Project No. L30-82

Project Director: R.G. Schwartz

Type Agreement: Enterprise Development Grant No. GA-8015-81-I-302-0331

Sponsor: Appalachian Regional Commission, 1666 Connecticut Avenue N.W., Washington, D.C. 20235

Award Period: From 7-1-81 To 6-30-82 (Performance) 6-30-82 (Reports)

Sponsor Amount: $73,916

Cost Sharing: Contracted through:

Title: Establishment of a Mini-Advanced Technology Development Center

ADMINISTRATIVE DATA

OCA Contact: Don Hardy

1) Sponsor Technical Contact:
Mr. Harry E. Roesch
Community Development Specialist
Appalachian Regional Commission
1666 Connecticut Ave NW
Washington, D.C. 20235

Phone: (202) 673-7845

Defense Priority Rating: N/A

2) Sponsor Admin/Contractual Matters:
All Correspondence & reports to be sent to and through:
Mr. Jim Gradishar
ARC Program Coordinator
Department of Community Affairs
270 Washington Street NW
Atlanta, Georgia 30334

Phone: (404) 659-3859

Security Classification: N/A

REstrictions

See Attached Supplimental Information Sheet for Additional Requirements.

Travel: Foreign travel must have prior approval — Contact OCA in each case. Domestic travel requires sponsor approval where total will exceed greater of $500 or 125% of approved proposal budget category.

Equipment: Title vests with N/A - None Proposed

COMMENTS:

COPIES TO:

-- Administrative Coordinator
Research Property Management
Accounting
Procurement/EES Supply Services

-- Research Security Services
Reports Coordinator (OCA)
Legal Services (OCA)
Library

EES Public Relations (2)
Computer Input
Project File
Other

FORM OCA 4:781
Date 9/17/82

Project Title: Establishment of a Mini-Advanced Technology Development Center

Project No: L-30-802 and Subproject B-558

Project Director: R. G. Schwartz and P. D. Loveless

Sponsor: Appalachian Regional Commission, 1666 Connecticut Ave., N.W., Washington, D.C. 20235

Effective Termination Date: 6/30/82 Performance

Clearance of Accounting Charges: 7/16/82 Reports

Grant/Contract Closeout Actions Remaining:

- [x] Final Invoice and Closing Documents
- [ ] Final Fiscal Report
- [x] Final Report of Inventions Request mailed to R. Schwartz for whole project
- [ ] Govt. Property Inventory & Related Certificate
- [ ] Classified Material Certificate
- [ ] Other

NOTE: OCA has today submitted budget amendments to zero out the subproject budget for B-558, as of the August, 1982 ledger balances.

Assigned to: ATDC & EDL (Subproject) (School/Laboratory)

COPIES TO: RAN - ATDC
           RAN - EDL
           Administrative Coordinator
           Research Property Management
           Accounting - (Both)
           Procurement/EES Supply Services
           Library
           Research Security Services
           Reports Coordinator (OCA)
           EES Public Relations (2)
           Computer Input
           Project File
           Other GTRI

FORM OCA 10.781
Mr. Jim Grubiak  
Department of Community Affairs  
Room 607 Trinity/Washington Building  
207 Washington Street, SW  
Atlanta, Georgia 30334

Dear Jim:

Enclosed are the three copies of our quarterly report covering the first three months' activities on our Regional ATDC ARC Grant GA-8015-81-I-302-0331. Should you have any questions, please call me.

Per our discussion, I will be distributing the report to interested citizens in the three county area and you will be taking care of the Georgia government people.

I look forward to seeing you in the near future.

Sincerely,

Robert G. Schwartz  
Director  
Regional ATDC

RGS: vhh

CC: Office of Contract Administration
The project activity breaks down into five major areas of endeavor:

- Strategic Planning
- Industrial Recruitment
- Management Assistance
- Education
- Public Relations

Strategic Planning Accomplishments

During the first six weeks of contract activity, Mr. Phillip D. Loveless, Director of the Northeast Georgia Field Office of Georgia Tech, the professional responsible for Industrial Recruitment activities, and Dr. Robert G. Schwartz, Director of the Regional ATDC, developed the strategic plan for the project. Northeast Georgia APDC personnel assisted.

- Industrial Recruitment

Industrial Recruitment activities will be multi-faceted, leading to improvement and enhancement of ongoing programs. Mrs. Marilyn Casey, a Georgia Tech College of Management Graduate Student assigned to the project, is developing a list of high technology companies which might find the three county area attractive for new manufacturing/office sites. Mr. Loveless is developing a data base for each of the three counties, identifying or expanding on what each might have to offer to interested companies. Both project activities will be completed by late December. The data base along with other pertinent materials will be compiled and serve as the basis for a recruitment brochure to be ready by late March for the use of the local and state development people engaged in industrial recruitment activities.
Additionally, a High Technology Industrial Recruitment Team Training course will be held the third quarter. The purpose of the course will be the same in each of the three counties, i.e. assisting to upgrade the level of recruitment efforts, but will be taught separately reflecting county differences in levels of recruiting efforts. The course outline is attached (see Exhibit A).

Additionally, it has become necessary to assist each of the counties with an economic development plan as it relates to high technology. Without an overall plan which fits high technology developments into local efforts, high technology might make only limited sense. Incorporation of all local resources into a cohesive and coherent document will not only make the development effort more viable, but will assist the developers in their efforts.

As each of the counties' needs and stages of development are different, it is anticipated that Barrow and Jackson counties will have 25% of these efforts directed at them respectively, and Madison county 50%.

- Management Assistance

Management assistance activities will also be multi-faceted. There are approximately 55 manufacturing companies listed in the Georgia Directory of Manufacturers. There are only a limited number which might be classified as high technology. These will be contacted during the first quarter and early the second introducing the project and assessing whether assistance is needed. Additional companies will then be contacted later in the second quarter. It is hoped that through these personal contacts, desire for ATDC assistance will be generated. Textile, apparel, and poultry related business make up a significant portion of the business activity in the three counties. Although not high technology, these important business sectors might be served by advanced technology. A survey of interested business persons will be conducted in order to assess how the project might assist. Should there be a positive response, appropriate project activity will commence. Dr. Schwartz will conduct these activities.

Entrepreneurs interested in high technology endeavors will be assisted with marketing, financial analysis, and business planning studies conducted by Dr. Schwartz and Mrs. Casey. A publicity campaign will be conducted to help bring the project assistance aspects to the public's attention.
Again, because each of the three counties' needs are different, it is anticipated that Barrow will receive 50% of efforts, Jackson 40%, and Madison 10%.

- Education

Educational activities of the program are also multi-faceted. A kick-off program was conducted during the second month of the contract, its purpose was to bring the program to the attention of all local people (see Exhibit B). The attendance list is attached (see Exhibit C). Prior to the program, the county commissioners from the three counties and other local citizens with an interest in the program were personally contacted. Radio, television, and newspaper coverage helped carry the message to the public.

In addition to the industrial recruitment training program, a series of three courses will be held in Barrow, Jackson, and Madison counties. The purpose of the three is to help raise the public awareness in matters of high technology business development and generally create a positive attitude towards such developments. The first seminar will cover high technology and its impact on the public, both today, and tomorrow; the second will be somewhat more specific to business and cover new business development and how to win doing it; the third will cover management and how to do the winning job (see Exhibit D). All programs will be two hours in length, will be held once, and the site will change with each new program. A press release will be issued by both Georgia Tech and the Regional ATDC prior to each of the programs, utilizing the various newspapers and radio contacts which will be made the first quarter of contract activity. Dr. Schwartz will be responsible for course content and delivery with Mrs. Casey assisting.

Specialized seminars, i.e. marketing, advanced technology, etc., can be held for specific industrial segments, such as the apparel manufacturers, if appropriate and requested.

Barrow will receive 25% effort, Jackson 30%, and Madison 40% in this area.

- Public Relations

The public relations aspects of the program are important in order to carry the message of the contract and potential assistance, especially in consideration of the short time span of the contract. Thus, the early August 26th kick-off and a blitz of media coverage planned for
September, ongoing once a month through most of the contract time, except for the Christmas holiday season (see Exhibit E). Radio and newspaper coverage will be sought, although television coverage will be limited to events of great significance, such as the kick-off. Dr. Schwartz will be responsible for all public relations activity.

A brochure will be readied which will assist in informing the public about the program and will be widely distributed in the three counties. It will be completed by the end of the first quarter (see Exhibit F).

In order to help assure the success of the project, key persons in each of the counties will be asked to serve on an advisory committee. The advisory committee will meet three times and assist in program content and delivery as appropriate. Each of the heads of the three county commissions will be asked to name four people to serve. The first meeting should be held in October, the second in February, and the third in late May. The greatest contribution the committee can make is to assist in helping to make the project self-sustaining through the formation of local interested citizens and groups into a consortium to be funded eventually locally, whose purpose is to carry on the work initiated through the ARC contract.
Industrial Recruitment Accomplishments

- Initial assistance was given to Jackson and Madison counties in the development of a plan for economic growth, including high technology business development.

- Initial data has been collected in the two counties, including site data, some economic data, and retail trade information.

- The industrial recruitment course outline has been prepared. Dates have been chosen starting in late January and ending in late March, the meetings to be held concurrently in the three counties, with three separate programs.

- Northeast Georgia APDC staff members have assisted with the activities and have been constantly informed and enlisted as resource persons.

- The Executive Directors of the Chambers of Commerce in Barrow and Jackson counties are met with on a continuing basis.

- Mr. Vincent Hix, County Commissioner Chairman of Madison County and Mrs. Anne Segars, Commission Chairman of Barrow County, are met with on a continuing basis. Mr. Ken Bridges, Jackson County Economic Development Director was met with a number of times. Mayor Mobley of Winder was contacted several times, Mr. Henry Braeselton as well. Mr. Henry Robinson, County Commission Chairman of Jackson County was contacted.

Management Assistance Accomplishments

The Regional ATDC story was presented personally to:

Jim Wahlers
Johns-Manville
Winder

Tom Lentz
Jim Ross
Alkaril
Winder

Education Follow-Up

Education Follow-Up
Business Development
Study
The industrial recruitment training session outline was developed. Three short programs were developed:

- "High Technology: Our Present and Future"

  A review of new happenings, with slides and exhibits, and how they will impact our lives; covering computers, microbiology, communications, robotics, and fiber optics. The audience will be the general public. The course will aim to increase the public awareness and interest in high technology.

  November 2, 1981, Bank of Barrow, Civic Room
  Winder, Georgia 7:00 to 9:00 p.m.

- "Winning New Business"

  A review of successful new business development, with some topical successes; covering management, marketing, and finance, from the business viewpoint, aimed at high technology but of general interest to all companies and local citizens.
January 25, 1982, Jefferson EMC, 7:00 to 9:00 p.m.

- "Managing the Manageable: A Business Perspective"

A review of latest techniques involving high technology and how new profitability or increased viability may be linked together; of general interest and thrust, but with a high technology flavor.

March 29, 1982, Madison County Courthouse
7:00 to 9:00 p.m.

- "Special Topics"

Courses will be taught as appropriate to industry segments as a whole or public segments, such as high school seniors.

Public Relations

A public meeting was held August 26th covering the Regional ATDC program and activities. The attached letter, prepared for Gordon Harrison of the Governor's Office, covers the meeting (see Exhibit G).

During September separate interviews were given to the following:

Mike Buffington, Jackson Herald
Herb Hattaway, WJJC, Public Interview
David Price, Winder News
Mildred Schierman, Daily News, Athens
Anne Powell, WGNC, Athens
Sid Griffin, WIMO, Public Forum Interview
Mark Beardsley, Commerce News

An advisory committee will be formed. The county commissioner chairmen have asked the following people to serve:
Barrow:  Mrs. Anne Segars  Chairman, CC  
        Dan Blitch  Barrow Manufacturing  
        Mayor Mobley  Winder  
        Tom McGuiness  Cherokee Manufacturing Co. 

Jackson:  Harold Fletcher  County Commissioner  
          Paul Vickery  Commerce City Mgr.  
          Henry Braeselton  Braeselton  
          Mike Joyner  Exec. Director CC  

Madison:  Vincient Hix  Chairman CC  
          W. Chandler  
          J. Rowe  Energy Commission  
          J. B. Sweeney  Madison Ind. Auth. 

In addition, Representative McDonald was contacted and the program reviewed for him. Numerous continuing contacts have been made with all interested parties. The brochure describing the program was developed and printed during the quarter (see Exhibit F).
Work to be Accomplished Next Quarter

Industrial Recruitment

- Completion of analysis of the assets of the three counties as they relate to recruitment of high technology industry. This will include an information review for each county. Also, a review of available facilities will be made.

- Documentation of assets will end in January. This information will be used in the tri-county industrial recruitment brochure. It will also be used to assist community leaders improve their economic data collection and give guidance as to what material is required.

- Industry interviews will be conducted throughout the three counties. All companies should be interviewed by the end of the second quarter.

- Industrial Recruitment Team identification will begin.

Management Assistance

- Ongoing calls will continue. Barrow Manufacturing, Westvaco, and Roper Pump are to be visited early in the quarter. Visitivision, a new cable TV franchise will also be contacted. Other existing businesses will be visited as appropriate.

- Entrepreneurs will be sought through ongoing publicity.

- A strategy will be developed to assist the poultry, textile, and apparel industry with advanced technology, if and when appropriate.

- Jefferson Mills will be visited.

- Portec and Barrow Manufacturing will be visited for plant tours.

Education

- The first program will be developed and presented November 2

- J/M and Alkaril will be revisited with educational material.
Public Relations

- A second round of press releases will be issued the first week in October covering the November 2 short course.

- Letters to the 50 August 26th participants will be mailed along with the new brochure and press release.

- Letters to the other invited, but unattended, guests will be mailed with the brochure and press release.

- Interviews will be conducted late October to publicize the program and course.

- The advisory committee will be called early October with its first meeting set for late October.

- Other appropriate people will be personally visited.
COURSE OUTLINE
HIGH TECHNOLOGY INDUSTRIAL RECRUITMENT
TEAM TRAINING

SESSION I

I. Introduction and Orientation to High Technology Industrial Growth
   15 - 30 minutes

II. Preparing the Community for Economic Growth
    30 minutes

III. Leadership Role
     30 minutes

IV. Local Information Requirements and Team Member Assignments
    30 - 45 minutes

V. Summary
   15 minutes

SESSION II

I. Recruitment of High Technology Industry -
   What is Involved at the State Level - I & T, ATDC
   30 - 45 minutes

II. High Technology Industry -
    What the Community has to do to be Prepared
    30 minutes

III. Team Member Requirements and Responsibilities
     60 minutes

IV. Summary and Assignment
    15 minutes

SESSION III

I. Simulation of High Technology Prospect Visit -
   A Presentation by the Industrial Recruitment Team
   60 minutes

II. Critique by Visitors and Instructors
Dear Fellow Georgian:

As you know, one of the main concerns of my administration has been and continues to be the economic well-being of all Georgians. To achieve my goal of improving the quality of life of the citizens of this great State, I have been especially interested in attracting high technology companies to Georgia. These companies provide high paying jobs; utilize highly skilled people; and stimulate large amounts of investment capital.

I want to continue fostering a business climate that encourages the formation, recruitment, and growth of these high technology firms. For these reasons, I, along with the State Legislature, on July 1, 1980, made funds available for the creation on the Georgia Tech Campus of the Advanced Technology Development Center (ATDC).

The mission of the ATDC is to aid in the successful formation of promising new high technology companies; to assist in the recruitment of these firms to the State; and to provide management assistance to existing Georgia industry. The mission also includes the enhancement of the education of the people of the State in all aspects of high technology business development. The ATDC is now actively engaged in helping to make these programs a reality. As part of this program and to specifically aid the three county area of Barrow, Jackson, and Madison, a Mini-Advanced Technology Development Center program was initiated July 1, 1981.

In Jefferson, Georgia, on Wednesday, August 26, 1981, from 1:30 p.m. to 3:30 p.m. at the Jackson County Courthouse, my special assistant, Cecil Phillips, with representatives from State government, the General Assembly, and the ATDC will conduct a program covering the various aspects of the ATDC. I would like to personally invite you to join them on that date and participate in this program.

With kindest regards, I am

Sincerely yours,

George Busbee

Enclosure
Dear Invited Guest:

We would like to extend our invitation to you to meet with us on Wednesday, August 26, 1981, from 1:30 p.m. to 3:30 p.m. at the Jackson County Courthouse. This meeting is designed to introduce you to the Advanced Technology Development Center (ATDC), and give you a chance to comment on the program and your own special needs.

Local participation is a necessity for the success of this program and we encourage you to join with us on August 26, 1981.

Sincerely,

Robert G. Schwartz
Director, Mini-ATDC
Barrow, Jackson, and Madison Counties

Philip Loveless
Field Office Director
Northeast Georgia Area Office
Georgia Institute of Technology
Box 3015
419 Bradford Street, NW
Gainesville, GA 30501

____ Yes, I will attend.
____ No, I cannot attend.

Comments:

Name:
Company:
Position:
Address:
Telephone No.:

Please return as soon as possible to the Georgia Tech Field Office to ensure that we have ample handout material and seating space. Your timely response is appreciated.
ATLANTA--Cecil Phillips, special assistant to Georgia Governor George Busbee, will be in Jefferson, Georgia, August 26 with Georgia Tech representatives to introduce area citizens to the new Mini-Advanced Technology Development Center for Barrow, Madison and Jackson counties.

The program for the three counties will be held from 1:30 to 3:30 p.m., Wednesday, August 26 in the Jackson County Courthouse.

This Mini-ATDC will be a resource to help develop new business in the three-county area. Staffed and operated by the Advanced Technology Development Center (ATDC) of Georgia Tech, the Mini-ATDC will provide technical and management assistance to new and existing businesses throughout the area.

Through the new facility, the skills and resources of the ATDC will be available to entrepreneurs and local businessmen working to develop high technology ideas and businesses.

The Mini-ATDC will not only provide advice and technical "know-how" for participating enterprises, but, in cooperation with local citizens, will offer an "incubator" environment with physical offices and development space made available to businesses with exceptional potential.

"We have designed this program to help the local citizens create more jobs and new industry for this area of Georgia," explained Dr. Robert G. Schwartz, director of the Mini-ATDC program. "The resources of the ATDC will be available to help accomplish this objective."

Establishment of the Mini-ATDC was made possible by a $73,916 grant made by the Appalachian Regional Commission, and approved by Governor Busbee in July.

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EXHIBIT C

MINI-ATDC
Jefferson, Georgia
August 26, 1981

Cora Lou Nix  
Executive Director  
WINDER/BARROW CHAMBER OF COMMERCE  
P. O. Box 456  
Winder, GA 30680

T.O. Hall  
Vice-President  
FIRST FEDERAL S & L  
110 E. Public Square  
Jefferson, GA 30549

Anne J. Segars  
Chairman  
BARROW COUNTY COMMISSION  
310 S. Broad Street  
Winder, GA 30680

Thomas F. Benton  
COMMERCE BUILDING & LOAN  
203 N. Elm Street  
Commerce, GA 30529

Hon. J. O. Mobley, Jr.  
Mayor  
CITY OF WINDER  
P. O. Box 566  
Winder, GA 30680

(Mrs.)H. Bradford Morris, Jr.  
Dry Pond Road  
Maysville, GA 30558  
(Mrs. Morris attended for her husband)

Ernie Graham  
City Clerk  
CITY OF WINDER  
P. O. Box 566  
Winder, GA 30680

J. Paul Vickery  
City Manager  
CITY OF COMMERCE  
P. O. Box 348  
Commerce, GA 30529

David Price  
THE WINDER NEWS  
P. O. Drawer "C"  
Winder, GA 30680

C. W. Jensen  
ROPER PUMP COMPANY  
P. O. Box 269  
Commerce, GA 30529

Ernie Graham  
City Clerk  
CITY OF WINDER  
P. O. Box 566  
Winder, GA 30680

Stonewall J. Shirley  
SHIRLEY FEED & SEED COMPANY  
North Elm Street  
Commerce, GA 30529

Ed Brock  
Chairman  
BARROW COUNTY PLANNING COMMISSION  
Route 1  
Auburn, GA 30203

Lam G. Hardman, Ill  
HARMONY GROVE MILLS  
South Elm Street  
Commerce, GA 30529

Donald E. Duke  
METALCRAFT  
North Jackson Street  
Winder, GA 30680

(Mrs.)Herman Buffington  
THE JACKSON HERALD  
P. O. Box 37  
Jefferson, GA 30549

Hon. Thomas W. Bell  
Mayor  
CITY OF BETHLEHEM  
Bethlehem, GA 30620

Joe Davis  
Chairman  
JACKSON COUNTY PLANNING COMMISSION  
Gainesville Road  
Jefferson, GA 30549
JoAnn Mayfield
JACKSON COUNTY COMMISSION
506 Pine Avenue
Commerce, GA 30529

E. L. Thompson
Manager
GEORGIA POWER COMPANY
406 Northside Square
Jefferson, GA 30549

Charles E. Sims
Manager
JACKSON EMC
P. O. Box 38
Jefferson, GA 30549

Samuel J. Fleeman, Sr.
President
EQUIPMENT DISTRIBUTING CO., INC.
Route 1
Jefferson, GA 30549

Max Turner
INCOME PROPERTIES, INC.
P. O. Box 129
Pendergrass, GA 30567

Ronald C. Bond
BONCO MANUFACTURING COMPANY
P. O. Box 521
Jefferson, GA 30549

Bill Booth
JACKSON COUNTY INDUSTRIAL
DEVELOPMENT AUTHORITY
Jefferson, GA 30549

Harold Fletcher
JACKSON COUNTY COMMISSION
Route 1
Jefferson, GA 30549

Claud Pardue
PARDUE'S ANTIQUES
Talmo, GA 30575

Cecil Bray
JACKSON COUNTY COMMISSION
Route 3, Box 141
Jefferson, GA 30549

Ken Bridges
JACKSON COUNTY INDUSTRIAL
DEVELOPMENT AUTHORITY
P. O. Box 399
Jefferson, GA 30549

Dave Lovell
(Unknown affiliation)

Richard P. Huff
BANK OF DANIELSVILLE
P. O. Box 182
Danielsville, GA 30633

Albert J. Stone, Jr.
Attorney at Law
Courthouse Square
Danielsville, GA 30633

Vincent J. Hix
Chairman
MADISON COUNTY COMMISSIONERS
P. O. Box 147
Danielsville, GA 30633

Pat Graham
Attorney at Law
CITY OF DANIELSVILLE
P. O. Box 39
Danielsville, GA 30633

Doug Wilkes
(Unknown affiliation)

Jacqueline Herrick and
Charlotte Turner
DOZIER LAND COMPANY
Danielsville, GA 30633
Mildred Schierman
ATHENS DAILY NEWS
P. O. Box 1727
Athens, GA 30601

Clinton Lane
Executive Director
Northeast Georgia APDC
305 Research Drive
Athens, GA 30610

Jim Grubiak
Georgia Dept. of Community Affairs
APPALACHIAN REGIONAL COMMISSION
40 Marietta, N.W. - 8th Floor
Atlanta, GA 30303

Grady McWhorter
Manager
GEORGIA NATURAL GAS CO.
P. O. Box 1668
Athens, GA 30613

Dr. James Fisher
Associate Professor
Geography Dept.
U OF GA
Athens, GA 30601

Ms. Frances Stewart
PROTO SYSTEMS
Box 279
Roswell Road
Atlanta, GA 30077

Graham Brister
(Representing Dean Leon A. Hargreaves)
School of Forest Resources
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Athens, GA 30601

Herb Hattaway
WJJC RADIO STATION
P. O. Box 379
Commerce, GA 30529

Jim Dove
Northeast Georgia APDC
305 Research Drive
Athens, GA 30610

Robert Shelnutt
ATHENS TECH CENTER
Athens, GA 30601

Bob Yongue-Athens Tech Center
Ken Eason-Athens Tech Center

Russell Vandiver
LANIER TECH
Oakwood, GA 30566

Tom Jackson
WXIA TV
Athens, GA 30601

Mike Joyner
Executive Direct
JACKSON COUNTY CHAMBER OF COMMERCE
P. O. Box 399
Jefferson, GA 30549

Fred Tarpley
GEORGIA INSTITUTE OF TECHNOLOGY
Atlanta, GA 30332
This course is the first in a series of two-hour programs to be offered by the Regional ATDC in the Barrow, Jackson and Madison County areas. The next offerings will include sessions on product development, entitled "Winning New Business", to be held on January 25, 1982, at the Jackson EMC Building, and the last session on improving management skills entitled "Managing the Manageable...A Business Perspective", to be held March 29, 1982, at the Madison County Courthouse.

It's all part of the Regional ATDC's efforts to stimulate, assist, and develop high technology enterprises in the three-county area. Through the ATDC, businesses utilizing high technology can have access to expertise in management, finance and high technology knowledge at Georgia Tech in order to strengthen their companies.

Touching on industrial activity from computers to cloning organisms to solar energy, the lecture and slide presentation will be of interest to businesspeople, entrepreneurs, investors, and the public at large.

For more information, contact Robert G. Schwartz, Regional ATDC, Georgia Institute of Technology, Atlanta, CA 30332, (404) 894-3575.
A two-hour program entitled "High Technology...Our Present and Future" will be offered by Georgia Tech's Regional Advanced Technology Development Center at 7 o'clock, November 2, 1981, at the Bank of Barrow in Winder. Attendance will be free.

The program will be an introduction and overview of the background, current status, and future developments expected in a wide variety of high technology fields. Included will be areas such as computers, communications, biology, energy, lasers and fiber optics --- each of which is playing a more and more important role in our private and business lives today.

Just five years ago, it might have seemed futuristic to predict that small businesses or individuals would have their own computer systems --- that cable TV transmissions by satellite would be picked up by homes with their own "earth stations", or that genetic engineering would be manufacturing insulin and other biological agents to help fight disease. But each of these situations is occurring today throughout the country. Significant industries are now supporting demand for products and services in each of these fields.

"Today's high technology businesses are changing industry as much as the Industrial Revolution changed life in the Nineteenth Century," notes Regional ATDC Program Director, Robert G. Schwartz. "And there are exciting and dynamic opportunities in every field for enterprising entrepreneurs and business people. After all, the greatest success stories and worst tragedies in business history relate to the ability of businesspeople to perceive the meanings of the technological change going on about them and opportunities it presents."
Development 'not an overnight thing'

Economic development is not an overnight thing and it's not easy, according to Mike Easterly, partner-in-charge of the Atlanta office of William Blair and Company, an investment banking firm.

Easterly spoke to about 40 people who gathered Thursday morning for the Jackson County Chamber of Commerce "coffee." He told the group why Jackson County should be interested in economic development.

"The strongest reason I know of for any area to be interested in economic development is the inflationary environment in which we live," Easterly said. "Economic development and expansion have an impact throughout the community, but financing for such development is one of the biggest hurdles to be crossed today."

Easterly also warned the group against excessive financing with tax-exempt bonds.

"The market can't bear the load of financing everything with tax-exempt bonds," he said. "In many states, and especially in the Midwest, the use of the bonds has gotten out of hand. Tax-exempt bonds were not designed to finance commercial establishments, but to finance expansions which will provide more jobs and a better economic atmosphere for a community."

Easterly added, he hoped current economic policies being developed in Washington would bring about a proper balance in financing and stabilize the current economy.

In a separate matter, Rep. Lauren (Bubba) McDonald, who was present at the coffee, said he would appreciate hearing from any individual or from the Chamber as a group on the reapportionment question which is being discussed in the Georgia General Assembly.

Mini-tech center set for this area

Gov. George Busbee has announced approval of a $73,916 grant by the Appalachian Regional Commission to Georgia Institute of Technology to assist in the establishment of a mini-advanced technology center for Barrow, Madison and Jackson Counties.

He did not say where the center will be located.

Mike Joyner, executive director of the Jackson County Chamber of Commerce, said such a center "will provide a number of opportunities that we don't have at the present time." He said it would help local businesses and industries in updating their technological skills and do such things as help recruit new industries leaning toward high technology and help carry out educational programs which would be meaningful to local businesses.

The mini-center will offer technical assistance to various development groups in all three counties, Busbee said. Assistance could be offered to local development authorities, chambers of commerce, organized business groups or individual business entrepreneurs, it was stated.

The mini-center will include an incubator for the establishment of new small businesses in the three-county area. It will also provide a central point for management assistance, and a recruitment program of new technical operations from beyond the region and specialized education programs to local citizens will also be established to promote new entrepreneurial activities.

No matching grant was required for this project.
Role of mini-ATDC explained

JEFFERSON—About 60 persons from Jackson, Barrow and Madison counties met in Jefferson Wednesday afternoon to hear about the new high technology "mini-center" planned here by Georgia Tech.

The tri-county area has been chosen for a one-year, pilot project that is funded by the federal government and carried out by Georgia Tech. If it is successful, it may be funded for subsequent years and expanded into other areas of the state.

This mini-ATDC will be a resource to help develop new business in the three-county area, leaders state. Staffed and operated by the Advanced Technology Development Center (ATDC) of Georgia Tech, the mini-ATDC will provide technical and management assistance to new and existing businesses throughout the area.

Wayne Hodges, Dr. Robert G. Schwartz and Philip D. Loveless, all of the Tech ATDC, and Cecil Phillips, special assistant to Gov. Busbee, were present at the program Wednesday in Jefferson. Dr. Schwartz and Loveless will be in the three-county area regularly to consult with individual firms, the Chambers of Commerce, the commissioners and others. They also will conduct some short courses for the public.

Harold Fletcher, member of the Jackson County Board of Commissioners, and Jim Grubia, Georgia Dept. of Community Affairs, gave the welcome. Jim Dove, Athens, Northeast Georgia Area Planning and Development Commission, made introductions. The meeting was at JEMC.

Among those attending were industry executives, representatives of small businesses and government officials.

It was explained that the ATDC program could, for example, aid a drug store as well as an industrial firm because smaller firms can often benefit from such technology items as computers.

Advisory committees are to be named by each county or community, it was noted, with the commissioners and mayors being involved in this. The Tech representative stressed that the program should be tailored to fit the needs and wishes of the local community.

Through the new facility, the skills and resources of the ATDC will be available to entrepreneurs and local businessmen working to develop high technology ideas and businesses, it was stated.

The Mini-ATDC will not only provide advice and technical "know-how" for participating enterprises, but, in cooperation with local citizens, will offer an "incubator" environment with physical offices and development space made available to businesses with exceptional potential.

"We have designed this program to help the local citizens create more jobs and new industry for this area of Georgia," explained Schwartz. "The resources of the ATDC will be available to help accomplish this objective."

Establishment of the Mini-ATDC was made possible by a $73,916 grant made by the Appalachian Regional Commission, and approved by Governor Busbee in July.
Can High Technology Seeds Be Planted In Barrow?

By DAVID PRICE
Managing Editor

Can the seeds of high-technology be transplanted from Silicon Valley, Calif., to the rolling hills of Barrow County? That is what the Georgia Institute of Technology, with state and federal backing, hopes to find out through an ambitious program to foster fledgling advanced technology firms and upgrade the technological levels of existing industry across the state.

To do this, the Georgia General Assembly last year established the Advanced Technology Development Center on the campus of Georgia Tech. In July, the Appalachian Regional Commission approved a grant of $73,916 to fund a pilot project to establish a "Mini-ATDC" to serve Barrow, Jackson and Madison counties as an extension of the Georgia Tech center.

Wayne Hodges of the Georgia Tech ATDC said the overall goal of the program is to create some 38,000 high-technology jobs in the state during the next 20 years. This increase will bring in an estimated $1.7 billion in employee income alone, he said.

Georgia Tech, with the support of the General Assembly and Governor Busbee, are hoping that the success of similar programs in California, Massachusetts and North Carolina can be repeated here.

Back in the 1930's, Stanford University professor Dr. Frederick Terman was disturbed because so many graduates of Stanford had to leave the Southern California area in order to find advanced engineering jobs.

He encouraged two graduates, Bill Hewlett and David Packard, to create their own business in the Palo Alto area. With the help of Stanford University, Hewlett-Packard is now one of the world's largest producers of electronic devices for measurement, analysis and computation. In 1979, the company had sales totalling $2.5 billion.

The success of Hewlett-Packard led the university to establish the Stanford Industrial Park in 1948. The park's first resident was Varian Associates, which produced the Klystron microwave generating tube and later won a Nobel prize for work in nuclear induction. Today, Varian's headquarters cover 80 acres, and its sales total half a billion dollars a year.

Varian and Hewlett-Packard are only two of the more than 800 pioneering technology companies now located in the area around Santa Clara County which has become known as Silicon Valley because silicon computer chips have played such a large role in its growth.

Similar process of universities "incubating" beginning companies have led to the growth of large high-technology industrial parks around Duke University, the University of North Carolina and North Carolina State. Other examples include Route 128 around Boston where the minicomputer industry was born, and other technology centers that have sprung up in Corvallis, Oregon and Orlando, Florida.

Today, Georgia Tech faces the same problem of graduating too many engineers for the locally available jobs. The designers of the ATDC at Tech are hopeful that by promoting pioneer businesses, Georgia too can become a leader in the advanced technology field. They cite the success of Scientific Atlanta, one of 15 high-tech companies spawned by Georgia Tech in the last 30 years, as proof that outside stimulus from the university can speed up industrial growth.

Scientific Atlanta, begun in 1952 by six engineers from Tech's Engineering Experiment Station, sold $124 million worth of satellite communications, cable TV and microwave antennas in 1978.

Bob Schwartz of the ATDC said the goal of the Georgia Center is to promote growth not only in the Metro-Atlanta area, but throughout the rest of the state as well.

In addition, the ATDC will work with existing companies to upgrade their levels of technology and to attract out-of-state industries to locate in Georgia.

High technology companies are considered particularly attractive to a state's economy because of the higher-paid and higher-skilled personnel that they are able to attract.

The ATDC directors said the project, especially the mini-centers like the one to be establish in this area, will work closely with existing industries that might be interested in introducing new products. Even the "person who runs the drugstore" can benefit from the mini-center if they want to learn how a computer can help them run their small business, Schwartz said.
Meeting Planned Aug. 26 To Explain

'Mini-Advanced Technology Center'

ATLANTA - Cecil Phillips, special assistant to Georgia Governor George Busbee, will be in Jefferson Aug. 26 with Georgia Tech representatives to introduce area citizens to the new "Mini-Advanced Technology Development Center" for Barrow, Madison and Jackson counties.

The program for the three counties will be held from 1:30 to 3:30 p.m. in the Jackson County Courthouse.

The Mini-ATDC will be a resource to help develop new business in the three-county area. Staffed and operated by the Advanced Technology Development Center (ATDC) of Georgia Tech, the Mini-ATDC will provide technical and management assistance to new and existing businesses throughout the area.

Through the new facility, the skills and resources of the ATDC will be available to entrepreneurs and local businessmen working to develop high technology ideas and businesses.

The Mini-ATDC will not only provide advice and technical "know-how" for participating enterprises, but, in cooperation with local citizens, will offer an "incubator" environment with physical offices and development space made available to businesses with exceptional potential.

"We have designed this program to help the local citizens create more jobs and new industry for this area of Georgia," explained Dr. Robert G. Schwartz, director of the Mini-ATDC program. "The resources of the ATDC will be available to help accomplish this objective."

Establishment of the Mini-ATDC was made possible by a $73,916 grant made by the Appalachian Regional Commission, and approved by Governor Busbee in July.
Madison preparing to deal with developers

By CATHY GAULT
Special to Athens Daily News

DANIELSVILLE — Madison city commissioners think the Mini-ATDC, a Technology Development Center established with the help of Gov. George Busbee at the Georgia Institute of Technology in Atlanta, may help bring new business to the county's 100-acre industrial park located at the intersection of Highways 72 and 85.

County Attorney Pat Graham told commissioners this week that Phil Bless, director of the Mini-ATDC office in Gainesville, has volunteered to help train members of the Industrial Development Authority to deal with potential developers.

The Mini-ATDC is an outgrowth of the Advanced Technology Development Center established with the help of Gov. George Busbee at the Georgia Institute of Technology in Atlanta. The ATDC and the Mini-ATDC will provide help to established businesses as well as bringing new businesses into the state and the Northeast Georgia area.

The Mini-ATDC, with headquarters at Gainesville, is funded with a grant from the Appalachian Regional Commission to work in Madison, Jackson and Barrow counties.

Commission Chairman Vincent His said the authority could use some help on how to approach high technology executives to get them to bring their companies to the county.

The park, which is more than a decade old, now houses one business, the Engineering and Cycle Co., which employs 10 persons, His said.

His said the park's location near Athens Tech is a plus because of the technical expertise offered at the school. He said the county does not have any businesses lined up at this time, but "I'm more excited now than I ever have been."

In another matter, Terry Dean, director of the Recreation Department, told the commission that no one from the American Legion showed up at a scheduled meeting Monday night to work out a baseball game schedule for next season.

"I want this put in the minutes that we were supposed to meet Sept. 14," Dean said, adding that he is trying to work out all the schedules.

The Legion was denied use of the Recreation Park ball fields for its league games this past year because the teams used metal cleats. The Recreation Commission had a rule that metal cleats cannot be used on the park ballfields because they are destructive.

Last month, members of the American Legion met with the Recreation Commission and it was agreed that the Legion would canvass the teams in its league to determine if they would use rubber cleats. The Recreation Commission made it clear that the ballfields are open to the Legion league if they do not use metal cleats.

At that time, the two groups agreed to meet again Sept 14. More than 500 ball games are scheduled on the Recreation Park ballfields each season.

In other business, the commission decided to hold a bill in the amount of $180 till the Georgia Mental Health Commissioners could not decide what services the county was being charged for on the bill, which was sent by a DeKalb County judge. His guessed the bill concerned a commitment hearing for a Madison County resident.

The bill stated that the patient's name could not appear on the form due to the confidentiality law. The commission decided to look further into the matter before paying the bill.

The commission also received a request from the Ivy Funeral Home in Commerce to help defray the cost of a $1,950 funeral bill. The letter stated that the deceased man's relatives did not have sufficient funds to pay for the funeral.
The Regional ATDC is funded by the Appalachian Regional Commission in conjunction with the State of Georgia Department of Community Affairs. Georgia Institute of Technology operates the parent ATDC program in its main facility in Atlanta. The Regional program covers Barrow, Jackson and Madison counties. The specific objectives of the program are to:

- Support local recruitment efforts to bring high technology business to the three-county area
- Support entrepreneurs working in high technology fields
- Aid existing companies in applications of advanced and high technology
- Conduct continuing education programs to improve management skills and to support industrial recruitment activities.

Access to Georgia Tech and the Georgia Business Community
The Regional Advanced Technology Development Center
Barrow, Jackson, and Madison Counties

The ARC proposal covering a one year personal services contract with Georgia Tech was approved and funded effective July 1, 1981. Its scope is to provide direct personal service to the people of the Barrow, Jackson, and Madison county areas. The contract work takes the form of ATDC type activities and includes:

- Industrial Recruitment
- Management Assistance
- Education

This is a demonstration project to assist the local people in establishing their own program to suit their needs. The viability of the work will ultimately depend on the local adoption of the program. Present indications are that there is great interest and sincere appreciation for the Governor's assistance.

Using the December 17th, 1980, ATDC kick-off as the model, a public meeting was held on August 26th, 1981, at the Jackson E. M. C. The meeting was hosted by the Jackson County Commissioners and the Jackson Chamber of Commerce. It was attended by approximately 50 people including the Chairpersons of each of the three Boards of County Commissioners, the Mayor of Winder, Chamber Officers, Northeast Georgia APDC representatives, area development personnel, bankers, lawyers, educators, including Vo Tech and the University of Georgia, business persons, and the press. The press included Channel 11, three local papers, one local radio station, and one electronics oriented magazine. The Channel 11 coverage was aired on August 29th and favorably reviewed by the ARC coordinator.

In addition to the preparations for the August 26th kick-off, contract activity for July and August has included contact of local leaders to personally introduce them to the program. Included in this group was State Representative McDonald. It is understood that this is a demonstration project and that the eventual development of a self-sustaining program, including an incubator, rests to a major extent on local efforts.

In addition to the personal contacts and the August 26th meeting, there has been one entrepreneur assisted, two local businesses now being assisted, and industrial recruitment activities being initiated in two counties. The educational programs will be initiated in the next quarter. Additional numbers of entrepreneurs and business persons will be
contacted in September. The third industrial recruitment effort will also be initiated in September.

Mr. Phillip Loveless of Georgia Tech's Gainsville field office is responsible for the industrial recruitment efforts. Dr. Robert G. Schwartz, of the ATDC, is responsible for the management assistance and educational aspects of the program. He is also project director. Mrs. Marilyn Casey is a Georgia Tech College of Management graduate student, and assists in staff and field work.
January 15, 1982

Mr. Jim Grubiak  
Department of Community Affairs  
8th Floor  
40 Marietta Street  
Atlanta, GA  30303

Dear Mr. Grubiak:

Enclosed are three copies of our Quarterly Report covering the second quarter's activities on our Regional ATDC ARC Grant GA-81-I-303-0331. Should you have any questions, please call.

I will be distributing the report to the appropriate people in the three county area. I will also send one to the Governor's office.

Thank you for your continuing support.

Sincerely,

Robert G. Schwartz, Director  
Regional ATDC Program

RGS:vhh

Enclosure
The project activity breaks down into five major areas of endeavor:

- Strategic Planning
- Industrial Recruitment
- Management Assistance
- Education
- Public Relations

Strategic Planning

Because of the demonstration nature of the program, progress is continually evaluated and direction in any one area may be changed. Thus, strategic planning continues and helps to maximize the effect of the Regional ATDC.

Project activity has indicated each of the three counties has different needs. Prime emphasis in Barrow County has been placed on management assistance; in Jackson County, on industrial recruitment and, to a more limited extent, management assistance; in Madison County, on industrial recruitment. Education plays a major role in all three counties. Perhaps the greatest single change in program direction involves the incubator concept. With only a small number of entrepreneurs identified and working on high technology products and/or services, the incubator concept appears premature for adoption in the three-county area.

There is also a change of emphasis on short course presentations. Rather than present programs for the population in general, specific courses aimed at high technology management and development will be conducted within interested businesses. Public meetings will continue, but on a more limited basis.

The appropriate development groups within the three-county area are beginning to take on a more concerted
and assisted effort in industrial recruitment efforts aimed at the growing electronics industry.

**Industrial recruitment efforts are being aided.** A Regional ATDC-developed marketing plan to reach the initial target market of electronics firms was presented to the three counties. It should be initiated in January, with local development funds supporting implementation. To aid in the planning for high technology business development, assistance has been given in the promulgation of economic development plans only as they relate to high technology business development.

Relevant recruiting data is being compiled. A recruitment training program, aimed at high technology industrial recruitment, will be offered first quarter, 1982. It is expected that several major industrial candidates will be identified by the end of the first year's activities.

Management assistance has been offered to all known high technology firms in the area.

Several business development studies are expected to be initiated by the beginning of the first quarter, 1982. The end result is expected to be new sales and profits for the companies. For companies not considered high tech in nature, the use of advanced technology will be discussed and assistance rendered as appropriate. The end result is expected to be increased or continued profitability through increased productivity. Discussions with representatives of the important textile and garment industries in the area are ongoing. Personal visits are continuing to carry the Regional ATDC story.

Entrepreneurs are relatively rare for the area. After an extensive publicity campaign, initiated with a public meeting which Governor Busbee personally, through mailed invitations, invited guests to attend and hear, first hand, the Regional ATDC story, only two entrepreneurs have surfaced. Both were offered assistance. The high technology service-oriented firm is proceeding without such assistance. The electronics manufacturing firm has sought both technical and management assistance, which are now ongoing. Other entrepreneurs will be sought, but the immediate outlook in terms of mere numbers, is not promising.

The educational aspects of the present program aid and support the prime thrusts of industrial recruitment and
management assistance. In addition to the first public meeting introducing the program, a second public meeting was held. The topic, "High Technology - Our Present and Future," was well received by a moderately sized group. An ancillary result of this activity has been several requests from other parts of the region in the State of Georgia for similar programs for their citizens. One such request, from Athens Vo-Tech, was honored. Over 100 students were presented with the same material. In-house seminars and the industrial recruitment sessions will be offered first quarter, 1982.

As a result of these activities, there will be an increasing awareness by the public to high technology matters and business development in general; and an increased awareness on the part of industry in high technology, management, and management pertinent to new business development.

Through a series of both private and public meetings the program has been introduced and explained in the three-county region. Through wide-spread publicity of the ATDC program, the Regional ATDC has received exposure through other parts of Georgia and the entire Southeastern region of the country.

Accomplishments

Industrial Recruitment

- Ongoing assistance was given to Jackson County in the development of a plan for high technology business growth (Exhibits A and B).

- Discussions with Madison and Barrow County development professionals have begun.

- A recruitment letter has been developed and local funds from each of the three counties will support its printing and mailing. Mr. Jim Dove of the NE Georgia APDC will coordinate responses (Exhibit C).

- The data for inclusion in the fact book for the three county area has been almost completed. The local development groups will cover costs in its printing and dissemination.
The consultants readying the plans for a Jackson County Industrial Park called to discuss high technology needs.

The Executive Directors of the Chambers of Commerce in Barrow and Jackson Counties are met with on a continuing basis.

Technical support continues and is offered to the local governing bodies, including the heads of each of the county commissions.

The industrial recruitment training course for each of the three counties is ready. Team identification has begun.

Representatives of the Department of Industry and Trade will be visited in January and the program reviewed for them.

Management Assistance

On going calls continue. Companies visited, revisited, and/or assisted were:

- Almark, Inc. Food Processor Technical Assistance
  Jackson County

- Neotronics Electronics Management/Technical Assistance
  Jackson County Sale/ Manufacture

- Ryan Homes Modular Home Introduced Program
  Jackson County Manufacturing

- Allgood Machine Tool and Die Introduced Program
  Co., Jackson County Manufacturing

- Stop Rite Friction Introduced Program
  Jackson County Materials Manufacturer

- Engineering & Machine Shop Introduced Program
  Cycle Company
  Madison County

- Johns-Manville Insulation Educational Program
  Barrow County Manufacturer
Neotronics of Jackson County and Vistivision were the two firms associated with high technology entrepreneurship that have surfaced. Ongoing technical and management assistance is being offered and accepted by Neotronics. Vistivision has been apprised of our program capabilities, some financial consultation occurred, and will use the program should it be appropriate.

Extensive time has been spent with Mr. Dan Blitch, Vice President of Barrow Manufacturing Company. He has been quite helpful in assisting in the development of a strategy to assist local textile and apparel companies. It appears that a short, several hour meeting with high level personnel from interested companies, covering topical matters of interest to the industries:

- Industrial Education
- State-of-the-Art Manufacturing
- Marketing Strategies for the 1980s

utilizing University System personnel could be the most appropriate way to begin both management assistance and educational components of the ATDC program directed at this important segment of the local industry.

Jefferson Mills, Portec, and Roper Pump were recontacted.

**Education**

- The first regional educational program was held November 2 (Exhibit D). It was well received and moderately attended (Exhibit E). Announcements were made in the local press (Exhibit F) and through mailings to local citizens.

- In-house programs will be attempted next quarter, leveraging both management assistance and educational components of the ATDC program.
- J/M and Alkaril were revisited, with programs to initiate next quarter.

- As a result of the November 2 meeting, an invitation was extended and accepted to speak to approximately 100 students at a local Vo-Tech School.

Public Relations

- Letters to the August 26th attendees and invitees were mailed (Exhibit G).

- The advisory committee met on October 20 in Jackson County. The program was reviewed.

- The August 26 kick-off was prominently featured in the Southeastern Conductor, giving program visibility throughout the southeast to electronics oriented companies (Exhibit H).

- The Jackson Herald carried an additional story on October 7, covering the ATDC (Exhibit I).

- News stories were carried by local papers and the Southeastern Conductor reporting on the November 2 program (Exhibit J).

- The Regional ATDC brochures were distributed throughout the three county area.

- The NE Georgia APDC distributed 700 brochures to interested persons throughout the state.

- The Northeast Georgia APDC staff members continue to assist with program activities and are a constant source of program support. Several local and regional meetings were attended at their request, helping to disseminate the ATDC story through even a broader area.
Work to be Accomplished Next Quarter

Industrial Recruitment

- 2100 recruiting letters will be mailed by the local development group. Consultation will be provided for follow-up.

- The three county high technology recruitment training sessions will be held.

- The three county data book will be compiled. The local development group will print and distribute it as part of their recruitment efforts.

- Work will continue with each of the local county development groups.

Management Assistance

- Work will begin with Alkaril and Johns/Manville.

- Neotronics activity will continue.

- Other entrepreneurs will be sought.

- The textile/apparel industries' program will be developed.

- Other advanced technology assistance will be developed through past and ongoing contacts.

- Local leadership will receive continuing assistance on matters relevant to contract work.

Education

- Local high school Vo-Tech teachers will be contacted and programs held for them and interested students.

- Local bankers will be contacted about the efficacy of sponsoring a short course on Venture Capital to be held the 2nd Quarter 1982.

Public Relations

- The advisory committee will meet this quarter. The program will be reviewed.

- A new round of press coverage is planned in order to up-to-date the public.
The Future

Present economic conditions in the three-county area are not improving. Federal Government cutbacks in funding and national economic conditions are impacting the area. Rather than attempt to extend this program activity to additional counties with only a limited opportunity to follow through because of no funding, it is recommended that the present program be funded for an additional year. The project is well underway. The working relationships with the local leaders have been and are being established. Knowledge of the program is spreading and increased interest in recruitment and management assistance is surfacing. By the end of the first year’s activity, early objectives regarding numbers of entrepreneurs and businesses assisted will not be met. The entrepreneurs are not there and existing business of a high technology nature or in need of advanced technology is limited. However, there is an expanding base of program support, which should bring leveraged results, but not in only one year. The seeds have been planted, but need nurturing.

By the end of year two, with increased emphasis on marketing, several likely prospects would be identified, with at least one or more planning to move to the area. Entrepreneurs would be more numerous because of the increased awareness of high technology brought by the program and the assistance offered, an incentive. Existing business would be aided through business development generated in part by the programs direct assistance.

Training of technical support staff, as a program element, should local institutions not have the capacity, could become a program element. Incubator space, revolving loan funds, and extended new programs do not appear to make strategic sense in terms of the near term resources available. Educational programs would continue at the same level. Local funding of some elements of the program, i.e. the direct mailing aspects of the industrial recruitment marketing campaign, appear a positive sign with respect to program support and eventual self-management. An additional year of activity would help in making the plans a reality.

A Pre-Application was submitted to be followed by an Application in January.
December 10, 1981

Mr. Phil Loveless
Director
Georgia Tech Industrial Extension Office
P.O. Box 3015
Gainesville, GA 30501

Dear Phil,

Just wanted to let you know that we really appreciate all the assistance you've provided Jackson County, but especially in preparation and presentation of the Economic Development Plan. We definitely witnessed a turning point in the county's development efforts and the Chamber's role in the community.

I look forward to working closely with you in the future.

