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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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>
<thead>
<tr>
<th>TABLE I</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>UNEMPLOYMENT</strong>*</td>
</tr>
<tr>
<td>Barrow, Jackson, Madison Counties</td>
</tr>
<tr>
<td>Northeast Georgia</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>
<thead>
<tr>
<th>TABLE II</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EARNINGS</strong>*</td>
</tr>
<tr>
<td>MANUFACTURING AND INDUSTRIES (1979)</td>
</tr>
<tr>
<td>WEEKLY</td>
</tr>
<tr>
<td>Barrow</td>
</tr>
<tr>
<td>Jackson</td>
</tr>
<tr>
<td>Madison</td>
</tr>
</tbody>
</table>

U.S. AVERAGE WEEKLY EARNINGS $26.160  
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>
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</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.
INDEX TO APPENDICES

A-I. Venture Capital Program
A-II. Computer Seminar
A-III. Proposals Details
A-IV. WJJC Georgia 2000 Outline
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
COMPUTERS FOR BUSINESS
Commerce, Georgia
May 20, 1982

ATTENDANCE-LIST

Ms. Edna Sell
Mr. Sid Harper
Mr. Mike Buffington
Dr. W. A. Owensby
Mr. John Antignane
Mr. Ken Simington
# ATTENDANCE LIST

<table>
<thead>
<tr>
<th>Name</th>
<th>Company/Position</th>
<th>Address</th>
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<tbody>
<tr>
<td>David Gill</td>
<td>Bank of Barrow</td>
<td>Winder, GA</td>
</tr>
<tr>
<td>Don Segars</td>
<td>Barrow Mfg. Co.</td>
<td>Winder, GA</td>
</tr>
<tr>
<td>Barbara T. Graham</td>
<td>The Boutique</td>
<td>Winder, GA</td>
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<tr>
<td>Charles H. Noll</td>
<td>Manville Building Materials Corp.</td>
<td>Winder, GA</td>
</tr>
<tr>
<td>Bret Rice</td>
<td>Manville Bldg. Mat. Corp.</td>
<td>Winder, GA</td>
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<tr>
<td>Clark Williams</td>
<td>Campus Sweater &amp; Sportswear Co.</td>
<td>Statham, GA</td>
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<tr>
<td>Frank Newborn</td>
<td>GT/ATDC</td>
<td></td>
</tr>
<tr>
<td>Mr/Mrs Claude Tull</td>
<td>J. C. Pool</td>
<td>Winder, GA</td>
</tr>
<tr>
<td>Tom Stringer</td>
<td>Real Estate - Student</td>
<td>Winder, GA</td>
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<td>Gordon Blackwell</td>
<td>Cherokke Mfg. Co.</td>
<td>Winder, GA</td>
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<tr>
<td>WINDER BARROW HIGH SCHOOL</td>
<td>Dr. Charlie Goolsby</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mrs. Bobbye Lassiter</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mrs. Janet Williams</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Dedra Foster</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Florene Schwartz</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Peskin's Dept. Store</td>
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<tr>
<td></td>
<td>Jerry F. Connell</td>
<td>Monroe, GA</td>
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<tr>
<td></td>
<td>Jeannine Hardigree</td>
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<tr>
<td></td>
<td>Barrow County Board of Registrars</td>
<td>Winder, GA</td>
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<tr>
<td></td>
<td>Eugene L. McDonough</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Disabled/Retired)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mrs. John W. Robinson, Jr.</td>
<td>Winder, GA</td>
</tr>
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<td></td>
<td>Dan Cromer</td>
<td></td>
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<td></td>
<td>Barrow County Schools</td>
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<tr>
<td></td>
<td>Bill Rhymer</td>
<td>Winder, GA</td>
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<tr>
<td></td>
<td>Todd Stanier</td>
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<td>Manville Bldg. Mat. Corp.</td>
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</tr>
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<td></td>
<td>Jim Harwell</td>
<td>Winder, GA</td>
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</tbody>
</table>
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 C. 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
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:

<table>
<thead>
<tr>
<th>Topic</th>
<th>Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entrepreneurship and Innovation</td>
<td>1</td>
</tr>
<tr>
<td>Business Development</td>
<td>2</td>
</tr>
<tr>
<td>Self Motivations</td>
<td>3</td>
</tr>
<tr>
<td>Business Strategy</td>
<td>4</td>
</tr>
<tr>
<td>Opportunity Identification</td>
<td>5</td>
</tr>
<tr>
<td>Opportunity Investigation, Evaluation</td>
<td>6</td>
</tr>
<tr>
<td>Marketing</td>
<td>7</td>
</tr>
<tr>
<td>Market Research</td>
<td>8</td>
</tr>
<tr>
<td>Market Strategy</td>
<td>9</td>
</tr>
<tr>
<td>Financial Analysis</td>
<td>10</td>
</tr>
<tr>
<td>Technology</td>
<td>11</td>
</tr>
<tr>
<td>Production</td>
<td>12</td>
</tr>
<tr>
<td>Legal Issues</td>
<td>13</td>
</tr>
<tr>
<td>Business Planning</td>
<td>14</td>
</tr>
<tr>
<td>Business Planning</td>
<td>15</td>
</tr>
<tr>
<td>Graduation</td>
<td></td>
</tr>
</tbody>
</table>
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
Executive Development Center

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
APPENDIX IV

WJJC GEORGIA 2000 OUTLINE
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>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>

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: