

PROJECT ADMINISTRATION DATA SHEET

J. J. Buchfield #3575

ORIGINAL REVISION NO. _____

Project No. L 30-812 DATE 8-19-82

Project Director: R. G. Schwartz School/Dept ATDC

Sponsor: Appalachian Regional Commission, 1166 Connecticut Avenue N.W., Washington, D.C. 20235

Type Agreement: Enterprise Development Grant No. GA-8015-82-C1-302-0504

Award Period: From 7-1-82 To 6-30-83 (Performance) 6-30-83 (Reports)

Sponsor Amount: \$ 86,664 Contracted through: _____

Cost Sharing: None ~~SPM~~/GIT

Title: Continuation of the Mini-Advanced Technology Development Center Program in Barrow, Madison, and Jackson Counties

ADMINISTRATIVE DATA

OCA Contact Don Hasty Mrs. John Overstreet

1) Sponsor Technical Contact: Mr. Harry L. Roesch
Community Development Specialist
Appalachian Regional Commission
1166 Connecticut Ave, N.W
Washington, D.C., 20235

2) Sponsor Admin/Contractual Matters:
All correspondence & reports to
be sent to and through:
Mr. Jim Grubbs
ARC Program Coordinator
Department of Community Affairs
40 Marietta Street, N.W., 7th Floor
Atlanta, Ga 30303

phone (202) 673-7845

Defense Priority Rating: N/A

Security Classification: N/A
phone (404) 656-3859

RESTRICTIONS

See Attached _____ Supplemental 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. see below

Equipment: Title vests with N/A - None Proposed

COMMENTS:

Continues Project L30-802/Schwartz -

Limitations related to reimbursement for travel and lodging
per par IX of General Terms and Conditions and ARC
Travel Regulations Attached.



COPIES TO:

- ~~Administrative Coordinator~~ RAN
- 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 _____

SPONSORED PROJECT TERMINATION/CLOSEOUT SHEET

Date 11/27/84

Project No. L-30-812 ~~XXXXX~~ School/Lab ATDC

Includes Subproject No.(s) B-562

Project Director(s) R. Schwartz - L-30-812/ P. Loveless - B-562 ~~XXXXX~~ / GIT

Sponsor Appalachian Regional Commission

Title Continuation of the Mini-Technology Development Center Program in Barrow, Madison and Jackson Counties.

Effective Completion Date: 6/30/83 (Performance) 6/30/83 (Reports)

Grant/Contract Closeout Actions Remaining:

- None
- *Final Invoice or Final Fiscal Report
- Closing Documents
- Final Report of Inventions
- Govt. Property Inventory & Related Certificate
- Classified Material Certificate
- Other _____

NOTE: The subproject above being terminated No separate termination sheet will be issued.

* Final invoice has already been sent to Sponsor per telecon Dale Turner 11/27/84.

Continues Project No. L-30-802 Continued by Project No. _____

COPIES TO:

Project Director R. Schwartz/ P. Loveless
 Research Administrative Network ATDC, EDL
 Research Property Management
 Accounting G & C and EES
 Procurement/EES Supply Services (Both)
 Research Security Services
 Reports Coordinator (OCAL)

Library
 GTRI
 Research Communications (2)
 Project File L-30-812 and B-562
 Other M. Heyser
 A. Jones



**ADVANCED TECHNOLOGY
DEVELOPMENT CENTER**

Georgia Institute of Technology
Atlanta, Georgia 30332

A Unit of the
University System of Georgia

February 24, 1983

Mr. John Overstreet
Department of Community Affairs
Appalachian Program Coordinator
Georgia Department of Community Affairs
40 Marietta Street
7th Floor
Atlanta, Georgia 30302

L 30-812/Schwartz

Dear John:

I have prepared the attached information in response to Washington's questions regarding additional information about last quarter's activity. Harry Roesch asked that I forward this information to you, so that you could send it on to him. Should you have any questions, please do call.

Sincerely,

Robert G. Schwartz
Regional ATDC Program Director
ATDC
Georgia Tech
Atlanta, Georgia 30332

*extra report - not on
original deliverable
schedule.*

cc: Jerry L. Birchfield, ATDC
Don Hasty, OCA

*2 XCs to PPC for project
report files -*

Enclosure

THE REGIONAL ATDC UPDATE
GEORGIA INSTITUTE OF TECHNOLOGY
ARC
GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS
GRANT GA-8015-82-C1-302-0504

The School for Entrepreneurship

This educational activity was utilized to identify potential entrepreneurs and business persons interested in diversification into advanced technology areas. The course attendees (Class list attached) ranged from non-business owners in no technology businesses to persons owning their own business and involved in high technology matters.

Mr. Jerry Maynard is the owner of a Winder, Georgia Radio Shack franchise. He was interested in new business development and has recently started a high technology service business, Ed-Comp Training Center, devoted to computer literacy, programming, and communications. He attributes much of his interest in the new business to the presence of the ATDC program (See attached press release).

A second attendee, Mr. Robert McCutchen, is General Manager of a Manufacturers' Rep firm in Commerce, Georgia. The firm is interested in developing microprocessor based devices for certain testing and monitoring applications. The Regional ATDC program has provided market research and strategic planning assistance.

A third attendee, Dr. George Adomian, Director of Applied Mathematics, University of Georgia, consults for the US government and was interested in utilizing the results of his consulting activity as the basis of a manufacturing concern.

A fourth attendee, Mr. John White, received some clinical assistance regarding packaging and shipping needs related to his family's business.

The Course

The course was held in the fall of 1983. It was conducted more frequently than originally proposed, at two week intervals rather than three. Although it was envisioned that the depth of coverage would be sufficient to utilize a seven month course time, to accommodate more directed assistance, as well as class wishes, breadth of coverage

took dominance. All topics originally proposed were taught.

Because the School was successful in attracting entrepreneurs, the Winter quarter is devoted to specific assistance to requesting entrepreneurs whose opportunity fits the program. To accommodate the potential establishment of an incubator in the three county area, the School will be held in April and May, covering the same topics, but over a shortened time period. It will once again be co-sponsored with Athens Vocational/Technical School.

As the purpose of the course and curricula was to attract attention to emerging technology opportunities, wherever possible, examples and discussions were related to advanced and high technology. One special guest was brought to class, Mr. Jack Kearny of Deloitte, Haskins, and Sells, to discuss accounting and tax issues.

In regard to the curriculum, the establishment of a strategic plan was covered in detail. The threats, challenges, and rewards of new opportunities were discussed. The "hows, whys, whats, and wheres," along with the costs of new business development were covered. The development of a new venture screen, derived from the company's business plan, was demonstrated, along with the many ways one could now identify promising new opportunities based on a sound strategy. Primary and secondary sources of opportunities were covered. The primary and secondary sources of market data were covered.

Various methods of evaluating opportunities were covered, including the development of a business plan covering technical, financial, marketing, and legal issues important to new product development.

Much time was devoted to defining and discussing effective management. The historical attributes of successful entrepreneurs and business persons were identified and discussed. The entrepreneurs were then asked to evaluate themselves against the winning attributes. This work was designed to aid the student in identifying his/her own strengths and weaknesses.

Financial analyses were discussed and linked to marketing forecasts. The students were told what proper financial management is and financial statements, balance sheets, budgets, both cash and capital, and cash flow were covered. Investment and return calculations relevant to new product

Legal issues were raised as they relate to protection of intellectual property rights, organization, and the regulatory environment. Maslow's hierarchy of needs and personnel motivation was discussed, along with the different styles and types of management. Production start-ups were discussed as they relate to new products. Finally, buy-versus-start decisions were discussed.

Incubators

At present, there are ongoing discussion, both with the town of Braselton and the City of Winder/County of Barrow officials regarding the possibility of establishing incubator type facilities. It is extremely early to project that an incubator will be established. The Mayor of Braselton has asked that we prepare a plan to implement the possibility. The Barrow County representatives are now in the process of evaluating their interest.

Executive Seminar Series

The idea of the series of seminars was to cover topics important to the effective and efficient management of a firm; to discuss matters related to high technology; to continue to bring the Regional ATDC program to the attention of the local business firms; and to develop a long term relationship with the firms' management.

Since the program's inception, approximately ten new management assistance activities have begun. In general, the purposes of the seminars have been met. The attendees (See attached lists) range from business, political, and education professionals. A variety of apparel industries are represented, but several entrepreneurs interested in high technology attend. In particular, Mr. Jim Harwell has been developing his microprocessor based sensor, for Winder, Georgia manufacture and is a frequent attendee. Mr. Jerry Maynard has attended. Mr. John Robinson, head of the Advanced Technology Committee of the Barrow Chamber, is in constant attendance. He perhaps has the most business interest in computer technology.

It is difficult to assess the continuing interest of the other attendees, except that at the recent Barrow County annual Chamber of Commerce dinner, both the past president and incoming president, thanked the Regional ATDC for its assistance and stated that they would like to continue the

The present and near future state of the economy, some of the recent advances in high technology, the new technology based vocational education activity of Georgia, and microcomputer use in business are topics already covered. On Tuesday, February 22, a topic of interest to the local apparel firms, international trade development, was covered. Unfortunately, attendance was down dramatically, which has necessitated a review of the program.

The prevailing thought is that five seminars may be more than adequate for a year and attempts are being made to move the final three programs to both different locations and more captive audiences, such as Rotary and Kiwanis meetings, as well as specific Chamber activities. The new programs would be also be shorter in duration.

With respect to the seminars, they cover a variety of topics of interest to business persons. Thus, not all topics are relevant to high technology, but all are relevant to maintaining or increasing profit and ultimately maintaining and increasing jobs in the area.

The seminars last for approximately one and a half hours. A lecture was given for the first forty-five minutes, with the speaker responding to questions for another 30-45 minutes. The seminar was not meant to overload the participants, but to give them something new to think about, as well as to expose them to some of the experts in the field. Of course, as much attention as possible to high technology is paid.

BOB SCHWARTZ
(404) 894-3575

CLINIC - 6:00 - 6:30

CLASS - 6:30 - 8:30?

TOPICS¹

- | | |
|--|-------|
| 1. Stars in Your Eyes? | 9/20 |
| 2. So You Want to Start Your Own Business | 10/4 |
| 3. So You Need a Bright Idea | 10/18 |
| 4. Picturing Your Small Business as a Marketing System | 11/1 |
| 5. Analyzing Your Market and Customer Behavior | 11/15 |
| 6. Reaching Your Customer | 11/29 |
| 7. Marketing the Service Business | 12/13 |
| 8. Managing Your Financial Requirements | 1/10 |
| 9. Raising Money for Your Business | 1/24 |
| 10. Deciding on Some Key Legal Matters | 2/7 |
| 11. Buying a Going Business | 2/21 |
| 12. Buying a Franchised Business | 3/7 |
| 13. Controlling Your Manufacturing Operations | 3/21 |
| 14. Managing Your Personnel Function | 4/11 |
| 15. Surviving: Managing for Productivity and Growth | 4/25 |

¹ How To Start Your Own Business..and Succeed, Arthur H. Kuriloff and John M. Hemphill, Jr., McGraw-Hill 1981.

Mr. Marvin Drake
Box 78
Hull, GA 30646
Tree Service, President

Mr. George L. Pace
Route 2, Box 73
Maysville, GA 30558
Salesman

Mr. Bill Martin
Route 1, Box 328
Hillcrest Circle
Commerce, GA 30529
Grocery Store

Mr. Jerry Maynard
c/o Holly Hill Mall
Winder, GA 30680
Radio Shack, Owner

Ms. Jackie Talbott
c/o Holly Hill Mall
Winder, GA 30680
Book Store, Owner

Mr. George Adomian
155 Clyde Rd.
Athens, GA 30605
Director, Center of
Applied Mathematics
University of Georgia

Ms. Mary Horton
190 Hanover Dr.
Bogart, GA 30622
Data Collector
Teacher Evaluator,
Board of Education

Mr. Eddie Gordon
Route 1, Box 241
Colbert, GA 30628
Service Man, Natural Co.

Mr. John White
Route 1, Box 134
Nicholson, GA 30565
Real Estate, Floral Shop

Mr. Randall Davis
620 King Ave.
Athens, GA 30606

Mr. Jerry Krause
129 Sir Scott Road
Athens, GA 30605
Printer

Mr. James Simpson
Route 1, Box 90
Winder, GA 30630
Tree Service, President

Mr. Robert McCutchen
Route 1, Box 178-1
Jefferson, GA 30549
General Manager, Manufacturing
Representative

Mr. Robert Davis
140 Pine Hill Road
Watkinsville, GA 30677

Mr. Bill McKinnon
Box 1908
Athens, GA 30603
Real Estate Agent

PRESS RELEASE

FEBRUARY 10, 1983

ANNOUNCING THE

ED-COMP TRAINING CENTER
Holly Hill Mall
Winder, Georgia

Mrs. Glenda Overstreet and Mr. Jerry Maynard proudly announce the formation of a new technology based service business: ED-COMP TRAINING CENTER located in Winder and dedicated to assisting the interested business person, educator, or student in learning how to communicate with a computer; to deal with data bases; to write, edit, and debug programs; and in general, become computer literate.

Jerry Maynard is quoted as saying that the Regional Advanced Technology Development Center program has been instrumental in the development of the business. He credits the communities expanding interest in high technology a direct result of the efforts of the ATDC.

Mrs. Overstreet, with over eight years of programming experience and five years of teaching experience, will teach the series of courses designed for basic to advanced programming and computer communications.

Both Glenda and Jerry are excited about the prospects of providing this high technology service to the people of Barrow and surrounding counties. Jerry, a 29 year resident of Winder, says that high technology industry and services are an important part of the future of this area. With the forward looking civic and political leaders of the area, Jerry and Glenda want to be part of the vanguard of the coming high technology wave.

Mr. Maynard, also the owner of Winder's Radio Shack store, is quick to point out that Ed-Comp is meant to serve the needs of all computer users.

For additional information, contact either Mr. Jerry Maynard, 867-6821, Winder or Mrs. Glenda Overstreet, 963-8845.

'Business Outlook 1983' topic of seminar

Jackson County businesses are being invited to attend on next Tuesday night the first of three "executive seminars" sponsored by the regional Advanced Technology Development Center of Georgia Tech.

Entitled "Business Outlook 1983," the seminar will be held from 7:30 to 9 p.m. in the civic room of the Bank of Barrow at Winder.

Dr. W. Carl Biven, professor of economics, Georgia Tech, described as "a noted teacher, lecturer and author," will be the speaker.

Jackson, Barrow and Madison counties are involved in a special project of the ATDC from Tech. The Seminars are being presented as a part of this program and in conjunction with the

advanced technology committee of the Barrow County Chamber of Commerce.

Other seminars are scheduled for Oct. 26 and Nov. 23, all at the same site. The one on Oct. 26 will be entitled "Advances in Technology" while the one on Nov. 23 will deal with vocational education.



**ADVANCED TECHNOLOGY
DEVELOPMENT CENTER**

Georgia Institute of Technology
Atlanta, Georgia 30332

A Unit of the
University System of Georgia

PRESS RELEASE

November 11, 1982

The Barrow County Chamber of Commerce, their Advanced Technology Committee, and the Advanced Technology Development Center Regional Program, are proud to announce the third in the series of Executive Seminars to be held on Tuesday, November 23rd, from 7:30-9:00 pm, at the Bank of Barrow Civic Room, Winder, Georgia.

Mr. Robert Maybry, Program Coordinator, Office of Vocational Education, the State of Georgia Department of Education, a leading proponent of the State's new high technology vocational education program, will be the guest speaker. Mr. Maybry will discuss the program and its potential impact on the citizens of the Barrow, Jackson, and Madison County areas. Athens VoTech, one of the schools affected by last year's legislation mandating the new program which impacts on a number of Georgia's vocational schools, will play a major role in the Tri-County area.

Mr. Maybry believing that relevant, advanced education will be the key to Georgia's future, helped early on to push for a new vocational educational experience, one which would deal with the coming new technology and one which would bring Georgia to the forefront of vocational education.

For high school students interested in their future, for workers who are interested in advanced education, for the business executive interested in what his/her workers vocational training can and will be and for any other citizen interested in what their state government is doing about the quality of education, Mr. Robert Maybry brings answers.

For information, call the Barrow County Chamber, Mr. John Robinson, Chairman of the Advanced Technology Committee, 404-867-9444 or Dr. Robert Schwartz, ATDC, 404-894-3575.

Tech Seminar Focuses On Vo-Ed

The Barrow County Chamber of Commerce, its Advanced Technology Committee, and the Advanced Technology Development Center Regional Program have scheduled the third in the series of executive seminars.

The seminar will be held Tuesday from 7:30 to 9 p.m. in the Bank of Barrow Civic Room.

Robert Maybry, program coordinator of the Office of Vocational Education of the Georgia Department of Education and a leading proponent of the state's new high technology vocational education program, will be the guest speaker.

Maybry will discuss the program and its potential impact on the citizens of the Barrow, Jackson and Madison County areas. Athens Tech, one of the schools affected by last year's legislation mandating the new program which impacts on a number of Georgia's vocational schools, will play a major role in the tri-county area.

Maybry, believing that relevant, advanced education will be the key to Georgia's future, helped early on to push for a new vocational educational experience, one which would deal with the coming new technology and one which would bring Georgia to the forefront of vocational education.

For high school students interested in their future, for workers who are interested in advanced education, for the business executive interested in what his/her workers' vocational training can and will be, and for any other citizen interested in what his state government is doing about the quality of education, Maybry brings the an-

merce office or John Robinson, chairman of the

Advanced Technology Committee, at 867-9444, or Dr.

Robert Schwartz of the ATDC at (404)894-3575.



**ADVANCED TECHNOLOGY
DEVELOPMENT CENTER**

Georgia Institute of Technology
Atlanta, Georgia 30332

A Unit of the
University System of Georgia

PRESS RELEASE

January 13, 1983

Computers in Business

The Barrow County Chamber of Commerce, their Advanced Technology Committee, and the Advanced Technology Development Center Regional Program, proudly announce their fourth Executive Seminar to be held on Tuesday, January 25th, from 7:30-9:00 pm, at the Bank of Barrow, Civic Room, Winder, Georgia.

Professor Martin B. Roberts, a widely regarded authority on accounting and business procedures, including long time IRS consultant, and highly sought after speaker, Professor in Georgia Tech's College of Management, will present his thoughts and comments on the strategic use of the computer in business.

Dr. Roberts, who has extensive public and private sector experience, served as Deputy Revenue Commissioner of Georgia, was a Senior Systems Analyst for Arthur Young and Company, spent many years as a Professor at Georgia State, and is an industrial engineer by training.

For the businessperson interested in the strategic use of microprocessors, the student interested in the future of electronics in business, for the public professional interested in public data base processing, Dr. Roberts will make for an interesting evening.

For any questions or additional information, contact Mr. John Robinson, Chairman of the Barrow County High Technology Committee, 404-867-9444, or Dr. Robert G. Schwartz, Regional ATDC Project Director, 404-894-3575.



**ADVANCED TECHNOLOGY
DEVELOPMENT CENTER**

Georgia Institute of Technology
Atlanta, Georgia 30332

A Unit of the
University System of Georgia

PRESS RELEASE
February 9th, 1983

International Trade: Opportunities and Challenges

The Barrow County Chamber of Commerce, their Advanced Technology Committee, and the Advanced Technology Development Center Regional Program, proudly announce their fifth Executive Seminar to be held on Tuesday, February 22nd, from 7:30-9:00 pm, at the Bank of Barrow, Civic Room, Winder, Georgia.

Last October the Georgia World Congress Institute of Georgia State under the direction of Dr. James Goodnow, in conjunction with the Small Business Development Center of Georgia, has begun an International Outreach Program. This Program supports the development of international trade by providing free consulting services to assist small business with strategic planning aimed at initiating or increasing their exports. In addition to consulting services, the Program's personnel provide market research and educational programs.

As part of this educational activity, the Regional ATDC is proud to announce that Dr. James Goodnow, Director of the Georgia World Congress Institute and the Institute of International Marketing, both of Georgia State; a Professor of International Business, noted lecturer and author, and respected authority on international trade development, will lead the program.

Dr. Goodnow brings with him Dr. Karla Stein, an expert on international trade, with prior experience in both the public and private sectors, including the international management of Western Europe companies, trade consultant with the Program; and Mrs. Sharon Kaplan, an expert on international trade, with significant experience in international banking, trade consultant with the Program. Ms. Karen Palmour, Coordinator of International Trade Development of the SBDC, Athens, will also be in attendance.

If you are interested in international trade, this program is for you. For any questions or additional information, contact Mr. John Robinson, Chairman of the Barrow County High Technology Committee, 404-867-9444, or Dr. Robert G. Schwartz, Regional ATDC Project Director, 404-894-3575.

ATTENDEES
September 28, 1982

David Jackson	Winder Lumber Co.	Winder, GA
John Robinson	Southern Waistbands	Winder, GA
Pat Schwartz	St. Joseph's Hospital	Atlanta, GA
John Osoinach	Georgia Tech	Atlanta, GA
Cora Lou Nix	Winder Chamber	Winder, GA
L. Paul Hix	Retired	Winder, GA
Bob Schwartz	Georgia Tech	Atlanta, GA
L. Butler	Southern Waistbands	Winder, GA
Becky Jackson	Winder Lumber Co.	Winder, GA
Jim & Jan Ross	Alkaril Chemicals	Winder, GA
Dan Blitch	Barrow Manufacturing	Winder, GA
Tim Madison	DA	Winder, GA
Jim Harwell	Real Estate/Entrepreneur	Winder, GA
J. Estes	Estes Ins. Agency	Winder, GA
John E. Stell, Jr.	Russell McWhatin Adamson	Winder, GA
Jackie Talbott	Corner Book Store	Winder, GA
Bill Jennings	Barrow Manufacturing	Winder, GA
Jean Withers	R&R Manufacturing Co.	Auburn, GA
Lucy Landress	Retired	Winder, GA
Bill Landress	Retired	
Jerry Maynard	Radio Shack	Winder, GA
Bob Poe	Winder News	Winder, GA
Jimmy Terrell	Winder Police Dept.	Winder, GA
Don Jennings	Barrow Manufacturing	Winder, GA
Tom Jennings	Barrow Manufacturing	Winder, GA
J. L. Braselton	Braselton Bank Co.	Braselton, GA
Henry E. Braselton	Braselton Town	Braselton, GA
Clay Howard	Retired	Winder, GA
Ron Shopley	Estes Insurance	Winder, GA
David Gill	Bank of Barrow	Winder, GA
Don High	Barrow Co. Schools	Winder, GA

ROBERTS SEMINAR

Bob Schwartz
Bob Marmon
Cecil E. Brannon
Larry Kiley
David Jackson
Becky Jackson
Bob Poe
Jerry Maynard
Phil Loveless
John Robinson
Keith Propst
Steve McDaniel
Royce Moore
Charles Thomas
Jim Harwell
Dan Blich

Georgia Tech
Carwood Mfg. Co.
Bank of Barrow, Vice President
Barrow Mfg.
Winder Lumber, President
Winder Lumber
Winder News, Editor
Radio Shack, Owner
Georgia Tech
Barrow Waistbands, President
Oxford Ind.
Programmer / Consultant
Winder Barrow High School
Oxford
Real Estate/Entrepreneur
Blich Co.

Maybry Seminar

Sam Wardlaw First Federal, President	Bobbie Lassiter High School Teacher
Jerry Maynard Radio Shack, Owner	Wanda Pope Student
Royer Moore Vice Principal, High School	Dale Overstreet
Glenda Overstreet Lanier Tech	Larry Joiner
Teddy Parker Job Trainer, High School	Janet Williams Voc Ed Teacher
Ben Nash	Cecil Brannan Bank of Barrow
Berkley Ruez High School Teacher	Robert Mabry
Robert Shelnett Athens Vo Tech, Director	Jim Harwell Entrepreneur
J. Robinson Barrow Waistbands, President	Tim Madison District Attorney
John Still, Jr. Lawyer	Ronald Tucker
J. A. Means High School Teacher	Becky Jackson Winder Lumber
David Jackson Winder Lumber, President	Russ Ensley

THE REGIONAL ADVANCED TECHNOLOGY

DEVELOPMENT CENTER PROJECT

Appalachian Regional Commission

Department of Community Affairs

Georgia Institute of Technology

Grant GA-8015-82-C1-302-0504

July-September 1982 Quarterly

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

Project objectives include:

- High Technology Business Development
- Identification of and Assistance to Entrepreneurs
- Management Assistance to Existing Businesses
- Presentation of Educational Programs
- Establishment of Self Sufficiency

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 project 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.

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 intensive 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.

In year one the project was well underway. The working relationships with the local leaders had been established and knowledge of the program was 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 had not been identified, and existing high technology businesses or businesses in need of advanced technology were limited. These results reflect the rural nature of the three-county area. However, there was an expanding base of program support which is now being utilized in year two of contract activity.

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 program. Knowledge gained as a result of first year project activity indicated each of the three counties had different needs. Prime emphasis in Barrow County is now on management assistance and education; in Jackson County, on management assistance, high technology business development and education; and in Madison County, on high technology business development and education.

Additional emphasis had also been placed on support for local development groups and elected officials because of the extensive technical assistance utilized by the County Commissions, Industrial Development Authorities, and Chambers of Commerce. This higher level of project activity continues.

Perhaps the greatest single change in project direction involves the incubator concept. With only a limited number of technology based entrepreneurs identified, the incubator concept continues to appear premature for adoption in the three county area. However, a new activity, the School for

Entrepreneurship(Appendix II) has helped identify nine potential entrepreneurs. The incubator issue will be reviewed towards the end of the second contract year.

There also continues to be a shift in overall emphasis in Jackson County activity. A Jackson County development plan continues to be under local discussion. The Executive Director of the Chamber has also resigned and his replacement has not been chosen. The shift from high technology business development support to management assistance and education continues to be necessary. It is anticipated that when the new plan has been adopted and the Executive Director replaced, major project support will be utilized.

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. Specifically, the new Executive Seminar series had over thirty attendees (Appendix I) and the School for Entrepreneurship (Appendix II) had fifteen, with nine from the three county area, thus both being relatively successful in attendance and interest.

Public relations continues to play a role in contract activity. Two local radio programs began last contract year

and continue into 1983. The weekly three and five minute spots on WIMO-Winder and WJJC-Commerce, respectively, are used to discuss topics of technology based interest as well as to inform the public about coming ATDC events.

The project's Advisory Committee is kept informed about project programs and continues to meet on a regular basis (Appendix V). The committee will be instrumental in project self sufficiency. Similar support will be necessary from the Northeast Georgia APDC whose personnel are kept informed of project progress.

In the beginning of the project year, Phil Loveless and the project director, spent a significant portion of time attempting to position the second year's activities to best utilize the first year's results. To date, the response to the Executive Seminar series (over thirty attendees), the School for Entrepreneurship (fifteen attendees), the new ongoing marketing studies (three), and the new management assistance activity (four), all indicate that the project is progressing towards more substantive results.

High Technology Business Development

A variety of activities were performed in year one leading to meeting the program objective as stated in the grant proposal: "...A recruitment program of new technical operations from beyond the region...".

Progress, however, continues to be slow in year two 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 has proceeded into year two supporting the local efforts. Extra assistance is being given to the Braselton group and the Madison County Industrial Development Authority. On their behalf, assistance in identifying promising candidate companies continues (Appendix III).

Management Assistance

In year one, approximately twenty 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 had heavily impacted the program. However, there are now more 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 fifteen 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, thirty persons attended a computer user seminar in Barrow County and over thirty attended the recent Executive Seminar on the economy.

In particular, four Barrow County companies are now in the process of utilizing Regional ATDC assistance in computer aspects of their operations. There are also three on-going business studies.

Management Assistance/Education

To stimulate additional management assistance, the technology based "Executive Seminar Series" has been established (Appendix IV). Topics will include:

- Business Outlook 1983
- Advances in Technology
- Vocation Education
- Georgia 1985
- International Marketing
- Strategic Planning
- Production Advances
- Challenges - 1990

This activity was begun in order to bring the Regional program staff into closer contact with local business persons. In fact a request for a software study was made immediately after the first seminar.

The School for Entrepreneurship started this fall as well. Its purpose is to attract and develop high technology based entrepreneurs. Offered on a non-credit basis, the following subjects will be covered:

- Entrepreneurship
- Strategic Planning
- Marketing
- Financial Analysis
- Management

Fifteen students are enrolled, nine from the three county area. Although the original target number of students was twenty one, nine is a step forward.

In addition to these activities, there will also be several computer related short courses or seminars, covering computer literacy, materials planning, and other topics appropriate to the local citizens. Mrs. Anne Segars, County Commission Chairperson of Barrow County, has specifically requested a computer literacy course be held.

ACCOMPLISHMENTS - July-September 1982

High Technology Business Development

- Direct assistance was given to Henry Braselton in developing a high technology business development plan for the Braselton area of Jackson and Barrow Counties.

- Over fifty companies were identified which might have a more immediate need for business expansion (Appendix III).
- A Tri-County mailing was made to the identified companies.
- The Madison County development group met and future plans were made to assist them with the continuing development of their strategic plans.
- Technical support, as requested, continues to the County Commissions and local Chambers.

Management Assistance

- Letters were sent to business persons previously interested in project support (Appendix IV).
- Two new studies have begun, supporting one area business, Roper Pump, and one local entrepreneur.
- A software study was begun and will conclude early October. It was conducted for a local law firm.
- Assistance was given to the Barrow County Commission regarding hardware and software needs of the county.
- Four Barrow County companies have indicated a desire to participate in the computer aided manufacturing assistance program, which began this quarter: Alkaril, R&R Manufacturing, Summerhour, Southern Waistbands

- The desirability of in-house specialized computer based seminars was assessed. Several will be conducted and may be combined with specialized materials management needs.

Education

- The School for Entrepreneurship was planned and begun and has fifteen attendees, nine from the three county area.
- The Executive Seminar series was planned and begun and had over thirty attendees at the first seminar.
- WJJC and WIMO weekly programs continue. A variety of topics covering robotics, home computers, biomedical engineering, high technology employment, electronic toys, electronic offices, future job trends, etc. have been covered.

Public Relations

- Newspaper and radio coverage continues regarding contract activity. Extensive coverage was given both the Executive Seminar series and the School for Entrepreneurship.
- An advisory committee meeting was held and direction for the future given (Appendix V).

- The Northeast Georgia APDC is kept current on project results and assists in informing the public about various project programs.
- A special mailing was made to inform the public of the project's continued activity (Appendix VI).

Future Accomplishments

October 1, 1982 - December 31, 1982

High Technology Business Development

- Assistance to the Braselton group will continue and include the development of a strategic plan for the growth of high technology based industry for the area.
- Madison County assistance will continue, with an evaluation regarding its efficacy made in December.
- A visit to the State Department of Industry and Trade will be made in October regarding the three county area, with special emphasis on Madison County.
- Jackson County training programs are ready to begin and will start at the county's request.

Management Assistance

- The Roper Pump and entrepreneur studies will be completed.
- The four computer assistance studies will be ongoing.
- Two additional companies will be sought to participate in the computer assistance program.
- Additional companies will be sought for management assistance studies.

Education

- The School for Entrepreneurship and Executive Seminar series will continue.
- Specialized materials planning and in-house seminars involving computers will be planned.

APPENDICES

INDEX TO APPENDICES

A-I	Executive Seminar Series
A-II	School for Entrepreneurship
A-III	High Technology Business Development List
A-IV	Executive Assistance Letter
A-V	Advisory Committee
A-VI	Second Year Letter

APPENDIX I

EXECUTIVE SEMINAR SERIES

Barrow County

Chamber of Commerce, Inc.

Telephone (404) 867-9444



P.O. Box 456
Winder, Georgia 30680

October 4, 1982

Dr. W. Carl Biven
Professor of Economics
GEORGIA INSTITUTE OF TECHNOLOGY
Atlanta, Georgia 30332

Dear Dr. Biven:

It is a pleasure for me as President to express the Chamber's appreciation to you for the excellent seminar you presented in Winder last Tuesday. There have been many, many favorable comments on your presentation. It was most informative as well as most interesting. You are to be commended for the excellent job you do presenting this timely subject and one we are all most interested in.

You were so generous to give of your time, talent and efforts in our behalf. We feel that each of us attending did receive something from it and we regret that everyone of our business people could not have heard it. We, in the Chamber, feel you rendered a good service to our members and we appreciate your allowing our Chamber to sponsor this seminar in cooperation with Bob and the Advanced Technology Development Center.

John Robinson and Cora Lou join me in expressing our appreciation to you. We all agreed that the students who you teach are most fortunate for you are indeed outstanding and make your subject come alive in a way all of us can understand it. Our very best wishes come to you for your continuing success at Tech. Please always feel free to call on us if there is ever any service we can render to you.

With deep appreciation and all best wishes, we remain,

Yours truly,

BARROW COUNTY CHAMBER OF COMMERCE

David H. Jackson, President

HJ:qt

Barrow County


Chamber of Commerce, Inc.

Telephone (404) 867-9444



P.O. Box 456
Winder, Georgia 30680

October 4, 1982

Dr. Robert G. Schwartz, Director
Advanced Technology Development Center
Georgia Institute of Technology
Atlanta, Georgia 30332

Dear Bob:

Attached is a copy of our letter of appreciation to Dr. Carl Biven for his outstanding seminar, "Business Outlook, 1983". We did feel it was most successful and only wish more of our business community could have heard his presentation. We felt we had a fair group considering all that was going on here on the 28th.

We would like to express our appreciation to you as well. You are doing an outstanding service to our community and we all deeply appreciate your efforts.

We look forward to October 26th and our next Seminar.

Until next time, our deep appreciation and all best wishes.

Sincerely,

BARROW COUNTY CHAMBER OF COMMERCE

David H. Jackson, President

DHJ:qt

"Economic Outlook"
W. Carl Biven
College of Management
Georgia Institute of Technology
Winder, Georgia
September 28, 1982

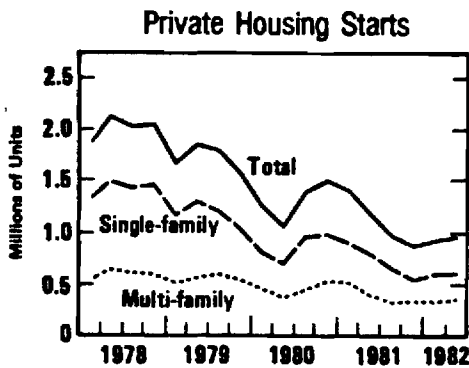
Profile of recession:

Gross National Product (% change)

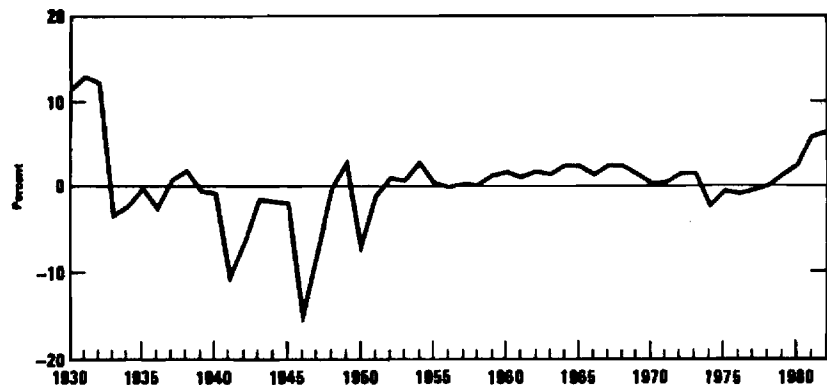
		Quarters			
		1981	1982		
1980	1981	IV	I	II	III
-0.7	+0.7	-5.3%	-5.1%	+2.1%	+1.5% &

Figure 1

Figure 2



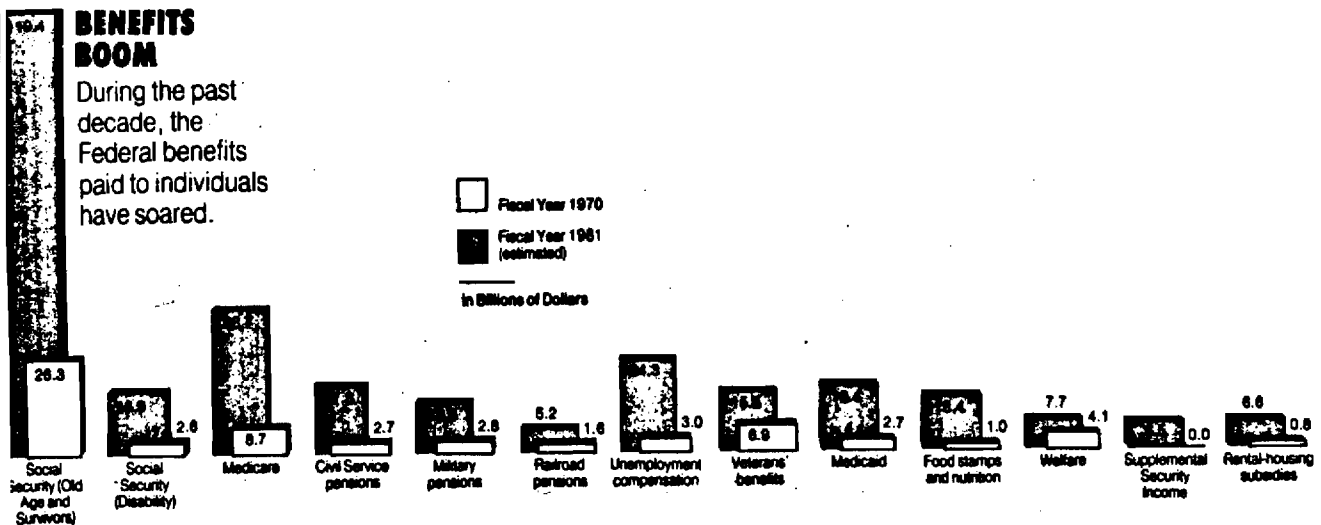
Real Interest Rates Since 1930



NOTE: The three-month Treasury bill rate was adjusted for inflation in the quarter after issue, using a measure of the underlying inflation rate based on the Consumer Price Index. Annual data. Value for 1982 represents first half year.

SOURCES: Federal Reserve Board; Bureau of Labor Statistics; Congressional Budget Office.

Figure 3



ATTENDEES
September 28, 1982

David Jackson	Winder Lumber Co.	Winder, GA
John Robinson	Southern Waistbands	Winder, GA
Pat Schwartz	St. Joseph's Hospital	Atlanta, GA
John Osoinach	Georgia Tech	Atlanta, GA
Cora Lou Nix	Winder Chamber	Winder, GA
L. Paul Hix	Retired	Winder, GA
Bob Schwartz	Georgia Tech	Atlanta, GA
L. Butler	Southern Waistbands	Winder, GA
Becky Jackson	Winder Lumber Co.	Winder, GA
Jim & Jan Ross	Alkaril Chemicals	Winder, GA
Dan Blitch	Barrow Manufacturing	Winder, GA
Tim Madison	DA	Winder, GA
Jim Harwell		Winder, GA
J. Estes	Estes Ins. Agency	Winder, GA
John E. Stell, Jr.	Russell McWhatin Adamson	Winder, GA
Jackie Talbott	Corner Book Store	Winder, GA
Bill Jennings	Barrow Manufacturing	Winder, GA
Jean Withers	R&R Manufacturing Co.	Auburn, GA
Lucy Landress		Winder, GA
Bill Landress		
Jerry Maynard	Radio Shack	Winder, GA
Bob Poe	Winder News	Winder, GA
Jimmy Terrell	Winder Police Dept.	Winder, GA
Don Jennings	Barrow Manufacturing	Winder, GA
Tom Jennings	Barrow Manufacturing	Winder, GA
J. L. Braselton	Braselton Bank Co.	Braselton, GA
Henry E. Braselton	Braselton Town	Braselton, GA
Clay Howard		Winder, GA
Ron Shopley	Estes Insurance	Winder, GA
David Gill	Bank of Barrow	Winder, GA
Don High	Barrow Co. Schools	Winder, GA

Business Briefs

Directors of **The Southern Company** have approved the sale this week of 3 million additional share of common stock. It will be offered to the public at \$14.75 per share. The funds will be used to help finance the construction of the electric service facilities across the southeast. The Southern Company is the parent firm of Georgia Power Company.

...

The International Society of Financiers, a peer group for brokers, consultants, investors and corporate lenders, recently named **Rondal H. Browning** of Worldwide Investment Services of Winder to its membership. The group is represented by membership in the U.S. and 25 foreign countries.

...

John Robinson, chairman of the Advanced Technology Committee of the Barrow County Chamber of Commerce, is coordinating three seminars for businessmen interested in high technology development in Barrow, Jackson, and Madison Counties. It is part of the program of the Advanced Technology Development Center program of the Georgia Institute of Technology.

...

L.L. White, senior vice president of **Portec, Inc.** has been appointed chairman of the Railway Progress Institute's new committee on initiatives and review. The committee will analyze trends in the long-range development of the rail industry.

•

'Business Outlook 1983' topic of seminar

Jackson County businesses are being invited to attend on next Tuesday night the first of three "executive seminars" sponsored by the regional Advanced Technology Development Center of Georgia Tech.

Entitled "Business Outlook 1983," the seminar will be held from 7:30 to 9 p.m. in the civic room of the Bank of Barrow at Winder.

Dr. W. Carl Biven, professor of economics, Georgia Tech, described as "a noted teacher, lecturer and author," will be the speaker.

Jackson, Barrow and Madison counties are involved in a special project of the ATDC from Tech. The Seminars are being presented as a part of this program and in conjunction with the

advanced technology committee of the Barrow County Chamber of Commerce.

Other seminars are scheduled for Oct. 26 and Nov. 23, all at the same site. The one on Oct. 26 will be entitled "Advances in Technology" while the one on Nov. 23 will deal with vocational education.

The Winder News

"Your Home Newspaper" ... Serving Barrow County for 87 Years

VOL. 85 NO. 50—USPS 686-100—Winder, Ga. 30680—Wednesday, September 22, 1982—25 Cents—38 Pages, 4 Sections

Georgia Tech's Biven Speaks In Winder Next

Economist Says B

EDITOR'S NOTE: Dr. Carl Biven, professor of economics at Georgia Tech and noted authority on national economic policy, offered the following comments about the economic outlook for America while preparing remarks scheduled for presentation next Tuesday at 7:30 p.m. at the Bank of Barrow for a public meeting sponsored by the Advanced Technology Committee of the Barrow County Chamber of Commerce.

America's economy is going to get better. "It won't be like the golden days, but they will be good days."

That's the report from Dr. Carl Biven, respected authority on national economic policy, who cheerfully says he's "optimistic" about the next

few years as interest rates fall, public policy changes result in reduction of growth in the national deficit, and the American workforce improves its productivity.

The author and economics professor at Georgia Tech said in an interview with *The Winder News* that Barrow Countians will begin to see marked, upward changes in the economy in a matter of weeks, while for the next 18 months substantial changes at various levels of the economic spectrum will form the foundation for a different lifestyle for Americans in the next 25 years.

Biven forecasts a three percent national growth rate brought on by lower interest rates, much less inflation, and changes by Congress in laws relating to Social Security, Medicare, and other social

Tuesday...

Better Times Ahead

programs.

"There is tremendous vitality in the American industry," he said. "We have the most stable political system in the world.

"Investments by West Germans and others have resulted in the pouring of money into the U.S. It is a show of their belief in our political system and our ability to get things done.

"We are living in a viable society that can do marvelous things," Biven declared.

So why the predicament which finds record unemployment, high inflation, high interest rates, growing national deficit, record number of business and personal finance failures along with a multitude of other problems?

The economist said there is no absolute agreement to the cause, but noted in the years

following the first 15 after World War II America began a rapid rise of near uncontrolled growth which was abruptly halted by the 1974 oil shortage.

He indicated the rich American lifestyle was brought about by the carelessness of reality being obscured by rose-colored glasses. "It was just too much too fast."

Recovery has been difficult because of an unwillingness for Americans to accept the reality that the lifestyle must change, put together with an inconsistent public policy.

Biven said policies by the Reagan Administration have been too dramatic to be accepted by not only the public but also the members of Congress who are steeped in the preservation of the economy through increased public spending.

Continued on Page 14A



DR. CARL BIVEN
...Optimistic Economist

Economy

From Page 1A

After the elections in November, Biven predicts a moderation not only by the administration but also by the Congress, thus moving away from "the edge of the untried."

Evidence is available that "public sympathy in getting the budget under control" will result in modifications of "fixed cost" expenditures such as Social Security, Medicare, welfare programs, and even defense.

"Everybody now realizes there must be strong modifications," he said. "By reducing our 'fixed costs' in government, we will begin to see a reduction in the deficit."

With that underway, the need for the government to borrow money will decline, he said. That means interest rates will fall and the availability of funds for upgrading and expansion by industry will increase — "not dramatically, but there will be good programs."

Biven suggests the interest rate floor will not be "at the level of the good old days," but will be lower than current rates by possibly three percent.

These lower interest rates should spur viable companies to create a work climate that will enhance efforts by employees to improve productivity.

"All of this will be seemingly slow," Biven said. "We

should not be discouraged...we have got to get back to work."

With an expected three percent national growth rate compounded over a 23-24-year period the average American worker will have "a good lifestyle," he said. "He is going to have to pay closer attention to his personal finances...and perhaps accept some things which 10 years ago he would not have even considered."

The main item will be housing, followed by smaller, fuel efficient automobiles and the use of public transportation.

The houses will be smaller and they may be more difficult to obtain because of interest rates that while lower than today's rates are still going to be higher than a decade ago. This will force the monthly payments to be out of reach for many.

At the same time, the demand for new housing will be less as the population growth declines.

The public is invited to attend the presentation by Biven. It is the first in a three-part series this fall focusing on the economy, the on the economy and lifestyle in Barrow County in the next few years. Additional information may be obtained by contacting the chairman of the Advanced Technology Committee of the Barrow County Chamber of Commerce John Robinson or the chamber office.



**ADVANCED TECHNOLOGY
DEVELOPMENT CENTER**

Georgia Institute of Technology
Atlanta, Georgia 30332

A Unit of the
University System of Georgia

August 25, 1982

David H. Jackson, President
Winder/Bartow Chamber of Commerce
WINDER LUMBER COMPANY
P.O. Box 60
Winder, Ga 30680

Dear Dave

I very much appreciate the possibility of the Chamber sponsoring our Executive seminar series. The following schedule and topics are submitted for your consideration. Speakers will be primarily from the Atlanta area as follows:

- . Sept. 28 Business Outlook 1983
- . Oct. 26 Advances in Technology
- . Nov. 23 Vocation Education
- . Jan. 25 Georgia 1985
- . March 1 International Marketing
- . March 29 Strategic Planning
- . April 26 Production Advances
- . May 24 Challenges - 1990

I am planning on attending the Chamber meeting on the 31st. Once the sponsorship has been approved, I would announce the speakers for the following three month period, and continue to do so until the March meeting. That way, should we wish to make any changes in program content, we would have the flexibility to do so.

Programs would be held on the 4th Tuesday of each month, starting at say 7:00 and continuing to 8:30 or 9:00, with ample time for questions and answers. We would be able to provide coffee, etc. Additionally we would send selected invitations to the three counties interested citizenry.

Perhaps, the Chamber offices will not provide enough space, but after the first meeting we could assess that. Dr. Tarpley, whom you remember from your past association with us, will be assisting me with the programs. I look forward to seeing you on the 31st.

Sincerely,

Robert G. Schwartz

RGS:mdd



**ADVANCED TECHNOLOGY
DEVELOPMENT CENTER**

Georgia Institute of Technology
Atlanta, Georgia 30332

A Unit of the
University System of Georgia

Dear Business Person:

During the past year, the Regional ATDC program has been actively working in the Barrow, Jackson, and Madison County area of Appalachian Georgia. This year, as part of this program activity, and in conjunction with the Advanced Technology Committee of the Barrow County Chamber of Commerce, a series of Executive Seminars will be sponsored, bringing you high level speakers presenting topics of immediate interest.

The seminars are scheduled to be held on the fourth Tuesday of each month at the Bank of Barrow's Civic Room, 7:30-9:00 p.m., Winder, Georgia.

- September 28: "Business Outlook 1983"
Dr. W. Carl Biven, Professor of Economics,
Georgia Tech. Noted teacher, lecturer and
author.
- October 26: "Advances in Technology"
Dr. John W. Hooper, Regents Professor,
Director, Georgia Tech's Microelectronics
Center. Noted public servant and innovative
leader in emerging technology.
- November 23: "Vocational Education"
Dr. Robert K. Maybry, Program Coordinator,
Office of Vocational Education, State Depart-
ment of Education. A leading proponent of
the State's new high technology thrust.

We look forward to seeing you.

Sincerely,

Robert G. Schwartz, Director
Regional ATDC Program

John Robinson, Chairman
Advanced Technology Committee
Barrow County Chamber of Commerce

Mailing List *of* Madison County

Bob Schwartz

J.B. Sweeney, Jr.

James A. Rowe

Bill Chandler

J.H. Terrell

Richard P. Huff

Jere Ayers

Albert J. Stone, Jr

Madison County Industrial Authority

Vincent J. Hix

Honorable Cliff Yarbrough

Honorable Andrew K. Griffeth

Pat Graham

Mildred Schierman

News Director, WNGC

1982 BOARD OF DIRECTORS
Jackson County Mailing List

Bob Bates
First National Bank
Jefferson Branch
Jefferson, GA 30549
367-9846

Nolan Spear
Northeastern Bank
Commerce, GA 30529
335-3151

* Ron Bond
Bonco Manufacturing
P. O. Box 521
Jefferson, GA 30549
367-5214

Harold Swindle
RFD
Nicholson, GA 30565
757-2652

* Ken Bridges
Katherines Kitchen
P. O. Box 132
Pendergrass, GA 30567
693-2255

Ed Thompson
Ga. Power, Inc.
P. O. Box 95
Jefferson, GA 30549
367-8383

* Manly Gilmer
First National Bank
Commerce, GA 30529
335-3114

Dianne Blankenship
Senior Citizens Center
P. O. Box 13
Hoschton, GA 30548

* Charles Hardy
Commerce News
P. O. Box 419
Commerce, GA 30529
335-5121

Bubba McDonald
McDonald Hardware
Central Avenue
Commerce, GA 30529

Jimmy Johnson
Rt. 2
Jefferson, GA 30549
367-5543

Robby Roberts
First National Bank of
Jackson County
P. O. Box 5
Jefferson, GA 30549

* Johnny Klugh
Harmony Grove Mills
P. O. Box 359
Commerce, GA 30529
335-3171

John White
P. O. Box 1908
Smith-Boley-Brown
Athens, GA 30613

Henry Robinson
Jax. Co. Commissioners
Jax. Co. Courthouse
Jefferson, GA 30549
367-9838

APPENDIX II

SCHOOL FOR ENTREPRENEURSHIP



ATHENS AREA VOCATIONAL-TECHNICAL SCHOOL

Robert G. Shelnutt, Director

news release

U.S. Highway 29 North
Athens, Georgia 30601

FOR IMMEDIATE RELEASE

"DEVELOPING A SUCCESSFUL
HIGH TECHNOLOGY BASED
BUSINESS"

A 40 hour non-credit management course entitled, "Developing a Successful High Technology Based Business" is scheduled to begin Monday September 20, 1982 at Athens Technical School. Jointly sponsored by Athens Tech and the Georgia Tech Regional Advanced Technology Development Center Program, the course is designed to aid the prospective business owner/developer in successful planning for the business. The topical outline includes such subjects as: Entrepreneurship and Innovation, Self Motivation, Technology Based Small Business, Strategic Planning, Opportunity Identification, Investigation and Evaluation, and, Smart Business Practices.

Classes will be conducted every other Monday night from 6:30 til 9 o'clock. Clinical hours for individual problems will be 5 til 6:30 on class nights. The instructor will be Dr. Robert G. Schwartz, Adjunct Professor, College of Management, Georgia Tech and Director of the Regional ATDC Program.

The class is targeted for residents of Barrow, Jackson and Madison Counties, those which are served by the Regional ATDC. The class will also be available to Athens Tech students and other area residents on a space available basis. Cost of the course will be \$10, with an additional charge for books for those participants outside Barrow, Jackson and Madison Counties.

more

"DEVELOPING A SUCCESSFUL HIGH
TECHNOLOGY BASED BUSINESS"

Add one

Further information may be obtained by calling Bob Yongue, Industrial
Coordinator at Athens Tech, at 549-2360.

The Regional ATDC Program is sponsored by the State Department of
Community Affairs and the Applachian Regional Commission.

It's High Tech For Businessmen

A 40-hour non-credit management course entitled "Developing a Successful High Technology Based Business" is scheduled to begin Monday, Sept. 20, at Athens Tech.

Jointly sponsored by Athens Tech and the Georgia Tech Regional Advanced Technology Development Center Program, the course is designed to aid the prospective business owner/developer in successful planning for the business.

The topical outline includes such subjects as entrepreneurship and innovation; self-motivation; investigation and evaluation; and smart business practices.

Classes will be conducted every other Monday night from 6:30 until 9. Clinical hours for individual problems will be from 5 until 6:30 on class nights.

The instructor will be Dr. Robert G. Schwartz, adjunct professor of the College of Management at Georgia Tech and director of the Regional ATDC Program.

The class is targeted for residents of Barrow, Jackson and Madison counties, those which are served by the regional ATDC. The class will also be available to Athens Tech students and other area residents on a space available basis.

Cost of the course will be \$10, with an additional charge for

books for those participants outside Barrow, Jackson and Madison counties.

Further information may be obtained by calling Bob Yongue, industrial coordinator at Athens Tech, at 549-2360.

The Regional ATDC Program is sponsored by the State Department of Community Affairs and the Appalachian Regional Commission.

High tech course aimed at countians

A 40-hour non-credit management course entitled "Developing a Successful High Technology Based Business" began Monday at Athens Technical School.

Jointly sponsored by Athens Tech and the Georgia Tech Regional Advanced Technology Development Center Program, the course is designed to aid the prospective business owner/developer. The outline includes such subjects as: Entrepreneurship and Innovation, Self Motivation, Technology Based Small Business, Strategic Planning, Opportunity Identification,

Investigation and Evaluation, and Smart Business Practices.

Classes will be conducted every other Monday from 6:30 to 9 p.m. Clinical hours for individual problems will be 5 til 6:30 on class nights. The instructor will be Dr. Robert G. Schwartz, adjunct professor, College of Management, Georgia Tech, and director of the Regional ATDC Program.

The class is targeted for residents of Barrow, Jackson and Madison counties, those which are served by the Regional ATDC. The class will also be

available to Athens Tech students and other area residents on a space available basis. Cost of the course will be \$10, with an additional charge for books for those participating outside Barrow, Jackson and Madison Counties.

Further information may be obtained by calling Bob Yongue, industrial coordinator at Athens Tech, at 549-2360.

The Regional ATDC Program is sponsored by the State Department of Community Affairs and the Appalachian Regional Commission.

JH.

Management Course To Be Offered At Athens Tech

A 40-hour non-credit management course entitled, "Developing a Successful High Technology Based Business" is scheduled to begin Monday, Sept. 20 at Athens Technical School.

This is sponsored by Athens Tech and the Georgia Tech Regional Advanced Technology Development Center Program and is designed to aid the prospective business owner/developer in successful planning for the business.

The topical outline includes such subjects as: Entrepreneurship and Innovation, Self Motivation, Technology Based Small Business, Strategic Planning, Opportunity Identification, Investigation and Evaluation and Smart Business Practices.

Classes will be conducted every other Monday night from 6:30 until 9:00. Clinical hours for individual problems will be held from 5:00 until 6:30 on class nights. The instructor will be Dr. Robert G. Schwartz, adjunct professor of college management at Georgia Tech and the director of the Regional ATDC Program.

The class is targeted for residents of Barrow, Jackson and Madison Counties, those which are served by the Regional ATDC. The class will also be available to Athens Tech students and other area residents on a space available basis. Cost of the course will be \$10, with an additional charge for books for those participants outside Barrow, Jackson and Madison Counties.

Further information may be obtained by calling Bob Yongue, Industrial Coordinator at Athens Tech, at 549-2360.

The Regional ATDC Program is sponsored by the state Department of Community Affairs and the Appalachian Regional Commission.

RADIO SPOTS ON

WNGC

WJJC

WIMO

Athens Vo Tech sent copies of press release to the following - per Bob Young 10/7/82

Radio

Athens - WDOL, WGAU/WNGC, WRFC, WAGQ, WGGC

Madison - WYPH, Hartwell - WKLY, Washington - WLOB

Elberton - WSGC, Winder - WIMO, Monroe - WKUN

Royston - WBLW

Newspapers

Hartwell Sun, Elberton Star, Royston News Leader,

Jackson Herald, Commerce News, Homer News,

Danielsville Monitor, Oconee Enterprise,

The Madisonian, Winder News, Walton Tribune,

Athens Banner Herald, Athens Observer,

Oglethorpe Echo, Greensboro Herald Journal

Athens Technical School
U. S. Highway 29, North
Athens, Georgia 30610
(404) 549-2360

Robert G. Shelnut, Jr.,
Director
Bob Yongue,
Off-Campus Coordinator

TECH NEWS

September 24, 1982

Despite the downturn in the economy, there is quite a bit of activity to report in industrial/business news with this edition of Tech News.

Athens Tech is planning a two-part seminar in Stress Management to be taught by Harry W. Scoates, a former minister. In recent years Mr. Scoates has conducted seminars in stress/conflict management, leadership styles, planning, and time management. Eight pertinent topics dealing with stress will be covered in two four-hour sessions. The first meeting will be on Wednesday, October 13, from 8:30 a.m. until 12:30 p.m. The second meeting will be on October 20 at the same time. Registration is open to all business and industrial people in the Athens Tech service area. Please call 549-2360 to register. Cost is just \$5.00 per person for both meetings.

Eaton Corporation will soon move into its new facility in the Athens Industrial Park with production to begin in November. Jim Becker is the plant manager. Eaton will manufacture electronic and electro-mechanical switches for industrial use.

Monroe is proud of the addition to its industrial family, Propco Marine Propellers, Inc. Owner Peter Dean has moved his business, begun in Australia, to a new 25,000 square foot facility in Monroe. Propco makes cushion hubbed propellers in a variety of sizes and applications.

Noramco of Athens is expected to begin operations in a couple of months. Since their product is chemical processing as a part of drug manufacturing for Johnson and Johnson, the plant is a maze of piping and gauging. Nick Bourke is the plant manager.

As you are probably aware, Athens Tech is beginning instruction soon in high technology courses. Plans are begin formulated to award the Associate of Applied Technology, Electronics Engineering Technology, and Mechanical Engineering Technology. To better acquaint you with this new instruction, Mr. Bob Mabry of the State Department of Education, Division of Vocational Education, will explain the new program to area plant managers and other interested industrial leaders in a meeting at Athens Tech, October 12, 1982, from 9:00 a.m. until 11:00 a.m. We urge you to attend.

A non-credit course, "Developing a Successful High Technology Based Business," began Monday, September 20, at Athens Tech. Taught by Dr. Bob Schwartz of Georgia Tech, the course deals with the many aspects of starting a business. Classes are scheduled every other Monday night with the next class scheduled for October 4. Late registration will be conducted that night.

A number of industries in the area are taking advantage of Athens Tech tailored industrial classes. Johnson and Johnson of Royston recently conducted a class in a phase of electro-mechanical instruction. Jimmy Ford, faculty member at Athens Tech, taught the course. Mr. Ford will also teach a basic electricity course for Jackson Electric Membership in Jefferson soon. Mr. James Hughey recently completed three short courses in mig welding at Westinghouse. Tom Joiner is conducting a class for maintenance personnel at the Kendall Company. Please contact the Industrial Coordinator at Athens Tech about special courses for your company.

John -
This went out to
116 industries and
businesses -

September 20, 1982

Dear Interested and Potential Entrepreneur:

I would like to welcome you to Athens Vo Tech and the Georgia Tech Appalachian Regional Commission/Georgia Department of Community Affairs sponsored School for Entrepreneurship course entitled: "Developing a Successful High Technology Based Business."

The Regional Advanced Technology Development Center project, an attached brochure describes the project, is the reason we are here tonight. We are attempting to grow technology based business in Georgia and also to assist existing business with advanced technology or diversification to high technology products and/or services. If you are not one of the people here that fit one of these descriptions, but you are interested in high technology business development, you are welcome as well. If you do not fit any of the above, please raise your hand and tell us why you are here.

I am going to list some of the topics we will cover. The text is up on the front desk and you are free to look at it. We will meet on Monday, every other week, until mid-December. In January, we will meet on Saturday mornings, again every other week. The time on Monday nights will be 6:30 - 9:00. We will also have a clinic on class nights, from 5:00 - 6:30. I am Bob Schwartz, a Senior staff member of the Georgia Tech ATDC, and also an Adjunct Professor in Georgia Tech's College of Management. I teach many different courses on Small Business. My assistant is John Osoinach, a Senior at Georgia Tech, an ATDC student assistant, and a capable entrepreneur in his own right.

We welcome you.

Robert G. Schwartz

John Osoinach

Introduction
Entrepreneurship and Innovation
Self Motivations
Business Strategy
Opportunity Identification, Investigation, Evaluation
Marketing
Market Research and Strategy
Finance
Technology and Production
Legal Issues

For Barrow, Jackson, and Madison County residents (please identify yourselves), the course text is free. For others it is \$20.85 made payable to the Georgia Tech Bookstore. Course registration is \$10.00 for everyone, made payable by check to Athens Vo Tech who we thank for their joint sponsorship.

CLASS LIST

<u>Name</u>	<u>Tri-County Area</u>
James Marion Simpson	Yes
Gerald E. Krause	No
Robert M. McCutchen	Yes
Robert Davis	No
Bill McKinnon	No
Marvin Drake	Yes
George L. Pace	Yes
Bill Martin	Yes
Jerry Maynard	Yes
Jackie Talbott	Yes
George Adomian	No
Mary Whorton	No
Eddie Gordon	Yes
John White	Yes
Randall Davis	No

BOB SCHWARTZ
(404) 894-3575

CLINIC - 6:00 - 6:30

CLASS - 6:30 - 8:30?

1. Stars in Your Eyes? 9/20
2. So You Want to Start Your Own Business 10/4
3. So You Need a Bright Idea 10/18
4. Picturing Your Small Business as a Marketing System 11/1
5. Analyzing Your Market and Customer Behavior 11/15
6. Reaching Your Customer 11/29
7. Marketing the Service Business 12/13
8. Managing Your Financial Requirements 1/10
9. Raising Money for Your Business 1/24
10. Deciding on Some Key Legal Matters 2/7
11. Buying a Going Business 2/21
12. Buying a Franchised Business 3/7
13. Controlling Your Manufacturing Operations 3/21
14. Managing Your Personnel Function 4/11
15. Surviving: Managing for Productivity and Growth 4/25

APPENDIX III

HIGH TECHNOLOGY BUSINESS DEVELOPMENT LIST

Astrosystems, Inc.
Seymour Barth, Chmn. & Pres.
6 Nevada Dr.
Lake Success, N.Y. 11042

Finnigan Corp.
T.Z. Chu Chmn, Pres, & CEO
355 River Oaks Parkway
San Jose, CA 95134

CPT Corp.
Dean F. Scheff Chmn & CEO
8100 Mitchell Rd.
P.O. Box 295
Minneapolis, MN 55440

Hamilton Digital Controls, Inc.
M.H. Pardee, Pres.
2118 Beechgrove Place
Utica, N.Y. 13501

Monolithic Memories Inc.
Irwin Federman Pres. & CEO
1165 East Arques Ave.
Sunnyvale, CA 94036

Analogic Corp.
Bernard M. Gordon, Chmn, Pres., & CEO
Audobon Rd.
Wakefield, MA 01880

Inter-Tel, Inc.
S.G. Mihaylo, Chmn., & Pres.
S.A. Sherman Ex V.P.
3232 West Virginia Ave.
Phoenix, AZ 85009

Algorex Corp.
S.O. Newman Pres. & Chmn.
6901 Jericho Turnpike
Syosset, N.Y. 11791

RAI Research Corp.
S.J. Arditti Chmn, Pres, Treas
225 Marcus Blvd.
Hauppauge, N.Y. 11787

Radiation Systems, Inc.
Richard E. Thomas Chmn, & Pres.
1501 Moran Rd.
Sterling, VA 22170

KMS Industries, Inc.
Partick B. Long Chmn, Pres. & CEO
P.O. Box 1778
3941 Research Park Dr.
Ann Arbor, MI 48106

Machine Technology, Inc.
Garry Hillman
20 Leslie Court
Whippany, N.J. 07981

Nelson Research & Development Co.
Eric L. Nelson PhD Chmn & CEO
19732 Jamboree Boulevard
Irvine, CA 92715

Applied Materials
J.C. Morgan Pres., CEO & Treas.
3050 Bowers Ave.
Santa Clara, CA 95051

Boston Digital Corp.
T.D. Linn Pres
86 South St.
Hopkinton, MA 01748

Avantek Inc.
L.R. Thielen Chmn & CEO
James Cobbie Pres. & CEO
3175 Bowers Ave.
Santa Clara, CA 95051

Applied Materials
A.C. Morgan Pres. CEO & Treas.
3050 Bowers Ave.
Santa Clara, CA 95051

Boston Digital Corp.
T.D. Linn Pres.

Tandem Computers, Inc.
J.M. Treybig Pres & CEO
19333 Valco Parkway
Cupertino, CA 95014

Collagen Corp.
H.D. Paleisky Pres. & CEO
2455 Faber Place
Palo Alto, CA 94303

Computer Products, Inc.
D.C. Yoder Chmn, Pres, & CEO
1400 N.W. 70th St.
Ft. Lauderdale, FL. 33309

Biospherics
Gilbert L. Levin Chmn & Pres.
4928 Wyaconda Rd.
Rockville, MD 20852

Electro Biology, Inc.
T.A. Dverden Chmn & CEO
300 Fairfield Rd.
Fairfield, 07006

Electromedics Inc.
E.E. Mason Chmn & CEO
Suite 711, Glen Lakes Tower
9400 N. Central Expressway
Dallas, TX 75231

ISC Systems
G.A. Norton Chmn & CEO
Ted C. DeMerrit Pres. & CEO
East 9922
Montgomery Ave.
Spokane, WA 99206

American Greetings Corp.
Morry Meiss, Pres. & Chief Oper. Off.
10500 American Road
Cleveland, Ohio 44144

Boston Digital Corp.
Ara Aykanian, Pres.
86 South St.
Hopkinton, MA 01748

Burnup & Sims, Inc.
N.A. Caporella, Pres. & CEO
1333 S. University Dr.
Ft. Lauderdale, FL 33324

Intermedics, Inc.
G.R. Chambus, Pres. & CEO
P.O. Box 617,240
Tarpon Inn Village
Freeport, TX 77541

Odetics, Inc.
Joel Slutsky, CEO
1380 South Anaheim Blvd.
Anaheim, CA 92805

Pioneer Hi-Bred Int'l
T.N. Urban, Pres. & CEO
1206 Mulberry St.
Des Moines, Iowa 50308

Radiation-Systems Inc.
Richard E. Thomas, Chmn. & Pres.
1501 Moran Rd.
Sterling, VA 22170

Sykes Datatronics, Inc.
G.C. Belden Jr., Pres. & CEO
159 East Main St.
Rochester, N.Y. 14604

CPT Corp.
Dean F. Scheff, Chmn & CEO
8100 Mitchell Rd.
Minneapolis, MN 55440

Quotron Systems, Inc.
M.E. Mohr, Pres. & CEO
5454 Beethoven St.
Los Angeles, CA 90066

Bolt Technology Corp.
Bernard Luskin, Chmn & Pres.
205 Wilson Ave.
Norwalk, Ct. 06854

Computer Products, Inc.
D.C. Yodes, Chmn, Pres. & CEO
1400 N.W. 70th St.
Ft. Lauderdale, Fla 33309

Software A.G. Systems Group
K.D. Rardin, Exec. V.P. & COO
11800 Sunrise Valley Dr.
Reston, BA 22091

Patascope Corp.
Lawrence Saper, Pres.
580 Winters Ave.
Paramus, N.J. 07652

Computer and Communications
Technology Corp.
E.T. Bohre, Chmn, Pres, & CEO
495 S. Fairview Ave.
Goleta, GA 93017

Quadrex Corp.
Sherman Naymark, Pres.
1700 Dell Ave.
Campbell, CA 95008

Chyron Corp.
Joseph L. Scheuer, Pres. & COO
265 Spagnote Rd.
Melville, N.Y. 11747

Communications Corp. of America
J.R. Bozman, Pres. & COO
500 Twin Towers South
8585 North Stemmons Freeway
Dallas, TX 75247

Andrew Corp.
F.L. English, Pres. & COO
10500 West 153rd St.
Orland Park, IL 60462

Computer Task Group, Inc.
D.N. Campbell, Pres. & COO
800 Delaware Ave.
Buffalo, N.Y. 14209

Docutel Corp
George Saterson, Pres. & COO
106 Dicker Drive
Los Colinas
Irving, TX 75062

Evans and Sutherland
Computer Corp.
D.C. Evans, Pres. & CEO
580 Arapun Dr.
Salt Lake City, Utah 84108

Brochem Int'l, Inc.
Gerhard vonder Ruhr, Pres.
P.O. Box 13157
Milwaukee, WI 53213

Inter-Tel, Inc.
S.G. Mihaylo, Pres. & Chmn
3232 West Virginia Ave.
Phoenix, Arizona 85009

National Computer Systems, Inc.
David C. Malmberg, Pres. & COO
4401 West 76th St.
Edina, Minn. 55435

Sigmaform Corp.
H.D. Heagant, Pres.
2401 Walsh Ave.
Santa Clara, Cal 95051

Triad Systems Corp.
W.W. Stevens, Pres. & Chmn.
1252 Orleans Drive
Sunnyvale, CA 94086

Vector Graphic, Inc.
L. Harp, Pres. & CEO
500 North Venta Park TD
Thousand Oaks, CA 91320

Graphic Scanning Corp.
Barry Yampol, Chmn & Pres.
99 West Shiffield Ave.
Englewood, N.J. 07631

Microdyne Corp.
L.H. Wolcott, Pres. & CEO
627 Lofstrand Lane
P.O. Box 1527
Rockville, Md. 20850

LTX Corp.
G.C.C. Miller, Chmn & Pres.
145 University Ave.
Westwood, Mass. 02090

IPL Systems, Inc.
S.J. Ippotito, Pres.
1370 Main St.
Waltham, Mass 02254

SCI Systems, Inc.
A.E. Sapp Jr., Exec V.P. & COO
8600 Memorial Parkway
P.O. Box 4000
Huntsville, Ala 35802

Sierra Research Corp.
S.H. Calhoun, Chmn, Pres. & CEO
247 Caynga Rd.
Buffalo, N.Y. 14225

APPENDIX IV

EXECUTIVE ASSISTANCE LETTER



**ADVANCED TECHNOLOGY
DEVELOPMENT CENTER**

Georgia Institute of Technology
Atlanta, Georgia 30332

A Unit of the
University System of Georgia

August 24, 1982

Dear Executive,

The Regional ATDC program continues to provide service to the Barrow, Jackson and Madison Counties in Georgia. In fact, Mr. John Osoinach, a Senior in Georgia Tech's College of Management, is available to you, as a management intern. He can assist you with marketing, and financial and business planning, as well as other management topics of interest to you.

If you would like John's assistance, please call me at 894-3575. The cost to you for his assistance is paid for by the Appalachian Regional Commission.

Sincerely,

Robert G. Schwartz
Project Director
Regional ATDC

RGS:mdd

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
Commerce, GA 30529

E. K. Bivens
PORTEC, INC.
P. O. Box 648
Winder, GA 30680
Jim Macliff
WESTVACO
P. O. Box 643
Winder, GA 30680

Tom Lentz
ALKARIL
Winder, GA 30680

Jim Wahler
JOHNS-MANVILLE
Winder, GA 30680

APPENDIX V

ADVISORY COMMITTEE



**ADVANCED TECHNOLOGY
DEVELOPMENT CENTER**

Georgia Institute of Technology
Atlanta, Georgia 30332

A Unit of the
University System of Georgia

August 23, 1982

Dear Advisory Committee Member,

By now you should have received a copy of the Regional ATDC final report. On Monday, August 30th, we would like to meet at the Madison County Courthouse at 7pm, to discuss its contents and this years plan.

I look forward to seeing you there.

Sincerely,

Robert G. Schwartz

RGS:mdd

ADVISORY COMMITTEE MAILING LIST

Mr. Harold Fletcher
Route 1
Jefferson, GA 30549

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

Mr. Henry Braselton
Braselton, GA 30517

Mr. Bill Chandler
Madison County Industrial
Development Authority
P. O. Box 245
Ila, GA 30647

Mr. Dan Blich
Barrow Manufacturing
Winder, GA 30680

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

Mr. James A. Rowe
Route 1
Danielsville, GA 30613

Mrs. Segars

Mr. Hix

Mayor Mobley

Coulter McGuinness

APPENDIX VI

SECOND YEAR LETTER

Dear Interested Citizen:

The Regional ATDC program continues to provide assistance to the Barrow, Jackson, and Madison County area of the Appalachian region of Northeast Georgia. Since our initial funding by the Appalachian Regional Commission and the Georgia Department of Community Affairs, the form of that assistance has varied. Management consulting, high technology business development, and education are the three basic elements of the program.

During the past year, you may have attended one or more of a variety of seminars covering new technology, computers, venture capital. More of the same is planned for this year. In fact a series of Executive Seminars is starting late September. The series will draw upon recognized experts in a variety of fields and should prove interesting for all concerned.

For you business persons, we may have visited with you one or more times during the past year. We stand ready to assist you with many management needs. Mr. John Osoinach, a Georgia Tech Management Major, can be your management intern for a short study. John's time and expenses are paid by the contract funds. Of course, any technical problems you might need assistance with, Georgia Tech is ready and available to help.

For those of you or your friends interested in new, successful, technology based business developments, we are starting a special class for would be entrepreneurs. Athens Vo-Tech is providing space and assistance for a School for Entrepreneurship to start in late September. It is open to all interested three county residents. It is not free, but there is only a \$10.00 fee. For information, please call either Phil or Bob.

We have been very fortunate over the past year. Your local elected officials, Chamber leadership, your State leadership, many, many local business persons, and the Area Planning and Development Commission have been very supportive and assisting. Your Industrial Development Authorities and other development groups have been keenly interested as well. We have worked with them and will continue to do so over the next year.

This is our beginning. We are here to provide direct high technology based business assistance to you, the local citizenry. The nature of that assistance depends on you. We look forward to this year's activities.

Sincerely,

Robert G. Schwartz
Project Director, Regional ATDC
894-3575

Philip D. Loveless
Field Office Director, Gainesville Field Office
532-5420

Mini - ATDC Meeting
 Jefferson, Georgia

August 26, 1981

NAME/ADDRESS	COUNTY	RESPONSE		NO RESPONSE TO INVITATION	ATTENDED
		YES	NO		
Mildred Schierman State Editor Athens Daily News P. O. Box 1727 Athens, GA 30601	**			X	YES Not Available
Clinton Lane Exec. Director Northeast GA APDC 305 Research Drive Athens, GA 30610	**			X	YES (404)548-3141
W. Eimer George Exec. Director GEORGIA MUNICIPAL ASSOC., INC. 10 Pryor Street Bldg. Suite 220 Atlanta, GA 30303	**			X	
Gordon Harrison Office of the Governor OFFICE OF PLANNING AND BUDGET 270 Washington Street Atlanta, GA 30334	**			X	
Myron Gilbreath 1016 Kentucky Avenue Atlanta, GA 30306	**			X	
Harry West Exec. Director ATLANTA REGIONAL COMMISSION 230 Peachtree St., N.W. Suite 200 Atlanta, GA 30043	**			X	
Sidney O. Smith, Jr. SIDNEY O. SMITH, INC. 201 Green St., N.W. Gainesville, GA 30501	**		X	X	
** Special Invitation					

Mini - ATDC Meeting
 Jefferson, Georgia

August 26, 1981

NAME/ADDRESS	COUNTY	RESPONSE		NO RESPONSE TO INVITATION	ATTENDED
		YES	NO		
Hill R. Healan Exec. Director ASSOCIATION OF COUNTY COMMISSIONER OF GEORGIA 133 Carnegie Way, N.W. Suite 1124 Atlanta, GA 30301	**			X	
Cecil Phillips Attorney at Law ALSTON, MILLER & GAINES 1200 C&S National Bank Bldg. Atlanta, GA 30303	**		X	X	
David S. Clifton EDL/EES GEORGIA INSTITUTE OF TECHNOLOGY Atlanta, GA 30332	**			X	
Jim Grubiak GA Dept. of Community Affairs APPALACHIAN REGIONAL COMMISSION 10 Marietta, N.W. =8th floor Atlanta, GA 30303	**	X			YES (404) (404)221-3851
Julius F. Bishop 24 E. Hancock Avenue Athens, GA 30601	**			X	
Charles Henny, Jr. E.I. DuPont DeNemours P.O. Box 1808 Athens, GA 30601	**		X		
William C. Darley, Jr. Director NORTHWEST GA AREA OFFICE GEORGIA INSTITUTE OF TECHNOLOGY 204 Shorter Avenue Columbus, GA 30161	**			X	
**Special Invitation					

Mini - ATDC Meeting
 Jefferson, Georgia
 August 26, 1981

NAME/ADDRESS	COUNTY	RESPONSE		NO RESPONSE TO INVITATION	ATTENDED
		YES	NO		
Grady McWhorter -MGR. GEORGIA NATURAL GAS CO. P. O. Box 1667 Athens, GA 30613	**	X			YES (404)549-1190
Bill Burke V-President Office for Research U OF GA Athens, GA 30601	**			X	
Dr. Bob Brown School of Agricultural Engineering U OF GA Athens, GA 30601	**			X	
Dr. Talmadge Duval Director of Cooperative Extension Service U OF GA Athens, GA 30601	**			X	
Dr. Charlie Floyd School of Business Adm. U OF GA Athens, GA 30601	**			X	
Dr. James Fisher Assoc. Professor Geography Department U OF GA Athens, GA 30601	**	X			YES (404)542-2856
Dr. Gene Younts V-Pres. for Services U OF GA Athens, GA 30601	**			X	
Dean David P. Anderson School of Vet Medicine U OF GA Athens, GA 30601	**			X	
**Special Invitation					

Mini - ATDC Meeting
 Jefferson, Georgia
 August 26, 1981

NAME/ADDRESS	COUNTY	RESPONSE		NO RESPONSE TO INVITATION	ATTENDED
		YES	NO		
James L. Mercer Chief Industrial Extension Division/EDL/EES GEORGIA INSTITUTE OF TECHNOLOGY 214 O'Keefe Bldg. Atlanta, GA 30332	**			X	
Ms. Frances Stewart PROTO SYSTEMS Box 279 Roswell Road Atlanta, GA 30077	**	X			YES (404)475-1330
Honorable Hobby Stripling, Jr. President GEORGIA MUNICIPAL ASSOCIATION, INC. P. O. Box 425 Vienna, GA 31092	**			X	
Robert H. Rice Exec. Director GEORGIA TECH NATIONAL ALUMNI ASSOCIATION 25 North Ave., N.W. Atlanta, GA 30332	**		X		
J. H. Biggers ELIANCE ELECTRIC COMPANY Collins Industrial Drive Athens, GA 30601	**			X	
Charlie Aguar Assoc. Professor School of Environmental Design OF GA Athens, GA 30601	**			X	
Dean Leon A. Hargreaves School of Forest Resources OF GA Athens, GA 30601	**	X			Graham Briste represented Dean Hargreav (404)542-2686
**Special Invitation					

Mini - ATDC Meeting
 Jefferson, Georgia

August 26, 1981

NAME/ADDRESS	COUNTY	RESPONSE		NO RESPONSE TO INVITATION	ATTENDED
		YES	NO		
Dr. Charles Dobbins Cooperative Ext. Srvc. U OF GA Athens, GA 30601	**			X	
Dr. James. L. Carmon Office of Computing & Information Srvc. U OF GA Athens, GA 30601	**		X		
Dr. Stephen Brannon Division Chairperson Agricultural Economics U OF GA 301 Conner Street Athens, GA 30601	**		X		Unable to attend but very interes in program.
Bob Burton Charles Giddens WRFC Radio Station P. O. Box 1152 Athens, GA 30601	**			X	
H. Randolph Holder John Varner WGAU & WNGC Radio Stas. P. O. Box 5099 Athens, GA 30601	**			X	
Herb Hattaway WJJC Radio Station P. O. Box 379 Commerce, GA 30529	**			X	YES (404) 335-3155
Bud Curry WIMO Radio Station P. O. Box 526 Winder, GA 30680	**			X	
Phil Williams ATHENS OBSERVER P. O. Box 112 Athens, GA 30601	**			X	
**Special Invitation					

Mini - ATDC Meeting
 Jefferson, Georgia

August 26, 1981

NAME/ADDRESS	COUNTY	RESPONSE		NO RESPONSE TO INVITATION	ATTENDED
		YES	NO		
Jim Dove Northeast Georgia APDC 305 Research Drive Athens, GA 30610	**	X			YES-Co-host of meeting (404)548-3141
<u>MINI-ATDC Personnel</u> Wayne Hodges Robert C. Schwartz Atlanta - GEORGIA TECH				(404)894-3575	YES YES
Darlene Fischer Philip D. Loveless Gainesville Office GEORGIA TECH				(404)532-5420	YES YES
Marilyn Casey Atlanta - GEORGIA TECH				(404)894-3575	YES
Fred Tarpley Atlanta - GEORGIA TECH				(404)894-2616	YES
Robert Shelnett ATHENS TECH CENTER US Hwy 29 N Athens, GA 30601	Clarke			(404)549-2360	YES - no record of invitation
Bob Yongue ATHENS TECH CENTER	Clarke			" "	YES - no record of invitation
Ben Eason ATHENS TECH CENTER	Clarke			" "	YES - no record of invitation
Russell Vandiver ANIER TECH Lawwood, GA 30566	Hall			(404)532-7243	YES - no record of invitation
Tom Jackson KIA TV Athens Office	Clarke			(404)892-1611 Atlanta Office	YES - no record of invitation

Mini - ATDC Meeting
Jefferson, Georgia

August 26, 1981

NAME/ADDRESS	COUNTY	RESPONSE		NO RESPONSE TO INVITATION	ATTENDED
		YES	NO		
W. O. Maddox, Jr. THE PEOPLES BANK P. O. Box 788 Winder, GA 30680 K91	Barrow			X	
W. O. Jones BANK OF BARROW 21 N. Broad Street Winder, GA 30680	Barrow			X	
Lora Lou Nix Executive Director WINDER/BARROW CHAMBER OF COMMERCE P. O. Box 456 Winder, GA 30680	Barrow	X			YES (404) 867-9444
Anne J. Segars Chairman BARROW COUNTY COMMISSION 10 S. Broad Street Winder, GA 30680	Barrow			X	YES (404) 867-7581
Berry Lassiter resident FIRST FEDERAL S & L P. O. Drawer "D" Winder, GA 30680	Barrow			X	
Donald F. Holdredge HARRISON MILL COMPANY P. O. Box 176 Bethlehem, GA 30620	Barrow	X			NO
J. D. Withers resident THE R&R MFG. CO., INC. P. O. Box 49 Duburn, GA 30203	Barrow			X	
Don Cochran DOUBLE D TRAILERS, INC. P. O. Box 400 Duburn, GA 30203	Barrow		X		

Mini - ATDC Meeting
 Jefferson, Georgia

August 26, 1981

NAME/ADDRESS	COUNTY	RESPONSE		NO RESPONSE TO INVITATION	ATTENDED
		YES	NO		
W. H. Jennings President BARROW MFG. COMPANY P. O. Box 460 Winder, GA 30680	Barrow			X	
Robert H. Harrison President HARRISON POULTRY, INC. P. O. Box 202 Bethlehem, GA 30620	Barrow			X	
Jack Ellerbee HARRISON POULTRY, INC. P. O. Box 202 Bethlehem, GA 30620	Barrow			X	
David H. Begner President STATHAM GARMENT COMPANY P. O. Box 5 Statham, GA 30666	Barrow			X	
Harris Hardegree HARDEGREE LUMBER COMPANY P. O. Box 400 Winder, GA 30680	Barrow			X	
Barry Shafer H&H MFG. CORPORATION P. O. Box 65 Statham, GA 30666	Barrow			X	
John J. Speed CARWOOD MFG. COMPANY 220 E. Athens Street Winder, GA 30680	Barrow		X		
W. H. Jennings, Jr. President BARROW MFG. CO., INC. P. O. Box 460 Winder, GA 30680	Barrow			X	
Dwight Bliss, Jr. ARTCRAFT OF GEORGIA P. O. Box "M" Winder/Barrow Airport Winder, GA 30680	Barrow		X		

Mini - ATDC Meeting
 Jefferson, Georgia

August 26, 1981

NAME/ADDRESS	COUNTY	RESPONSE		NO RESPONSE TO INVITATION	ATTENDED
		YES	NO		
R. S. Hannah Exec. V-President EMPIRE MFG. COMPANY P. O. Box 489 Winder, GA 30680	Barrow			X	
W. T. Turner CUSTOM CHEMICAL DEPT. Westvaco Corporation P. O. Box 643 Winder, GA 30680	Barrow			X	
Thomas C. Maginnis President CHEROKEE MFG. CO., INC. Drawer "A" Winder, GA 30680	Barrow	X			NO
William Halfhill JOHNS-MANVILLE PRODUCTS CORPORATION P. O. Box 747 Winder, GA 30680	Barrow			X	
Royce A. Jackson JACKSON READY MIXED CONCRETE 613 E. Midland Ave., Box 705 Winder, GA 30680	Barrow			X	
Don Davis President GEORGIA MAID, INC. P. O. Box 550 Winder, GA 30680	Barrow			X	
J. H. Summerour G. W. SUMMEROUR & CO. P. O. Box 250 Winder, GA 30680	Barrow			X	
John Robinson SOUTHERN WAISTBANDS, INC. P. O. Drawer "E" Winder, GA 30680	Barrow			X	

Mini - ATDC Meeting
 Jefferson, Georgia

August 26, 1981

NAME/ADDRESS	COUNTY	RESPONSE		NO RESPONSE TO INVITATION	ATTENDED
		YES	NO		
Howard Renfer PORTEC, INC. P. O. Box 648 Winder, GA 30680	Barrow			X	
Alfredo Carcers UNITED POULTRY CORP. P. O.Box 393 Winder, GA 30680	Barrow			X	
R. D. Maxwell SUPERIOR GARMENT COMPANY P. O. Box 487 Winder, GA 30680	Barrow			X	
Robert Maxwell SUPERIOR GARMENT COMPANY P. O. Box 487 Winder, GA 30680	Barrow			X	
W. K. Mahon WINDER RUG MILLS, INC. 336 E. Athens Street Winder, GA 30680	Barrow			X	
David H. Jackson WINDER LUMBER COMPANY P. O. Box 160 Winder, GA 30680	Barrow	X			NO
A. R. Disney WESTHOLT OF GA., INC. P. O. Box 218 Winder, GA 30680	Barrow			X	
John Gilliland Industrial Representative GA. DEPT. OF INDUSTRY AND TRADE P. O. Box 1776 Atlanta, GA 30301	**		X		
Nelson J. Kramer Industrial Representative COLDWELL BANKER COMMERCIAL BROKERAGE CO. 229 Peachtree St., N.E. Suite 1400 Atlanta, GA 30303	**			X	

** Special Invitation

Mini - ATDC Meeting
Jefferson, Georgia

August 26, 1981

NAME/ADDRESS	COUNTY	RESPONSE		NO RESPONSE TO INVITATION	ATTENDED
		YES	NO		
Tom Hanifen Manager, Regional Industrial Representative ADAMS/CATES REALTY CO. P. O. Box 861 Atlanta, GA 30301	**			X	
Honorable C. D. Holliday Mayor CITY OF STATHAM P. O. Box 26 Statham, GA 30666	Barrow			X	
Honorable J. O. Mobley, Jr. Mayor CITY OF WINDER P. O. Box 566 Winder, GA 30680	Barrow	X			YES (404) 867-3106
Virgil Harris PEOPLES BANK P. O. Box 788 Winder, GA 30680	Barrow			X	
Ernie Graham City Clerk CITY OF WINDER P. O. Box 566 Winder, GA 30680	Barrow	X			YES (404) 867-3106
Honorable Roy E. Parks Mayor CITY OF AUBURN P. O. Drawer 2000 Auburn, GA 30203	Barrow			X	
Cecil Grider Station Manager WIMO Winder, GA 30680	Barrow			X	
Myles Godfrey Publisher THE WINDER NEWS P. O. Drawer "C" Winder, GA 30680	Barrow	X			David Price attended in Mr. Godfrey's absence. (404)867-755
**Special Invitation					

Mini - ATDC Meeting
 Jefferson, Georgia

August 26, 1981

NAME/ADDRESS	COUNTY	RESPONSE		NO RESPONSE TO INVITATION	ATTENDED
		YES	NO		
Ed Brock Chairman BARROW COUNTY PLANNING COMMISSION Route 1 Auburn, GA 30203	Barrow			X	(404) YES 867-7581
Donald E. Duke N. Jackson Street (METALCRAFT) Winder, GA 30680	Barrow			X	YES (404) 867-2864
Carl J. Hale P. O. Box 7 Statham, GA 30666	Barrow	X			NO
Mrs. Girlie Smith Route 2 Winder, GA 30680	Barrow			X	
Honorable Alexander Russell Route 2 Winder, GA 30680	Barrow			X	
Honorable Randolph Stinchcomb Auburn, GA 30203	Barrow			X	
William Evans P. O. Box 224 Bethlehem, GA 30620	Barrow			X	
Honorable Thomas W. Bell Mayor, CITY OF BETHLEHEM Bethlehem, GA 30620	Barrow	X			YES (404) 867-2395
Cecil Brannon Sr. V-President BANK OF BARROW P. O. Box 626 Winder, GA 30680	Barrow	X			NO

Mini - ATDC Meeting
 Jefferson, Georgia
 August 26, 1981

NAME/ADDRESS	COUNTY	RESPONSE		NO RESPONSE TO INVITATION	ATTENDED
		YES	NO		
Jean G. Withers (Mr.) Rte 3, Box 5862 Auburn, GA 30203	Barrow			X	
T. Penn McWhorter Attorney at Law 109 N. Broad Street Winder, GA 30680	Barrow			X	
Nathaniel D. Wages Attorney at Law 303 S. Broad Street Winder, GA 30680	Barrow			X	
William Winder (Att'y) 303 1/2 S. Broad Street Winder, GA 30680	Barrow			X	
W. Michael Strickland Attorney at Law 112 W. Athens Street Winder, GA 30680	Barrow			X	
William D. Healan Attorney at Law 113 W. Candler Street Winder, GA 30680	Barrow			X	
O. B. Langford, Jr. Attorney at Law Candler Street Winder, GA 30680	Barrow			X	
Robert W. Adamson Attorney at Law 109 N. Broad Street Winder, GA 30680	Barrow			X	
William Rhymer Attorney at Law S. Broad Street Winder, GA 30680	Barrow			X	
Samuel L. Chestnutt Attorney at Law 112 W. Athens Street Winder, GA 30680	Barrow			X	

Mini - ATDC Meeting
 Jefferson, Georgia

August 26, 1981

NAME/ADDRESS	COUNTY	RESPONSE		NO RESPONSE TO INVITATION	ATTENDED
		YES	NO		
Earl W. Gunn Attorney at Law 109 N. Broad Street Winder, GA 30680	Barrow			X	
Bruce R. Russell Attorney at Law 200 W. Candler Street Winder, GA 30680	Barrow			X	
John E. Stell, Jr. Attorney at Law 109 N. Broad Street Winder, GA 30680	Barrow			X	
Richard Russell, III 109 N. Broad Street Winder, GA 30680	Barrow			X	
David H. Gill BANK OF BARROW Asst. V-P P. O. Box 627 Winder, GA 30680	Barrow	X			NO

Mini - ATDC Meeting
 Jefferson, Georgia

August 26, 1981

NAME/ADDRESS	COUNTY	RESPONSE		NO RESPONSE TO INVITATION	ATTENDED
		YES	NO		
Manly F. Gilmer THE FIRST NATIONAL BANK 1 N. Elm Street Commerce, GA 30529	Jackson	X			NO
H. F. Braselton BRASLETON BANKING COMPANY P. O. Box 74 Braselton, GA 30517	Jackson			X	
J. Nolan Spear NORTHEASTERN BANKING CO. 17 N. Elm Street Commerce, GA 30529	Jackson	X			NO
Eddie Benton Attorney at Law BENTON AND BROWN S. Elm Street Commerce, GA 30529	Jackson			X	
Charlene Bennett FIRST FEDERAL S & L 110 E. Public Square Jefferson, GA 30549	Jackson	X			T.O. Hall, V-P, attended in her absence
Thomas F. Benton COMMERCE BUILDING & LOAN 203 N. Elm Street Commerce, GA 30529	Jackson			X	YES (404) 335-3599
L. W. Cone Attorney at Law Public Square Jefferson, GA 30549	Jackson			X	
Edward W. Clary Maysville Road Homer, GA 30547	Jackson			X	
John Terry Brown Attorney at Law BENTON & BROWN S. Elm Street Commerce, GA 30529	Jackson			X	

Mini - ATDC Meeting
 Jefferson, Georgia

August 26, 1981

NAME/ADDRESS	COUNTY	RESPONSE		NO RESPONSE TO INVITATION	ATTENDED
		YES	NO		
H. Davis Attorney at Law West Washington Jefferson, GA 30549	Jackson			X	
Jerry C. Gray Attorney at Law Washington Street Jefferson, GA 30549	Jackson			X	
Jack Davison Attorney at Law South Washington Jefferson, GA 30549	Jackson			X	
David C. Jones, Jr. Attorney at Law Main Street Homer, GA 30547	Jackson			X	
Ronald K. Hopkins Attorney at Law Washington Street Jefferson, GA 30549	Jackson			X	
Walter B. Harvey Attorney at Law Randolph Jefferson, GA 30549	Jackson			X	
Greg Perry Attorney at Law 17 State Commerce, GA 30549	Jackson	X			NO
H. Bradford Morris, Jr. Attorney at Law Dry Pond Road Maysville, GA 30558	Jackson	X			Mrs. Morris attended meeting in Mr. Morris's absence. (404)652-2650
Leonard C. Lewellen Attorney at Law Randolph Street Jefferson, GA 30549	Jackson			X	

Mini - ATDC Meeting
 Jefferson, Georgia
 August 26, 1981

NAME/ADDRESS	COUNTY	RESPONSE		NO RESPONSE TO INVITATION	ATTENDED
		YES	NO		
H. W. Vaughn, Jr. Attorney at Law 8 1/2 S. Broad Commerce, GA 30529	Jackson			X	
James Horace Wood Attorney at Law Washington Street Jefferson, GA 30549	Jackson			X	
Honorable O. G. Ariail Mayor CITY OF MAYSVILLE P. O. Box 86 Maysville, GA 30558	Jackson			X	
Honorable Hoyt D. Love Mayor CITY OF PENDERGRASS P. O. Box 95 Pendergrass, GA 30567	Jackson			X	
Honorable J. L. Braselton Mayor ---(Box 3) CITY OF BRASELTON Braselton, GA 30517	Jackson			X	
Honorable G. R. Waters Mayor CITY OF COMMERCE P. O. Box 348 Commerce, GA 30529	Jackson			X	
J. Paul Vickery City Manager CITY OF COMMERCE P. O. Box 348 Commerce, GA 30529	Jackson	X			YES (404) 335-4589
Honorable Hoyt Bell Mayor CITY OF HOSCHTON P. O. Box 61 Hoschton, GA 30548	Jackson			X	

Mini - ATDC Meeting
 Jefferson, Georgia
 August 26, 1981

NAME/ADDRESS	COUNTY	RESPONSE		NO RESPONSE TO INVITATION	ATTENDED
		YES	NO		
Honorable Byrd M. Bruce Mayor CITY OF JEFFERSON 139 Athens Street Jefferson, GA 30549	Jackson			X	
G. W. Jensen PROPER PUMP COMPANY P. O. Box 269 Commerce, GA 30529	Jackson	X			YES (404)335-5551
Stonewall J. Shirley SHIRLEY FEED & SEED CO. N. Elm Street Commerce, GA 30529	Jackson			X	YES (404)335-2162
Gordon Spencer LANDRESS-SMITH Hoschtton, GA 30548	Jackson			X	
M. M. Bryan, Jr. JEFFERSON MILLS, INC. P. O. Box 526 Jefferson, GA 30549	Jackson			X	
T. M. Bryan JEFFERSON MILLS, INC. P. O. Box 526 Jefferson, GA 30549	Jackson			X	
Henry A. Karwisch RYAN HOMES, INC. P. O. Box 505 Jefferson, GA 30549	Jackson		X		
Charles W. Brooks STANDARD COOSA THATCHER COMPANY P. O. Box 506 Jefferson, GA 30549	Jackson			X	
Gerald Gay GOLD KIST, INC. P. O. Box 8 Palmo, GA 30575	Jackson			X	

Mini - ATDC Meeting
 Jefferson, Georgia
 August 26, 1981

NAME/ADDRESS	COUNTY	RESPONSE		NO RESPONSE TO INVITATION	ATTENDED
		YES	NO		
William S. Richey Rte 2 Commerce, GA 30529	Jackson			X	
Colin P. Kelly Rte 2, Box 473 Commerce, GA 30529	Jackson			X	
Jack N. Keen Memorial Drive Jefferson, GA 30549	Jackson			X	
Willis N. Harden RFD #1 Commerce, GA 30529	Jackson			X	
Stewart Dickerson 52 Doan Street Commerce, GA 30529	Jackson			X	
E. J. Coppage, Jr. Rte 4, Box 326-A Commerce, GA 30529	Jackson			X	
Albert S. Camp, Jr. P. O. Box 418 Commerce, GA 30529	Jackson			X	
Richard L. Beem, Jr. Rt3 2, Box 277 Commerce, GA 30529	Jackson			X	
James W. Thornton (Mrs.) 127 Sycamore Street Jefferson, GA 30549	Jackson	X			NO
E. L. Kelly Athens Street Jefferson, GA 30549	Jackson			X	
Hollis Ray Duke Street Jefferson, GA 30549	Jackson			X	

Mini - ATDC Meeting
 Jefferson, Georgia
 August 26, 1981

NAME/ADDRESS	COUNTY	RESPONSE		NO RESPONSE TO INVITATION	ATTENDED
		YES	NO		
Sidney Allen BEE-LINE BRAKE COMPANY P. O. Box 86 Dalmo, GA 30567	Jackson			X	
Bill R. Falls WAYNE POULTRY P. O. Box 59 Pendergrass, GA 30567	Jackson			X	
Ed Lindorn GOLD KIST, INC. P. O. Box 318 Commerce, GA 30529	Jackson			X	
Lam G. Hardman, III HARMONY GROVE MILLS S. Elm Street Commerce, GA 30529	Jackson			X	YES (404) 335-3171
Telford Lord JACKSON READY MIXED CONCRETE Commerce, GA 35029	Jackson			X	
Harold Waxman PAWN TOGS, INC. P. O. Box 72 Braselton, GA 30517	Jackson			X	
Charlie Hasty BLUE BELL, INC. Lomer Street Commerce, GA 30529	Jackson			X	
Billy Dorsey COMMERCE SPORTSWEAR CORPORATION 5 State Street Commerce, GA 30529	Jackson			X	
Tom Hodge DELPH BLUE PROVIME P. O. Box 11 Braselton, GA 30517	Jackson			X	

Mini - ATDC Meeting
 Jefferson, Georgia
 August 26, 1981

NAME/ADDRESS	COUNTY	RESPONSE		NO RESPONSE TO INVITATION	ATTENDED
		YES	NO		
Roy M. Nunley BRASELTON MONUMENT CO. Braselton, GA 30517	Jackson			X	
Loren Duckett AGRICULTURE & MINING EQUIPMENT, INC. 1 Wall Street Braselton, GA 30517	Jackson			X	
Mark Beardsley Editor COMMERCE NEWS P. O. Box 149 Commerce, GA 35029	Jackson			X	
Herman Buffington Publisher THE JACKSON HERALD P. O. Box 37 Jefferson, GA 30549	Jackson	X			YES - Mrs. Buffington attended (404) 367-5233
Charles L. Hardy, Jr. Publisher THE COMMERCE NEWS 25 S. Broad Street Commerce, GA 30529	Jackson			X	
Joe Davis Chairman JACKSON COUNTY PLAN- NING COMMISSION Gainesville Road Jefferson, GA 30549	Jackson	X			YES (404) 367-5202
Jim Love Pendergrass, GA 30567	Jackson			X	
Billy Holder Roschton, GA 30548	Jackson			X	
C. D. Kidd, III Lanckock Avenue Jefferson, GA 30549	Jackson			X	
JoAnn Mayfield 106 Pine Avenue Commerce, GA 30529	Jackson			X	YES (404) 335-4273

Mini - ATDC Meeting
 Jefferson, Georgia
 August 26, 1981

NAME/ADDRESS	COUNTY	RESPONSE		NO RESPONSE TO INVITATION	ATTENDED
		YES	NO		
Runelle Smith Box 136 Nicholson, GA 30565	Jackson			X	
Honorable Harold S. Swindle Mayor CITY OF NICHOLSON P. O. Box 37 Nicholson, GA 30565	Jackson			X	
John Cody Route 2 Jefferson, GA 30549	Jackson			X	
Honorable Author H. Parr, Jr. Mayor CITY OF ARCADE Route 2 Jefferson, GA 30549	Jackson			X	
Henry D. Robinson Chairman JACKSON COUNTY COMMISSIONERS P. O. Box 68 Jefferson, GA 30549	Jackson			X	
William W. Wilbanks Route 2, Box 382 Commerce, GA 30529	Jackson		X		(Asked for handout material.)
Willard K. Smith Route 3 Jefferson, GA 30549	Jackson			X	
Arter Smisson Route 5 Commerce, GA 30529	Jackson			X	
Daniel B. Roseman Route 1 Jefferson, GA 30549	Jackson			X	

Mini - ATDC Meeting
 Jefferson, Georgia
 August 26, 1981

NAME/ADDRESS	COUNTY	RESPONSE		NO RESPONSE TO INVITATION	ATTENDED
		YES	NO		
E. L. Thompson - MGR. GEORGIA POWER COMPANY 406 N. Side Square Jefferson, GA 30549	Jackson	X			YES (404)367-8383
Charles E. Sims - MGR. JACKSON EMC P. O. Box 38 Jefferson, GA 30549	Jackson	X			YES (404)367-5281
Charles T. Wilkes RFD #3, River Road Jefferson, GA 30549	Jackson			X	
Samuel J. Fleeman, Sr. President EQUIPMENT DISTRIBUTING CO., INC. Rte 1 Jefferson, GA 30549	Jackson	X			YES Not Available
Max Turner INCOME PROPERTIES, INC. P. O. Box 129 Pendergrass, GA 30567	Jackson	X			YES Not Available
Ronald C. Bond BONCO MFG. CO. P. O. Box 521 Jefferson, GA 30549	Jackson	X			YES (404)367-5214
Bill Booth JACKSON COUNTY INDUSTRIAL DEV. AUTH. Jefferson, GA 30549	Jackson				Attended without written invitation (404)335-3881
Harold Fletcher JACKSON COUNTY COMMISSION Rte 1 Jefferson, GA 30549	Jackson	X			Personal invitation Co-host of meeting (404)367-9838
Claud Pardue PARDUE'S ANTIQUES Talmo, GA 30575	Jackson			X	YES (404)693-2500

Mini - ATDC Meeting
 Jefferson, Georgia

August 26, 1981

NAME/ADDRESS	COUNTY	RESPONSE		NO RESPONSE TO INVITATION	ATTENDED
		YES	NO		
Cecil Bray JACKSON COUNTY COMMISSION Rte. 3, Box 141 Jefferson, GA 30549	Jackson				YES - With person invitation (404)367-9838
Ken Bridges JACKSON COUNTY INDUSTRIAL DEVELOP- MEN AUTHORITY P. O. Box 399 Jefferson, GA 30549	Jackson				YES - Personal invitation (404)367-9090
Mike Joyner Exec. Director JACKSON COUNTY CHAMBER OF COMMERCE P. O. Box 399 Jefferson, GA 30549	Jackson	X			YES (404)367-9090
Dave Lovell (Unknown affiliation)	Jackson				YES - no record of invitation Not Available
L. J. Grasafi DELFT BLUE PROVINI P. O. Box 11 Braselton, GA 30517	Jackson			X	
George Deadwyler WAYNEN POULTRY Pendergrass, GA 30549	Jackson			X	
Henry Asbury FIRST NATIONAL BANK OF JACKSON COUNTY Jefferson, GA 30549	Jackson			X	
Chip McEver McEVER'S SPORTS Jefferson, GA 30549	Jackson			X	
Leonard Michalove LAWN TOGS, INC. Braselton, GA 30517	Jackson			X	

L-30-812



**ADVANCED TECHNOLOGY
DEVELOPMENT CENTER**

Georgia Institute of Technology
Atlanta, Georgia 30332

A Unit of the
University System of Georgia

January 6, 1983

Mr. John Overstreet
Department of Community Affairs
40 Marietta Street
Atlanta, Georgia 30303

Dear John:

Enclosed are three copies of our Quarterly Report covering the second quarter's activities of our Regional ATDC ARC Grant No. GA-8015-82-C1-302-0504. As I have done in the past, I will be distributing the approved report to the appropriate persons residing within the three county area we serve.

Should you have any questions or comments, please do call. We appreciate your continuing support.

Sincerely,

Robert G. Schwartz
Regional ATDC Project Director

cc: Jerry L. Birchfield
D. Hasty, OCA

THE REGIONAL ADVANCED TECHNOLOGY

DEVELOPMENT CENTER PROJECT

Appalachian Regional Commission

Department of Community Affairs

Georgia Institute of Technology

Grant GA-8015-82-C1-302-0504

October-December 1982 Quarterly Report

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, 1980, and modeled after the 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

Project objectives include:

- . High Technology Business Development
- . Identification of and Assistance to Entrepreneurial Businesses
- . Management Assistance to Existing Businesses
- . Presentation of Educational Programs
- . Establishment of Self Sufficiency

The project is organized into four main areas of activity supporting the project objectives:

- . Strategic Planning
- . High Technology Business Development
- . Management Assistance
- . Education

RESULTS AND ACCOMPLISHMENTS -October-December 1982

Strategic Planning

Assistance to local development groups and others interested in high technology business development is now more focused. The on-going recession has significantly impacted most development efforts. The Braselton area continues to be extremely interested in high technology developments and receives the major share of assistance.

The primary emphasis with the Braseltons has been placed on the development of a strategic plan covering

future technology based developments for the area. A direct company mailing has also been made by the city and another one of similar size is intended in the first quarter.

A private venture capital fund will also be established in Winder, Georgia and Mr. Dan Blicht, its founder, will receive planning assistance.

Very preliminary discussions have also begun with two individuals regarding the establishment of two incubators and a technology development park. Continuing discussions and strategic planning are needed, before either possibility would become a reality.

These developments, along with the interest in the School for Entrepreneurship, the Executive Seminar Series, and the ongoing marketing/management studies indicate that the project continues to progress towards substantive year two results (Appendices I, II, III). The future creation of new high technology jobs for the area would be an indication this demonstration project has succeeded.

High Technology Business Development

As stated primary assistance is directed towards the Braselton group and includes continuing strategic planning and assistance in identifying promising candidate companies for recruitment purposes and entrepreneurial development.

Several meetings were held with the Barrow County Commission, the Barrow County Chamber, the Jackson County Chamber, the Jackson County Commission, the Madison County Commission, and the Madison County Industrial Development Authority, all regarding business development activities. Except for the continuing direct assistance to the Braseltons, only a limited amount of time will be spent with the other groups.

Jackson County citizens continue to formulate their future development plans and if, during the contract period, project assistance is requested, assistance will be given.

Management Assistance

There are presently eight ongoing management assistance studies being conducted for the following companies, businesses or individuals:

- . Summerour
- . Smith-Kluckhohn
- . R&R Manufacturing
- . Bank of Barrow
- . First Federal
- . Jim Harwell
- . Dan Blicht
- . Southern Waistbands

Three additional studies were completed during the quarter (Appendix II):

- . Roper
- . Byron Gilbreath
- . Russell, McWhorter

Because of the nature of all these studies, the results are confidential, but are maintained in the project files.

The second and third Executive Seminars were attended by approximately forty people, with the topics well received. A total of approximately 70 people have attended all three offerings, with extensive radio and newspaper coverage continuing (Appendix I).

Discussions with Mr. David Jackson, Barrow Chamber of Commerce President and Mr. John Robinson, Chairman of the High Technology Committee of the Chamber, indicated a continuing interest in conducting seminars during the second half of the project year. Appropriate announcements were made, to be followed by press releases prior to each seminar.

Education

In addition to the Executive Seminar Series, the School for Entrepreneurship was conducted. Because its objectives of identifying local entrepreneurs and stimulating

entrepreneurship were met, the activity was compressed into a four month period to accommodate potential management studies during the second half of the project year.

A letter was sent to each of the class participants requesting their input on assistance needs, as well as to conduct a class evaluation. Since the letters were sent at year's end, only a few responses have been received.

Telephone contact will be made with each participant to elicit additional responses, but because of the class, one study for Smith-Kluckhohn did result. The evaluation of the class itself was very positive (Appendix III).

The local radio programs continue, covering state news, national news, and new product reviews, primarily in the high technology area. Topics include micro and mini computers, robots, aircraft telephones, microbiology, etc.

FUTURE ACCOMPLISHMENTS-January-March 1983

Strategic Planning

An attempt will be made to continue to build local interest in establishing incubators and a high technology industrial park.

High Technology Business Development

Assistance will continue to the Braselton group. Additional candidate companies will be identified and a continuing business development strategy will be refined.

Project personnel will remain available to all three counties in their high technology development efforts.

A Tri-County mailing will be made to Atlanta area firms regarding the benefits of this near-to-Atlanta region.

Entrepreneurial Development/Management Assistance

Should there be additional requests for business assistance, approximately four to six marketing/business development studies can be accommodated to year's end, as well as two additional computer assistance studies.

The class participants in the School for Entrepreneurship will be recontacted to assess their future needs.

Assistance will be given to Dan Blicht regarding strategic planning for his venture capital fund.

Ongoing studies will be completed prior to year's end, with reports written to each participating individual or business as appropriate.

Education

The Barrow County Chamber of Commerce/Regional ATDC sponsored Executive Seminar Series will conduct three seminars covering International Marketing, Strategic Planning, and Computer Aided Management and Manufacturing. (Appendix I)

The materials management seminar will be held on January 20 and may lead to specialized in-house seminars covering similar topics, but confidential to the company.

There will also be a computer literacy course offered in late April or early May, with planning and coordination conducted in conjunction with the Barrow County Commission during the quarter.

The WJJC and WIMO radio programs will continue.

Appendices

1. Executive Seminars
2. Management Assistance
3. School for Entrepreneurship

Executive Seminars

Appendix I



**ADVANCED TECHNOLOGY
DEVELOPMENT CENTER**

Georgia Institute of Technology
Atlanta, Georgia 30332

A Unit of the
University System of Georgia

October 19, 1982

M E M O R A N D U M

TO: W. Carl Biven, Professor
FROM: Robert G. Schwartz
SUBJECT: Regional ATDC Program - Winder

I very much appreciated the time you spent preparing and delivering your comments on the economy at our recent Regional ATDC program in Winder. I have had a significant number of positive comments from attendees and others interested in the program. In particular, the County Commission Chairperson of Barrow County, although not in attendance, indicated she had received many favorable comments about your talk and was sorry she was unable to attend.

Carl, thanks again for the time and interest.

RGS/dw

cc: Dean Charles Gearing
Jerry Birchfield
Professor Tarpley



**ADVANCED TECHNOLOGY
DEVELOPMENT CENTER**

Georgia Institute of Technology
Atlanta, Georgia 30332

A Unit of the
University System of Georgia

PRESS RELEASE

October 14, 1982

The Barrow County Chamber of Commerce, their Advanced Technology Committee, and the Advanced Technology Development Center Regional Program, announce the second Executive Seminar to be held on October 26th, at the Bank of Barrow Civic Room from 7:30-9:00. Dr. Jim Wiltse, Associate Director of the Engineering Experiment Station at Georgia Tech, and preeminent authority on emerging optical, communications, laser and radar technologies will speak on recent advances in technology and how they will impact our everyday lives. Dr. Wiltse has extensively lectured around the world, has over 60 recent publications and four books attributed to him. He manages over 700 persons at the Experiment Station, directing the extensive electronics research area. For an interesting and up-to-date view on the impact of technology and technical changes which will affect our lives, the second Executive Seminar is open to all interested citizens. For information, call the Barrow Chamber of Commerce, John Robinson, Chairman, Advanced Technology Committee, 867-9444 or the ATDC at (404) 894-3575.

'Executive Seminar' To Be Held Oct. 26 In Winder

The Barrow County Chamber of Commerce, their Advanced Technology Committee, and the Advanced Technology Development Center Regional Program, announce the second executive seminar to be held on Oct. 26, at the Bank of Barrow civic room from 7:30-9:00.

Dr. Jim Wiltse, associate director of the Engineering Experiment Station at Georgia Tech, and preeminent authority on emerging optical, communications, laser and radar technologies, will speak on recent advances in technology and how they will impact our everyday lives.

Wiltse has extensively lectured around the world, has over 60 recent publications and four books attributed to him. He manages over 700 persons at the experiment station, directing the extensive electronics research area. For an interesting and up-to-date view on the impact of technology and technical change which will affect our lives, the second executive seminar is open to all interested citizens.

For information, call the Barrow Chamber of Commerce, John Robinson, chairman, Advanced Technology Committee, 867-9444 or the ATDC at (404) 894-3575.

THE JACKSON HERALD

Georgia's third largest paid weekly

THE WINDER NEWS—WEDNESDAY, OCTOBER 26, 1967—3A

Technology Expert Wiltse To Speak To Barrow Group

The Barrow County Chamber of Commerce's Advanced Technology Committee and the Advanced Technology Development Center Regional Program have planned the second executive seminar to be held Oct. 26 at the Bank of Barrow Civic Room from 7:30-9 p.m.

Dr. Jim Wiltse, associate director of the Engineering Experiment Station at Georgia Tech and pre-eminent authority on emerging optical, communications, laser and radar technologies, will speak on recent advances in technology and how they will impact our everyday lives.

Wiltse has extensively lectured around the world, has more than 60 recent publications and four books attributed to him. He manages more than 200 papers at the experiment station, directing the activities of the Electronics Research Center.

For an interesting and up-to-date view on the frontiers of technology and technical changes which will affect everyone, the second seminar is open to all interested citizens.

For information, call the Barrow County Chamber of Commerce at 867-6444, John Robinson, chairman of the Advanced Technology Committee, at 867-3266, or the ASDEC at (404) 864-3875.



DR. JIM WILTSE
Technology Expert

High tech seminar set at Winder

The Barrow County Chamber of Commerce, its advanced technology committee, and the Advanced Technology Development Center Regional Program, announce the second executive seminar to be held at the Bank of Barrow civic room from 7:30-9 p.m. next Tuesday.

Dr. Jim Wiltse, associate director of the engineering experiment station at Georgia Tech, an authority on emerging optical, communications, laser and radar technologies, will speak on recent advances in technology and how they will impact our everyday lives.

Dr. Wiltse has extensively lectured around the world and has over 60 recent publications and four books attributed to him. He manages over 200 papers at the experiment station, directing the activities of the Electronics Research Center.

The seminar is open to all interested citizens. For information, call the Barrow Chamber of Commerce, John Robinson, chairman, advanced technology committee, 867-6444 or the ASDEC at 864-3875.



**ADVANCED TECHNOLOGY
DEVELOPMENT CENTER**

Georgia Institute of Technology
Atlanta, Georgia 30332

A Unit of the
University System of Georgia

PRESS RELEASE

November 11, 1982

The Barrow County Chamber of Commerce, their Advanced Technology Committee, and the Advanced Technology Development Center Regional Program, are proud to announce the third in the series of Executive Seminars to be held on Tuesday, November 23rd, from 7:30-9:00 pm, at the Bank of Barrow Civic Room, Winder, Georgia.

Mr. Robert Maybry, Program Coordinator, Office of Vocational Education, the State of Georgia Department of Education, a leading proponent of the State's new high technology vocational education program, will be the guest speaker. Mr. Maybry will discuss the program and its potential impact on the citizens of the Barrow, Jackson, and Madison County areas. Athens VoTech, one of the schools affected by last year's legislation mandating the new program which impacts on a number of Georgia's vocational schools, will play a major role in the Tri-County area.

Mr. Maybry believing that relevant, advanced education will be the key to Georgia's future, helped early on to push for a new vocational educational experience, one which would deal with the coming new technology and one which would bring Georgia to the forefront of vocational education.

For high school students interested in their future, for workers who are interested in advanced education, for the business executive interested in what his/her workers vocational training can and will be and for any other citizen interested in what their state government is doing about the quality of education, Mr. Robert Maybry brings answers.

For information, call the Barrow County Chamber, Mr. John Robinson, Chairman of the Advanced Technology Committee, 404-867-9444 or Dr. Robert Schwartz, ATDC, 404-894-3575.



**ADVANCED TECHNOLOGY
DEVELOPMENT CENTER**

Georgia Institute of Technology
Atlanta, Georgia 30332

A Unit of the
University System of Georgia

November 11, 1982

M E M O R A N D U M

TO: Dr. J. Wiltse
FROM: Dr. Robert Schwartz
SUBJECT: Thank You

Jim, I just wanted you to know how very much we appreciated the time you spent preparing and delivering your talk to the Executive Seminar attendees in Winder. I received a number of favorable comments about your presentation, both from attendees, and others who were unable to be present, but had heard about the talk.

Thanks again.

cc: Dr. Grace
Jerry Birchfield

November 17, 1982 Page 9C

Voc ed topic of seminar in Winder

Vocational education will be the topic of the third in a series of seminars sponsored in Winder by the Georgia Tech Advanced Technology Development Center. They are for Jackson, Barrow and Madison counties.

The seminar will be held from 7:30 to 9 p.m. Tuesday at the Bank of Barrow's civic room.

Dr. Robert K. Maybry, program coordinator, Office of Vocational Education, State Department of Education, will be the speaker. He is described as

a leading proponent of the state's new high technology thrust.

The seminar is described as being useful for high school students interested in their future, workers interested in advanced education, employers interested in what his workers' vocational training can and will be and any citizen interested in what the state is doing about quality technical training.

For further information, call John Robinson, 867-9444 or Dr. Robert Swartz, 894-3575.

Tech Seminar Focuses On Vo-Ed

The Barrow County Chamber of Commerce, its Advanced Technology Committee, and the Advanced Technology Development Center Regional Program have scheduled the third in the series of executive seminars.

The seminar will be held Tuesday from 7:30 to 9 p.m. in the Bank of Barrow Civic Room.

Robert Maybry, program coordinator of the Office of Vocational Education of the Georgia Department of Education and a leading proponent of the state's new high technology vocational education program, will be the guest speaker.