Rasnaelkllu,

Mike Joyner
Executive Director

cc: Ken Bridges
November 20, 1981

Mr. James F. Orubiah
Community Affairs
40 Marietta Street, N.W.
Eighth Floor
Atlanta, GA 30303

Dear Mr. Orubiah,

It is our understanding that the funding cycle for the Mini-ATDC program, which is now providing assistance to Barrow, Madison and Jackson Counties, will end in mid 1982. We would like to extend our full support for any additional funding which might enable this most worthwhile program to continue. Our experience with those involved in the program and the assistance that has been provided to local business, industry, etc. has been exceptional. Now that Jackson Countians have become familiar with the program and begun taking advantage of the valuable assistance, it would be very beneficial to the county for the program to continue.

Any assistance you might provide in this matter would be greatly appreciated.

Sincerely,

Manly Gilmer
President

cc: Dr. Robert Schwartz
Mr. Jim Dove
Mr. Phil Lovelace

P.O. Box 399 • Railroad Depot • Jefferson, Georgia 30549
(404) 367-9090
Dear Company President,

I'm writing to well-managed companies like yours because I represent a group of people with an idea that could be vital to your future.

In fact, we want to be part of your future. I'm writing as the Coordinator for the Tri-County Development Group on behalf of all the residents of our three Northeast Georgia counties of Barrow, Jackson and Madison.

We want to tell executives of companies like yours about our area. Why we feel that our region is the region in the South that's most suitable for operating a successful high technology business.

The reasons are simple. We want your business here -- and we're willing to give you the welcome any businessman is looking for in these economic times. That means...

- an experienced labor pool
- outstanding natural resources for plant locations and utilities
- low taxes (and incentives for your re-location)
- attractive real estate at attractive prices
- and proximity to the transportation center of the Southeast to help you meet the demands of your customers across the country -- and abroad.

There are two kinds of governments that businessmen like you have to deal with. The first -- and unfortunately it's the most common -- seems to

-- over, please

HENRY D. ROBINSON / Chairman, Board of Commissioners / Jackson County / Jefferson, Georgia 30549

VINCENT J. HIX / Chairman, Madison County Commissioners / P.O. Box 147 / Danielsville, Georgia 30633

ANNE J. SEGARS / Chairman, Board of Commissioners / Barrow County / Winder, Georgia 30680
get in the way of everything you try to do to improve your company's future. The second? That's us... and we're on your side.

We want to go that extra mile to make sure that the people in our counties are a part of the high technology future that you represent. We'll cut down all the barriers so we can work with you.

I can't tell you all I have to say in this short letter. That's why I'd like to send you more free information -- without obligation -- if you're at all interested.

What I'll send you will give you the hard facts: who we are... what high technology people we have... what major university stands behind us with all of its high technology resources... and exactly how we stack up against other regions and states across the country.

You may not know our area by name -- but we're just a short drive down the Interstate highway to Atlanta, the capital of the Sunbelt. And there you'll be in touch with the transportation and communications center of the new South.

Just return the enclosed card and I'll send you more information by return mail. This is just a straightforward business proposition -- we'd like to be part of your future, and we can help you make it happen.

Let me hear from you soon.

Sincerely,

Jim Dove
Coordinator for the
Tri-County Development Group

P.S. Just check any box you're interested in on the enclosed postpaid card. We'll send you free information that will show you why you should consider re-locating or expanding your business in Northeast Georgia.
Yes, I want to find out more about the tri-county area — specifically why it represents a major growth and development opportunity for my company. Send me free information without obligation.

I’m particularly interested in these checked areas:

- Industrial survey
- Site and building summary
- Tax schedules
- Support services for high technology industries
- Testing and research resources
- Scientific resources

Just return the postpaid card at left for free information that could be vital to your company.
PROPOSAL FOR A HIGH TECHNOLOGY RECRUITMENT PROGRAM FOR BARROW, JACKSON AND MADISON COUNTIES

Re-location to a new area — or the establishment of a new production facility represent major decisions for any business enterprise. The final decision to open a business branch in Barrow, Jackson or Madison counties would only be made after a thorough study of specific sites — and specific labor and tax benefits that the counties could provide.

This proposal does not concern itself with the actual benefits or locations that the tri-county area can offer a prospect business. Those specifics can only be decided by meetings and agreements among officials of the three counties concerned.

The purpose of this proposal is simply to outline a direct mail program to make contact with prospective companies in the high technology field, and to acquire specific information from each company prior to county officials making direct contact.

This proposal, in effect, is for a "lead generator" program — to identify companies who might have an interest in relocating or establishing a new plant in the tri-county area. The success of this program, however, rests entirely with the follow-up and pursuit of interested businesses by the county officials concerned. The proposal is only for making a beginning.

PHASE ONE

OBJECTIVE: Develop a list of high technology companies with expressed interest in possible plant location in the tri-county area.

STRATEGY: Use direct mail to rented lists to make initial contact with prospect companies.

DISCUSSION: One list presently available can identify 3,000 high technology electronics firms throughout the Southern states. Other lists can also be developed. For example, Dun & Bradstreet has a mailing list/marketing services division that can identify companies by pre-set criteria such as SIC Code, financial strength, number of employees, number of plant locations, geographical area and so on. Mailing labels and information cards on each prospect company are then provided to the D & B customer using these services.
When the prospect list has been secured, a mailing should be planned with the objective of identifying companies interested in possible relocation.

In order to start the dialog on a positive note — and to elicit a strong response — it is suggested that the tri-county development group make an offer of free information or a free report to the principals of each company.

A secondary motive is to secure a reply to the original mailing, since a respondent's name becomes the property of the mailer, and future contact mailings can be made without further payment to the original list owner. Names from the rented list that reply become your list.

This information can be a brochure describing the counties and their potential benefits to industry... or could even be available information secured from state development bodies or from Georgia Tech.

The actual presentation made in the first mailing should not be an extensive introduction to the three counties concerned. It should instead merely create interest in finding out more about the counties ... and about possible incentives available to businesses planning expansion and/or re-location.

It is suggested that the format for the mailing be a simple printed business letter and reply card, enclosed in a standard business envelope (# 10). Brochures or report information should be restricted to companies expressing interest in the area, effectively controlling costs.

Budgeting for this phase of the effort will depend on the source of the list... the quantity of companies contacted... the materials used ... and the extent of outside services involved. Here is a possible scenario:

<table>
<thead>
<tr>
<th>Item in Mailing</th>
<th>Cost per Thousand</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>List</td>
<td>$ 75</td>
<td>$ 375</td>
</tr>
<tr>
<td>Letter</td>
<td>35</td>
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</tr>
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</tr>
<tr>
<td>Postage</td>
<td>200</td>
<td>1,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$395</strong></td>
<td><strong>$1,975</strong></td>
</tr>
</tbody>
</table>
If a vendor like Dun & Bradstreet compiles a list to exact specifications, additional developmental costs would be incurred. Some production expenses would also be incurred for letterhead design, typesetting and mechanical art, but these can be kept to a minimum. For budgeting purposes, the following costs could be used, based on securing professional outside involvement:

- **Stationery:** designs, type and mechanical for letter and outer envelope, $250
- **Reply Card:** layout, type and mechanical, $120

Total, $370

It is recommended that the reply card feature postage-paid reply mail indicia, with reply mail costs covered by the Tri-County Development Group. Pre-paid postage is known to increase response rates to direct mail offers. Costs are only incurred when a reply is actually mailed back to the sender, and are presently less than 50 cents per reply.

Response to direct mail offers varies considerably and cannot be accurately predicted. However, an attractively presented offer of free information might be expected to elicit response in the area of 0.5% to 5%. In the above example, this would constitute between 25 and 250 replies.

**PHASE TWO:**

**OBJECTIVE:** Secure detailed information from companies replying to the Phase One mailing so that Tri-County Development Group officials can prepare a strong "selling" case for the area based on each prospect's needs.

**STRATEGY:** Enclose a brief questionnaire with the "free information" being sent back to Phase One respondents.

**DISCUSSION:** By returning the free information promptly, the Tri-County Development Group will be beginning a dialog with companies on a positive note.

Since the motives of the Development Group are obvious, it will be consistent and appropriate to lay groundwork for further -- and more specific -- discussion.
The information sent to fulfill the Phase One offer should be in the form of a brochure or "report to industry" on the three-county area. The format will have to be decided on after a complete study has been made of the potential benefits the area can present as incentives to industry. The final product could be a slick brochure... a typewritten "report"... or anything in between.

One possibility would be to prepare a typewritten "fact sheet" of three or four pages and enclose it with State of Georgia information in a printed file folder or jacket. The costs to the three counties would be minimal -- just printing the fact sheet and folder -- if the State information can be secured at little or no cost.

Additional elements should be a cover letter, questionnaire and reply envelope. The questionnaire should attempt to elicit as much information as possible from the respondent company -- although it must be brief and easy to answer. Obvious areas to cover would include a description of the business... number of locations and employees... expansion plans and requirements... and so on.

The completed questionnaires will then serve as the starting point for dialog that the Tri-County Development Group would conduct by telephone and eventually on a face-to-face basis with prospects.

Cost: for the Phase Two mailing is impossible to estimate due to the many variables involved. However, as alternatives are discussed, the ATDC can cost out appropriate budget estimates for planning.
**YES,** I want to find out more about the tri-country area—specifically why it represents a major growth and development opportunity for my company. Send me free information without obligation.

<table>
<thead>
<tr>
<th>Name: ______________________</th>
<th>Title: ______________________</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company: ____________________</td>
<td>Address: ____________________</td>
</tr>
<tr>
<td>City: ________________________</td>
<td>State: ______________________</td>
</tr>
<tr>
<td>Telephone: __________________</td>
<td></td>
</tr>
</tbody>
</table>

I'm particularly interested in these checked areas:

- [ ] Industrial survey
- [ ] Site and building summary
- [ ] Tax schedules
- [ ] Support services for high technology industries
- [ ] Testing and research resources
- [ ] Scientific resources

Just return the postpaid card at left for free information that could be vital to your company.

Introducing Bau** ________________ Jackson and Madison Counties, Georgia. We want to be part of your future.

---

**BUSINESS REPLY MAIL**
FIRST CLASS PERMIT NO. 948, ATHENS, GA.

Postage will be paid by addressee
Tri-County Development Group
305 Research Drive
Athens, Georgia 30610
HIGH TECHNOLOGY:

Our Present, Our Future

Monday, November 2

7:00-9:00 pm

Welcome: 

Mrs. Anne Segars, Chairman
Barrow County Commissioners

The Honorable John Mobley, Mayor
Winder, Georgia

Introduction: 

Dr. Robert G. Schwartz, Project Director
Regional ATDC

Program: 

High Technology, A Definition

Electronics and Computers
Biomedicine and Genetics
Optical Fibers--Electronics
Communications
Lasers
Energy
Robotics
Space Technology
Avionics

The Future

Please feel free to ask questions during the discussion

We appreciate the use of the Civic Room and thank Mr. Jones and the Bank of Barrow

We invite you to visit and view the applications of computer technology presented by Advanced Computer Technology of Atlanta.

This program is one element of the Regional Advanced Technology Development Center Program sponsored by the Department of Community Affairs, State of Georgia and the Appalachian Regional Commission.

An Equal Education and Employment Opportunity Institution
November 2, 1981  
Bank of Barrow  
Winder, Georgia

**HIGH TECHNOLOGY:**  
*Our Present, Our Future*

**Attendance List**

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
<th>City, State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jimmy Ford</td>
<td>Athens Tech</td>
<td>Athens, Georgia</td>
</tr>
<tr>
<td>Robert Shelnutt</td>
<td>Athens Tech</td>
<td>Athens, Georgia</td>
</tr>
<tr>
<td>John Barclay</td>
<td>Advance Computer Technologies</td>
<td>Atlanta, Georgia</td>
</tr>
<tr>
<td>Cecil Brannon</td>
<td>Bank of Barrow</td>
<td>Winder, Georgia</td>
</tr>
<tr>
<td>Guy Scaife</td>
<td>General Telephone Company</td>
<td>Winder, Georgia</td>
</tr>
<tr>
<td>Carl Jones</td>
<td>Bank of Barrow</td>
<td>Winder, Georgia</td>
</tr>
<tr>
<td>Jon Peacock</td>
<td>Georgia Tech</td>
<td>Atlanta, Georgia</td>
</tr>
<tr>
<td>Cora Lou Mix</td>
<td>Winder/Barrow Chamber of Commerce</td>
<td>Winder, Georgia</td>
</tr>
<tr>
<td>Betty Sweeney</td>
<td>(wife of J. B.)</td>
<td>Madison County</td>
</tr>
<tr>
<td>Mayor John O. Mobley, Jr.</td>
<td>Winder, Georgia</td>
<td></td>
</tr>
<tr>
<td>Jim B. Sweeney</td>
<td>Madison County Industrial Development Authority</td>
<td>Danielsville, Georgia</td>
</tr>
<tr>
<td>Anne Segars</td>
<td>Chairman - Board of Commissioners</td>
<td>Winder, Georgia</td>
</tr>
<tr>
<td>Frances Stewart</td>
<td>Southeastern Conductor</td>
<td>Atlanta, Georgia</td>
</tr>
<tr>
<td>David Jackson</td>
<td>Winder Lumber Company</td>
<td>Winder, Georgia</td>
</tr>
<tr>
<td>Byron Gilbreath</td>
<td>Bethlehem, Georgia</td>
<td></td>
</tr>
<tr>
<td>John Robinson</td>
<td>Southern Waistband</td>
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</tr>
</tbody>
</table>
Vincent Hix
Madison County
Danielsville, Georgia

Buddy Moore
Madison County

Pal Batra (and Nam)
Biosystems, Inc.
762 U.S. Highway 78
Loganville, GA 30249

Jim Dove
Northeast GA APDC
Athens, Georgia

Joe Morton
Northeast GA APDC
Athens, Georgia

Mike Joyner
Jackson County
Chamber of Commerce
Jefferson, Georgia

Bob Poe
Editor
Winder News
Winder, Georgia

Mildred Schierman
Athens Daily News
Athens, Georgia

Helen Arnold
Winder News
Winder, Georgia

Walter Howard
(?)
Should you have any questions or comments about what you have heard tonight or what you would like to see future programs be about, please comment:

Comment: The program was very interesting, that is the topic. Everything seems to evolve around micro-electronics. As a vocational instructor, I would like to see how you people propose that we keep our instructional programs up-to-date with all this advancing technology. Of course I have my own opinion on this particular subject, but we need to know the thinking of you, the people proposing these things.

Question: Would it be possible to present a program to the students at Athens Area Vocational Technical School? This school is responsible for providing technical training for persons in a 14 county area. Barrow, Jackson and Madison counties are just three of the fourteen. I think this would be a great forum for you.

Name: Jimmy C. Ford, Instructor
Address: Athens AVTS, U.S. HWY 29 N., Athens, GA. 30610
Telephone: (404) 549-2360
A two-hour program entitled “High Technology ... Our Present and Future” will be offered by Georgia Tech’s Regional Advanced Technology Development Center at 7 p.m., Nov. 2, at the Bank of Barrow in Winder. Attendance will be free.

The program will be an introduction and overview of the background, current status, and future developments expected in a wide variety of high technology fields. Included will be areas such as computers, communications, biology, energy, lasers and fiber optics — each of which is playing a more and more important role in private and business lives today.

This course is the first in a series of two-hour programs to be offered by the Regional ATDC in Barrow, Jackson and Madison counties. The next program will include sessions on product development, entitled “Winning New Business,” and will be held Jan. 25 at the Jackson EMC building. A third session on improving management skills will be held March 29 at the Madison County Courthouse.

The three sessions are part of the ATDC’s effort to stimulate, assist and develop high technology enterprises in the three-county area. Through the ATDC, businesses utilizing high technology can have access to expertise in management, finance and high technology data at Georgia Tech in order to strengthen their companies.

Touching on industrial activity from computers to cloning organisms, to solar energy, the lecture and slide presentation will be of interest to businessmen, entrepreneurs, investors and the public at large.

For more information, contact Robert Schwartz at the Regional ATDC, Georgia Institute of Technology, Atlanta, Ga., 30332. Telephone 804-3575.
A two-hour program entitled "High Technology...Our Present and Future" will be offered by Georgia Tech's Regional Advanced Technology Development Center at 7 o'clock, November 2, 1981, at the Bank of Barrow in Winder. Attendance will be free.

The program will be an introduction and overview of the background, current status, and future developments expected in a wide variety of high technology fields. Included will be areas such as computers, communications, biology, energy, lasers and fiber optics --- each of which is playing a more and more important role in our private and business lives today.

Just five years ago, it might have seemed futuristic to predict that small businesses or individuals would have their own computer systems --- that cable TV transmissions by satellite would be picked up by homes with their own "earth stations", or that genetic engineering would be manufacturing insulin and other biological agents to help fight disease. But each of these situations is occurring today throughout the country. Significant industries are now supporting demand for product and services in each of these fields.

"Today's high technology businesses are changing industry as much as the Industrial Revolution changed life in the Nineteenth Century," notes Regional ATDC Program Director, Robert G. Schwartz. "And there are exciting and dynamic opportunities in every field for enterprising entrepreneurs and business people. After all, the greatest success stories and worst tragedies in business history relate to the ability of businesspeople to perceive the meanings of the technological change going on about them and opportunities it presents."
This course is the first in a series of two-hour programs to be offered by the Regional ATDC in the Barrow, Jackson and Madison County areas. The next offerings will include sessions on product development, entitled "Winning New Business", to be held on January 25, 1982, at the Jackson EMC Building, and the last session on improving management skills entitled "Managing the Manageable...A Business Perspective", to be held March 29, 1982, at the Madison County Courthouse.

It's all part of the Regional ATDC's efforts to stimulate, assist, and develop high technology enterprises in the three-county area. Through the ATDC, businesses utilizing high technology can have access to expertise in management, finance and high technology knowledge at Georgia Tech in order to strengthen their companies.

Touching on industrial activity from computers to cloning organisms to solar energy, the lecture and slide presentation will be of interest to businesspeople, entrepreneurs, investors, and the public at large.

For more information, contact Robert G. Schwartz, Regional ATDC, Georgia Institute of Technology, Atlanta, GA 30332, (404) 894-3575.
October 5, 1981

Mr. Ron Eason
Athen, Technical Center
U.S. Rt. 29, North
Athens, GA 30601

Dear Mr. Eason:

Thank you for attending the recent meeting that announced the Regional Advanced Technology Development Center.

Brochures explaining the program have been prepared and two are enclosed. Please pass one on to someone you know who might be interested in the assistance that is available through the ATDC.

If you have any questions or require additional information, please give me a call.

Sincerely,

Philip D. Loveless, Director
Northeast Georgia Area Office

Enclosures
We were sorry that you were unable to attend our kick-off meeting for the Regional Advanced Technology Development Center program in Barrow, Jackson, and Madison counties.

We have enclosed our brochure describing the Center as well as a copy of the press release covering our public programs which begin November 2, 1981, at the Bank of Barrow in Winder, at 7:00 p.m.

We hope you will be able to participate with us.

Sincerely,

Robert G. Schwartz
Project Director
Regional Mini-ATDC

Enclosures
Mini-ATDC creates jobs

This whole program is about capital formation in the State of Georgia — capital formation through the creation of jobs.” The objectives of the Advanced Technology Development Center (ATDC) were defined by Dr. Robert Schwartz at a kick-off meeting to introduce the new Mini-ATDC for Barrow, Madison and Jackson counties. Dr. Schwartz, director of the Mini-ATDC, along with Jim Grubiak (from the Georgia Department of Community Affairs), representing Governor George Busbee, and representatives from Georgia Tech, met with approximately 50 area citizens to present the goals and objectives of the program.

Staffed and operated by the ATDC of Georgia Tech, the Mini-ATDC will be patterned after its parent program, and thus serve as a resource center providing technical and management assistance to new and existing businesses working to develop high technology ideas. An “incubator” environment with office and research space will be established in cooperation with local citizens.

In an interview following the meeting, Philip Loveless, ATDC staff member and director of the Northeast Georgia Area Office, expressed the hope that not only would local businessmen take advantage of the facility, but that private individuals with unique product ideas would contact the ATDC for assistance.

Dr. Schwartz outlined a three part program: management assistance, education, and industrial recruitment. He emphasized that the new Mini-ATDC is a demonstration project for the entire State of Georgia. Program funding presently exists for only one year, but Schwartz pointed out, “if we begin to make an impact on existing businesses; if we begin to make an impact on recruiting additional businesses to the area, there is a possibility of funds for the second or third year, which will impact not only on this region, but the entire Appalachian region as well.”

Establishment of the Mini-ATDC was made possible by a $73,916 grant from the Appalachian Regional Commission, and approved by Governor Busbee in July. Philip Loveless explained to the group that there were about 60 to 65 manufacturing firms with potential expansion possibilities for movement toward higher technology. “We’re already in the process of identifying where in the next 20 years we might want to locate in—

Continued on page 11
TAD TECHNICAL SERVICES CORPORATION

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Charlotte, NC 28205
704/568-9200

Suite 101/102
6172 Airways Boulevard
P.O. Box 21561
Chattanooga, TN 37421
615/894-9779

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Clearwater, FL 33755
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TAD TECHNICAL SERVICES CORPORATION
2840 N.E. Expressway • Suite 200 • Atlanta, GA 30345 • 404/325-7400 • Branch Manager: Daniel Fahey
Management is constantly faced with deciding the method and extent of training to be done. Training is an essential part of improving quality and productivity, yet the mobility of the American worker and varied successes with training programs has caused managers to be conservative in training, in some cases, ignoring it almost entirely.

This article will not deal with the extent of training required. That is something each manager must decide. But rather, it will deal with the techniques of effective training. Training is being defined in a very broad sense to include all the worker needs to know about the company as well as their specific job.

How well people learn depends first upon their attitude, interests, and desires; and second on the methods and thoroughness of the training techniques. My primary emphasis is on the second area, but some comments are appropriate here about people’s attitudes, interests, and desires.

People learn what they want to learn — what they are interested in. If their existing attitude towards learning is negative, this behavior needs to be changed. Oversimplified, their attitude can be changed through attaining positive results from learning experience. If a person has a negative attitude, or lack of interest, telling them about it will not typically change their behavior. Thus it makes no sense to invest in training until people want to learn. Management, through its actions, does have the power to create a vested interest in learning.

To gain an understanding of good training techniques, we need to look at how both memory and learning processes work.

Memory is the ability to recall or retain experiences or information. There are many different theories on how memory works. The most widely accepted is called the interference theory. Retention, or conversely, the amount forgotten, is determined by the quantity of experiences that occur after the learning experience.

The greatest amount of forgetting occurs immediately after the learning experience. There is a slowdown of loss after this initial loss. Reviewing after a learning experience as well as using what has been learned reduces the loss.

For long-term retention, it is best to over-learn a task. As an example, if you were memorizing a procedure and successfully repeated it, it would help retention to repeat it over a few more times.

The mind remembers through association or linking information or experiences by a common thread called a memory or neutral trace. Thus it is very important to establish an organized memory trace on which future detail can be associated. This is critical in the learning process that I will discuss later. People remember best general principles and build upon these.

In building the memory trace, it is best to present material on one subject at a time at intervals over a long period of time. All of us have experienced cramming for an exam at the last minute and finding this material is largely forgotten shortly after the exam. Yet, if we learned the material over a longer period, the material would be retained longer. The trace also needs time, seconds or a few minutes, to be established, to gel.

Another important factor about the memory trace is that it is finite. The number appears to be seven plus or minus two. Thus information should be presented in clusters of approximately seven and detail (subsets) under each of these would also be in sets of approximately seven or less.

Some additional ways to speed up or improve memory include building on material already known; reciting, which is critical to memory; putting what you have learned in your own words — you can’t remember what you don’t understand; using all your senses — seeing, hearing, writing and saying what you have learned. Reading is better than hearing information because you can move at your own pace, and speaking or writing what you have learned is the only true test of your understanding.

Now let’s take a look at the learning process. This explanation of the learning process, as with the explanation on memory, is greatly oversimplified. Both are very complex and continuous.

The learning process is one of storing information. For something to be retained, it must be clearly impressed at least once. The emphasis in the learning process should be placed on accuracy. This will establish a clear memory trace that can be built upon in more detail later. You can remember best what you understand. Understanding what you learn is called encoding, where the emphasis is on un-
Arrowtech's Atlanta move boosts growth

Arrowtech, Inc., in Marietta, Ga., is a shop whose natural surroundings give it the resemblance of a forest retreat, rather than a place of business.

Inside, however, is a variety of equipment and activities that belies its modest appearance: a well-furnished drafting room, assembly/solder stations, wavesolder machines and harness boards. Employees were involved in a number of tasks, ranging from simple board stuffing to final assembly of process-control computers.

Most of Arrowtech's growth has occurred since the firm moved to Atlanta from Muscle Shoals, Ala., two years ago. Dave Horton, one of the owners, explains, "A few years ago, when the only service we offered was PCB design, customers would ask: 'Do you stuff boards?' 'Do you know where I can get a box for this?' 'Who puts them together?'"

"A step at a time, we've been able to answer more and more of their questions with 'we do.'"

Sonia Horton, Dave's wife and business partner, adds, "We can help a little or a lot. We're a big help to the small firm that doesn't have people on their payroll to do PCB design, packaging and electronic assembly. We're also a reliable source of back-up capacity for larger firms that already have in-house design and assembly capability."

Since the electronics industry is one of the fastest-growing sectors of the Atlanta-area economy, I asked Dr. Horton what he found most most challenging about being a part of this growth.

"Preparing ourselves to meet our customers' needs in areas we haven't yet mastered. For example, one customer requested that we quote on assembly work for boards, chassis and enclosures for RF circuits using ultra-miniature 'chip' components."

"We, in turn, asked them if they knew how to do that work successfully. Since this company was willing to help us learn how to meet their needs, we were willing to invest the time, money and manpower necessary to do a good job."

Dr. Horton explained Arrowtech's attitude. "We are here to serve. I think that any firm meeting the needs of the electronics industry must be willing and able to learn and grow. We won't be able to design and build tomorrow's products with yesterday's technology."

