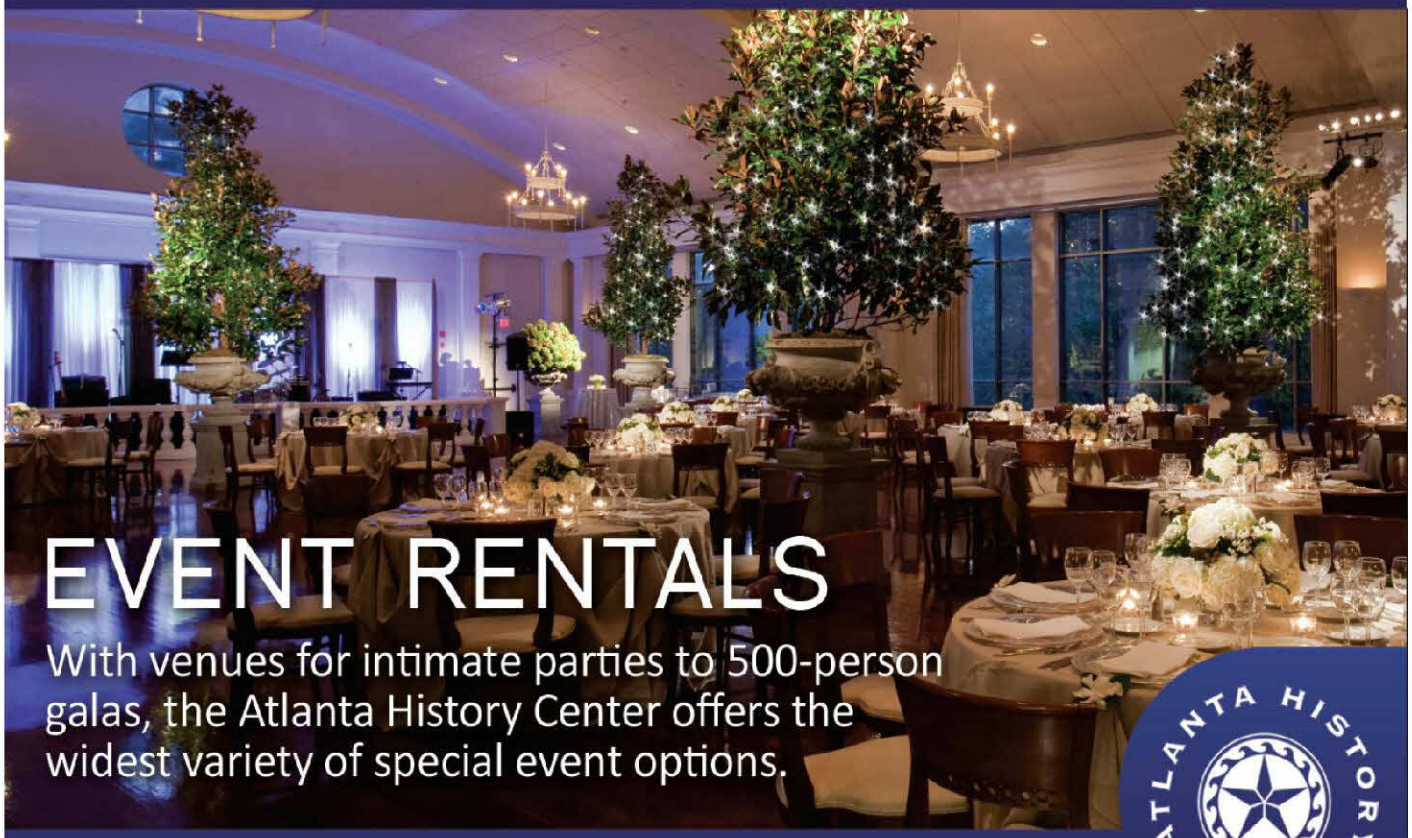
Atlanta History Center

MUSEUM **HOUSES** **GARDENS** **PROGRAMS**



404.814.4000
AtlantaHistoryCenter.com

Atlanta History Center



EVENT RENTALS

With venues for intimate parties to 500-person galas, the Atlanta History Center offers the widest variety of special event options.

404.814.4090
AtlantaHistoryCenter.com/Events

James Shepherd, Alana Shepherd and Dr. Herndon Murray review plans for the Shepherd Building.

Shepherd Center today.

practitioners, a psychologist and a staff of 22.

Spearheaded by Home Depot co-founder and well-known Atlanta philanthropist Bernie Marcus, the SHARE Military Initiative at the Shepherd Center was designed in order to assess and treat service men and women who have sustained mild to moderate traumatic brain injury and PTSD from their experiences in Iraq and/or Afghanistan. The program supports these individuals by providing them with a two-week assessment period with recommendations for treatment, an 8-12 week treatment program, 12 to 24 months of community transition follow up and two to three months of complimentary housing with on-site life skills support. More than 300 veterans have been treated through the SHARE program.

The Shepherd Center's Pain Institute was started primarily for patients but now also serves the general public, treating conditions such as back pain and chronic headaches. Methods used by the Center include holistic medicine and acupuncture.

Not only does the Shepherd Center care for the patient, but for the whole family as well. "Our goal here is to take an acute medical care and rehabilitation education and spiritual healing, and wrap that continuum around the patient and the family," James said.

"We provide 30 days free housing for the families of patients who live more than an hour away. That 30 days means we can educate the family. We can show them the hopeful part. We can show them how we're going to care for their patient and give them the tools to understand the care," Alana said. "We really have to treat the family like we treat the patients and give them hope for the future."