"To help our employees grow, and to help us grow, we have started holding weekend sessions to introduce them to printed circuit design. We believe that training our own talent in-house is the best way to control the quality of work that goes out the door. If you don't maintain the quality of your work as you grow, you are wasting your time in the electronics industry."

Mini-ATDC creates jobs

Continued from page 1

Dr. Schwartz summed up the goals of the ATDC program: "We are positioning ourselves for the future today before we have to play catch up with tomorrow."
Using the resources of the Georgia Institute of Technology, the Mini-ATDC will review any request about a product, process or idea related to high technology and determine whether the center can be of assistance, Dr. Schwartz said.

The ultimate goal of the ATDC management assistance program is to aid businessmen and companies with an idea or product from the beginning stages of its development, and turn it into a viable and established high technology product or enterprise.

An example of the kind of assistance available is motivation, incentive compensation and training to employees in a business.

"Productivity assistance or help with employee management produces many benefits from the state and the state's businesses," Schwartz said. "Increased output is generated, market expansion is encouraged and profits improve."

Schwartz, working with the Jackson County Chamber of Commerce, plans to research the county and then train local leaders to answer questions of businessmen looking at the area for relocation.

"Our staff engineers guide communities in developing industrial property, they advise development groups in strategies for attracting industry and then help cities in the state sell themselves to companies as sites for new plants," he added.

According to the director of the Mini-ATDC, one problem this area has had is that there has been little or no research done to answer the questions of outsiders businesses either national or foreign.

"They want to know what the potential labor force is and what resources they will have," he said. "Without research, local leaders have been unable to answer those questions effectively and several businesses have gone elsewhere."

"The ATDC won't do any recruiting, but we will pave the way for recruiting by providing background research marketing. Then it will be up to the local people to follow up and make this program a success," he said.
High Tech Arrives In Barrow

Lasers, robots, and optical fibers are no longer a part of our future; they are with us now.

Most of us tend to think of these concepts in terms of what we've seen in the movies, but they are used every day in communications, medicine, avionics, and manufacturing.

Dr. Robert G. Schwartz, Project Director of the Regional Advanced Technology Development Center at Georgia Tech presented current applications of high technology to Barrow Countians at the Bank of Barrow Civic Room on Monday night.

Barrow County is one of three in Northeast Georgia targeted by a model state program for sites for new high technology development companies.

Using slides and, in some cases, actual examples, Dr. Schwartz enlightened the group on the uses of high technology for everything from using laser beams to shell peanuts to the utilization of solar power.

Dr. Schwartz and ATDC are presenting these programs to businesspeople in an effort to show them how high technology can increase efficiency as well as, in some cases, safety in the manufacture of clothing and other products.

He cited the example of PRC in Kennesaw, Georgia. This company has perfected a laser system used in shelling peanuts so that the meat of the peanut is not cut — a major problem encountered in using the conventional method of shelling with the use of a razor blade. When the meat of the peanut is left intact, water is not lost from the peanut thereby increasing the yield and saving the peanut farmer from some of the losses he has experienced in the past.

Dr. Schwartz went on to explain the uses of fiber optics in communications, laser beams in surgical techniques, solar power and chemical usage in our search for new energy sources, robotics in areas of manufacturing presently hazardous for humans, and computers in home and office applications.
Area high technology possibilities discussed

By MILRED SCHEIMAN
Daily News State Editor
WINER - Those of you dreading the thought of going into work this morning, take heart. The day may be coming when you will do most of your work at home, getting your assignment on your home computer and transmitting the completed task the same way.

According to Dr. Bob Schwartz, program director for the regional Advanced Technology Development Center (ATDC), the increasing cost of transportation will make it necessary to conduct much of our business from our homes in the future.

This was only one of the uses of high technology which Schwartz discussed at the first of several meetings sponsored by the regional ATDC in Barrow, Jackson and Madison counties to stimulate ideas on how to attract such enterprises to the area.

Schwartz said that the use of technological advances will, in some ways, allow us to go backward. As an example, he predicted that in the future you will be able to order your groceries by computer to be delivered or picked up at your convenience, much as people before World War II placed their orders by telephone.

The ATDC program operates in 15 counties, including Barrow, and is a regional program for Jackson, Madison and Barrow counties. A local program for Athens and Barrow County was started by the Appalachian Regional Commission.

The meeting this week, held in Winder, was on high technology in biomedicine and genetics, communications, lasers, energy, robotics, space and aeronautics. Schwartz pointed out how some of the technology could be used to increase our business in Athens and Barrow County.

According to the meeting, the use of high technology will revolutionize the telephone and cable television business, he told.

The next meeting will be on electronic mail and checkless society. Electronic mail and a checkless society will be common, he said.

Schwartz also pointed out that technology, such as that needed for the space shuttle program, could lead to such diverse uses of outer space as growing the crystals needed for fiber optics or producing exceptionally pure drugs.

"Today's high technology businesses are changing industry as much as the Industrial Revolution changed life in the 19th century," Schwartz noted.

The next course offering of the Regional ATDC will be on "Marketing New Business," and will include ideas on product development. It will be held at the Jackson EMC building on Jan. 15.

The next session on improving management skills entitled "Managing the Manageable...A Business Perspective," will be held March 2, 1982.
and government organizations, will round off the program.

For further information, contact the Conference Manager, U.S. Professional Development Institute, 12611 Davan Drive, Silver Spring, MD 20904. (301) 622-0065.

Continue your education at Georgia Tech

The following courses are sponsored by the Georgia Institute of Technology Department of Continuing Education.

- Some Simple Facts About Management, a critical re-evaluation of the direction management is taking in managing people, will be held December 3. Dr. Robert W. Carney will offer his own approach to what good management is all about: managing the work, establishing priorities, determining strategies, negotiating for services from other departments, and managing and allocating limited resources of men, machines, methods, money and markets.

- December 7-11, a course titled Digital Speech Coding Parts I and II will be held. This course is intended for communications, semiconductor, computer systems, or signal-processing engineers interested in the digital encoding of speech for efficient communication, high-density storage, or voice-response applications.

- An Inventors' Information Workshop will be held December 12 to introduce inventors and small businesses to the services and resources available to them from the federal government. For further information, contact the Department of Continuing Education at Georgia Tech. (404) 894-2400.

Monterrey Peninsula site for Plasma USA '81

The Plasma USA '81 Symposium will be held Dec. 10 and 11, 1981, at the Hyatt del Monte on the Monterey Peninsula, Calif.

This will be the second such technical symposium on the state-of-the-art and latest trends in plasma technology for the semiconductor industry.

For Plasma USA '81 information, call Julie Dawson, Symposium Coordinator, at (617) 890-2000.

PC fabricating focus for Atlanta seminar

Atlanta — PMS Industries, Inc., of Alpharetta, Georgia, has announced the dates and location of their upcoming Printed Circuit Fabrication Seminar. January 20, 21, and 22 are the days selected. The seminar will be held at the Atlanta Airport Holiday Inn.

Speakers at the meeting are from both the chemical and equipment supplier and from the PC board manufacturing ends of the industry. The topics of discussion include a variety of processing techniques and procedures: customer artwork packages, CNC drilling, plating, chemical safety, computer-controlled management, quality control, etching, artwork design and many others.

Scheduled for Thursday evening is the “Sales Night,” when vendors to the industry have a chance to distribute literature, free samples and free advice. Non-registered participants interested in the printed circuit board industry are invited to attend.

The fee for the 2 1/2-day program, including luncheons and reception, is $225. To register, or for more information, contact Bev Butner, PMS Industries, Inc., P.O. Box 279, Roswell, GA 30077, (404) 475-1818.

PMS Industries, Inc. publishes both Printed Circuit Fabrication and the Southeastern Conductor magazines.

Hi-tech gets a push from Mini-ATDC

The Regional Advanced Technology Development Center (ATDC) in the Barrow, Jackson, and Madison County areas, has begun a series of two-hour programs as a part of its efforts to stimulate, assist and develop high-technology enterprises in the three-county area.

The first course, "High Technology... Our Present and Future," was held November 2 at the Bank of Barrow in Winder.

The next session, titled, "Winning New Business," will be held January 25, 1982 at the Jackson EMC Building. This program will deal with product development.

The last session, "Managing the Manageable... A Business Perspective," focuses on improving management skills, and will be held March 29, 1982, at the Madison County Courthouse.

For further information, contact Robert G. Schwartz, Regional ATDC, Georgia Institute of Technology, Atlanta, GA 30332 (404) 894-3575.
Exports

- foreign government bid invitations;
- and notification of foreign buyer visits to the United States; overseas trade missions; catalog show, trade fairs, and exhibitions located abroad.

The cost is $100 annually.

This is just a small sampling of some of the quality items supplied by the government on exporting from the U.S. Most of the publications are funneled through the International Trade Association. The address for reaching the Washington office is International Trade Administration, Department of Commerce, Washington, D.C. 20230.

"Exports: The Key to Extra Profits," is the slogan of the Department, and they are eager to assist you.

Spinalab’s learning — Chinese

UNION COMPANY'S STORY

Spinlab’s Electro-Mechanical Instruments Laboratory, Inc. (Spinlab), a supplier of electronic fiber textile measuring equipment, has been exporting its products for over 25 years. The Jacksonville-based firm is knowledgeable about techniques of international marketing and the complex flow of documents that lobs such a transaction.

But, some international sales are unique; one just “drop in your lap,” as Diehl Unger, sales manager for the Western Hemisphere, described a recent experience of Spinlab’s machinery being presented to China.

“We are fairly well-recognized in the textile industry. The Chinese identified us as a potential supplier, contacted our office Switzerland, and sent a delegation of five people to Zurich to evaluate the equipment. They visited our competitors and then didn’t hear anything for some time.”

According to Unger, the Chinese are buying more and more cotton in the world marketplace. In their attempt to selectively identify and measure the fiber, they are looking for methods that will allow for more effective evaluation. Spinlab’s machinery filled a need for the Chinese, and the order simply fell in Spinlab’s lap.

"I think their first problem was to increase quantity to meet their own needs — with a surplus left over for exporting. Currently, they are entering a period where they have their volume up, but the Chinese apparently have discovered that volume isn’t necessarily the name of the game. Quality is part of the problem, and they have trouble competing in the world market because of quality.

"I would assume that’s where Spinlab came in — we can help them improve the quality."

One of China’s big attractions for the U.S. exporter, according to Unger, is a kind of “gee whiz” approach to their country’s enormous population.

"Sometimes, the thinking is, ‘gee, what if I could sell a toothbrush to all the Chinese’ — that sort of thing. I don’t think the market in the next 20 years is going to be in the consumer market because there simply is not that much disposable income. I believe that the market for strong U.S. exporting to China is going to be in the area of technology. This is what the Chinese want to purchase — as evidenced by their approaching us directly for our high-technology electro-mechanical instruments."

Unger anticipates receiving future orders from the Chinese as hi-tech companies such as Spinlab continue to meet their customers’ needs.
April 9, 1982

Mr. Jim Grubiak
Department of Community Affairs
8th Floor
40 Marietta Street
Atlanta, GA 30303

Dear Mr. Grubiak:

Enclosed are three copies of our Quarterly Report covering the third quarter's activities for our Regional ATDC ARC Grant GA-81-303-0331.

As usual I will be distributing the report to the appropriate people in the three county area, as well as to the Governor's Office.

Thank you for your continuing support.

Sincerely,

Robert G. Schwartz, Director
Regional ATDC Program

RGS:gfl

Enclosure
The project activity consists of five major areas of endeavor:

- Strategic Planning
- High Technology Business Development
- Management Assistance
- Education
- Public Relations

**Strategic Planning**

Because of the demonstration nature of the project, progress continues to be constantly evaluated. This past quarter the project was reviewed for the contract coordinator.

High technology business development activities continue, with the project leaders supplying assistance to local groups as appropriate. Management assistance has slowed and letters were sent to prior contacts reminding them of assistance available through the Regional program. Education activities continue with additional emphasis on special programs.

Major emphasis would shift to high technology business development and education, with management assistance playing less of a role. Companies in Hall county were identified which might benefit from management assistance provided by contract funds. Appendix XIII.

Of major importance would be a professional development activity provided for the Northeast Georgia APDC staff to assist in setting in place a continuing strategic presence in the three county area, dedicated to high technology.
High Technology Business Development

1600 letters were mailed by the Tri-County Development Group, the three county consortium funded by the County Commissions of Barrow, Jackson and Madison counties. (Appendix I)

Local high technology business development training sessions concluded in Madison county. Support was provided by the Georgia Department of Industry & Trade. (Appendix II)

Relevant Tri-County Data was collected and incorporated in a Fact Book which is distributed to interested companies. (Appendix III)

Jackson County activity is presently limited to assistance to the local governing bodies, the Chamber of Commerce, and the Braselton Development Company. Significant time has been spent with the Braselton group in the high technology aspects of their activities.

The emphasis in Barrow county, which has had some success in siting high technology firms in the Winder area, is being directed to strengthening the various components of the existing infrastructure in their high technology efforts.

Management Assistance

All companies previously visited were recontacted either personally or by letter. (Appendix IV). Ongoing assistance activities are presently directed at the Braselton group. A high technology entrepreneurial opportunity has surfaced involving cogeneration of energy which may have an impact on all three counties. Active direction and consulting are being supplied to Mr. Henry Braselton. Neotronics of Jefferson has also had management and technical assistance provided.

Continued public and private presentations are being made to call attention to the program.

Education

A special meeting was sponsored by the Barrow Manufacturing Company directed at the important textile and apparel industry in Northeast Georgia. Its thrust was high and advanced technology developments and opportunities for use in this industry. (Appendix V)

Local high schools were either contacted or visited to carry the ATDC story to Vocet instructors.
Public Relations

- The County Commission chairmen continue to be extremely supportive of the contract activity. (Appendix VI). The Regional staff's role in local activities continues to build. Rotary, Chamber, County Commission and APDC meetings, are routinely attended at the request of those bodies. Participation in such activities is not limited to attendance, but includes membership on various committees.

- The Northeast Georgia APDC continues to be an important source of support and direction. Mr. Joe Morton, ARC Coordinator for the APDC, assists on a routine basis.

- Local radio stations and newspapers are kept apprised of contract activity.

- Appropriate state agencies and the Governor's office are kept apprised of contract activity and progress.
Accomplishments

High Technology Business Development

- Assistance continues with the refinement of the high technology aspects of the Jackson County economic development plan.

- Discussions with Barrow county development professionals have identified their contract support needs. Educational activities are beginning for the local real estate segments involved in high technology business development efforts.

- The Tri-County letters were mailed and several responses received. The fact book was completed and a return mailing was made. (Appendix III). Costs were covered by other than Regional ATDC funds.

- On-going assistance is being rendered to the Braselton group regarding their high technology plans for their developments.

- The Executive Directors of the Jackson and Barrow Chambers of Commerce are assisted on a routine basis.

- Technical support to the County Commission Chairmen is provided on a routine basis.

- Representatives of the Georgia Department of Industry and Trade were visited in January to acquaint them with local efforts. A representative also took part in the Madison County Training Programs held this quarter. (Appendix II)

- Jackson County training efforts, at the request of the county development group, will be delayed until economic development plans are crystallized.
Management Assistance

- Technical and management assistance was given to Neotronics. Continued support is anticipated for the future. European management visited the area and was given a tour of Georgia Tech. Future R&D efforts are likely.

- The Braselton group is interested in an entrepreneurial development involving cogeneration of energy. A number of meetings have been held to support this entrepreneurial activity. Market research, financial analysis, and management assistance are on-going and anticipated.

- Alkaril and Johns/Manville were personally contacted and work was to initiate. Because of internal company activity, assistance has been delayed.

- The Textile and Apparel Program was held on March 22. (Appendix V). Technical assistance may result.

- Local leadership continues to receive assistance.

Education

- A group of 10 Madison County High School Vocet teachers were visited. Future programs for students may result.

- The Barrow County School System was recontacted.

- Jackson County schools have no Vocet programs, but are being contacted by the Chamber for future programs.

- A Venture Capital short course is being planned and was discussed with representatives of the C&S Bank of Georgia. (Appendix VII). It is set for late May.

- A computer user seminar is being planned for next quarter. (Appendix VIII)

Public Relations

- Several interviews were held with local radio and press. A news story resulted at KIMO and in one local paper, and Chamber publicity continues. (Appendix VIII)

- A Madison County Commission meeting was attended and a news story resulted. (Appendix IX)

- Several local business group meetings were attended.

- The Barrow County Chamber has appointed a High Technology committee and Dr. Schwartz serves as an ex-officio member. (Appendix X)

- The Northeast Georgia APDC has appointed Phil Loveless to their Industrial Development Committee.
Work to be Accomplished Next Quarter

Strategic Planning

· Review year-to-date activity and revise future directions if appropriate.

High Technology Business Development

· Conduct training sessions in Barrow county.

If timely, conduct training sessions in Jackson county.

· Travel with Georgia Industry and Trade representatives throughout the three county area and reintroduce to local benefits.

· Assist local governing bodies as appropriate.

· Work with local Chambers on high tech matters and through recognized committees.

· Work with APDC on relevant matters.

· Assist in the formation of the Madison Economic Development and Improvement Council.

Management Assistance

· Provide management assistance to the Braselton group in its entrepreneurial activity.

· Continue to contact local businesses.

· Provide Neotronics with on-going support.

Education

· Conduct the Venture Capital course aimed at local bankers.

· Initiate training for the APDC staff on matters relevant to high technology business development, assistance, and education.

· Conduct the computer user short course.

Public Relations

· Continue to attend appropriate public meetings.

· Meet with newspaper and radio reporters.

· Prepare a year end state of the contract and results meeting for the local citizens.
Public Relations (Continued)

' The advisory committee met and progress discussed. (Appendix XI)

Contract Activity

' Based on this year's work to date, a proposal for a contract continuation was submitted.

' A request for specific contract information was made by ARC. (Appendix XII)

Personnel

' Because of personal reasons, Mrs. Marilyn Casey's resignation from the project was accepted. She will be replaced.

Strategic Planning

' Innovative results oriented concepts will be identified and developed for next year's contract activity, possibly including:

  * School for Entrepreneurship
  * High Tech Business Development Fair
  * Technology-Based Executive Development Center
  * Final Contract Report Activity (Regional Activity)

The purposes of these activities are to generate additional numbers of entrepreneurs and assisted businesses, to provide technical assistance, and to promote contract results.
Dear Company President,

I'm writing to well-managed companies like yours because I represent a group of people with an idea that could be vital to your future.

In fact, we want to be part of your future. I'm writing as the Coordinator for the Tri-County Development Group on behalf of all the residents of our three Northeast Georgia counties of Barrow, Jackson and Madison.

We want to tell executives of companies like yours about our area. Why we feel that our region is the region in the South that's most suitable for operating a successful high technology business.

The reasons are simple. We want your business here -- and we're willing to give you the welcome any businessman is looking for in these economic times. That means...

- an experienced labor pool
- outstanding natural resources for plant locations and utilities
- low taxes (and incentives for your re-location)
- attractive real estate at attractive prices
- and proximity to the transportation center of the Southeast to help you meet the demands of your customers across the country -- and abroad.

There are two kinds of governments that businessmen like you have to deal with. The first -- and unfortunately it's the most common -- seems to

-- over, please

HENRY D. ROBINSON / Chairman, Board of Commissioners / Jackson County / Jefferson, Georgia 30549
VINCENT J. HIX / Chairman, Madison County Commissioners / P.O. Box 147 / Danielsville, Georgia 30633
ANNE J. SEGARS / Chairman, Board of Commissioners / Barrow County / Winder, Georgia 30680
get in the way of everything you try to do to improve your company's future. The second? That's us... and we're on your side.

We want to go that extra mile to make sure that the people in our counties are a part of the high technology future that you represent. We'll cut down all the barriers so we can work with you.

I can't tell you all I have to say in this short letter. That's why I'd like to send you more free information -- without obligation -- if you're at all interested.

What I'll send you will give you the hard facts: who we are... what high technology people we have... what major university stands behind us with all of its high technology resources... and exactly how we stack up against other regions and states across the country.

You may not know our area by name -- but we're just a short drive down the Interstate highway to Atlanta, the capital of the Sunbelt. And there you'll be in touch with the transportation and communications center of the new South.

Just return the enclosed card and I'll send you more information by return mail. This is just a straightforward business proposition -- we'd like to be part of your future, and we can help you make it happen.

Let me hear from you soon.

Sincerely,

Jim Dove
Coordinator for the Tri-County Development Group

P.S. Just check any box you're interested in on the enclosed postpaid card. We'll send you free information that will show you why you should consider re-locating or expanding your business in Northeast Georgia.
COURSE OUTLINE
HIGH TECHNOLOGY INDUSTRIAL RECRUITMENT
TEAM TRAINING
MADISON COUNTY

SESSION I  3/4

1. Introduction and Orientation to High Technology Industrial Growth 15 - 30 minutes Phil Loveless

II. Preparing the Community for Economic Growth 30 minutes "

III. Leadership Role 30 minutes "

IV. Local Information Requirements and Team Member Assignments 30 - 45 minutes "

V. Summary 15 minutes "

SESSION II  3/11

1. Recruitment of High Technology Industry - What is Involved at the State Level - I & T, ATDC 30 - 45 minutes Phil Loveless

II. High Technology Industry - What the Community has to do to be Prepared Bob Rotan

III. Team Member Requirements and Responsibilities Dept. of Ind. & Trade

IV. Summary and Assignment 60 minutes "

SESSION III  3/18

1. Simulation of High Technology Prospect Visit - A Presentation by the Industrial Recruitment Team 60 minutes NE GA APDC Jim Dove

II. Critique by Visitors and Instructors Phil Loveless
PARTICIPANTS TRAINING SESSIONS

John H. Terrell
R. T. Huff
John Burrows
J. B. Sweeney
Pat Garrett
Billy Chandler
H. D. Cannon
F. P. Graham
The Honorable Vincent Hix
Buddy Seymour
Jane Minish
A new study released in February 1982 by the Chicago-based accounting firm of Alexander Grant shows Georgia within the top ten of the 48 contiguous states as far as the most desirable business climate for manufacturing businesses in 1981.

The study put Georgia ahead of 38 other states after evaluating variables such as state and local government fiscal policies, state regulated employment costs, labor costs, availability and productivity of the labor force, and other manufacturing related issues such as energy cost and environmental control.

Differences in many areas were dramatic. For example, Georgia's average hourly manufacturing wage of $5.77 was the 6th lowest in the nation. By contrast, the same wage in Michigan, the most expensive state, was $9.52, 65% more than Georgia.
BASIC FACTS ABOUT THE TRI-COUNTY AREA

Climate and Topography

The tri-county area is located approximately 60 miles East of Atlanta in Georgia's Piedmont Plateau. It is characterized by a rolling topography of ridges and valleys with an abundance of natural resources.

The climate of the region is mild with an average July temperature of 80°F and a mean January temperature of 43°F. The area received approximately 45 inches of rainfall annually. The wettest month is March (6 inches) and the driest month is October (3 inches). The "no freeze" season lasts about seven months, from April to November.

Population and Labor Force

Northeast Georgia is experiencing a period of rapid growth. After negligible population growth during the 1920-1960 period, the decades since 1960 have shown dramatic increases.

<table>
<thead>
<tr>
<th></th>
<th>1960</th>
<th>1970</th>
<th>1980</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barrow</td>
<td>14,485</td>
<td>16,859</td>
<td>21,354</td>
</tr>
<tr>
<td>Jackson</td>
<td>18,499</td>
<td>21,093</td>
<td>25,343</td>
</tr>
<tr>
<td>Madison</td>
<td>11,246</td>
<td>13,517</td>
<td>17,516</td>
</tr>
</tbody>
</table>

The labor force has also experienced significant change. Since the waning of the cotton industry early in the century, the area has shifted from a primarily agricultural economy to one increasingly dominated by manufacturing.

<table>
<thead>
<tr>
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<th>1950</th>
<th>1960</th>
<th>1970</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barrow</td>
<td>.97</td>
<td>.25</td>
<td>.13</td>
</tr>
<tr>
<td>Jackson</td>
<td>1.16</td>
<td>.38</td>
<td>.18</td>
</tr>
<tr>
<td>Madison</td>
<td>2.46</td>
<td>.51</td>
<td>.17</td>
</tr>
</tbody>
</table>
As a result, there is a significant labor pool of experienced industrial workers in the tri-county area.

**Corporate Taxes**

The tax climate in Georgia is favorable to business development. Corporations located here pay the following taxes, many of which have tax incentives:

* Corporate net income tax (tax incentives provided)
* Corporate net worth tax (tax incentives provided)
* Real property tax (tax incentives provided)
* Intangible property tax
* Unemployment insurance tax
* Workmen's compensation
* Sales tax (tax incentives provided)

Industrial revenue bonding is available in each county for qualified companies.

**Transportation**

<table>
<thead>
<tr>
<th>Mode</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Railroad</td>
<td>The tri-county area is serviced by the Seaboard Coastline Railroad from almost a dozen city points. Jackson County is also serviced by a branch of the Southern Railroad System. Normal shipping time for each carload quantities is three days to New York, and four days to Chicago or Detroit.</td>
</tr>
<tr>
<td>Truck Lines</td>
<td>Major carriers serve the area with major terminals and interchange points in Jackson County, Athens and Atlanta. Shipment time is similar to that provided by rail.</td>
</tr>
<tr>
<td>Airlines</td>
<td>The Winder-Barrow Airport is a trunk-class field in Barrow County with one 4,700 foot and one 4,600 foot runway (lighted) and with Unicom, repair facilities, charter service and an FAA training school.</td>
</tr>
</tbody>
</table>
The Jackson County Airport (Lyle Field) has similar services, with one 4,000 foot and one 2,500 foot runway. Connecting flights to Atlanta are regularly scheduled.

The nearest commercial airline service is in Athens, less than 20 miles away. Atlanta's Hartsfield International Airport is the second busiest airport in the nation, with passenger and cargo service to major domestic and international points.

**Highways**

Besides extensive networks of county, state and federal highways, the tri-county area has several interchanges with I-85, which provides interstate access to major northern and southern markets.

**Scientific Resources and Personnel**

The Advanced Technology Development Center (ATDC) of the Georgia Institute of Technology is actively working with the Tri-County Development Group to provide support services to high technology businesses.

Through a nearby ATDC Field Office and Georgia Tech, located approximately sixty (60) miles southwest, trained engineers with a variety of technical and management specialties are available to assist new area companies with technical problems. Specific services offered through the ATDC to companies considering expansion or relocation to Georgia include the following:

* Technical information about Georgia resources
* Access to Georgia Tech engineers and scientists for consultation and research assistance
* Detailed information about the existing technological base and ancillary support industries needed for high technology development
* Access to Georgia Tech's technical facilities
* Training to provide personnel with tools to perform their job more efficiently
* Information concerning the availability of skilled personnel -- from engineers to technicians to programmers.

The University of Georgia is in nearby Athens, a major university with 13 separate schools and colleges. The University's computer center is the location of COSMIC, the depository for all NASA computer programs. These programs, as well as others from federal agencies are made available to business and industry at nominal cost.

Georgia provides a wealth of trained professional personnel from which high technology firms can draw as they locate in Georgia. In 1979, over 1,400 engineering degrees were granted in Georgia, while only 780 engineering jobs were available. With considerably more graduates than job openings, many competent and highly skilled engineers and scientists are forced to leave the state even though they would prefer to remain in Georgia if the jobs were available.

Continuing Aid to Industry

The Department of Industrial Education at Georgia Tech offers continuing assistance to industry in the tri-county area. The resources and technical expertise at the Institute are made available to industry through seminars, workshops and conferences, as well as in-plant training. In-plant services assist in instructor training, supervisory skill development, middle management awareness activities, safety and health issues, human relations, labor relations and other specific topics as needed.

Quick Start

The tri-county area benefits from Georgia's unique manpower training concept known as "Quick Start". It's a program designed to train workers for specific, clearly defined jobs in a new or expanding company. When a company selects a plant site in the tri-county area, the Industrial Training Coordinator from the Department of Education consults with the key
company officials. Together they discuss the company's manpower needs, job requirements, and start-up schedule so that the subsequent training courses will produce the right number of skilled people at the right time.

Once all the training factors have been discussed and agreed upon, the coordinators will write a training plan and submit it to the company for approval. The training plan will clearly spell out the contents and projected goals of each course, course start and completion dates, the location of training, and the methods to be used in recruiting trainees. Suitable training facilities are set up at Athens Tech or, if more convenient, on the plant site.

As soon as the facilities are properly equipped, competent qualified instructors from Athens Tech will be brought in to direct the training. In some cases company personnel are borrowed and paid by the state to impart highly specialized knowledge or instruct manipulative skills to trainees.

Through the local State Employment Agency, prospective employees are recruited, tested, and screened in accordance with company specifications. Costly recruitment hours are saved because only those applicants who display the required characteristics are referred to the company for final selection and enrollment.

A two-phase training sequence is usually recommended. Phase One begins when company-approved applicants are given pre-employment instructions at the school or plant site. At the company's option, trainees may or may not be placed on the payroll during this time.

Phase Two instruction is handled on-the-job. At this point, trainees are already skilled enough to make an immediate contribution to the plant's operation, but they continue to sharpen their skills under the guidance of state-paid instructors.

After a company has become an established firm in the area, the state
can provide other cost-free job re-training and upgrading services that will ensure the company of an uninterrupted flow of qualified manpower.

**Industrial Sites**

Individual site requirements will vary according to each company’s needs. However, there are plentiful industrial development sites located throughout the tri-county area.

**Barrow County** - Two sites of particular interest include the area surrounding the I-85/Georgia Highway 211 interchange, and the area along U.S. Highway 29, west of Winder, extending to the Gwinnett County line. Highway 29 is a frequently traveled corridor between Athens and Atlanta with well-established services to businesses.

**Jackson County** - Four interchanges with I-85 are located in Jackson County, and three are already in the early stages of development. The I-85/U.S. 129 interchange is also serviced by rail and trucking terminals and has been partially developed. This, and other sites, offer choice locations to new businesses less than 50 miles from Atlanta.

**Madison County** - The Madico Industrial Park at the intersection of Georgia 98 and Georgia 172, offers attractive acreage for development. The 116 acre site has water supplied from a 150,000 gallon elevated tank with additional availability from a lake on the site. Georgia Natural Gas serves the park with a 2 1/2 inch main, and Georgia Power supplies electricity. Additional sites near the towns of Comer and Colbert are also attractive for new development.
I want to thank you for the time you spent with either Bob Schwartz or myself reviewing the ATDC program. We both wanted to let you know that we are available to assist with matters of high or advanced technology. Management consulting services are within our charge as part of the Regional ATDC program sponsored by the Georgia Department of Community Affairs.

Should there be something that we might be able to assist you with, please feel free to contact either of us.

Sincerely,

Philip D. Loveless, Director
Northeast Georgia Area Office

PDL:df
Bill Allgood  
ALLGOOD MACHINE & MANUFACTURING  
P. O. Box 24  
Carlton, GA 30627

D. R. Glenn  
ENGINEERING & CYCLE COMPANY  
Route 1, Box 19  
Carlton, GA 30627

Mark Papp  
ALMARK, INC.  
P. O. Box 206  
Braselton, GA 30517

Gil Jensen  
ROPER PUMP COMPANY  
P. O. Box 269  
Cojmerce, GA 30529

E. K. Bivens  
PORTEC, INC.  
P. O. Box 648  
Winder, GA 30680

Jim Macliff  
WESTVACO  
P. O. Box 643  
Winder, GA 30680
February 24, 1982

Dear

I would like to personally invite you to attend a program I think might be of interest to all of us in the apparel and textile industries in Northeast Georgia.

The staff of the Regional Advanced Technology Development Center has put together a program (see attached) which will review the educational programs, research, and services offered at Georgia Tech and Southern Tech which relate to the apparel and textile industries. The program will also address important new issues which affect our businesses.

If you will be able to attend this meeting, please call Ms. Darlene Fischer of the Regional ATDC program at 404/532-5420 before March 15th.

I look forward to seeing you then.

Sincerely,

Dan Blitch
Executive Vice President

Attachment

Fashion Jeans and Slacks
APPAREL AND TEXTILE PROGRAM
REGIONAL ADVANCED TECHNOLOGY DEVELOPMENT CENTER
Civic Room
Bank of Barrow
Winder, Georgia

March 22, 1982

7:00 p.m. Welcome
Mr. Dan Blitch, Executive Vice President
Barrow Manufacturing Company

7:10 p.m. Industrial Education
The Present and Future
Dr. H. Ben Roberson, Director
Industrial Education
Georgia Institute of Technology

7:30 p.m. Questions

7:40 p.m. Apparel Engineering
Dr. Lawrence Haddock, Director
Apparel and Textile Engineering
Southern Tech

8:00 p.m. Questions

8:10 p.m. Textile Engineering
The Future
Dr. Wayne Tincher, Professor
Textile Engineering
Georgia Institute of Technology
Scrap Recycle

8:30 p.m. Questions

8:40 p.m. Marketing and the Future
Dr. Robert G. Schwartz, Project Director
Regional ATDC

9:00 p.m. Adjourn

We thank Mr. Dan Blitch and Barrow Manufacturing Company for assisting with this program and their continued support of the Regional Advanced Technology Development Center.

We thank the Bank of Barrow for the use of the Civic Room.

Regional ATDC sponsored by: Office of the Governor, Georgia Department of Community Affairs/Appalachian Regional Commission

An Equal Education and Employment Opportunity Institution
March 22, 1982
Apparel and Textile Program
Regional Advanced Technology Development Center
Winder, Georgia

Manufacturers Mailing List

Letters Mailed: 28

J. D. Withers
R&F Mfg. Co., Inc.
P. O. Box 49
Auburn, GA 30203

Steven Felker
Walton Mill, Inc.
P. O. Box 1046
Monroe, GA 30655

Arthur Scharff
Walton Mfg. Company
Loganville, GA 30249

Dan Minor
Georgia Sportswear, Inc.
P. O. Box 39
Lexington, GA 30648

John J. Wilkins, III
Wilkins Industries, Inc.
P. O. Box 1512
Athens, GA 30603

Frank L. Felchlin
Lyons Garment Co., Inc.
530 Newton Bridge Road
Athens, GA 30607

R. V. Sweat
Superior Pants Company
P. O. Box 1647
Athens, GA 30601

John P. Broxton
R&F Mfg. Co., Inc.
P. O. Box 49
Auburn, GA 30203

Allen Barry
H&H Mfg. Company
P. O. Box 65
Statham, GA 30666

Kirk Vick
Statham Garment Company
P.O. Box 5
Statham, GA 30666

John J. Speed
Carwood Mfg. Company
220 E. Athens Street
Winder, GA 30680

Thomas C. Maginnis
Cherokee Mfg. Co., Inc.
Drawer "A"
Winder, GA 30680

J. Nick Eavenson
Empire Mfg. Company
P. O. Box 489
Winder, GA 30680

John Robinson
Southern Waistbands, Inc.
P. O. Drawer "E"
Winder, GA 30680

R. D. Maxwell
Superior Garment Company
P. O. Box 487
Winder, GA 30680

W. K. Mahon
Winder Rug Mills, Inc.
336 E. Athens Street
Winder, GA 30680
Harold Waxman  
Faw Togs, Inc.  
P. O. Box 72  
Braselton, GA 30517

Charlie Hasty  
Blue Bell, Inc.  
Homer Street  
Commerce, GA 30529

Billy Dorsey  
Commerce Sportswear Corp.  
35 State Street  
Commerce, GA 30529

L. G. Hardman, III  
Harmony Grove Mills  
S. Elm Street  
Commerce, GA 30529

Gordon Spencer  
Landress-Smith Corporation  
Hoschton, GA 30548

Bob Griffith  
Gainesville Mfg. Company  
2063 Memorial Park Rd., S.W.  
Gainesville, GA 30501

D. Jack Davis  
D. Jack Davis Corp., Inc.  
P. O. Box 194  
Ila, GA 30647

H. Daniels  
Georgia Sportswear, Inc.  
Box 78  
Ila, GA 30647

T. M. Bryan  
Jefferson Mills, Inc.  
P. O. Box 526  
Jefferson, GA 30549

Charles W. Brooks  
Standard Coosa Thatcher Co.  
P. O. Box 506  
Jefferson, GA 30549

Harry Goldsmith  
Colbert Mfg. Co., Inc.  
5th Avenue, South  
Colbert, GA 30628

Angelo Difelice  
Comer/Monarch Mfg. Company  
South Avenue  
Comer, GA 30629
March 1, 1982

Dear

Enclosed are copies of information that has been mailed to various individuals that might be interested in this particular program.

Sincerely,

Robert G. Schwartz, Project Director
Regional ATDC

RGS:df

Enclosure
March 22, 1982
Apparel and Textile Program
Regional Advanced Technology Development Center
Winder, Georgia

Miscellaneous Mailing List

Letters Mailed: 4

Dr. Lawrence Haddock
Director
Apparel and Textile Engineering
Southern Tech
1112 Clay Street
Marietta, GA 30060

Dr. Wayne Tincher
Professor
Textile Engineering
Georgia Institute of Technology
Atlanta, GA 30332

Dr. Stephen R. Cheshire
Southern Tech
1112 Clay Street
Marietta, GA 30060

Dr. H. Ben Roberson
Director
Industrial Education
Georgia Institute of Technology
Atlanta, GA 30332
Mr. Jim Grubiak
Georgia Department of Community Affairs
50 Marietta Street
Atlanta, GA 30303

Mr. Cecil Phillips
ALSTON, MILLER & GAINES
Attorneys at Law
1200 C&S National Bank Building
Atlanta, GA 30303

Dr. Joseph M. Pettit
President
Georgia Institute of Technology
725 North Avenue
Atlanta, GA 30332
March 1, 1982

Dear

Enclosed are copies of information that have been distributed to various individuals that might be interested in the upcoming March 22nd program which covers the apparel and textile industry.

Sincerely,

Robert G. Schwartz, Project Director
Regional ATDC

RGS:df

Enclosure
March 22, 1982
Apparel and Textile Program
Regional Advanced Technology Development Center
Winder, Georgia

Advisory Committee Mailing List

Letters Mailed: 11 (+ Dan Blitch) = 12

Mr. Harold Fletcher
Route 1
Jefferson, GA 30549

J. Paul Vickery
City of Commerce
P. O. Box 348
Commerce, GA 30529

Henry Braselton
Braselton, GA 30517

Mike Joyner
Exec. Director
Jackson County Chamber of Commerce
P. O. Box 399
Jefferson, GA 30549

Vincent Hix
Madison County Commission
Chairman
P. O. Box 147
Danielsville, GA 30633

J. B. Sweeney, Jr.
Madison County Industrial Development Authority
P. O. Box 56
Carlton, GA 30627

James A. Rowe
Route 1
Danielsville, GA 30613

Bill Chandler
Madison County Industrial Development Authority
P. O. Box 56
Carlton, GA 30627

Ms. Anne Segars
Chairman
Barrow County Commission
310 S. Broad Street
Winder, GA 30680

Honorable John O. Mobley
City of Winder
P. O. Box 566
Winder, GA 30680

Thomas C. Maginnis
Cherokee Manufacturing Co., Inc.
Drawer "A"
Winder, GA 30680
March 1, 1982

Dear __________:

Enclosed is information on our next program which will be directed to the apparel and textile industries.

If you will be able to attend this meeting, please call Ms. Darlene Fischer at 404/532-5420 before March 15, 1982. I look forward to seeing you on March 22nd.

Sincerely,

Robert G. Schwartz, Project Director
Regional ATDC

RGS:df

Enclosure
March 22, 1982
Apparel and Textile Program
Regional Advanced Technology Development Center
Winder, Georgia

Miscellaneous Mailing List

Letters Mailed: 7

Mr. Pat Spicer
Director
Vo-Tech Education
Winder-Barrow High School
North 5th Avenue
Winder, GA 30680

Mr. Carl O. Jones
President
Bank of Barrow
121 N. Broad Street
Winder, GA 30680

Mr. Virgil Harris (V-P)
Peoples Bank of Winder
P. O. Box 788
Winder, GA 30680

Charles O. Maddox
President
Peoples Bank of Winder
P. O. Box 788
Winder, GA 30680

Don Hight
Superintendent
Barrow County Schools
109 Church Street
Winder, GA 30680

Robert McCain
Principal
Winder-Barrow High School
North 5th Avenue
Winder, GA 30680

Jerry Lassiter
President
First Federal S & L
P. O. Drawer "D"
Winder, GA 30680
MEETING ATTENDEES

Ronald Tucker  
Carwood

Allan Martin  
Carwood

Paul Mullins  
Carwood

Jerry Taylor  
R & R Manufacturing Co.

Dr. Wayne Tincher  
Georgia Tech

Sidney Cooper

Dan Blitch

Larry Haddock

Ben Roberson

Dr. Robert G. Schwartz  
ATDC, Georgia Tech

Pat Broxton  
R & R Manufacturing Co.

Bill Ray  
Winder Rug Mills

Bill Mahon  
Winder Rug Mill

Bob Weatherford

Curtis Vick

Gordon Blackwell

Wayne Ridgeway

Bob Griffith

Bill Landress

Chuck Gebhard

Bernie Tanner

John Rolmson  
Southern Worstbonde

Gerry Bryant  
Carwood Manufacturing

Jean Withers  
R & R Mfg. Co.

Mayor Mobley

Joe Morton  
APDC-Athens

Wade Jackson  
Cherokee Mfg. Co.

Bruce Braselton  
Cherokee Mfg. Co.

Jim Sweeny, Jr.

Jim Sweeny  
Madison County

John Withers

Harris Travis
APPENDIX V

THE TEXTILE AND APPAREL INDUSTRY:

A SHORT MARKETING PERSPECTIVE
RELATIVE DECLINE

SHRINKING EMPLOYMENT

REDUCED PROFITS

SLOWING SALES

The US Apparel Industry:
Strategies...
Georgia World Congress Institute
Series No. 8
REASONS

- LOW FOREIGN LABOR COSTS
- LOCAL, NOT INTERNATIONAL, MANAGEMENT
- SLOW OR NO GOVERNMENT SUPPORT
OPTIONS - 1979

- MARKETING
- PRODUCTIVITY
- GOVERNMENT SUPPORT
  - PROTECTIONISM
  - SUBSIDIZATION
- TAX INCENTIVES
1981

- CONTINUING DECLINE
- SHRINKING EMPLOYMENT
- SLOWED AND/OR DECLINING SALES
- GENEVA ACCORDS
<table>
<thead>
<tr>
<th>DATA</th>
<th>NOS.</th>
<th>WAGES</th>
<th>HOURS</th>
<th>LABOR RATE</th>
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<td>TEXTILE MILL PRODUCTS</td>
<td>1979</td>
<td>123.7</td>
<td>$190.15</td>
<td>41.7</td>
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<tr>
<td>SIC 22</td>
<td>1980</td>
<td>116.3</td>
<td>$205.32</td>
<td>40.9</td>
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<tr>
<td>DEC. 1981</td>
<td>109.2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>APPAREL AND OTHER</td>
<td>1979</td>
<td>74.7</td>
<td>$136.06</td>
<td>35.9</td>
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<tr>
<td>SIC 23</td>
<td>1980</td>
<td>72.4</td>
<td>$153.14</td>
<td>38.0</td>
</tr>
<tr>
<td>DEC. 1981</td>
<td>72.1</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
REASONS:

TEXTILE MILL PRODUCTS:

- CORDAGE, TWINE,

  YARN SPINNING,

  TEXTURIZING

  WINDING MILLS

BROAD WOVEN FABRIC DECLINE
# Table I—Basic Economic Indicators

<table>
<thead>
<tr>
<th></th>
<th>1980</th>
<th>Est.</th>
<th>Proj.</th>
<th>% Change 1981-82</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gross National Product</strong></td>
<td></td>
<td></td>
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<tr>
<td>(Bil '72 $)</td>
<td>1480.7</td>
<td>1485.0</td>
<td>1505.0</td>
<td>+ 1</td>
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<tr>
<td><strong>Personal Consumption</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Expenditures (Bil $)</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>All Items</td>
<td>1672.8</td>
<td>1840.0</td>
<td>2045.0</td>
<td>+11</td>
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<tr>
<td>Apparel &amp; Footwear</td>
<td>105.2</td>
<td>115.5</td>
<td>124.0</td>
<td>+ 7</td>
</tr>
<tr>
<td><strong>Producer Price Index</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>All Items (1967 = 100)</td>
<td>268.8</td>
<td>295.8</td>
<td>322.0</td>
<td>+ 9</td>
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<tr>
<td>Apparel (1967 = 100)</td>
<td>172.4</td>
<td>184.0</td>
<td>195.0</td>
<td>+ 6</td>
</tr>
<tr>
<td>Textiles (12/75 = 100)</td>
<td>124.3</td>
<td>135.0</td>
<td>143.0</td>
<td>+ 6</td>
</tr>
<tr>
<td><strong>Consumer Price Index</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>All items (1967 = 100)</td>
<td>246.8</td>
<td>275.0</td>
<td>300.0</td>
<td>+ 9</td>
</tr>
<tr>
<td>Apparel less Footwear</td>
<td>167.8</td>
<td>175.0</td>
<td>187.0</td>
<td>+ 7</td>
</tr>
<tr>
<td><strong>Employment</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total (Millions)</td>
<td>97.3</td>
<td>98.8</td>
<td>100.0</td>
<td>+ 1</td>
</tr>
<tr>
<td>Apparel (000)</td>
<td>1266.0</td>
<td>1285.0</td>
<td>1255.0</td>
<td>- 1</td>
</tr>
<tr>
<td>Textiles (000)</td>
<td>853.0</td>
<td>850.0</td>
<td>845.0</td>
<td>- 1</td>
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<tr>
<td><strong>Unemployment Rate (%)</strong></td>
<td>7.1</td>
<td>8.0</td>
<td>7.5</td>
<td></td>
</tr>
<tr>
<td><strong>Retail Store Sales (Bil $)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Department Stores</td>
<td>94.2</td>
<td>102.0</td>
<td>110.0</td>
<td>+ 8</td>
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<tr>
<td>Apparel &amp; Acc. (Ex Shoes)</td>
<td>36.4</td>
<td>38.2</td>
<td>40.5</td>
<td>+ 6</td>
</tr>
<tr>
<td><strong>Private Housing Starts (000)</strong></td>
<td>1292</td>
<td>1100</td>
<td>1200</td>
<td>+ 9</td>
</tr>
<tr>
<td><strong>Passenger Car Factory Sales</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Millions)</td>
<td>6.6</td>
<td>6.6</td>
<td>7.0</td>
<td>+ 6</td>
</tr>
<tr>
<td><strong>Apparel Imports (Bil $)</strong></td>
<td>6.5</td>
<td>7.5</td>
<td>8.3</td>
<td>+ 11</td>
</tr>
</tbody>
</table>

TODAY

- RISING FOREIGN COMPETITION
- RISING UNEMPLOYMENT
- HIGH INTEREST RATES
- UNCERTAIN STATUS OF GOVERNMENT ECONOMIC PROGRAMS
- SLOWED SALES
FUTURE

- PRODUCTIVITY
  - INDUSTRIAL EDUCATION
  - MANAGEMENT EDUCATION
  - PROCESS IMPROVEMENT

- MARKETING
  - INVENTORY MANAGEMENT
  - SPECIALTY MARKETS
  - PRESTIGE PRICING
  - DIVERSIFICATION ???
AND

- JOINT EFFORTS
  - US TRADING CO.
  - LOCAL BUSINESSES
  - FOREIGN PARTNERS

- GOVERNMENT INTERVENTION
  - DIRECTION
CONCLUSIONS

- STRATEGIC PLANNING
- MARKET SEGMENTATION
- SPECIALTY PRODUCTS
- DIVERSIFICATION ?? ??
- CONTINGENCY PLANNING
March 23, 1982

Dr. Robert G. Schwartz
ATDC
Georgia Tech
Atlanta, Ga. 30332

Dear Bob:

Thank you for your efforts in arranging the Apparel-Textile seminar last night. I think everyone enjoyed the program and no doubt picked up some knowledge which should be of benefit.

Trust you had a good return trip.

With best wishes.

Sincerely,

[Signature]

Dan Pitch

DB/dm

Fashion Jeans and Slacks
March 23, 1982

Dr. Larry Hadlock
Southern Tech
Marietta, Ga. 30060

Dear Larry:

Thank you for your presentation at the ATDC meeting. We appreciate your being with us and certainly wish you continued success in your many endeavors.

With best wishes.

Sincerely,

Dan Blitch

DB/dm

cc: Robert Schwartz

Fashion Jeans and Slacks
March 23, 1982

Dr. Ben H. Roberson
Georgia Tech
Atlanta, Ga. 30332

Dear Ben:

Thank you for your presentation at the ATDC meeting. We appreciate your being with us and certainly wish you continued success in your many endeavors.

With best wishes,

Sincerely,

Dan Blitch

DL/dm

Fashion Jeans and Slacks
February 19, 1982

Honorable Vincent Hix
Chairman, Madison County Commission
Post Office Box 147
Danielsville, Georgia 30633

Dear Chairman Hix:

I'm pleased to inform you that I have recommended $87,000 in fiscal year 1982 Appalachian Regional Commission funds for the continuation of the Regional Advanced Technology Development Center project sponsored by Georgia Tech.

I agree with you that this project is extremely worthwhile and will continue to benefit your area in business development and expansion. Thank you for sharing with me the Board's concern over the project's continuation.

With kindest regards, I am

Sincerely,

George Busbee

GB:srk
March 22, 1982

Mr. Douglas McKeever  
Senior Vice President  
Citizens & Southern National Bank  
35 Broad Street  
Atlanta, Georgia 30303

Dear Doug:

I appreciate your assistance with the Venture Capital program, and have enclosed copies of the information sent to Dick Pink. Please let me know how you feel about the program and letter. If they meet with your approval, I think we could go ahead and schedule things for the latter part of the first week in May or early in the second week.

Traveling to either Jefferson or Winder or perhaps having the Northeast Georgia ATDC sponsor it at their place in Athens, might be the most suitable. I will call you later in the week to confirm things.

Sincerely,

Robert G. Schwartz

RGS:jf  
enclosure  
cc: Ms. Marilyn Casey
Mr. President
CYZ Bank

_, Georgia

Dear Mr. ____________

As you know, Governor Busbee is keenly interested in high technology business development in and for the State of Georgia. The Regional Advanced Technology Development Center (ATDC) program, approved by the Governor, funded by the Appalachian Regional Commission, and coordinated by the Georgia Department of Community Affairs, is actively working in Barrow, Jackson and Madison Counties. One aspect of contract activity is the development of sources of venture capital for new and existing high technology businesses.

On May 21st, 1982, in Athens, at the Northeast Georgia APDC, Mr. Douglas McKeever, Senior Vice-President of the Citizens and Southern National Bank, graciously has volunteered his time to share with us the C&S view of venture capital and how it relates to the banking industry. Dr. Fred Tarpley, a Georgia Tech Economist and Professor in our College of Management, will assist.

I would like to personally invite you to this special program which we think will be of interest as additional numbers of high tech firms grow or site in our State.

Please call Ms. Darlene Fischer (404) 532-5420 by May 14th, if you can attend.

Sincerely,

Robert G. Schwartz
Project Director
Regional ATDC

RGS:fl
cc: Mr. Douglas McKeever
February 18, 1982

Mr. Richard Pink  
Executive Vice President  
Citizens and Southern Bank  
35 Broad St., N.W.  
Atlanta, GA 30303

Dear Mr. Pink:

I very much appreciate your assistance with the two hour venture capital program for the Northeast Georgia bankers of Barrow, Jackson and Madison counties.

As I mentioned to you, we will go ahead and invite others from the entire ten county region of the Northeast Georgia Area Planning and Development Commission, but the program is primarily for the three counties impacted by Tech's Appalachian Regional Commission grant that we are working under.

I have attached a copy of the invitation letter and program agenda. Please let me know if they are suitable. If you would also pick convenient times in early April, other than on Tuesday or Thursday afternoon, I will go ahead and set up the program on Tech's campus.

Again, thank you for your continuing interest and assistance with our ATDC activities.

Sincerely,

Robert G. Schwartz, Project Director  
Regional ATDC

Attachment
cc: J. Grabiak, Georgia Department of Community Affairs  
Cecil Phillips, Alston, Miller and Gaines  
J. Birchfield, ATDC
VENTURE CAPITAL PROGRAM

Northeast Georgia APDC
Athens, Georgia

May 21, 1982

I. Introduction and Welcome

Dr. Robert G. Schwartz
Program Director
Regional ATDC

Definition
- Seed Money
- Start-ups
- Existing Business

Dr. Fred A. Tarpley, Jr.
Professor, Advanced Technology Development Center

Point of View
- Lender
- Borrower

Mr. Douglas McKeever
Senior Vice-President
Citizens and Southern Bank

II. Structure

Dr. Fred A. Tarpley, Jr.

Industry Overview
State of Georgia Activity

Mr. Douglas McKeever

III. Basics

High Technology
R & D Costs
Payback Period
Risk

Mr. Douglas McKeever

IV. Successes

Mr. Douglas McKeever/Dr. Schwartz

V. Questions and Answers

Dr. Robert G. Schwartz

We appreciate the assistance given by the Citizens and Southern National Bank in helping with this program. The sponsorship of the Appalachian Regional Commission, Georgia Department of Community Affairs and Governor George Busbee for project approval are acknowledged. We acknowledge the continuing support of the Northeast Georgia APDC and appreciate the use of their facilities for this program.
High Tech Program 
Targeted For Barrow

High technology is here to stay and Barrow County wants to be a part of it. So the Advanced Technology Development Center of Georgia Tech is working in conjunction with Jim Dove of the Tri-County Development Group to attract new industry into Barrow, Jackson, and Madison counties.

According to a study released in February 1982 by the Chicago-based accounting firm of Alexander-Grant, Georgia is within the top ten of the 48 continental states so far as the most desirable business climate for manufacturers in 1981.

State and local government fiscal policies as well as employment and labor costs, availability and productivity of the labor force and other manufacturing related issues such as energy costs and environmental control were studied for the study.

All businesses of ATDC is working with manufacturers presently located in the tri-county area to develop their high technology resources to assist in productivity and efficiency in their operations.

Residents are encouraged to inquire about the Tri-County Development Group and the information being sent to several hundred industries who may be interested in relocation to this area.
MONTHLY MEETING IS SET FOR FRIDAY, MARCH 26. The board meeting normally held on the third Friday of each month was rescheduled because of the district meeting for the STAR students and teachers on March 19 in Dillard, Georgia. The board will meet at 12:30 at the Holiday Inn.

VIRGINIA GUNN WILL BE THE GUEST SPEAKER FOR YOUTH APPRECIATION DAY coming up May 8. Ms. Gunn of the Channel 5 television program, PM Magazine, will also be a participant in the parade. We will provide more details on all the activities for this special day as the time gets nearer.

EXPANSION OF EXISTING INDUSTRIES will be the focus of the industrial development seminar planned for April 28, 1982 by the Northeast Georgia Area Planning and Development Commission (NEGAPDC) and Georgia Power Company. The program will include several industrial developers to speak about the jobs created by expansion, actual examples of such expansion, and a case study of a community that cares about the well-being of its local businesses and industries. A panel discussion at the seminar will focus on assistance to community leaders to support existing business and commercial interests.

A similar half-day seminar was held last year by the NEGAPDC and Georgia Power Company on attracting new industry. The program provided some excellent information and ideas in a well-planned time frame. The upcoming seminar on expansion of existing industry promises to follow the same format. For more information, contact the Chamber office or Jim Dove at 548-3141.

COUNTRY HUMORIST, COTTON IVY, PROVIDED A MOST ENJOYABLE EVENING for those attending the Ninth Annual Dinner of the Jackson County Chamber of Commerce. Others contributing and working hard to see that all the Chamber's guests enjoyed their evening were: Glenda Tolbert who provided the music, Dianne Blanshaw, Edna Sell and Pat's N. Dee's Florist, who did a beautiful job of decorating, Herb Hattaway who was the program chairman, Jackson EMC who graciously provided their facility, and the Holiday Inn who provided the meals, a complimentary room for our very special guest, Cotton Ivy, and assistance with the arrangements.
A SPECIAL JOINT MEETING OF THE COMMERCE BUSINESS GROUP AND THE JEFFERSON BUSINESS AND MERCHANTS ASSOCIATION was held on Monday, March 8 in Commerce. The Retail Merchants Division of the Chamber, headed by Robby Roberts, suggested the joint meeting in order for the groups to get acquainted and exchange ideas on various projects. Don Shubert, President of the Commerce Business Group and Wanda Doster, President of the Jefferson Business and Merchants Association, gave an overview of their respective groups activities for 1982. Robby Roberts followed with an outline of the Retail Merchants Divisions planned projects for 1982, which include a county wide shoppers survey. A draft of a shoppers survey was presented to the group by Mike Buffington in order to seek suggestions and modifications which might be helpful.

Because of the response and helpful exchange of ideas we are hoping to hold a similar meeting again.

THE CHAMBER PRESENTED KENNY ROGERS WITH A PLAQUE during the filming of his new movie, "Six Pack," at the Georgia International Speedway on March 5 & 6. The plaque was a token of our appreciation for the filming of the movie in this area and a chance to wish him much success with its showing.

Twentieth Century-Fox Film Corporation is donating $1.00 to the Chamber of Commerce for each volunteer that participated in the filming. We should know the result within a week.

THE GEORGIA TECH ADVANCED TECHNOLOGY DEVELOPMENT CENTER (ATDC) CONTINUES TO ASSIST JACKSON COUNTY. They are presently preparing industrial site profiles for six (6) sites in the county, planning an educational seminar on computers in the small business, and offering assistance in the training of an industrial development sales team. Assistance to entrepreneurs is also available upon request. If you need any further information, contact the Chamber office.

IF WE GAVE A MEMBERSHIP SALESMAN OF THE MONTH AWARD it would have to go to the team of Claud Pardue and Bob Bates, who have been working in the Pendergrass/Tambo area. Within the last month they have secured a total of thirteen new investments in the Chamber and eight in one day. We need to find out their secret and pass it along.

IF THE NEWSLETTER IS DELAYED IN REACHING YOU, WE APOLOGIZE. Though the bulk rate postage is the most economical for the Chamber, it is not always the fastest.

Oconee County Chamber of Commerce
O. Box 399
Jefferson, Georgia 30549

Dr. Robert Schwartz
The Advanced Technology Development Center
Georgia Institute of Technology
Atlanta, GA 30332
LOCAL INDUSTRY EXPANSIONS is the subject of the Northeast Georgia Area Planning and Development Commission’s second Industrial Development Seminar. The seminar will be held at the Richard B. Russell Agricultural Research Laboratory Auditorium on Wednesday, May 5, 1982, from 1:00 - 5:30 p.m. Sponsoring the seminar is the Georgia Power Company, the University of Georgia Institute of Community and Area Development, the Georgia Industrial Developers Association, and the Georgia Department of Industry and Trade.

The importance of this seminar is substantiated by the fact that 70 - 80% of all new jobs in a community are created by expansion of local industry. The half-day program was developed for local government officials, local chambers of commerce and industrial building authority officials, members of the industrial community and anyone else who believes that a well managed and profitable business or industry is a tremendous asset to a community, and its growth is probably the best of all possible ways to create new jobs and to stimulate the economy.

The list of speakers for the program is very impressive and there is no doubt that your time and effort to attend this seminar will be well spent. If the Chamber can provide any additional information or make carpooling arrangements, please don't hesitate to call.

YOUTH APPRECIATION DAY IS JUST AROUND THE CORNER. The following is an outline for this special event.

Date: Saturday, May 8, 1982 Place: Jackson EMC Theme: YOUTH - America’s Finest Goal: To recognize all the youth of Jackson County and to involve them in the day’s activities as much as possible.

Preliminary Schedule:

<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENTS</th>
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<tr>
<td>11:00 - 12:00 a.m.</td>
<td>Parade</td>
</tr>
<tr>
<td>12:00 - 1:00 p.m.</td>
<td>Lunch</td>
</tr>
<tr>
<td>1:00 - 1:30 p.m.</td>
<td>Magic Show - Featuring: Ronald McDonald</td>
</tr>
<tr>
<td>1:30 - 2:30 p.m.</td>
<td>Program - Featuring: Virginia Gunn Cloggers</td>
</tr>
<tr>
<td>2:30 - 4:00 p.m.</td>
<td>Talent Show</td>
</tr>
<tr>
<td>4:00 - 5:00 p.m.</td>
<td></td>
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</tbody>
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Other activities and events occurring throughout the day include arts and crafts, exhibits and special events (dunking machine, greased pig and pole, etc.). Drawings for various prizes will also occur throughout the day.

Please make your plans to be with us for this special tribute to the youth of Jackson County.

MICHELLE SEPAPINO IS LEAVING US on April 9. Michelle, Secretary and Receptionist for the Chamber, has done an excellent job during her year of employment. Fresh out of high school, Michelle came to work for the Chamber and immediately displayed her ability to work well with people and to accept responsibility. We wish her the best of luck in the future and hope she enjoys her new home, Venice, Florida.

HIGH BLOOD PRESSURE SCREENING IS BEING OFFERED by the Jackson County Unit of the American Heart Association. Businesses and industries in the county interested in scheduling this helpful program for their employees should contact Mr. Ronald Bond at 367-5214 or the Chamber office at 367-9090.
"How do you know when you need a small computer" will be the subject of a seminar sponsored by the Advanced Technology Development Center (ATDC) and the Chamber. The seminar, to be held in May, is presently in the planning stages and your input into the final scheduling would be appreciated. The material to be covered takes approximately six (6) hours, so it's really more of a short course than a seminar. The scheduling alternatives we are proposing are: A) three (3) hours a day for two (2) days, B) two (2) hours a day for three (3) days, or C) three (3) hours at night for two (2) nights.

The content of the seminar will cover familiarization with computers, functions and limitations, and how to perform an economic analysis of your business to determine if you actually need a computer.

Your response and assistance in scheduling would be appreciated so that we might provide a time slot suitable for a majority of those interested. This seminar will be free of charge.

The Shopper Surveys is underway and the results should be released in the near future. The survey, undertaken as a project of the Retail Merchants Division, is in two forms. An in-store survey has been distributed to merchants in Jefferson and Commerce in order for them to receive comments and suggestions concerning such areas as service, prices, friendliness, selection, appearance and available parking. A telephone survey is also in progress. With a list of random numbers from the telephone book, members of the Retail Merchants Division are calling and requesting such information as: Where do you shop? Why? Is it the prices, selection, store hours, etc.?

We hope to use the results of the shoppers survey to focus on specific projects that will benefit our retail merchants and make their business more profitable.

The members of the Retail Merchants Division are Robby Roberts, Wanda Doster, Don Shubert and Mike Buffington.

The next Board of Directors Meeting is scheduled for Friday, April 16, 1982, 12:30 p.m. at A+ Restaurant in Jefferson. We would like to encourage anyone interested to attend.

Senator Sam Nunn will be speaking on how to do business with the Department of Defense. The session is scheduled for May 5 on the Georgia Tech campus. For more info call the Advanced Technology Development Center at (404) 894-3575.

Something to Think About

"To get maximum attention, it's hard to beat a good, big mistake."
Legislators to Liberalize

Relativiship Drive Fire

William E. Baxter

Madison asked to consider vote on local option sales taxes

By MILDRED SCHIERMAN
Daily News State Editor

DANIELSVILLE — Madison County Commission Chairman Vincent Hix has asked that commissioners consider putting the matter of a local option sales tax on the ballot in November's elections.

Madison County is one of the few counties in the state, and in Northeast Georgia, that does not have the tax. In the past, it has been felt that since the county does not have any shopping centers, the tax would hurt more than help. However, Hix said that it would bring in money for the county and cities. Clarke, Jackson, and Elbert counties, where many Madison Countians shop, all have the tax.

Hix said the people of the county should have an opportunity to express an opinion on whether or not they want the tax. Commissioners Guy Hart and Virginia Carey agreed to study the matter and make a decision in time for a referendum to be held.

In another matter, Phil Lovelace of the Regional Technology Development Center told commissioners Tuesday afternoon that a Tri-County Development Group, representing Barrow, Jackson and Madison counties, has sent out 1,600 letters to electronic firms around the country in an effort to interest them in this area.

Lovelace also told commissioners that the regional center is working with the three counties to develop retail trade to keep the $31 million spent by county residents in other places at home.

The regional center is funded by a grant from the Appalachian Regional Commission to attract high technology industry to the three counties. Lovelace said that the first of three training sessions in Madison County will be held Thursday night. These sessions will be to train local people in industrial recruitment techniques.

Lovelace said that high technological companies are being sought for the three counties because they are "clean" industries and because they pay high salaries. However, the center, would not turn down another industry that was interested in locating in one of the three counties.

Of course, Lovelace pointed out, it would be up to the residents of the counties to decide what industries they want.
March 30, 1982

Dr. Robert G. Schwartz  
Program Director  
Regional ATDC  
Georgia Institute of Technology  
Atlanta, Georgia 30332

Dear Bob:

The Barrow County Chamber of Commerce is establishing a High Technology Committee. We would like to ask you to serve as an ex officio member of this committee.

Thank you for your help and support in the past. Look forward to working with you in the future.

Sincerely,

David H. Jackson  
President

DHJ:bj
March 30, 1982

Dr. Joseph H. Pettit
President
Georgia Institute of Technology
Atlanta, Georgia 30332

Dear Dr. Pettit:

The Barrow County Chapter of Commerce feels privileged to represent the best interests of the free enterprise system in our area. We recognize that the information and assistance available through the Regional Advanced Technology Development Center is extremely valuable and want to give this center our support. A High Technology Committee is being established in our local Chamber of Commerce. Dr. Robert G. Schwartz, former Director Regional ATEC, will be asked to serve as an ex-officio member of this committee.

We commend you for your foresight and planning in establishing this program.

Sincerely,

DAVID E. JACKSON (Class of '70)
President

cc: Robert G. Schwartz
February 19, 1982

Dear __________:

On Monday night, March 1, 1982, I would like to review present contract progress with you and have your direction on several matters of contract importance.

The meeting will be held at the Barrow County Courthouse from 7-9 p.m. I hope you can make it and I look forward to seeing you then.

Sincerely,

Robert G. Schwartz, Project Director
Regional ATDC

RGS:df

cc: Clinton Lane
    Northeast Georgia APDC
    
    Jim Grubiak
    Georgia Department of Community Affairs

bcc: Philip D. Loveless, Northeast Georgia Area Office/Georgia Tech
     Jim Dove, Northeast Georgia APDC
     Joe Morton, Northeast Georgia APDC
MINI-ATDC
ADVISORY COMMITTEE MEMBERS

BARROW COUNTY
Ms. Anne Segars  Barrow County Commission
Dan Blitch  Barrow Manufacturing Company
Mayor John Mobley  Mayor, City of Winder
Thomas Maginniss  Cherokee Manufacturing Company

JACKSON COUNTY
Harold Fletcher  Jackson County Commission
Paul Vickery  City Manager, Commerce
Henry Braselton  Braselton
Mike Joyner  Jackson County Chamber of Commerce

MADISON COUNTY
Vincent Hix  Madison County Commission
W. Chandler (Bill)  Madison County Industrial Development Authority
James Rowe  Energy Commission
J. B. Sweeney, Jr.  Madison County Industrial Development Authority
March 5, 1982

Mr. Robert G. Schwartz  
Director, Regional ATDC Program  
Georgia Institute of Technology  
Atlanta, Georgia 30332

Re: Georgia Tech-Mini-ATDC  
GA-8015

Dear Bob:

I have reviewed the 2nd Quarter Progress Report for the above referenced project and found it to be satisfactory under the requirements of the Grant Offer. I would like to have responses to the following questions, and/or statements prior to the next Progress Report.

1. I am interested in the progress, if any, that has been made in locating a suitable incubator facility. Have any buildings been examined as possible sites for such a facility? And what is the position of the counties at this point towards funding an incubator facility.

2. According to the Progress Report "the incubator concept appears premature for adoption in the three county area." Is this statement only applicable to high technology entrepreneurs? As Project Coordinator, the establishment of an incubator should not be limited to only high technology entrepreneurs.

3. What efforts have been undertaken to examine the availability of local venture capital for innovation and growth?

4. Again I caution that direct business solicitation to the area is prohibited under the ARC Act. The recruitment program can be undertaken by local public-quasi-public bodies, but only T.A. to these bodies can be done under the contract. The relocation of high technology industries to the area is fine and good, but these relocations in themselves should in no way be construed as a direct pay-off for the efforts undertaken by the Mini-ATDC project.

If you have any questions please do not hesitate to contact me. As soon as the proper documentation is received on the financial report I will process the payment.

Sincerely,

[Signature]

HARRY L. ROESCH
Project Coordinator  
Community Development Specialist
March 19, 1982

Mr. Harry L. Roesch  
Project Coordinator  
Community Development Specialist  
Appalachian Regional Commission  
1666 Connecticut Avenue, NW  
Washington, DC  20235

Re: Georgia Tech  
Regional ATDC  
GA-8015

Dear Harry:

Thank you for your letter dated March 5, 1982. In response:

1. I believe you are in receipt of Jim Grubiak's September 11, 1981, letter which addresses this issue. I have enclosed it for your reference.

2. Our ATDC program has for its scope high and advanced technology business related issues. To consider other than high technology companies for an incubator would be contrary to the understanding our Governor has of this project.

3. By local, I presume you mean the three county area. I agree and we already have begun. C & S Bank of Georgia will sponsor a two hour program for the local bankers (see enclosed). The program will cover various issues involving venture capital. Our Governor has been quite interested in this subject and I would be happy to give you an overview of all Georgia activity.

An Equal Education and Employment Opportunity Institution
4. I agree and we are assisting in identifying companies interested in expansion as part of their normal business activity.

If I may be of further assistance, please do not hesitate to contact me.

Sincerely,

Robert G. Schwartz
Project Director
Regional ATDC

Enclosure

CC: Mr. Jim Grubiak
September 14, 1981

Mr. Jim Grubiak
Appalachian Program Administrator
Department of Community Affairs
40 Marietta Street, NW, 7th Floor
Atlanta, Georgia 30303

Re: Georgia Tech-Mini-ATDC
GA-8015-31

Dear Jim:

I have received your request to amend the budget in the personnel services category for the above referenced project. The request to amend the personnel line item by the addition of a graduate student is acceptable.

I have forwarded your request to the General Counsel's office for contract revision. If you have any questions please contact me.

Sincerely,

HARRY ROESCH
Project Coordinator
September 17, 1981

James Grubiak
Department of Community Affairs
40 Marietta Street, NW, 7th Floor
Atlanta, GA 30303

RE: Mini-ATDC Project; GA-8015

Dear Jim:

I have received your letter dated September 11, 1981, which transmitted Bob Schwartz's letter concerning the specific establishment of an incubator facility in Barrow, Jackson, and Madison Counties. Based on conversations you and I have had on the telephone as well as Bob Schwartz's letter, I feel I have a clearer understanding of the intent of the approved scope of work.

Bob's quarterly reports should pay careful attention to reporting the progress or lack of progress he is making in establishing a permanent incubator facility. Specific attention should be paid to any major problems he encounters, and at any time he experiences a very critical problem, you should be notified in writing immediately.

If you have any questions, please contact me.

Sincerely,

HARRY ROESCH
Project Coordinator
Community Development Division

cc: Bob Schwartz
I. Introduction and Welcome

Robert G. Schwartz
Program Director
Regional ATDC

Definition
-Seed Money
-Start-ups
-Existing Business

Professor Fred A. Tarpley
Advanced Technology Development Center

Point of View
-Lender
-Borrower

C & S Bank

II. Structure

Professor Fred A. Tarpley

III. Basics

C & S Bank

IV. Successes

C & S Bank

V. Questions and Answers

Robert G. Schwartz

We appreciate the assistance given by the Citizens and Southern Bank in helping with this program. The sponsorship of the Appalachian Regional Commission, Georgia Department of Community Affairs and Governor George Busbee for project approval are acknowledged.
September 11, 1981

Mr. Harry Roesch
Appalachian Regional Commission
1666 Connecticut Avenue, N.W.
Washington, D.C. 20235

RE: Mini-Advanced Technology Development Center
GA-8015

Dear Harry:

Enclosed, for your information, is a copy of a letter from Robert G. Schwartz, Project Director, clarifying the incubator aspects of the referenced project. As to establishment of the incubator facility, this office agrees with the intent expressed in Mr. Schwartz's letter.

Sincerely,

Jim Grubiak
ARC Program Administrator

JC:1d

Enclosure
Mr. Jim Grubiak  
Department of Community Affairs  
Room 607, Trinity/Washington Building  
207 Washington Street, SW  
Atlanta, Georgia 30334

Dear Jim:

To clarify the concept of the incubator as it relates to the Regional ATDC program in Barrow, Jackson, and Madison counties, the strategy was and is to aid and assist the local citizens to establish such a facility. Whether or not the incubator would ever become a reality will depend upon how our program is received in the three county area.

As you know, this program is a demonstration project aimed at providing personal service to the area. The ultimate creation of the incubator will be decided over the next year.

Sincerely,

Robert G. Schwartz

RGS: vhh

CC: Jerry Henry
March 29, 1982

MEMORANDUM

TO: Robert G. Schwartz
Regional ATDC - Atlanta

FROM: Philip D. Loveless, Director
Northeast Georgia Area Office

SUBJECT: Hall County Potential High Technology Companies

Attached is a list of companies for Hall County. Those with a check mark are ones that could possibly avail themselves of ATDC assistance and number 27. There may be others which are unidentified.

It is virtually impossible to compose a list of potential entrepreneurs since the efforts to do so would possible create requests we are not in a position to answer. If the program is expanded to this area, then we can work on that.

PDL: df

cc: H. Wayne Hodges
    James L. Mercer
Gainesville - Hall County
Chamber of Commerce

MANUFACTURER'S DIRECTORY

"From Islands to Highlands We’ve Got It All"
MANUFACTURERS LIST

Gainesville and Hall County

Metro Gainesville-45,000

AEROVYX
Rt. 4 Box 695B
Walt Sweatt, Pl. Mgr.
Jerry L. Glover, Mgr. of Eng.
536-0211
Small Motors
Emp. 50 or 60

AMERICAN BEDDING COMPANY
1305 Hall Street
P.O. Box 2336
Tom Mundy, Mgr.
532-7716
Mattresses
Emp. 20

ARC-KYLE
Industrial Boulevard
P.O. Box 1394
W.C. Vaughn, Sales Mgr.
536-5891
Concrete Pipe, Concrete Block
Ready-Mix Concrete
Emp. 47

ARC-STEAL PRODUCTS COMPANY
1060 Davis Street
P.O. Box 2493
532-7014
Steel Joint Rings
Emp. 95

ATLANTA COCA-COLA BOTTLING CO.
4-15 Browns Bridge Road
P.O. Box 656
L.J. Kemp, Sales Mgr.
532-1258
Soft Drinks
Emp. 95

BEST ICE AND LOCKER COMPANY
P.O. Box 558
Baldwin, GA 30511
Johnny Burkett, Mgr.
536-6661
Ice
Emp. 20

BRUCE & WILSON FEED & POULTRY CO.
Athens Highway
P.O. Box 1317
Homer Wilson, Pres.
532-0456
Feeds-Place Baby Chickens
Emp. 32

BRUCE & WILSON FEED & POULTRY CO.
Pine Street Plant
Box 36
Dahlonega, GA 30533
James Cameron, Plant Mgr.
Richard Moses, Plant Sup.
John Brandon, Office Mgr.
J.W. Wilson, Industrial Engineer
864-3311
Carpet Yarn Mill
Emp. 400

C.W.T. FARMS, INC.
1180 Airport Industrial Park
P.O. Box 1396
R.H. Burch, Pres.
Joe C. White, Sec. Treas.
Poultry, Broiler Hatching Eggs
532-3181
Emp. 90

CAGLE'S
1150 Aviation Boulevard
Gerald Kiser, Plant Mgr.
534-3511
Poultry Processing
Emp. 740

CAKE BOX BAKERY
1237 Thompson Bridge Road
Leon Simmons, Mgr.
Vernard A. Sayre, Pres.
536-9806
Bakery Products
Emp. 18

Hall County Population 75,000

BEST ICE AND LOCKER COMPANY
P.O. Box 558
Baldwin, GA 30511
Corner Dorsey & Industrial Blvd.
Johnny Burkett, Mgr.
536-6661
Ice
Emp. 20

BRUCE & WILSON FEED & POULTRY CO.
Athens Highway
P.O. Box 1317
Homer Wilson, Pres.
532-0456
Feeds-Place Baby Chickens
Emp. 32

BRUCE & WILSON FEED & POULTRY CO.
Pine Street Plant
Box 36
Dahlonega, GA 30533
James Cameron, Plant Mgr.
Richard Moses, Plant Sup.
John Brandon, Office Mgr.
J.W. Wilson, Industrial Engineer
864-3311
Carpet Yarn Mill
Emp. 400

C.W.T. FARMS, INC.
1180 Airport Industrial Park
P.O. Box 1396
R.H. Burch, Pres.
Joe C. White, Sec. Treas.
Poultry, Broiler Hatching Eggs
532-3181
Emp. 90

CAGLE'S
1150 Aviation Boulevard
Gerald Kiser, Plant Mgr.
534-3511
Poultry Processing
Emp. 740

CAKE BOX BAKERY
1237 Thompson Bridge Road
Leon Simmons, Mgr.
Vernard A. Sayre, Pres.
536-9806
Bakery Products
Emp. 18
CARGILL, INC.  
949 Ridge Road  
P.O. Box 1298  
Edgar T. Savidge, Mgr.  
535-3100  
Crude Soybean Oil & Meal  
Emp. 120

CENTENNIAL MACHINE COMPANY  
222 Myrtle Street, S.E.  
Bill Waters, Purchasing Agent  
536-3484  
Poultry Equipment  
Emp. 72

CHAMBERS LUMBER COMPANY  
885 Main Street, S.W.  
E.H. Chambers, Jr., Pres./Mgr.  
R.W. Chambers, Sr., Vice President  
534-3551  
Building Materials  
Emp. 26

CHANDLER EQUIPMENT CO., INC.  
Highway 60 South  
P.O. Box 2533  
William B. Chandler, President  
536-8891  
Debeakers for Baby Chicks  
Poultry Processing Equipment  
Fertilizer & Lime Spreaders-Mainly  
Emp. 20

CHATTahoochee Furniture Company  
P.O. Box 127  
Flowery Branch, GA 30542  
Charles Simons, Jr., Vice Pres./Mgr.  
967-6151  
Furniture Case Goods  
Emp. 65

CITY ICE COMPANY, INC.  
401 Main Street  
P.O. Box 1333  
Carl Romberg, Pres./Gen. Mgr.  
535-3700  
Ice  
Emp. 60

COBB, INC.  
Cleveland Highway  
P.O. Box 895  
Silas Little, Mgr.  
536-2325  
Processed Poultry  
Emp. 50-55

CORONET CARPETS  
DIVISION OF  
CORONET INDUSTRIES, INC.  
Atlanta Highway  
P.O. Box 1736  
J. Murray David, Gen. Mgr.  
Rex Hand, Per. Mgr.  
536-0511  
Yarn Mill  
Emp. 250

COTTRELL, INC.  
Route 3, Candler Road  
P.O. Box 2455  
Don Cottrell, Pres.  
532-7521  
Farm Equipment  
Car Hauling Equipment  
Emp. 80

COUNTRY PRIDE FOODS LIMITED  
949 Industrial Boulevard  
P.O. Box 1810  
Coy Skaggs, Mgr.  
536-3413  
Integrated Poultry Operations  
Emp. 1000

CRYSTAL FARMS, INC.  
P.O. Box 101  
Chestnut Mountain, GA 30502  
Loyd Strickland, Chmn. of Board  
R.E. Lind, President  
967-6152  
Manufacture Feed  
Egg Products  
Shell Egg Grading  
Emp. 220
GAINESVILLE MARBLE & GRANITE CO.
P.O. Box 140
Dawsonville Highway
James P. Cash, Owner
534-4545
Monuments
Emp. 4

GAINESVILLE MILL
DIVISION OF MILLIKEN AND CO.
Georgia Avenue
Thomas F. Huggins, Plant Mgr.
536-3318
Unfinished Textiles Fabrics
Emp. 400

GAINESVILLE MILLING COMPANY
111 Washington Street, N.E.
Ralph W. Cleveland, Chmn. of Board
534-5231
Emp. 3

GAINESVILLE NEHI BOTTLING CO.
803 Dorsey Street
Paul Wilson, Mgr.
534-7511
Soft Drinks
Emp. 6

GAINESVILLE SCRAP IRON & METAL CO.
859 Athens Street
Sanford Loef, President
Harrison Haynes, Vice President
534-5612
Scrap Iron & Metals
Emp. 11

GAINESVILLE STONE COMPANY, INC.
DIV. OF KOPPER'S CORPORATION
Candler Road
P.O. Box 743
Bob Minnick, Sales Mgr.
532-6351
Emp. 35

GAINESVILLE TRIBUNE, INC. (THE)
1850 Thompson Bridge Road
P.O. Box 1413
Johnny Sosebee, Publisher
536-2331
Newspapers, Circulars
Emp. 8

GEORGIA BOOT COMPANY
Atlanta, Highway
Flowery Branch, GA 30542
J.R. Murray, Pres.
967-6114
Leather Goods
Emp. 300

GEORGIA CHAIR COMPANY
456 Industrial Boulevard, S.W.
Harry F. Bagwell, Pres.
Charles Edmondson, Vice Pres.
536-1366
Furniture, Institutions
Emp. 100

GEORGIA FOAM, INC.
1090 Airport Industrial Park
536-8888
Expanded Polystyrene
Emp. 14

GEORGIA KRAFT COMPANY
500 Spring Street
Dr. S.B. Kinne, III, Dist. Mgr.
536-9963
Pulp & Paper Company
Emp. 4

GEORGIA PRINTING COMPANY
706 Oak Street, N.W.
Don R. Waldrip, Mgr.
Joe Biddy, Owner
536-1321
Job Printing
Emp. 25

GLADWIN, INC.
Old Oakwood Road
Route 1, Box 370-A
Oakwood, GA 30566
Bradford Nicholson, Pres.
Martha Grindle, Per. Dir.
536-6023
Telephone Enclosures
Custom Plastics Forming
Emp. 55-70
GLIDDEN PAINT
DIVISION OF SCM CORPORATION
Under construction
West White Road
Howard Horton
Water soluble latex paint
Expected Emp. 100

GLOBE DISTRIBUTION/BARNES GROUP, INC.
2395 Murphy Boulevard
P.O. Box 1033
Dave Gunnerson, General Mgr.
Laura Vandiver, Per. Dir.
Gerald Cahill, Controller & Office Mgr.
535-0009
Distributors of Automotive and
Hardware Materials
Emp. 100

GOLD KIST MILLS
DIVISION OF GOLD KIST, INC.
P.O. Box 309
Flowery Branch, GA 30542
Wade Queen, Plant Mgr.
967-6121
Feed
Emp. 42

GRESS FOODS, INC.
950 Industrial Boulevard, S.W.
P.O. Box 2394
Ronald Gress, President
William Fasulo, Plant Mgr.
536-8818
Cut-up Poultry
Emp. 450

GUILFORD MILLS, INC.
455 Osborne Street, S.E.
P.O. Box 1955
J. Milton Latham, Plant Mgr.
532-1228
Nylon Yarn
Emp. 104

H.F.C. FEEDS, INC.
H.F.C. and Mason Drive
P.O. Box 446-390
Nathaniel E. Ashe, Gen. Mgr.
536-2411
Prepared Animal Feeds
Emp. 37

HARRIS CALORIFIC
DIVISION OF EMERSON ELECTRIC CO.
2345 Murphy Boulevard
P.O. Box 1058
Andy Ozols, Mgr.
536-8801
Welding & Cutting Equipment
Emp. 146

HATCHER MANUFACTURING COMPANY
673 Bradford Street
532-4395
George Cantrell, owner
Poultry Equipment/Egg Racks
Emp. 5

HEWELL'S POTTERY
P.O. Box B
Gillsville, GA 30543
Harold Hewell, Pres./Mgr.
869-3469
Clay Pottery
Emp. 10

HODGE & MURPHY POULTRY CO., INC.
2335 Monroe Drive
Mike Murphy, President
534-3597
Poultry Products
Emp. 15

INDIAN RIVER POULTRY FARMS
Simpson Road
P.O. Box 2876
Louie Carmon, Mgr.
532-4333
Foundation Breeder Chicks
Emp. 20

INSULAIRE, INC.
Route 6, Box 228, Gainesville
Brookton Road, Clermont
983-7291
Albert Helton Jr., Pres.
Expanded Polystyrene
Emp. 10

ISA POULTRY SERVICES, INC.
P.O. Box 2757
Highway 60 South
Candler Road
Fred Coats, President
534-2559
Primary Poultry Breeder
Emp. 25-30

J & S FARMS
1849 Atlanta Road
Ray Jones, President
534-1759
Egg Producing
Emp. 21
Koch, Walt, Ltd
A-17 Airport Industrial Park
Walt Koch, Owner
Winfred Carder, Plant Mgr.
536-0224 or 532-4385
Poultry Processing
Emp. 115

L & R Farms
Route 10
White Sulphur Road
Robert J. Latham
Wilbur F. Ramsey
Jimmy Latham
David Latham
532-8711
Eggs
Emp. 40

Lanier Industries, Inc.
Briarwood Road
Oakwood, Georgia 30566
Len Purdy, Pres.
532-6501
Toys & Hobby Items
Molded Polystyrene Foam
Emp. 4

Lanier Sleep Products, Inc.
513 Myrtle Street
P.O. Box 1767
Richard A. Fisher
536-8791
Bedding Materials
Emp. 12

Lark Manufacturing
Box 1341
870 Grove Street
Ted Oakley, Pres.
Curtis Oakley, Vice Pres.
536-6945-523-7894 (Atlanta, GA)
Custom Steel & Commercial Residential
Emp. 15

Lawrence & Son, Inc.
Gene Lawrence Company
1820 Gaines Drive
Tony Lawrence, Mgr.
536-2579
Docks/Steel Trellis/Feed Holders
Emp. 1

Lawson & White Lumber Co.
306 Myrtle Street, S.E.
Johnny L. Lawson Jr., Pres.
534-7308
Lumber
Emp. 4

Major Tooling, Inc.
1120 Airport Parkway
Bob Stewart, Pres.
532-9101
Tool & Dye Manufacturing
Emp. 35

M.I. Enterprises
Murphy Boulevard
Tom Bush, Pres.
William S. Bush, Vice Pres.
Machine Parts for Corrugated Ind.
Emp. App. 10

Mar Jac, Inc.
Aviation Boulevard
P.O. Box 49
Dale Morris, Pres.
536-0561
Poultry Processing
Emp. 575

Marell Poultry Company
P.O. Box 98
Murrayville, GA 30564
Lawrence Freeman, Pur. Agent
534-7373
Dressed Poultry
Emp. 350

Martin, G.H., Boat Houses and Docks, Inc.
2070 Old Dawsonville Highway
Glenn H. Martin, Owner
536-0189
Emp. 8

Matthews Printing Company
336 Northside Drive, N.W.
Curtis Pethel, Co-Owner
Bill Lipscomb, Co-Owner
536-3439
Commercial Printing
Emp. 21
MAYFIELD DAIRY FARMS, INC.  
1971 Delk Ind. Blvd.  
Marietta, GA 30073  
Clyde F. Wilbanks, Br. Mgr.  
952-3292  
Emp. 35

MAYHILL HOMES MANUFACTURING, INC.  
P.O. Box 1778  
Candler Road  
W.T. Mays, Pres.  
536-9871  
Emp. 150

MINCEY MARBLE MANUFACTURING, INC.  
Brown's Bridge Road  
P.O. Box 2381  
Kenneth Mincey, Owner  
532-0451  
Bathroom Accessories  
Emp. 40

MOONEY MANUFACTURING CO., INC.  
P.O. Box 28  
Flowery Branch, GA 30542  
Gene Mooney, Gen. Mgr./ Pres.  
Steve Mooney, Vice Pres.  
967-6451  
Wood Furniture  
Emp. 50

MULBERRY FARMS  
1075 Airport Parkway  
Thomas Hodge, Pres.  
Billy Gillen, Mgr.  
534-0207  
Hamburger Patties-Cut Steaks & Chops  
Emp. 28

NATIONAL AUTO RESEARCH CO., INC.  
Athens Highway  
P.O. Box 758  
Eugene McDonald, Pres.  
Bob Burnett, Controller/Bus. Mgr.  
532-4111  
Publishing of Car Market Guide  
Used Car Depreciation Guide  
Emp. 37

NEW HOLLAND MILL  
DIVISION OF MILLIKEN AND CO.  
New Holland, GA 30505  
J.D. Ramsbottom, Mfg. Mgr.  
536-3211  
Textiles  
Emp. 680

NORTON COMPANY  
P.O. Box 2898-Flowery Branch  
South Banks Industrial District  
William St. Clair, Vice Pres.  
Construction Products Division  
967-3951  
Masonry and Concrete  
Cutting Equipment  
Emp. 240

PAMARCO SOUTHERN  
211 Myrtle Street, S.W.  
P.O. Box 1361  
Bob Wenk, Production Mgr.  
532-7061  
Printing Rolls & Rolls for  
Textile Industry  
Emp. 20

PARKS FEED STORE  
409 Parker Street  
W.L. Stargel, Mgr.  
532-6274  
Feed  
Emp. 6

PEACHTREE DOORS  
Lanier North Industrial Park  
White Sulpher Road  
Windows and finished door  
components  
Joseph Stampke, Gen. Mgr.  
534-8070  
Emp. 250

PEEPLES PRINTING COMPANY  
Ridge Road  
P.O. Box 274  
Van Peeples  
John P. Coyle  
536-1194  
Industrial Printing  
Emp. 11

PEPSI COLA BEVERAGE CORP. OF AMERICA  
Candler Road  
P.O. Drawer CA  
Neil Steele, Gen. Mgr.  
534-5221  
Soft Drinks  
Emp. 54

PHILYAW, TERRELL, COMPANY  
Airline Road  
P.O. Box 1214  
Terrell A. Philyaw, Pres.  
532-6025  
Asphalt, Crushed Stone  
Emp. 20
PLUM BROOK FARMS
DIVISION OF CAGLE'S
Candler Road
P.O. Box 1262
Bill Stowe
534-3511
Further Processed Chicken
Emp. 325

POTTER AND BRUMFIELD
DIVISION OF AMF, INC.
961 Chestnut Street
P.O. Drawer C
Leonard Lenesi, Mgr.
Irving Fisk, Mfg. Mgr.
Gerald Frankum, Ind. Rel. Mgr.
536-0591
Electrical Relays
Precision Snap Switches
Emp. 221

PRICE PRODUCTS
Box 1356
Ted Oakley, Pres.
Curtis Oakley, Vice Pres.
536-6945--523-7894 (Atlanta, GA)
Buy Materials/Sells & Engineering
Bill Lee--Engineer
Earl Evans--Engineer
Emp. 4 or 5

PRIMEX PLASTICS
Rt. 2--Old Oakwood Road
Rex Mizer, Pl. Mgr.
534-0223
Custom Plastic Sheets
Emp. 35

PRINCE, JACK, INC.
1185 Aviation Boulevard, S.W.
P.O. Box 1157
Jack Prince, Pres.
Jesse Prince, Vice Pres.
336-3679
Poultry Equipment
Emp. 3

PROTEIN FOODS CORPORATION LIMITED
'94 Main Street
P.O. Box 1545
Rob Yarem, Vice President
Richard Reeves, Manager
34-3514
Deboned Chicken Products
Emp. 100

RADLO OF GEORGIA
Delta Drive
P.O. Box 1302
Jim Corbin, Gen. Mgr.
532-3351
Egg Broker
Emp. 20

RALSTON PURINA COMPANY
(Chow Div. of Ga. Area)
1125 Purina Drive
P.O. Box 839
Park Kirk, Sales Mgr.
Steven Jones, Pl. Mgr.
536-9911
Feed
Emp. 75

RELIANCE ELECTRIC COMPANY
Thurmond Tanner Road
P.O. Box 250
Flowery Branch, GA 30542
William T. Bradley, Pl. Mgr.
967-3381
Small Motors/DC Motors
Emp. 226

SCM ALLIED/EGRY
South Hall Industrial Park
P.O. Box 410
Oakwood, GA 30566
Harold Patrick, Mgr.
532-0427
Printing Business Forms
Emp. 105

SCHUBERTH CORPORATION
Thurmond Tanner Road
P.O. Box 475
Flowery Branch, GA 30542
Helmut S. Lieth, Vice Pres.
Rolf Lueddecke, Pl. Mgr.
967-2500
Industrial Hard Hats
Emp. 8

SEXTON O., PRINTING SERVICE
Stringer Avenue
P.O. Box 1978, WSB
Lamar McDougal, Owner
534-5932
Printing, Rubber Stamps
Emp. 1
SEYMOUR FOODS, INC.
Memorial Park Road
P.O. Box 441
Fred Hase, Mgr.
532-3128
Frozen Eggs
Emp. 63

SHELLER GLOBE DIVISION / LEECE NEVILLE DIVISION
989 Athens Street
P.O. Box 1238
James Gambon, Gen. Mgr.
Fred Hoffman, Per. Mgr.
536-2491
Motors, Regulators & Switches
Emp. 430

SILVER CREEK FARMS
P.O. Box 38
Lula, GA 30554
Bobby Miller, Gen. Mgr.
869-3231
Meat Packing
Emp. 5

SMITH CATTLEGUARD COMPANY, INC.
Route 1
Gillsville, GA 30543
John W. Buffington, Pres.
532-8269
Cattleguards
Emp. 8

SOUTHEASTERN FEED INGREDIENTS
Route 3, Box 53
Candler Road
Glen Smith, Pres.
H.J. Clark, Vice Pres.
532-4434
Animal Proteins & Fats
Emp. 25

SOUTHEASTERN FREEZER CORPORATION
Candler Road
P.O. Box 1933 WSB
Ralph Desha, Pres.
Jack E. Still, Gen. Mgr./Vice Pres.
536-4311
Cold Storage Warehouse
Emp. 26

SOUTHERN EQUIPMENT AND MACHINE CO.
Athens Highway
P.O. Box 1414
W.C. Whitmire, Owner/Gen. Mgr.
536-1373
Machine Shop, Welding
Emp. 4

SOUTHERN MOULDING & HARDWARE
P.O. Drawer "A"
Offices--605 Green Street
Plant--Memorial Park Road
J. Connolly, Distrib. Sales Mgr.
Herbert Robins, Vice Pres.-Sales
R.D. Frankum, Vice Pres.-Manuf.
536-3371
Aluminum Hardware & Trim
Wood Carpet Laying Strips
Emp. 200

SOUTHLAND PUBLISHING COMPANY
THE TIMES
345 Green Street
P.O. Box 838
Don Newton, Publisher
Bob Campbell, Editor
532-1234
Newspapers, Printing
Emp. 85

STORK-GAMCO, INC.
Airport Industrial Park
P.O. Box 1258
Raymond Reiker, Pres.
532-7041
Poultry Machinery
Emp. 160

TRW BEARINGS DIVISION
McEver Road
P.O. Box 278
Flowery Branch, GA 30542
Donald Nunn, Plant Mgr.
Joe Manring, Per. Dir.
967-3311
Ball Bearings
Emp. 350

TAG POLY BAG
Candler Road
P.O. Box 2514
E. Dean Boldt, Pres.
532-6257
Polystyrene Products
Emp. 35

TIBRO, INC.
P.O. Box 206, Cobb Street
Lula, GA 30554
(Orbit Mfg. of Helen, GA.)
J.M. Wilkins, Jr., Vice Pres.
869-3663
Ladies Sportswear
Emp. 78
TORRINGTON COMPANY
300 Torrington Drive
Dahlonega, GA 30533
Robert Bagwell, Mgr.
864-7693
Rollers
Emp. 170

WATER PROOF LEATHER COMPANY
On Rail Road Avenue
Atlanta Highway, P.O. Box 267
Flowery Branch, GA 30542
G.W. Bailey, Owner
967-6821
Leather Goods
Emp. 1

TUNCO MANUFACTURING
Under Construction
Thurmond Tanner Road
Bill Ball
Jack Carlson
Crushed Tungsten Carbide Tools
Expected Emp. 30

WAYNE POULTRY COMPANY
875 Industrial Boulevard
P.O. Box 438
George Deadwyler, Complex Mgr.
Harold Lanier, Pl. Mgr.
534-3673
Feed
Emp. 2

UNIFORM PRINTING & SUPPLY CO.
Candler Road
P.O. Box 1378
James C. Hudgins, Mgr.
534-4488
Printing
Emp. 24

WILHEIT, TOM, PACKAGING MAT. CO.
Monroe Drive
P.O. Box 111
Philip Wilheit, Vice Pres.
532-4421
Paper Distributor
Emp. 19

VINTAGE HOMES
Candler Road
P.O. Box 1478
Dennis Irvin, Sales Mgr.
Bill Carney, Pur. Agent
532-1266
Mobile Homes
Emp. 150

WINSMITH
P.O. Box 50
Flowery Branch, GA 30542
Bill Carney, Pl. Mgr.
967-2909
Speed Reducers
Emp. 47

WALLACE SHEET METAL COMPANY
P.O. Box 511
331 Dorsey Street
Joe Pendergrass, Mgr.
534-5971
Sheet Metal Work
Emp. 12

WOFFORD LEATHER COMPANY, INC.
Memorial Park Road
P.O. Box 638
J.R. Wofford, Pres.
532-4427
Saddle & Riding Equipment
Emp. 25

WALLIS ASPHALT PAVING
P.O. Box 917
1092 Industrial Boulevard, S.W.
R.I. Patton, Mgr./Pres.
336-1211
Emp. 10

WM. WRIGHT JR. COMPANY
P.O. Box 1750, GA. 13 at 365
Joe Hajek, Mgr.
Jim Copeland, Per. Dir.
967-6181
Chewing Gum
Emp. 440

ZARREN FEATHERBONE COMPANY
199 Chestnut Street, S.W.
Charles E. Whalen, Jr., Pres.
35-3000
Tails & Fabric Accessories-
Baby Clothes
Emp. 395

ZEEMAN MANUFACTURING COMPANY
BAR CLTHDS DIVISION
2121 Browns Bridge Road
Mens Suits, Sports Coats, Slacks
536-4431
Emp. 300
FINAL REPORT

THE REGIONAL ADVANCED TECHNOLOGY DEVELOPMENT CENTER PROGRAM

Georgia Institute of Technology
Georgia Department of Community Affairs
Appalachian Regional Commission
Grant Number GA-8015-81-I-302-0331

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FINAL REPORT

THE REGIONAL ADVANCED TECHNOLOGY DEVELOPMENT CENTER PROGRAM

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In conjunction with the Enterprise Development strategy adopted by the Appalachian Regional Commission, a Regional Advanced Technology Development Center (Regional ATDC) program was initiated within the Appalachian Region of Northeast Georgia. Funded July 1, 1981, and modeled after the Advanced Technology Development Center (ATDC) program supported by the State of Georgia and located at the Georgia Institute of Technology, the Regional ATDC program provides extensive direct service to the three Appalachian counties of Barrow, Jackson, and Madison.

Service includes technical assistance to the local governing bodies and development groups; management assistance to existing and entrepreneurial businesses; and specialized educational programs for both local citizens and businesses. The basis for all efforts is high technology job creation in the three-county area.

PROGRAM OBJECTIVES

The original project objectives included:

- High Technology Business Development
- Identification and Screening of Entrepreneurs
- Assistance to Entrepreneurs
- Location of Suitable Incubator Space
- Management Assistance to Existing Businesses
- Presentation of Education Programs
- Establishment of Self Sufficiency
BACKGROUND

While the economy of Appalachian Georgia is dominated by manufacturing, a very high business concentration is found in only three industrial groups: textiles, apparel, and food. As a consequence, the labor force tends to be heavily weighted towards blue-collar employment. There is only a limited demand for highly skilled, technically-oriented employees.

The major economic problems in Barrow, Jackson, and Madison Counties include low wages, limited job opportunities, and unemployment. The following tables contain data which are illustrative of the problems. As Table I indicates, the three counties have been above the regional average in unemployment.

**TABLE I**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Barrow, Jackson, Madison Counties (%)</td>
<td>7.4</td>
<td>4.9</td>
<td>6.7</td>
<td>6.6</td>
</tr>
<tr>
<td>Northeast Georgia (%)</td>
<td>7.0</td>
<td>4.7</td>
<td>6.3</td>
<td>6.2</td>
</tr>
</tbody>
</table>

Table II indicates that 1979 earnings in the ARC counties lagged far behind the U.S. weekly earnings average of $261.60.

**TABLE II**

<table>
<thead>
<tr>
<th>MANUFACTURING AND INDUSTRIES (1979)</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEEKLY</td>
</tr>
<tr>
<td>--------</td>
</tr>
<tr>
<td>Barrow $211.47</td>
</tr>
<tr>
<td>Jackson 208.13</td>
</tr>
<tr>
<td>Madison 187.71</td>
</tr>
</tbody>
</table>

U.S. AVERAGE WEEKLY EARNINGS $261.60
U.S. AVERAGE YEARLY EARNINGS $13,603.00

* Northeast Georgia Area Planning and Development Commission Data
The area is experiencing an increase in population and in the resulting labor force. Without the provision of additional jobs, unemployment ratio will increase. Figures in Tables III and IV are indicative of labor force trends.

TABLE III

LABOR FORCE*

1960 - 1977

<table>
<thead>
<tr>
<th></th>
<th>1960</th>
<th>1977</th>
<th>No.</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barrow</td>
<td>6,137</td>
<td>9,394</td>
<td>3,257</td>
<td>53</td>
</tr>
<tr>
<td>Jackson</td>
<td>7,341</td>
<td>10,064</td>
<td>2,723</td>
<td>37</td>
</tr>
<tr>
<td>Madison</td>
<td>4,040</td>
<td>7,749</td>
<td>3,709</td>
<td>92</td>
</tr>
</tbody>
</table>

TABLE IV

POPULATION*

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1980</th>
<th>Change</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barrow</td>
<td>16,859</td>
<td>20,966</td>
<td>4107</td>
<td>24.36</td>
</tr>
<tr>
<td>Jackson</td>
<td>21,093</td>
<td>24,933</td>
<td>3840</td>
<td>18.21</td>
</tr>
<tr>
<td>Madison</td>
<td>13,517</td>
<td>17,516</td>
<td>3999</td>
<td>29.58</td>
</tr>
</tbody>
</table>

* Northeast Georgia Area Planning and Development Commission Data
HISTORY

The demonstration project was funded July 1, 1981. The project was staffed by Dr. Robert G. Schwartz of the ATDC who acts as Director; by Mr. Phillip Loveless, Director of the Northeast Georgia Field Office of Georgia Tech; and by student assistants. The Northeast Georgia Area Planning and Development Commission has been and continues to be instrumental in assisting with the overall project activity.