Staying Involved

James, Harold, and Alana still play an extremely active role in the Shepherd Center today. James sits on all three boards, is chairman of the organization, and is highly involved in its strategic planning. Harold sits on the executive committee as well as the investment committee, and Alana is involved in a wide range of activities including fundraising, event planning, the credentials committee for the medical staff, the quality assurance committee and also sits on all three boards.

"A lot of people come up to you and thank you and say 'I can sleep now. I haven't slept in two months but I can sleep here. I don't worry here.'" - **Harold Shepherd**

Despite the rapid growth of the Center, the Shepherds still do everything they can to personally meet all of the patients who come through. "It's marvelous to watch and see how many people and families we touch and their reactions," James said.

"A lot of people come up to you and thank you and say 'I can sleep now. I haven't slept in two months but I can sleep here. I don't worry here,'" Harold said.

She's eager for real world skills. To find out more about the business world, and acquire the knowledge she needs to succeed. Junior Achievement gives volunteers the tools they need to teach young people about money management and how business works. Students get hands on experiences to help prepare them to compete in the workforce. Learn more about the difference your contribution can make at Junior Achievement at **www.georgia.ja.org**

Your gift. Their future.

Junior Achievement®

With over 50 percent of patients coming from out of state and international patients coming from 45 foreign countries, the Shepherd Center has served a wide range of patients extending far beyond the Southeast United States. Alana believes that their own family's experience with spinal cord injury, though terrifying at the time, has helped in connecting with patients from all over the globe. "That experience has certainly been part of the reason why it's been very easy to talk to patients whether they're coming from another country or from our own country," she said. "We've been there and we know how they feel."

A brain injury patient participates in art therapy in the Leslie Garden (right).

A Pathways patient in physical therapy (below).

Setting the Standard

In the coming years, the Shepherd Center will seek to provide an even higher level of care for their patients. "We've been on such a path of rapid growth over the past 10-15 years that right now our focus is just getting better at what we do," says James. "Our goal is to be the cutting edge; to be the leader that's setting the bar and getting other rehab facilities to raise their standards," said James.

With a return to home percentage 15-20 percent above other facilities across the country and back to work percentages that are nearly double the national average, the Shepherd Center is already setting the bar high for other spinal cord and brain injury rehabilitation facilities in the United States and in the world.

The standard of care and state of the art equipment used at the Shepherd Center has enabled it to become a cutting edge rehabilitation facility. These services have not come without a substantial price tag, sometimes making it a struggle to find sufficient funding. "So many of the things we do that set us apart from other places, we don't get reimbursed for. So we raise the money in the community for these programs," said Alana.

Most individuals have an insurance policy that includes about two weeks of rehab and $750 for durable medical equipment. This can be problematic, as wheelchairs cost between $2,000 and $48,000 for one with a ventilator on the back. "If we need a patient to be in a power chair and it costs $16,000, we have got to find some way to fund that," said Alana. "So we ask people to endow the equipment fund. We are definitely counting on people giving to bring our efforts to fruition."

"Atlanta claimed to be an international city, and no one here in town really had a clue what to do with me. We thought it was a great opportunity to change the landscape so that others wouldn't have to leave the Southeast to get the care they need."

– James Shepherd

"We've been blessed to have been able to stand on the shoulders of the people in this community who have been generous, and we just hope that continues to be the case as we move into the new uncertainty of the reimbursement world with the affordable care act, the insurance challenges, and unemployment," James said.

As the Shepherd Center moves forward into a not-so certain financial future, we can all be sure of one thing – the Shepherds will continue to find a way to serve thousands of individuals each year who have nowhere else to turn, much like James 40 years ago. Bernie Marcus said of the Shepherds, "How can you measure the incredible positive impact the Shepherd family has made on the lives of those who have spinal or brain injuries? I have visited with some of their patients, and listened to the high praise the Shepherds receive for the work they do. Young men and women who say they suffered, struggled - and might have even died - tell me how critical the role of the Shepherds and Shepherd Center are in the care giving, rehabilitation and positive motivation these patients receive."

For the impact they have had on the lives of so many and for their unrelenting desire to continue to improve the lives of countless more individuals in the future, James, Harold and Alana Shepherd are our Atlanta Philanthropist Honorees.

© 2012 Georgia-Pacific LLC. All rights reserved.

2013 Business to Business Annual Awards

A Man of Character

Jim Laney has touched the lives of students, peers, business and world leaders, and made Atlanta and the world a better place

2013 ATLANTA LEGEND

Veteran. Minister. Missionary. University President. U.S. Ambassador. Most would be lucky to hold one of these titles, much less all five. However, there is one man whose life has led him to ventures in all of these areas and more. This man is Dr. James Laney, our 2013 Atlanta Legend honoree.

Background

Dr. James Laney was born in Arkansas along the Mississippi river and stayed there until his junior year of high school. He went on to complete his senior year in Memphis and soon afterwards attended Yale on a scholarship where he met his wife, Berta Radford Laney. At Yale, Laney majored in economics with hopes of going to Wall Street.

During his time in college in 1946, Laney was sent to Korea as a part of the draft and ended up serving as a part of the counter intelligence core as a special agent at the age of 19. "I didn't know what I was doing, but that's what I was assigned," Laney said. "That was a very influential, pivotal time for me because I was young and impressionable and quite taken by the deprivation of the Koreans."

During his time there, Laney was also touched by the remarkable presence of the Christian church and how much it had assisted the South Koreans. "Other than home, the church was one of the few places they could continue to have a sense of identity," he said. "Everything else had been imposed to be Japanese."

Laney returned to the states between his junior and senior year and went on to graduate at Yale with a degree in economics. After applying to a number of Wall Street firms, Laney decided that his true calling was to divinity school. "That was more meaningful to me," he said. Although Laney

Jim Laney

was raised in a Christian home with a grandfather who was a Methodist minister, it was his experience in Korea that really motivated him to delve into the field of ministry.

Along with his wife and children, Laney soon moved to Wallingford, Connecticut for a job working at a Methodist church. Shortly after that, Choate, a distinguished preparatory school in the area, hired Laney on as a Chaplain and Senior English Teacher while he was finishing up his divinity degree at Yale.

Despite Laney's love for ministry and teaching, Korea continued to tug at his heartstrings. After this desire to go back could no longer be ignored, Laney moved his family to Seoul, South Korea in 1959 to work as missionaries. During his time there, Laney worked with college students and was invited to be on the faculty of Yonsei University.

The family enjoyed a wonderful five years in South Korea before venturing back to the states in order for Laney to obtain his PhD in Christian Ethics at Yale. By 1966, Laney finished and went on to become a faculty member at Vanderbilt for three years. He was then asked to be the Dean of the Candler School of Theology at Emory – a position he held for eight years. While serving in that capacity, Laney spearheaded the theology department's transformation into one of the leading schools of theology in the country.

After that, Laney was made President of Emory and stayed in that role for 16 years. During this time, he was able to positively impact the school in an extremely profound way.

Robert Woodruff. At $105 million in Coca-Cola stock, it was the largest philanthropic gift to a university at that time.

Because the Woodruff gift was unrestricted, the university was able to use the money for whatever they felt were the most important things to do. "That freedom gave us the opportunity to develop the university along the lines of its greatest needs and promise – we started appointing Woodruff professors, we made Woodruff scholarships, we enhanced so much of our facilities, and the research at the university," Laney said. "It gave us a national prominence. People saw the school as being on the move, and our momentum caught attention."

"I felt that Atlanta was a major city in the south and it ought to have a major university." – **Dr. James Laney**

Excelling in Education

Upon becoming President of Emory, Dr. James Laney had an overarching vision of gaining the support of the local community. "I felt that Atlanta was a major city in the south and it ought to have a major university," he said. "I wanted to get the support of the Atlanta community, which we did."

"Secondly, I thought that we ought to make Emory attractive to southern students," said Laney. "Too many of the best students in Georgia or around go right through the Atlanta airport on their way east or north to college. I thought we ought to attract them and get them to come closer to home. That vision was attractive certainly to the Atlanta business community."

Perhaps as an outgrowth of this vision, Laney was able to negotiate a financial gift that would alter the course of the university forever during his second year of presidency at Emory in 1979. This gift came from the President of Coca-Cola at the time,

One of the ways in which Emory put the Woodruff gift to use was in the purchase of Hartford, Connecticut theological seminary's library that was developed in the nineteenth century by the patronage of a very rich businessman. The library consisted of 225,000 volumes and was the largest transfer of books in history at that time with more than four shelved miles of books. The purchase catapulted Emory's library from around 40th in size to number two in the nation.

Not only was Laney concerned with enriching the academic culture at Emory, but also the spiritual and moral life. "Given my background, I had emphasized from the beginning that moral development was an essential part of the university," he said. "We were not just trying to do good and be considered academically good, but striving to be a place that emphasized what kind of people we were turning out with a sense of purpose and vocation greater than their own narrow ambitions."

Every sale begins with a qualified prospect.

We specialize in B2B lead generation on a pay per lead basis.

HOW IT WORKS:

1) We build a prospect database for you.

2) We contact your database and set qualified appointments for you.

3) You pay only for qualified appointments.

For more info contact
Tiffany Stiteler 888-409-7415

Business Prospects
We help you find new customers. Since 1989.

Switching Gears

Even in the midst of leading Emory into a bright and shining future, Dr. James Laney never forgot his passion for South Korea. In fact, 16 years into his Presidency at Emory, Laney was appointed as the United States Ambassador to South Korea by President Clinton. He accepted, and began serving in this capacity in 1993. "I had no particular desire to be an ambassador, just to be involved in South Korea," he said.

For the next four years, Laney's position proved to be one of extreme importance as North Korea was developing its nuclear program for the first time. "Our attempts to dissuade them, keep them from succeeding in developing atomic weapons was my major task and that took several years of great hard work," Laney said.

Below, Laney recounts how he was able to avert a major nuclear crisis with North Korea:

"We did not have any kind of direct communication with North Korea to test their intentions. I was trying to get some people from Washington to go to North Korea and tell them what the stakes were and that they were risking a second Korean war and see what it would take to dissuade them from that . I didn't think they would want to have a war in which they would be totally destroyed. My greatest concern was that if the tensions rose so high, they might have an accidental incident that would escalate. Miscalculation – that's the thing that you really worry about. Nobody intends war, but they're willing to risk it in order to get what they want. I wanted to call their bluff without having to going to war. We first arranged for one democratic and one republican senator to go to North Korea but they wouldn't receive them. I then went back to Atlanta and talked to former President Carter who had an invitation to go to North Korea several years before the crisis erupted. I persuaded him that this was the time to do it. I didn't know anyone else who could get there. He was able to go and several days of very hard talk get the head of North Korea to freeze their nuclear program in exchange for the promise of new electrical generation."

Though Laney's term as ambassador was extremely difficult and trying at the time, he now reflects on those years with fondness. "I was responsible for 80,000 American lives in South Korea. It was a hairy time," he said. "Looking back this far, I did enjoy it but there were some very high anxiety moments. In the middle of that, I would not say I was enjoying it. I look back on it now with a sense of satisfaction."

As for the similarities between foreign policy and being in charge of a university, there aren't many. "It was a new set of challenges, but I've always been interested in challenges," he says. "Running a big university always has some sort of a crisis or a problem with so many people, but doing it on a world stage is a little different."

After returning to the U.S. in 1997, Laney went on to serve as special presidential envoy in Asia for two years before retiring.

"As the President of Emory University from 1977 to 1993, Jim Laney was Emory's most important and transformative leader during the 20th century. Perhaps most importantly, under his leadership, Emory renewed its vows to moral leadership. He continues to be a revered mentor to Emory's leadership."

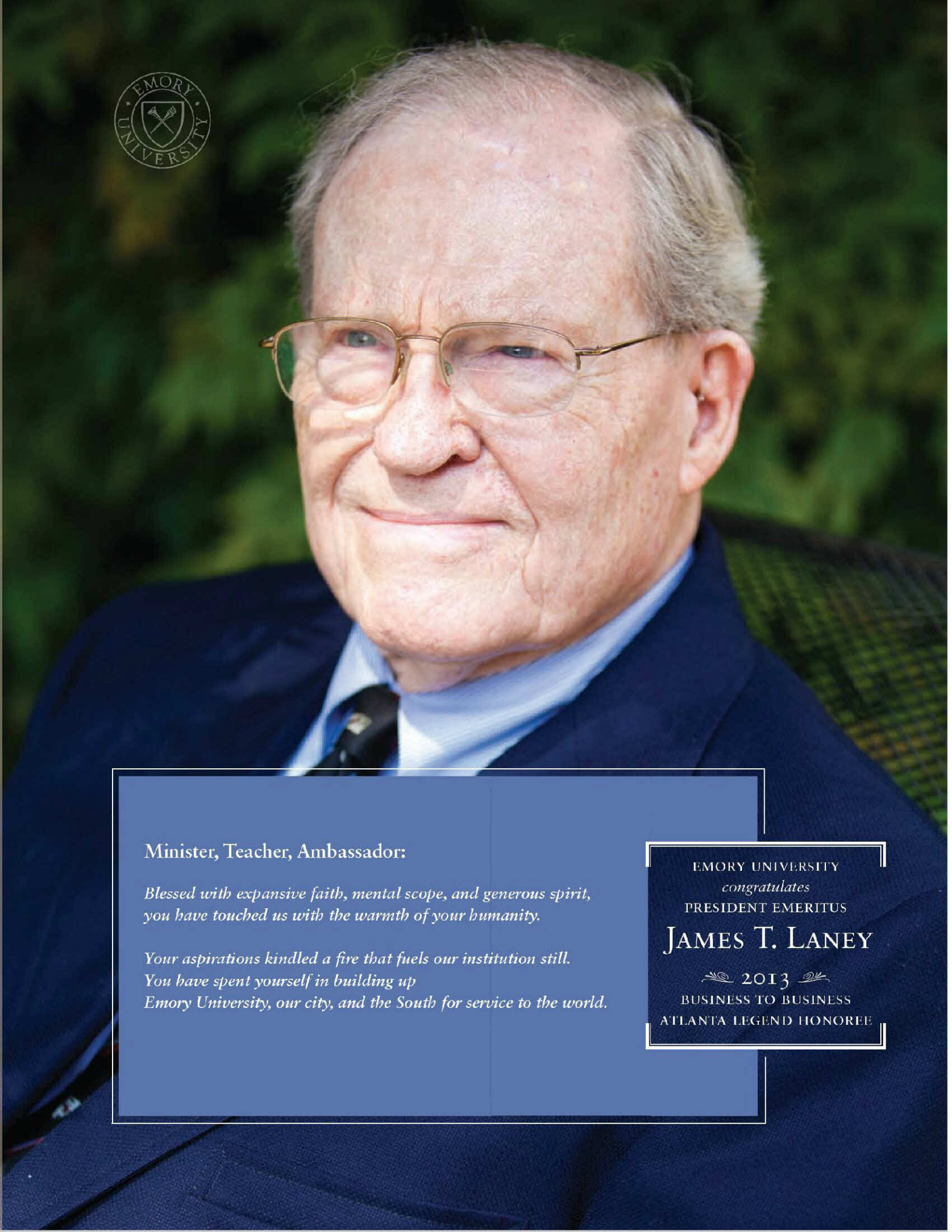
– Ben Johnson, Chair, Board of Trustees, Emory University

A Humble Spirit

Individuals who have crossed paths with Laney are blown away by his character and leadership abilities. Ben Johnson, Chair of the Board of Trustees at Emory, says, "As the President of Emory University from 1977 to 1993, Jim Laney was Emory's most important and transformative leader during the 20th century. Under his leadership, Emory became a global venue attracting visitors such as Daniel Boorstein, Paul Volcker, Desmond Tutu, Eduard Shevardnadze and Mikhail Gorbachev. Perhaps most importantly, under his leadership, Emory renewed its vows to moral leadership. He continues to be a revered mentor to Emory's leadership. Like so many, I have been remarkably blessed to count Jim Laney as a cherished friend and mentor."