Through a series of both private and public meetings, the program was introduced throughout the three-county region. Because of the wide-spread ATDC publicity, the Regional ATDC program has received extensive media coverage in other parts of Georgia and the Southeastern region of the United States. A brochure describing the program and the types of assistance offered was printed and distributed. An ongoing publicity campaign keeps the public informed and the program visible, and includes two local radio programs, offered once weekly, on WIMO-Winder and WJJC-Commerce.

PROJECT PERFORMANCE

The project is organized into four main areas of activity supporting the project objectives:

- Strategic Planning
- High Technology Business Development
- Management Assistance
- Education

Strategic Planning

Because of the demonstration nature of the project, progress is continually evaluated and direction in any one area may be altered, helping to maximize the
effect of the Regional ATDC programs. Knowledge gained as a result of project activity indicated each of the three counties has different needs. Prime emphasis in Barrow County was on management assistance; in Jackson County, on high technology business development and education, and to a lesser extent, on management assistance; in Madison County, high technology business development and education.

Additional emphasis was placed on support for development groups and elected officials because of extensive technical assistance utilized by each of the County Commissions, Industrial Development Authorities, and existing Chambers of Commerce. This high level of project activity was not initially visualized.

Perhaps the greatest single change in program direction involves the incubator concept. With only a limited number of technology based entrepreneurs identified, the incubator concept appeared premature for adoption in the three county area. Management assistance was, however, offered to each entrepreneur and continues to be appropriate.

There was also a shift of project emphasis in Jackson County. A Jackson County development plan has now been under discussion for approximately nine months. Because adoption of the plan has not yet occurred, the Regional ATDC program delivery has been slowed. A shift from high technology business development support to management assistance and education has subsequently been necessary. It is anticipated that when the new plan has been adopted, major project support will be utilized.

To keep the public informed and to enhance acceptance of high technology business, educational activity has expanded to include a local WJJC radio program, Georgia 2000. This five-minute a week spot discusses matters of technology-based
business importance and is written and produced by the Regional ATDC staff. A similar program is starting at WIMO-Winder.

There has also been a shifting emphasis in short course presentations. Rather than present programs for the population in general, specific courses aimed at more limited target segments are now being offered. This represents a more segmented approach to the educational activities with greater possible impact.

Finally, the objective of local self sufficiency should be met with the assistance of the Northeast Georgia APDC. Several staff members will participate in training sessions which will aid them in dealing with technology based development, assistance, and education.

An advisory committee was formed made up of local elected officials and persons suggested by the County Commission Chairman. It met several times to discuss contract activity, and will be primarily responsible in establishing self sufficiency.

Overall, the resources of Georgia Tech, its Field Office in Gainesville, and the ATDC have been utilized in this project. The specific activities performed and any problems encountered have been detailed over the last year's quarterly reports and other correspondence of relevance. Highlights will be covered in the following sections.

High Technology Business Development

A variety of activities were performed leading to meeting the program objective as stated in the grant proposal: "...A recruitment program of new technical operations from beyond the region...". These activities were:

- Industrial High Technology Development Plans
- Industrial Recruitment Training Programs
o Establishment of an Industrial Development Council
o Specialized Training Seminars
o Active Chamber Support
o Development of an Electronics Industry Marketing Program
o Georgia Department of Industry and Trade Contacts
o Market Research
o Data Base Collection/Development
o Technical Support to the Northeast Georgia APDC
o Directed Assistance to a Local Improvement Group

The entire Regional staff has been utilized in these activities. Progress has been slow because of the extensive recession the national economy is experiencing. Although no firm commitments have been made by outside companies, the infrastructure is now more developed and more ready to act and respond to company inquiries and interest. The Regional ATDC staff is ready to proceed into year two in supporting the local efforts. During the first project year, local officials supported direct marketing activity by contributing approximately $1,200 in financial assistance, as well as their time. On their behalf, assistance in identifying promising candidate companies continues.

Management Assistance

Approximately 20 firms interested in advanced or high technology were personally contacted. Although several long term business studies were expected to be initiated in early 1982; none were. The recessionary economy of the local area again has heavily impacted the program. However, there have been some positive signs.

The Barrow County Chamber of Commerce has established a High Technology Committee whose purpose is to aid and support the development of high technology
businesses in the area in cooperation with and liaison to the Regional ATDC program. Approximately 15 members serve on this committee. Its chairman has taken a major leadership role in the direct support of the Regional program. As a result of this support, 30 persons attended a computer user seminar in Barrow County. This interest will be useful in the future.

In particular, one Barrow County apparel company is now in the process of utilizing the Regional ATDC assistance in computerizing some aspects of its operations. It is expected that three or four additional firms will do the same in FY83.

To stimulate additional management assistance, a technology based "Executive Development Center" will also be established. It will serve the three-county middle and senior level executives of technology based businesses. Activity will be conducted on a monthly basis. Topics will include:

- Advanced Product Development and Management
- Investment Decisions
- Strategic Marketing
- Strategic Planning

Entrepreneurs are still relatively rare for the area. After an extensive publicity campaign, initiated with a public meeting introducing the invited guests to the new ARC program, with invitations signed by the Governor, only two entrepreneurs initially surfaced. The high technology service-oriented firm proceeded without program assistance. An electronics manufacturing firm sought both technical and management assistance, which was given.

Recently, two additional entrepreneurs asked for assistance. One is interested in computer controls and the other in alternative energy production. Assistance was given to both and will continue into next year.
A School for Entrepreneurship is to be started next fall. Its purpose will be to attract and develop high technology based entrepreneurs. The course, offered on a non-credit basis, includes the following topics:

- Entrepreneurship
- Strategic Planning
- Marketing
- Financial Analysis
- Management

**Education**

The educational aspects of the present program aid and support the prime thrusts of high technology business development, management assistance, and entrepreneurial development. In addition to the first public meeting introducing the program, a second public meeting was also held. Its topic, "High Technology - Our Present and Future," was well received.

Several requests from other groups for similar programs for their citizens were subsequently received. One such request, from Athens Vocational-Technical School, was honored. Over 100 students were presented with the same program.

Additional activities included a textile and apparel program dealing with advanced technology matters and sponsored by Barrow Manufacturing Company. A venture capital primer for local bankers was held in Athens and supported by the Citizens and Southern Bank. Approximately 40 people attended two computer user seminars held last May.

To enhance communication and project viability, The School for Entrepreneurship and the Executive Development Center programs were conceptualized this year, and the WJJC and WIMO radio programs were initiated.
CONCLUSIONS/FUTURE ACTIONS

Present economic conditions in the three-county area are not improving. Federal Government cutbacks in funding and national economic conditions are impacting the area both through reduced sales and subsequent lay-offs. Rather than attempt to extend the intense program activity to additional Georgia counties with only a limited opportunity of follow-through, it was recommended to ARC and accepted that the present program be funded for an additional and final year.

Today the project is well underway. The working relationships with the local leaders have been established and knowledge of the program is spreading. By the end of the first year's activity, early objectives regarding numbers of entrepreneurs and businesses to be assisted were not met. The entrepreneurs have not been identified, and existing high technology businesses or businesses in need of advanced technology are presently limited. These results reflect the rural nature of the three-county area. However, there is an expanding base of program support which will be utilized in year two of contract activity.

By the end of year two, with increased emphasis on local marketing, two to three likely industrial prospects should be identified. In-kind local assistance will continue and expand in year two as well. To support the development of local entrepreneurs, the "School for Entrepreneurship" will be established. The curricula will be developed the first quarter of next contract year and the program will start Fall, 1982. It will be open to all residents of the area interested in technology based business development. To stimulate management assistance, a technology based "Executive Development Center" is to be established. It will serve the three-county middle and senior level executives of technology
based businesses. End results should include a closer working relationship with local business persons and potential consulting studies for these businesses.

Training of technical support staff will also become a program element. Incubator space, revolving loan funds, and extended new programs do not appear to make strategic sense in terms of the near term resources available, but training of local APDC staff to support high technology business development activities appears feasible and will help "institutionalize" the program.

The end results of all these activities for the three counties are tangible numbers of new entrepreneurs, assisted businesses, and candidate companies, ultimately leading to new jobs for the local citizens. Results for the ARC include a series of program outlines and guidelines available to other locations for their use, relevant experience delivering such programs, and new jobs for the ARC region. A Georgia ARC wide meeting will be held in the three-county area in June, 1983, to share program results and indicate future directions.

This ATDC project has been and is a demonstration project. A key element in all contract activity is time: time for introduction of program personnel, time for introduction of the program, time for adoption of program support, and time for program results. Efforts have been underway throughout the year, with results just now beginning to be realized.

The question as to whether high technology business development activity can be introduced and successfully adopted by rural type counties has not been answered. The second year will give the project personnel and the ARC a better indication of this possibility.
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A-I.     Venture Capital Program
A-II.    Computer Seminar
A-III.   Proposals Details
A-IV.    WJJC Georgia 2000 Outline
APPENDIX I

VENTURE CAPITAL PROGRAM
VENTURE CAPITAL PROGRAM

Northeast Georgia APDC
Athens, Georgia

May 21, 1982
1:30-3:30

I. Introduction and Welcome

Dr. Robert G. Schwartz
Program Director
Regional ATDC

Definition
- Seed Money
- Start-ups
- Existing Business

Dr. Fred A. Tarpley, Jr.
Professor, Advanced Technology Development Center

Point of View
- Lender
- Borrower

Mr. Douglas McKeever
Senior Vice-President
Citizens and Southern Bank

II. Structure

Dr. Fred A. Tarpley, Jr.

Industry Overview
State of Georgia Activity

III. Basics

Mr. Douglas McKeever

High Technology
R & D Costs
Payback Period
Risk

IV. Successes

Mr. Douglas McKeever/Dr. Schwartz

V. Questions and Answers

Dr. Robert G. Schwartz

We appreciate the assistance given by the Citizens and Southern National Bank in helping with this program. The sponsorship of the Appalachian Regional Commission, Georgia Department of Community Affairs and Governor George Busbee for project approval are acknowledged. We acknowledge the continuing support of the Northeast Georgia APDC and appreciate the use of their facilities for this program.
I. How to encourage the growth of technology companies.
   a. First Boston experience beginning in mid 1950's with Bill Brown and Peter Brooke.
   b. Venture capital formation
      1) Individuals
      2) Institutionalization in the 1960's.

II. What does high tech company probably mean to a banker.
    1. Growth.
    2. Risk.
    3. Product obsolescence warranty's.
    4. Entrepreneur.
    5. Low sophistication in financial matters.
    6. High leverage.

II. What should the high tech company mean to a banker.
    1. Opportunity for deposits.
    2. Growth in employment.
    3. Ability to participate in profit potential.
    4. Unique individuals.
    5. Good earning loans.

IV. What's needed to promote the growth of high tech companies.
    1. Educational system.
    2. Labor availability.
    3. Desirable living environment.
    4. Office/Warehouse space availability.
    5. Good transportation network.
    6. Technical assistance.
    7. Financial expertise.

V. What is a high tech company.
    1. Product that has a 1-2 year lead on competition that was developed in 1-3 years.
       a) Non-patent
       b) Constant product upgrading.
2. Production is an assembly of components with labor costs being less than 5% of selling price.
3. Well defined marketing plan - utilizing distributors.
4. Profit after tax (P.A.T.) greater than 7%.
5. Heavy R&D expenditure
   a) Upgrade.
   b) New products
   a) Product formulation - clock year one
   b) Development - year one and two
   c) Production - year three
   d) Marketing - year three
   e) Growth - year four
   f) Maturity - year six
7. Financial cycle.
   a) Entrepreneur time & capital.
   b) Seed money.
   c) Secured bank/finance company credit - receivables.
   d) Round one financing *
   e) Public offering *
   f) Insurance company & bank debt.
8. Expectations of the above parties.
   a) Fun, challenge, if it doesn't work so what
   b) 40% – unlimited.
   c) High return.
   d) 35% - 60% per annum.
   e) 25% - 40% per annum.
   f) Low return.
9. Entrepreneur – founder
   a) & b) Total involvement.
   c) Development of people.
   d) Loss of interest due to complexities of management.
   e) Professional management team in place (marketing)
   f) Departure to start over again.

* usually have a "cash-out" by the entrepreneur of his time equivalent to dollars
VI. Case history of success.

1. Scientific Atlanta, Inc.
2. Healthdyne, Inc.
3. XYZ, Inc.
4. Intelligent Systems Corporation
Attendees May 21, 1982 Venture Capital Program

Jim Dove-APDC
Joe Morton-AODC

Phil Loveless-Georgia Tech

Harry Roesch-ARC
Jim Grubiak-DCA
John Overstreet-DCA

Paul Snavely-Braselton Banking Company
Henry Braselton

Honorable Vincent Hix-Madison County
William Candler

Lat Heard-Athens
Barry Smith

Jerry Lassiter-Winder
Charles Mattox

Hickory Schepis-Lexington

John Terrell
APPENDIX II

COMPUTER SEMINAR
Dear

Have you ever questioned whether or not you could use a computer in your business and are not really sure how to make the right decision?

Your Jackson County Chamber of Commerce and Georgia Tech's Regional Advanced Technology Development Center is sponsoring a short course entitled "Small Computers - Can They Earn Your Business Money?", which is designed to give you information to use in determining whether or not you can effectively use a computer in your particular operation.

The short course will be held on Thursday, May 20th, from 1-5 p.m. in Brandy's Den at the Holiday Inn in Commerce.

If you plan to attend, please call Mike Joyner at the Jackson County Chamber of Commerce, 404/367-9090, to make a reservation and let him know if you plan to eat lunch with us. We look forward to seeing you then.

Sincerely,

Philip D. Loveless, Director
Northeast Georgia Area Office

PDL: df

A-II-1
ATTENDANCE-LIST

Ms. Edna Sell
Mr. Sid Harper
Mr. Mike Buffington
Dr. W. A. Owensby
Mr. John Antignane
Mr. Ken Simington
COMPUTERS FOR BUSINESS

Winder, Georgia

May 26, 1982

ATTENDANCE LIST

David Gill
Bank of Barrow
Winder, GA

Don Segars
Barrow Mfg. Co.
Winder, GA

Barbara T. Graham
The Boutique
Winder, GA

Charles H. Noll
Manville Building Materials Corp.
Winder, GA

Bret Rice
Manville Bldg. Mat. Corp.
Winder, GA

Clark Williams
Campus Sweater & Sportswear Co.
Statham, GA

Frank Newborn
GT/ATDC

Mr/Mrs Claude Tull, Jr.
J. C. Pool
Winder, GA

Tom Stringer
and son
Real Estate - Student
Winder, GA

Gordon Blackwell
Cherokke Mfg. Co.
Winder, GA

WINDER BARROW HIGH SCHOOL
Dr. Charlie Goolsby
Mrs. Bobbye Lassiter
Mrs. Janet Williams
Dedra Foster
Donna Wilson

Florene Schwartz
Peskin's Dept. Store
Winder, GA

Jerry F. Connell
Credit Bureau
Monroe, GA

Jeannine Hardigree
Barrow County Board of Registrars
Winder, GA

Eugene L. McDonough
(Disabled/Retired)
Winder, GA

Mrs. John W. Robinson, Jr.
Winder, GA

Dan Cromer
Barrow County Schools
Winder, GA

Bill Rhymer
Winder, GA

Todd Stanier
Manville Bldg. Mat. Corp.
Winder, GA

Jim Harwell
Real Estate
Winder, GA
Computers for Business
Winder, GA
May 26, 1982

Nelda B. Brooksher
BARROW COUNTY BOARD
OF COMMISSIONERS
Winder, GA

Charles M. Sanders
Sanders Furniture
Winder, GA

David Tuck
J. C. Pool Co.
Winder, GA

L. J. Butler
Southern Waistbands
Winder, GA

Mayor John O. Mobley
Mayor, City of Winder
Winder, GA

Wayne Parker
Sanders Furniture
Winder, GA

Mallory Sanders
Sanders Buford Furniture
Buford, GA

Jerry Maynard
Radio Shack (Rep.)
Winder, GA

RADIO SHACK REPS - 2
Mike Bennett & James H. Crook
Charleston, S.C.

GEORGIA TECH
Philip D. Loveless & Darlene Fischer
Northeast Georgia Area Office

Harris T. Johnson & Shirley Brown
West Georgia Area Office

Jim Muller
GT - Atlanta

Robert G. Schwartz
Regional ATDC - GT/Atlanta
June 3, 1982

Dr. Robert G. Schwartz
Advanced Technology Development Center
Georgia Institute of Technology
Atlanta, Georgia 30332

Dear Bob:

We did have a most successful Computer Seminar, thanks to you, Phil, John and a good committee! I am enclosing the newspaper coverage of the event as I felt you would be interested in seeing it.

We were very pleased with the attendance and know you were also. We had a good committee working on this and we were very proud to be able to bring this to our business community, with your help. Thank you very much for all you have done for us and our community. It has been a pleasure working with you and we look forward to other activity in our Advanced Technology Committee which you agreed to serve on.

Cora Lou and I both regretted that we were unable to attend the seminar but knew it was in good hands. Cora Lou joins me in expressing her appreciation to you, also.

With kind personal regards and with my personal appreciation, as well as that of the Chamber, I remain,

Yours truly,

BARROW COUNTY CHAMBER OF COMMERCE, Inc.

David H. Jackson, President

DJ/qt
Encl.
June 3, 1982

Mr. Philip Loveless, Director
NE Georgia Area Office
Georgia Tech Engineering Experiment Station
P. O. Box 3015
Gainesville, Georgia 30501

Dear Phil:

Attached is the newspaper coverage of our Computer Seminar which we felt you would be interested in seeing. We did have a most successful seminar and I wanted to express appreciation to you on behalf of the Chamber as well as my own personal appreciation. We were very, very pleased with the attendance, as we know you were.

We had a good committee working on this project and with your help, we feel we did offer a terrific service to our business community. Thank you very much for all you have done for our chamber and our community through your efforts here with your High Technology industrial extension. We look forward to working in the future with you and Bob Schwartz.

Cora Lou tells me you two are to get together on the sites that have been submitted as a result of our meeting with the local realtors. We regret we did not have better response but do feel that we offered the realtors a good opportunity. By the way, Cora Lou joins me in expressing her appreciation to you for a most successful Computer Seminar.

With kind personal regards and our appreciation, I remain,

Yours truly,

BARROW COUNTY CHAMBER OF COMMERCE, Inc.

David H. Jackson, President

DJ/ct
Encl.
Learning About Computers

The Barrow County Chamber of Commerce in cooperation with the Northeast Georgia Area Office of Georgia Tech for industrial extension last week presented a program which allowed individuals to learn about computers by "hands-on" experience. Held at the Bank of Barrow, the four-hour session was designed to answer questions citizens might have about the effectiveness of computers, not only in the world of business but also at home. Pictured at left are Jerry Maynard and Janet Williams and David Gill and John Robinson, while above Jim Muller from Tech shows the advantages of a computer to several interested participants.

(Staff photos by Sandy Wills)
May 26, 1982

Mr. James Grubiak  
Department of Community Affairs  
Room 607  
Trinity/Washington Building  
207 Washington, SW  
Atlanta, GA 30334

Dear Jim:

At Harry’s request, I have enclosed some additional information regarding next year’s proposed activity. I trust it is sufficient.

Sincerely,

Robert G. Schwartz
RGS/dw
Enclosure

cc: H. Wayne Hodges
The Regional Advanced Technology Development Center concept continues to be tested for adoption in the Appalachian Region of Barrow, Jackson, and Madison counties. Consistent with the demonstration nature of the Regional ATDC project, new activities continue to be tested for their efficacy. Several such include:

- School for Entrepreneurship
- Executive Development Center

In addition, to enhance communications, two weekly radio programs are beginning, a high technology committee has been formed by the Barrow County Chamber of Commerce, a Madison County development group has been formed, and training of APDC staff will begin in June.

School for Entrepreneurship

This nine-month program is aimed at potential and exiting business persons wishing to develop successful technology based opportunities. A pool of new business developments would result. At present the school would be open to no more than 21 persons. It would be held every three weeks rotating to each county with the same program. Location would depend on availability of space, but County Courthouse or Chamber of Commerce offices have been used in the past.
Classes would begin in September and continue until June. The course will carry no credit. The text, *How to Start Your Own Business...and Succeed*, is authored by Arthur H. Kuriloff. Topics to be covered include:

- Entrepreneurship and Innovation 1
- Business Development 2
- Self Motivations 3
- Business Strategy 4
- Opportunity Identification 5
- Opportunity Investigation, Evaluation 6
- Marketing 7
- Market Research 8
- Market Strategy 9
- Financial Analysis 10
- Technology 11
- Production 12
- Legal Issues 13
- Business Planning 14
- Business Planning 15
- Graduation
The course will be taught by Dr. Robert G. Schwartz, Project Director of the ATDC program in Northeast Georgia, ATDC Deputy Associate Director, and Adjunct Professor in Tech's College of Management. He has taught Small Business Marketing, Management, Product Development, and Consulting. He lectures on product development and teaches short courses covering the same. Mr. Frank Mewborn, a graduate student in the College of Management, will assist.

Extensive publicity will be generated to market the course. Such publicity will include:

- Radio -- WJJC, WIMO
- TV -- Channel 11, NBC
- Newspapers -- Jackson Herald, Winder News, Athens News
The Center's mission is to enhance the knowledge of local, middle, and senior managers of technology based business in matters relevant to advanced management practices. Open to all professionals of senior standing, its program purpose is to enhance communications with local area businesses to serve as an entree to future consulting activity under ARC sponsorship.

Although attendance will not be limited, no more than 10 attendees will be sought. Topics to be covered on a monthly basis, beginning in September are:

<table>
<thead>
<tr>
<th>Month</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Business Outlook '82</td>
</tr>
<tr>
<td>2</td>
<td>Investment Decisions</td>
</tr>
<tr>
<td>3</td>
<td>International Marketing</td>
</tr>
<tr>
<td>4</td>
<td>Strategic Planning</td>
</tr>
<tr>
<td>5</td>
<td>Business Development</td>
</tr>
<tr>
<td>6</td>
<td>Production Advances</td>
</tr>
<tr>
<td>7</td>
<td>Challenges - 1990</td>
</tr>
<tr>
<td>8</td>
<td>Market Strategies</td>
</tr>
<tr>
<td>9</td>
<td>Georgia 1984</td>
</tr>
</tbody>
</table>
The programs will rotate to the three counties but will be held once a month only. Supplementary speakers available through Georgia Tech will participate as appropriate.

During the summer of 1982 the program materials will be developed. Extensive personal contact with potential program participants will be carried out at local technology based businesses, for example:

- Roper Pump
- Alkaril Chemical
- Neotronics
- Johns/Manville
- Westvaco
Other Activities

Management consulting and educational activities would continue as in the past. The training of the local APDC staff would continue over a one-year period and parallel other efforts. Topics to be covered include:

- Technology-Present and Future
- A High Tech Firm and What Makes It Different
- How To Deal With Marketing and Financial Needs
- Infrastructure Support
- How To Grow Your Own Businesses
- Strategic Planning
- The ATDC and Other State Resources
- Financial Assistance
- Future Market Needs and Present Local Resources
Georgia 2000
Georgia Tech Regional ATDC Radio Program
Dr. Bob Schwartz

Four 4-week segments with four shows in each segment. Each show lasts five to six minutes with the following format:

<table>
<thead>
<tr>
<th>Introduction</th>
<th>1/2 minute</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Body</td>
<td>4 1/2 minutes</td>
</tr>
<tr>
<td>Closing Tid Bit</td>
<td>1 1/2 minute</td>
</tr>
<tr>
<td>Next Time</td>
<td>10 seconds</td>
</tr>
</tbody>
</table>

The content of the programs will be designed to illustrate the effects that advances in technology are having on the American way of life. The proposed schedule is as follows:

<table>
<thead>
<tr>
<th>Segment</th>
<th>Program #</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job Outlook</td>
<td>1</td>
<td>Intro. &amp; current employment situation.</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>Changing nature of jobs.</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>New skills for the 80's &amp; beyond.</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>Job trends in Georgia.</td>
</tr>
<tr>
<td>Computers</td>
<td>5</td>
<td>Advances in Computer Technology.</td>
</tr>
<tr>
<td></td>
<td>6</td>
<td>Projected uses for the consumer.</td>
</tr>
<tr>
<td></td>
<td>7</td>
<td>Effects on large and small business.</td>
</tr>
<tr>
<td></td>
<td>8</td>
<td>Artificial Intelligence.</td>
</tr>
<tr>
<td>Electronics</td>
<td>9</td>
<td>Telecommunications.</td>
</tr>
<tr>
<td></td>
<td>10</td>
<td>Avionics and Defense.</td>
</tr>
<tr>
<td></td>
<td>11</td>
<td>Consumer Products.</td>
</tr>
<tr>
<td></td>
<td>12</td>
<td>Medical Technology.</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>13</td>
<td>Genetic Engineering.</td>
</tr>
<tr>
<td></td>
<td>14</td>
<td>Robotics.</td>
</tr>
<tr>
<td></td>
<td>15</td>
<td>New Materials.</td>
</tr>
<tr>
<td></td>
<td>16</td>
<td>Summary.</td>
</tr>
</tbody>
</table>