Jim Wagner, current President of Emory, says, "He understood that the vision he had and the strength he envisioned for the university would come from a very firm grounding in a strong city. He didn't just want Emory to be located in Atlanta – he wanted it to be of Atlanta. He saw that Emory and Atlanta had a role to play in each other's success. Atlanta is grateful that he continues to be an inspiration and I am grateful that he has become a friend and a mentor."

Being the modest man that he is, Dr. James Laney refuses to take personal credit for any of the incredible things he has done. "I've had a zest for what I've been doing," he says. "I've really put my whole heart into it. Speaking now as a Christian, I feel like God put me in those places. I wanted to do my best and I was grateful for the opportunity to serve." BB



Minister, Teacher, Ambassador:

Blessed with expansive faith, mental scope, and generous spirit,
you have touched us with the warmth of your humanity.

Your aspirations kindled a fire that fuels our institution still.
You have spent yourself in building up
Emory University, our city, and the South for service to the world.

EMORY UNIVERSITY
congratulates
PRESIDENT EMERITUS

JAMES T. LANEY

2013
BUSINESS TO BUSINESS
ATLANTA LEGEND HONOREE

Dr. Steve Dolinger is the President of the Georgia Partnership for Excellence in Education

Top Ten Issues to Watch in 2013, From Policy to Practice

By Steve Dolinger

Last month, the U.S. Department of Education released high school graduation rates for most states using the new nationwide measurement formula – tahe new cohort graduation rate. Georgia's four-year cohort graduation rate in 2011 was 67 percent. Compared to other states, we are fourth from the bottom, ahead of only New Mexico, Nevada, and the District of Columbia.

Due to this low ranking, there is bound to be finger-pointing and handwringing over the state of Georgia's public education system. A system that, on this particular measure at least, fairs worse than all other Southern states. Georgia must focus on the tough questions such as: What policies do we have in place? Are programs being implemented with fidelity? Which ones are working? Which programs are not producing the results we need?

To help answer those questions, the Georgia Partnership for Excellence in Education just released the ninth edition of the Top Ten Issues to Watch. The Top Ten has become one of the Partnership's signature efforts, and is designed to help guide policymakers, educators, and community and business leaders by providing data, research and analysis on education issues that are impacting education outcomes.

For the 2013 edition, many, if not most, of our Top Issues to Watch stem in some way from the goals outlined in Georgia's Race to the Top (RT3) plan. The RT3 grant outlines the state's reform agenda for improving education. Under that agenda, Georgia has worked hard to implement education reforms that will strengthen the birth to work educational pipeline and improve outcomes for all students. Among other things, the state has implemented: 1) higher standards, 2) a more rigorous curriculum, 3) a new accountability system, and 4) a statewide student information system. Taken together, these elements are expected to prepare students for the demands of college or a career and increase the global competitiveness of Georgia's workforce. These policy reforms led Georgia to be ranked seventh in the nation in a national study conducted in 2012 for having the right policies in place to improve educational outcomes.

With all of Georgia's efforts to increase rigor, how is it that students are still leaking out of the education pipeline at such an alarming rate? Put a different way: How do we go from seventh in policy to 44th out of 47 in high school graduation?

One area of consideration is Issue 2 in the Top Ten: Elevating Low-Performing Schools: Keys to a Successful Turnaround. Georgia has taken small but dramatic steps towards turning around its lowest performing schools. Of the 91 schools that have received an in-depth needs assessment from a state team since the 2006-2007 school year, 74 percent have made federal performance targets and 51 percent have come off the state's need improvement list.[1]

It's good to focus on results, but focusing on results alone will not improve outcomes. As business leaders know, processes determine outcomes and results. If you wish to improve, you must manage the processes that produce your outcomes. School reform leaders are now beginning to understand what processes work in regard to reforming a previously failing school: dynamic leaders and teachers focused on improving instruction. Under strong leadership, successful turnarounds require changing the culture, expectations, and routines within a school. The processes related to strong leaders include school and district leaders establishing high goals for individual teachers and staff, while providing them with the appropriate support, tools and professional development necessary for them to achieve those goals.

With regards to improved teaching and instruction processes, Georgia is making significant progress in focusing on instructional improvements and using data. In the spring of 2012, the state Department of Education piloted its new teacher accountability system-- the Teacher Keys Effectiveness System --which is designed to inform and improve the instructional practice of all teachers.

The primary focus of this system is to help improve instruction and better design professional development activities to meet teacher needs. Georgia's new system emphasizes regular observations and data analysis to provide teachers with real-time feedback on their classroom practices, and school leaders can use what they observe to offer meaningful professional development targeted to specific teacher needs. This should help drive professional development, which in turn can drive positive student outcomes.

Georgia has been working hard to implement education reforms outlined in the Top Ten Issues to Watch in 2013 to increase the college-and career-readiness of its students by focusing on early learning, rigorous standards, career pathways, instructional reforms, teacher evaluations, technology, etc. All of these efforts are being integrated into school turnaround efforts. This may be viewed as the ultimate testing ground for the compilation of reforms currently being implemented under RT3. The greatest success for this agenda is to have it take hold in the lowest performing schools. This would ensure that the transition from policy to programs results in improved student outcomes for all children.

A copy of the Top Ten Issues to Watch in 2013 is available on the Georgia Partnership website at www.gpee.org. B2B

"School reform leaders are now beginning to understand what processes work in regard to reforming a previously failing school: dynamic leaders and teachers focused on improving instruction."

1 Boser, U. (2012). *Race to the Top: What Have We Learned from the States so Far?* Washington, DC: Center for American Progress.

Reach your audience with live video webcasts

Need to communicate with a geographically dispersed audience simultaneously? A live video webcast can be an effective and affordable solution.

Features:

- Present and stream from our studio, your office or another event location
- Reach multiple audiences or individual viewers anywhere in the world
- Allow viewers to submit questions which can be answered during the live webcast
- Video production handled by EventStreams or your audio-visual vendor

Benefits:

- Reduce travel costs and time out of office
- Communicate "face-to-face" with employees, investors, customers and other stakeholders
- Create transparency in your communications

Great for:

- Executive messages
- Employee updates
- Major announcements
- Town hall meetings
- Emergency and crisis communications
- Sales presentations

EVENTSTREAMS

Creative Video Production | Live Webcasting | Streaming Media Hosting | Technical Implementation

eventstreams.com | 404.816.1114 | info@eventstreams.com

Andrea Deeb is the Southeast Talent and Rewards Practice Leader, Towers Watson, Atlanta Office

The Employee Value Proposition: Getting and Keeping the Best

By Andrea Deeb

Are you doing everything you can to help your organization attract, retain and engage top talent?

Our 2012 – 2013 Global Talent Management and Rewards Study, The Next High-Stakes Quest: Balancing Employer and Employee Priorities, clearly shows that some companies are getting the balance right and, consequently, realizing better HR and financial outcomes. What are these companies doing that yours is not?

Specifically, our findings demonstrate that organizations that adopt — within the context of an overarching EVP — an integrated approach to the strategy, design and execution of rewards:

- Attract and retain critical-skill employees with much greater success than peer organizations
- Are five times more likely to report their employees as highly engaged
- Are more than twice as likely to report financial performance significantly above their peers

The EVP, or employee value proposition — also referred to as the employment deal — represents the collective portfolio of programs an organization offers in exchange for employment. It defines the "give and get" between company and worker, and encompasses every aspect of the employment experience — from the organization's mission, purpose and values, to its jobs, culture and people and the full array of its total rewards programs. The employment deal can become a vital link to the type of successful outcomes described above.

In our experience, engaging the right stakeholders is crucial to successful development of the EVP, and a cross-functional team designs for the best outcomes. While most of our clients place HR in a lead role, working groups that include marketing or corporate communication — for alignment with the customer experience and external brand — as well as line executives or managers representing key businesses and geographies, bring a broader spectrum of experience that enriches the process. A team that also represents the organization's workforce diversity can be beneficial in reflecting the range of employee perspectives and priorities.

> "In our experience, engaging the right stakeholders is crucial to successful development of the EVP, and a cross-functional team designs for the best outcomes."

To get started, we help companies look at existing data related to business planning, financial analytics, engagement and employee studies, and leadership perspectives. We then overlay our own research to set competitive benchmarks and global norms. A well-defined EVP draws a road map that targets program and process changes — a key step to ensure you are getting and keeping the best talent to drive the level of performance your company needs to win in the market.

Once the EVP is defined and communicated, and total rewards programs are designed accordingly, it is essential to monitor changes in employee perspectives and behaviors. This can include regular engagement surveys, feedback from recently recruited employees, and — from the onset of implementing the newly crafted EVP — regular analysis of employee productivity and financial performance. Active monitoring can tell you whether employees believe the employment deal is honest and if your company is delivering on its EVP promises.

A clearly articulated and executed EVP is an increasingly vital tool in differentiating your organization. Not only does it help you attract and retain the right employees to drive business success, it also shapes the overall view, emotional connection and level of discretionary effort employees bring to your company. An effective EVP is a critical element for balancing employer and employee priorities to create a successful workplace and career experience.

Companies that adopt a holistic approach to their reward strategy — including a thoughtful, well-articulated EVP — can realize significantly stronger results from their talent management and reward programs than those that do not. Our research findings are compelling: A well-managed EVP is directly linked to both better HR and better financial outcomes. Are you doing everything you can to lift your organization's competitiveness?

For a full copy of Towers Watson's 2012 – 2013 Global Talent Management and Rewards Study report, please contact Andrea at +1 404 365 1953 or andrea.deeb@towerswatson.com.

Being recognized for a job well done. It's a feeling meeting professionals who turn to PSAV® Presentation Services experience all the time. For any venue, any where, any time, turn to PSAV as the complete source for all your events and presentations. We will deliver the spectacular for you, every time.

WE TRANSFORM ORDINARY MEETINGS INTO EXTRAORDINARY EVENTS.

Since 1937, PSAV has been setting the standard for event technology services within the hotel, resort, meeting and conference center industry. We will provide creativity, confidence and comfort while delivering flawless execution with a hospitality approach.

PSAV®
PRESENTATION SERVICES

www.psav.com
404.745.5841

Virginia Hepner is President & CEO of The Woodruff Arts Center

Investing in the Arts

By Virginia Hepner

Stephen Sondheim, the revered creator of some of the greatest American musical theater of the last several decades, has always had an uncanny knack for capturing the mood of a time or place with his lyrics.

One of his songs is "With So Little To Be Sure Of." That phrase has been an apt description of the economic climate in America for the last few years. If it hasn't exactly ruled the day, uncertainty has clearly affected all of us, in both business and the arts.

So, what does it say when, in the face of all that uncertainty, Atlanta businesses, foundations and individuals stepped up in 2012 and contributed $9 million to the Woodruff Arts Center's corporate campaign and an additional $25 million in total to the Alliance Theatre, Atlanta Symphony Orchestra (ASO), High Museum, and Young Audiences?

First, it is an endorsement of the importance of the arts to our community. You see that belief demonstrated not only by their financial contributions, but also in the thousands of volunteer hours business and community leaders give to support the work of the Woodruff. These contributors believe the arts are important because they are essential drivers to improve the city's quality of life, to attract and retain talent, and to foster economic development.

Second, it's a reflection of the excellent and innovative work produced by the artistic leadership of the Woodruff. The ASO has won many Grammy Awards, the Alliance has won a Regional Tony Award, the High Museum has been recognized for its creative global collaborations, and our rich educational programs are reaching over 400,000 students each year. In total, the talented, dedicated employees of these leading arts organizations serve more than 1.4 million patrons every year. With a combined annual budget of $102 million and 450 employees, the Woodruff Arts Center is an economic generator in and of itself.

And finally, when the original Memorial Arts Center building was completed in the late 1960's, Midtown Atlanta was essentially a slightly rundown, undeveloped area north of town. Today, with the Woodruff as the centerpiece of the area, Midtown is a thriving center of economic development, with property values exceeding $2.25 billion dollars. This urban renewal project, all funded with private philanthropy, has produced a spectacular return on investment.

So for these reasons and despite the uncertainty of the last few years, the Woodruff has continued to garner the support of Atlanta businesses, foundations and individuals. The leadership and guidance of the Woodruff Board of Trustees, chaired by Larry Gellerstedt, CEO of Cousins Properties, continues to be a critical driver of our success.

But, unfortunately, as for all organizations, the uncertainty hasn't gone away. We've had to make tough decisions in cutting costs to assure our sustainability for the long term. And in a time with so many competing needs for public financial support, the Woodruff generally receives less than 1% of its annual operating revenue from city, state or federal sources, far less than major arts organizations in other parts of the country.

This year, our corporate campaign chair Paul Bowers, CEO of Georgia Power, is working alongside 140 other volunteers to raise funds crucial for our continued success. We continue to need the community's support.

Which brings us back to Sondheim and "With So Little To Be Sure Of." The song was written in 1964 for a musical about a town going through tough economic times. While uncertainty is a reality for this time and this town in 2013, we're certain we can count on the business leaders of Atlanta to continue to invest in the arts. B2B

PHOTO BY CARLTON MACKEY. COURTESY OF AMP.

"These contributors believe the arts are important because they are essential drivers to improve the city's quality of life, to attract and retain talent, and to foster economic development."

REGIONS SMALL BUSINESS

Name: Kenneth Schwert - President
Name: Judy Schwert - Accounts Payable Manager
Name: Stephanie Schwert - National Account Manager
Company: The Century Companies, Inc.
Location: Lawrenceville, GA (Atlanta)

To learn more about how Regions can help your business, visit our website at regions.com/success.

PROVIDING THE GLUE THAT HELPS KEEP IT TOGETHER – IT'S HOW REGIONS WORKS FOR SMALL BUSINESS.

The Century Companies, Inc., one of the nation's leading manufacturers of wood point-of-purchase displays, started due to Kenneth Schwert's determination to build a better quality product for customers. It paid off big time. "I started with a 3,000-square-foot shop, jumped to 24,000 and the current facility is 56,000 square feet," he says. Regions has provided real-estate and equipment loans and lines of credit that have kept up with the company's needs.

"Regions helped us purchase the current building, and restructured and consolidated everything into a new loan for equipment purchases. I consider my Regions banker part of our extended business family."

Exciting things are happening at The Century Companies, including a new division called Century Fixtures that manufactures medical, retail and restaurant interiors. "Regions has also encouraged us to join the Chamber of Commerce. That will bring in new leads also," says Mr. Schwert. At Regions, we're excited that we could help spur such incredible growth. To learn more about The Century Companies and how Regions can assist your business, visit our website at regions.com/success.

Loans | Checking | Savings | Treasury Management

drop by a branch or visit regions.com/success

REGIONS
It's time to expect more.

MEMBER FDIC © 2012 Regions Bank. All loans and lines subject to credit approval.

2012 WOMEN OF EXCELLENCE AWARDS LUNCHEON

December 12, 2012

LOEWS ATLANTA HOTEL

PHOTOGRAPHY BY STUDIO 7

2012 HONOREES:

Julie Brehm
Sharon Goldmacher
Sharon James Jordan
Debra Kuper
Xia Liu
Helene Lollis
Linda Matzigkeit
Penny McIntyre
Vicki Millender-Morrow
Susan O' Farrell
Candice Saunders
Beth Schapiro
Dr. Beverly Tatum
Marcia Taylor
Regine Zuber

PRESENTING SPONSOR REGIONS

BUSINESS to BUSINESS

Congratulations to our 2012 Women of Excellence honorees for their great business accomplishments and their important contributions to Atlanta.

GOLD SPONSORS

BAKER DONELSON BEARMAN, CALDWELL & BERKOWITZ, PC

THE HOME DEPOT

Turner
A TimeWarner Company

2012 WOMEN OF EXCELLENCE AWARDS LUNCHEON

December 12, 2012

LOEWS ATLANTA HOTEL

PHOTOGRAPHY BY STUDIO 7

2012 HONOREES:

Julie Brehm
Sharon Goldmacher
Sharon James Jordan
Debra Kuper
Xia Liu
Helene Lollis
Linda Matzigkeit
Penny McIntyre
Vicki Millender-Morrow
Susan O' Farrell
Candice Saunders
Beth Schapiro
Dr. Beverly Tatum
Marcia Taylor
Regine Zuber

PRESENTING SPONSOR REGIONS

BUSINESS to BUSINESS

Congratulations to our 2012 Women of Excellence honorees for their great business accomplishments and their important contributions to Atlanta.

GOLD SPONSORS

BAKER DONELSON BEARMAN, CALDWELL & BERKOWITZ, PC

THE HOME DEPOT

Turner A TimeWarner Company

John Yates is Chair of the Atlanta Basketball Host Committee
Sharon Goldmacher is on the Executive Committee, Atlanta Local Organizing Committee

2013 Final Four: An Opportunity to Showcase Atlanta

By John Yates and Sharon Goldmacher

The 2013 NCAA® Men's Basketball Final Four®, April 5-8, will be this year's highlight for Atlanta sports. It also marks the 75th anniversary of the NCAA Men's Basketball Tournament and the fourth time Atlanta is the proud host of this marquee event. The event not only includes the semi-finals and championship games for Division I basketball, but also the Division II and Division III national championships played in the host city for the first time in the tournament's history. Beyond basketball, Final Four weekend will offer a variety of family-friendly activities from a 5K, youth clinics, a 1K dribble and so much more!

With a predicted economic impact of more than $70 million for the four-day event, the 2013 Final Four is an engine that drives new opportunities for our city. We will fill 10,000 hotel rooms, hundreds of restaurants and event facilities, retailers, attractions and our state's largest venues -- the Georgia Dome, Centennial Park and the Georgia World Congress Center. And Divisions II and III National Championship games will be free and open to the public inside Philips Arena.

What can businesses do to support the NCAA Men's Final Four?

Volunteer - We need more than 2,000 volunteers working at a variety of positions like inside Bracket Town, the ultimate fan festival event in the Georgia World Congress Center, as greeters at the airport, as drivers for coaches and VIPs and more. Visit www.volunteerfinalfouratl.com to learn about opportunities available at the many events leading up to and throughout Final Four weekend. Take Our Green Pledge – This year, the Atlanta Local Organizing Committee has launched a sustainability pledge that we are asking all volunteers to commit to, to reduce, reuse and recycle. In fact, we will hold an electronics recycling event on March 9, plant 75 trees at two downtown schools and a neighborhood on March 23, and will have bike valet service for fans who would like to give up their cars and bike to the events on Sunday, April 7. Even if you or your employees don't volunteer, we encourage the Atlanta business community to read the sustainability pledge and use Final Four Weekend as a kick-off to continue to green the city.

Send a Kid to Bracket Town – Bracket Town, which opens Friday, April 5 and runs through Monday, April 8, will offer more than 300,000 square feet of family-friendly activities. All 23 NCAA sports are represented within the walls and it's a once in a lifetime experience for all who enter. Fans have the chance to meet legendary coaches and former college stars at exclusive autograph sessions, sign up for daily youth clinics, and participate in a host of sport activities ranging from basketball to lacrosse to hockey and more. Bracket Town also boasts a variety of unique entertainment, including the annual "Battle of the Bands" featuring the bands and cheerleaders from the participating NCAA teams, and the POWERADE® 3 v. 3 basketball tournament, open to kids of all abilities and ages – from ages nine to 40+. While entrance to Bracket Town is low-cost, there may be some Atlanta families who may not be able to afford the experience. We are encouraging the local Atlanta business community Send a Kid to Bracket Town by purchasing discounted group tickets and donating them to their favorite local children and family charities. Learn more by visiting, www.ncaa.com/finalfour.

Hospitality – During Final Four weekend, our city will be host to more than 100,000 guests from across the country, as well as the National Association of Basketball Coaches' (NABC) annual convention. Over 10,000 basketball coaches from all college divisions and high school will experience Atlanta – some perhaps for the first time. If we want the Final Four to return to Atlanta, we want to make sure every interaction with our Atlanta business community is a positive one.

While Atlanta, and its business community, will once again be on the world stage as the Final Four airs in over 200 countries, it's important to remember that the fan events surrounding the Final Four championship game are geared toward Atlanta locals and visitors alike who want to take part in the 75th celebration of March Madness. It's a great opportunity to get into the basketball spirit even if you don't have a ticket to the big game.

"With a predicted economic impact of more than $70 million for the four-day event, the 2013 Final Four is an engine that drives new opportunities for our city."

Troutman Sanders Congratulates the Business to Business 2013 Annual Award Honorees

TROUTMAN SANDERS

600 attorneys | 50 practice areas | troutmansanders.com

ATLANTA BEIJING CHICAGO HONG KONG NEW YORK NORFOLK ORANGE COUNTY PORTLAND
RALEIGH RICHMOND SAN DIEGO SHANGHAI TYSONS CORNER VIRGINIA BEACH WASHINGTON, DC

We congratulate **Larry Gellerstedt,** CEO of the Year (Cousins Properties); **Genuine Parts Company,** Company of the Year; **Alana, Harold and James Shepherd,** Atlanta Philanthropists; and **James Laney,** Atlanta Legend.

Towers Watson. A global company with a singular focus on our clients.

Benefits
Risk and Financial Services
Talent and Rewards
Exchange Solutions

towerswatson.com

TOWERS WATSON