Maybry will discuss the program and its potential impact on the citizens of the Barrow, Jackson and Madison County areas. Athens Tech, one of the schools affected by last year's legislation mandating the new program which impacts on a number of Georgia's vocational schools, will play a major role in the tri-county area.

Maybry, believing that relevant, advanced education will be the key to Georgia's future, helped early on to push for a new vocational educational experience, one which would deal with the coming new technology and one which would bring Georgia to the forefront of vocational education.

For high school students interested in their future, for workers who are interested in advanced education, for the business executive interested in what his/her workers' vocational training can and will be, and for any other citizen interested in what his state government is doing about the quality of education, Maybry brings the an-

merce office or John Robinson, chairman of the

Advanced Technology Committee, at 867-9444, or Dr.

Robert Schwartz of the ATDC at (404)894-3575.

Maybry Seminar

Sam Wardlaw

Jerry Maynard

Royer Moore

Glenda Overstreet

Teddy Parker

Ben Nash

Berkley Ruez

Robert Shelnutt

J. Robinson

John Still, Jr.

J. A. Means

David Jackson

Bobbye Lassiter

Wanda Pope

Dale Overstreet

Larry Joiner

Janet Williams

Cecil Brannan

Robert Mabry

Jim Harwell

Tim Madison

Ronald Tucker

Becky Jackson

Russ Ensley



**ADVANCED TECHNOLOGY
DEVELOPMENT CENTER**

Georgia Institute of Technology
Atlanta, Georgia 30332

A Unit of the
University System of Georgia

December 13, 1982

Mr. Robert Maybry
Program Development Division
Georgia Department of Education
205 Butler Street
Twin Towers East, 17th Floor
Atlanta, Georgia 30334

Dear Bob:

This is to indicate our appreciation for the time and trouble you took to make the presentation in Winder. Mrs. Anne Segars, County Commission Chairperson, though not attending, did mention all the good comments she had received about your seminar.

Thank you again.

Sincerely

Robert G. Schwartz

RGS/dw

cc: John Lloyd
Jerry Birchfield



**ADVANCED TECHNOLOGY
DEVELOPMENT CENTER**

Georgia Institute of Technology
Atlanta, Georgia 30332

A Unit of the
University System of Georgia

Announcing the second series of Executive Seminars sponsored by the Regional ATDC and the Barrow County Chamber of Commerce, Bob Schwartz, Program Director, stated that the seminars will be of value to all business men interested in computers, international marketing, strategic planning, investments, and the economy. Schwartz, noting that these topics are of interest to all business persons, also said that the response for the first three seminars was enthusiastic. The schedule and topics follow:

. January 25

Computer aided manufacturing and management discussed by a leading expert in the field

. February 22

International marketing for the local company...how to do it, an expert overview from a leading marketer.

. March 22

Strategic planning, its importance to a company and some of the inherent problems in being strategic when the roof has just caved in.

. April 26

Investments, not the stock and bond kind, but the equipment, land, building and R&D kind discussed by a leading banker from Atlanta.



**ADVANCED TECHNOLOGY
DEVELOPMENT CENTER**

Georgia Institute of Technology
Atlanta, Georgia 30332

A Unit of the
University System of Georgia

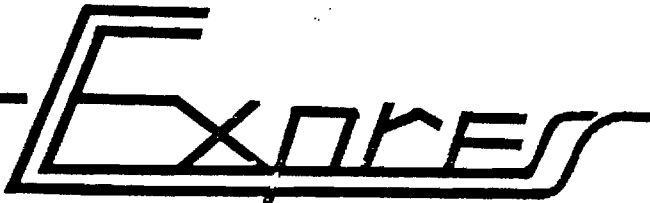
. May 24

The economy of the future, a leading economist's view of 1990 and what the opportunities might be...a classic repeat of the the first Executive Seminar

Once again the Bank of Barrow, has graciously made space available in their Civic Room, 7:30-9:00 for the series of seminars.

For information call the Barrow County Chamber of Commerce--867-9444 or the ATDC--404-894-3575.

The Regional ATDC program is sponsored by the Appalachian Regional Commission and the Georgia Department of Community Affairs.



JACKSON COUNTY CHAMBER OF COMMERCE
P.O. BOX 399 RAILROAD DEPOT
JEFFERSON, GA. 30549 (404)367-9090

A MONTHLY NEWSLETTER

CHAMBER OFFICERS FOR 1983 ELECTED: At its regular monthly meeting on November 19, the Jackson County Chamber of Commerce elected the following officers for 1983:

Ken Bridges - President
John White - Vice-President
Howard (Robby) Roberts - Treasurer

Following his election as President of the Chamber, Mr. Bridges appointed two Divisional Vice-Presidents to head up the Community Affairs and Retail Merchants Committees. Dianne Blankenship was appointed Vice-President for the Community Affairs Committee for 1983 continuing her position in that post from 1982. Wanda Doster was appointed Vice-President for the Retail Merchants Committee for 1983. President elect Bridges stated that the appointment of the Vice-President for the Economic Development Committee would be made at a later date.

1983 BOARD OF DIRECTORS

Dianne Blankenship
Ken Bridges
Thomas Benton
George Deadwyler
Wanda Doster

Manly Gilmer
Charles Hardy
Jimmy Johnson
Bubba McDonald
Robby Roberts

Henry Robinson
Nolan Spear
Charles Sims
Harold Swindle
John White

1982 IS RAPIDLY COMING TO A CLOSE and the Chamber and the Chamber staff wants to express their thanks to the 1982 Board of Directors for a successful 1982 for the Jackson County Chamber of Commerce. Four members of the 1982 Board rotated off and are due a special thank you for their hard work: Bob Bates, Ron Bond, Johnny Klugh, and Ed Thompson.

JACKSON COUNTY WELCOMES NEWCOMER and does it in what I have been told is typical Jackson County style. "Thank you" seems grossly inadequate for expressing my appreciation to all the wonderful people in Jackson County who have made such an extra effort to make me feel welcome. The Jackson County "attitude" is friendly, progressive, and everybody seems ready for things to happen. With such a good attitude and outlook, how can we be anything but successful? The reception for all Chamber members which was held for me at the Holiday Inn on December 9 was the perfect opportunity for me to meet many of you. Thanks for coming and a special thanks to the First National Bank of Commerce and Katherine's Kitchen for sponsoring the reception. *Claude Fullerton Jr.*

THE EXECUTIVE SEMINAR SERIES will be conducted monthly by the Regional ATDC on the fourth Tuesday night from 7:30 p.m. to 9:00 p.m. during January, February, March, April, and May. The series is open to business and industry in Barrow, Jackson, and Madison Counties and will be held in the Civic Room at the Bank of Barrow in Winder. Seminar Subjects for the first three of the Series are as follows:

January, Computer Aided Marketing and Management
February, International Marketing
March, Strategic Planning

For further information contact Robert Schwartz, Program Director at (404) 894-3575.

Management Assistance

Appendix II

Smith-Kluckhohn, Inc.

222 Georgia Ave.
P.O. Box 517
Commerce, GA 30529
(404) 335-3130

December 14, 1982

Mr. Frank Fuerst
A.T.D.C.
Georgia Institute of Technology
Atlanta, GA. 30332

Dear Frank:

Thank you very much for the list of articles and the time you spent generating it. I have reviewed your list and circled those which seem of particular interest to us. Would it be possible to obtain reprints of these?

Please let me know. If there is any expense involved please advise. Thank you again for your help.

Sincerely,

SMITH-KLUCKHOHN, INC. 

Robert M. McCutchen, Jr.

Smith-Klueckhohn, Inc.

222 Georgia Ave.
P.O. Box 517
Commerce, Georgia 30529

Robert M. McCutchen, Jr.

(404) 335-3130

9 110
10 21643 4 OR 5 OR 6
11 44 GAS(W)DETECTORS
12 1370 GAS(W)ANALYSIS
13 1792 SENSORS
14 3424 SENSING
15 16 STACK(F)SENSORS
16 193 GAS(W)SAMPLING
17 245 OXYGEN(W)METERS
18 46650 MEASURING(W)INSTRUMENTS
19 51417 11 OR 12 OR 13 OR 14 OR 15 OR 1
20 263 CHIMNEYS
21 147 FLUES
22 1470 STACKS
23 14299 BOILERS
24 1035 VENTS
25 16 SMOKESTACKS
26 16958 20 OR 21 OR 22 OR 23 OR 24 OR 2
27 61 26 AND 19 AND 10 AND 3

Print 27/5/1-61

Search Time: 0.202 Prints: 61 Descs.: 35

1-7-83

PHIL,

THESE ARE GREAT! I HAVE
CIRCLED IN RED THOSE ARTICLES
OF PARTICULAR INTEREST. WE
WOULD CERTAINLY APPRECIATE
COPIES IF AVAILABLE.

THANK YOU FOR THIS
ASSISTANCE.

Sincerely,

SMITH-KLUECKHOHN

Smith-Kluckhohn, Inc.

222 Georgia Ave.
P.O. Box 517
Commerce, GA 30529
(404) 335-3130

January 10, 1983

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

Dear Robert:

Let us take this opportunity to thank you for the assistance you and ATDC staff have rendered us over the past several months. I am very pleased to have had opportunity to attend the School of Entrepreneurship held at ATHENS TECH and am sure this company will continue to benefit from our association.

You asked at our last meeting what additional information would be helpful to us in our market evaluation. The following information would be beneficial:

We would appreciate any help on the above. Thank you again for your valuable participation in making this business a success.

Sincerely,

Robert M. McCutchen, Jr.
General Manager



**ADVANCED TECHNOLOGY
DEVELOPMENT CENTER**

Georgia Institute of Technology
Atlanta, Georgia 30332

A Unit of the
University System of Georgia

December 16, 1982

Mr. Wayne Craig
Roper Pump
Commerce, Georgia 30529

Dear Wayne:

Enclosed is the result of our work covering Roper Pump opportunities. I hope it is of some value. I look forward to discussing it with you. We appreciate your interest in our program.

Sincerely

Robert G. Schwartz, Director
Regional ATDC

RGS/dw

Enclosure - 1



**ADVANCED TECHNOLOGY
DEVELOPMENT CENTER**

Georgia Institute of Technology
Atlanta, Georgia 30332

A Unit of the
University System of Georgia

October 18, 1982

Mr. John Stell
Russell, McWhorter, Adamson
P. O. Box 644
Winder, Georgia 30680

Dear John:

As you requested, I have been attempting to identify
available software which is applicable to your needs. This

If I can be of any other assistance, please let me know.

Sincerely,

John Osoinach

JO/dw

Attachment - 1

Enclosure - 1

cc: Jerry Maynard
R. G. Schwartz

ATTACHMENT I

1. National Software Association
(817) 332-8516
Approximately \$20.00 - cassette
Approximately \$30.00 - disk
2. Goodman Corporation
Dallas, TX
(214) 387-2327
Approximately \$600.00
3. B & N Services
P. O. Box 1006
Pine Ellis, FL 33565
(813) 546-9466
Approximately \$50.00 - disk
4. Peachtree Software, Inc.
3445 Peachtree Rd., NE
8th Floor
Atlanta, GA 30326



**ADVANCED TECHNOLOGY
DEVELOPMENT CENTER**

Georgia Institute of Technology
Atlanta, Georgia 30332

A Unit of the
University System of Georgia

November 12, 1982

Mr. John Stell
Russell, McWhorter, Adamson
P. O. Box 644
Winder, Georgia 30680

Dear John:

As I told you last Tuesday at the seminar, I have located a possible source for the software you need. I

4151 Memorial Drive
Suite 109C
Decatur, GA 30032

If there is anything else I can help you with, please let me know.

Sincerely,

John Osoinach

JO/dw

cc: Jerry Maynard
R. G. Schwartz



**ADVANCED TECHNOLOGY
DEVELOPMENT CENTER**

Georgia Institute of Technology
Atlanta, Georgia 30332

A Unit of the
University System of Georgia

December 14, 1982

Mr. Byron Gilbreath
Winder, Georgia 30680

Dear Byron:

Enclosed is the result of our work covering your solar energy opportunity. I hope it is of some value. I look forward to discussing it with you. We appreciate your interest in our program.

Sincerely,

Robert G. Schwartz, Director
Regional ATDC

RGS/dw

Enclosure - 1

School for Entrepreneurship

Appendix III



**ADVANCED TECHNOLOGY
DEVELOPMENT CENTER**

Georgia Institute of Technology
Atlanta, Georgia 30332

A Unit of the
University System of Georgia

Dear Class Participant:

I would like to thank you for your interest and attendance in our School for Entrepreneurship. This is to certify that you were registered and did participate in the activity.

I would appreciate you filling out the enclosed evaluation form and returning it in the stamped, addressed envelope. You may remain anonymous, if you choose.

Additionally, if you would like some free, no obligation management consulting time in the early part of next year, please fill in the other enclosed form and return it to me as well. Please remember that I must deal with either advanced or high technology in order to provide the service. If there is a question about this, I will be happy to discuss it with you.

I have also enclosed a copy of our ATDC application form, which I think you will find interesting, and hopefully, now after our course, more comprehensible. The best of Holiday Seasons.

Sincerely,

Robert G. Schwartz,
Director
Regional ATDC Program

Mr. Marvin Drake
Box 78
Hull, GA 30646

Mr. George L. Pace
Route 2, Box 73
Maysville, GA 30558

Mr. Bill Martin
Route 1, Box 328
Hillcrest Circle
Commerce, GA 30529

Mr. Jerry Maynard
c/o Holly Hill Mall
Winder, GA 30680

Ms. Jackie Talbott
c/o Holly Hill Mall
Winder, GA 30680

Mr. George Adomian
155 Clyde Rd.
Athens, GA 30605

Ms. Mary Horton
190 Hanover Dr.
Bogart, GA 30622

Mr. Eddie Gordon
Route 1, Box 241
Colbert, GA 30628

Mr. John White
Route 1, Box 134
Nicholson, GA 30565

Mr. Randall Davis
620 King Ave.
Athens, GA 30606

Mr. Jerry Krause
129 Sir Scott Road
Athens, GA 30605

Mr. James Simpson
Route 1, Box 90
Winder, GA 30680

Mr. Robert McCutchen
Route 1, Box 178-1
Jefferson, GA 30549

Mr. Robert Davis
140 Pine Hill Road
Watkinsville, GA 30677

Mr. Bill McKinnon
Box 1908
Athens, GA 30603

Dear Bob:

Please call to setup an appointment with me:

Name:

Address:

Telephone Number:

Sincerely,

WRITTEN COMMENTS ON PROFESSOR

I sincerely think that Mr. Schwartz and his staff did an excellent job in presenting the material covered in the time period involved in this course. I would like to see additional courses of this nature later. I appreciated the responsible people that made this course possible whoever they are.

Thank you!

COURSE _____
INSTRUCTOR _____
QUARTER _____

- COURSE NUMBER**
- 0 0 0 0 A 0
 - 1 1 1 1 B 1
 - 2 2 2 2 C 2
 - 3 3 3 3 D 3
 - 4 4 4 4 E 4
 - 5 5 5 5 F 5
 - 6 6 6 6 G 6
 - 7 7 7 7 H 7
 - 8 8 8 8 I 8
 - 9 9 9 9 J 9

- AREA**
- ECONOMICS
 - MANAGEMENT
 - MANAGEMENT SCIENCE

- QUARTER**
- FALL
 - WINTER
 - SPRING
 - SUMMER

- INSTRUCTOR #**
- 1 1 1 1
 - 2 2 2 2
 - 4 4 4 4
 - 8 8 8 8
- YEAR**
- 1980
 - 1981
 - 1982
 - 1983

CONCERNING THE STUDENT

MY YEAR IN SCHOOL IS: FRESH SOPH JUN. OR SENIOR GRAD OTHER

MY MAJOR: MGT. ECON. MSCI. ISyE. ENG. SCIENCE OTHER

MY OVERALL G.P.A. 3.5-4.0 3.0-3.4 2.5-2.9 2.0-2.4 0.0-2.0 NONE

MY EXPECTED GRADE: A B C D F S U

MY CLASS ATTENDANCE: ALL CLASSES 90-100% 70-90% 50-70% 0-50%

REASONS FOR TAKING COURSE: REQUIRED INTERESTED IN SUBJECT EASY GRADE ADVISED TO TAKE TIME OF DAY

EFFORT PUT INTO THIS COURSE RELATIVE TO OTHER COURSES: MUCH MORE AVERAGE MUCH LESS

CONCERNING THE INSTRUCTOR

INSTRUCTOR APPEARED WELL PREPARED FOR CLASS: DEFINITE STRENGTH AVERAGE REAL WEAKNESS

INSTRUCTOR'S COMMUNICATION (VOLUME, TONE, USE OF BLACKBOARD) WAS AN ASSET TO THE TEACHING: DEFINITE STRENGTH AVERAGE REAL WEAKNESS

INSTRUCTOR WAS AVAILABLE FOR HELP OUTSIDE THE CLASS PERIOD WHEN SOUGHT DURING OFFICE HOURS: DEFINITE STRENGTH AVERAGE REAL WEAKNESS

OVERALL APPRAISAL OF THIS INSTRUCTOR RELATIVE TO OTHER INSTRUCTORS IS: TOP 20% NEXT 20% MIDDLE 20% NEXT 20% BOTTOM 20%

I WOULD RECOMMEND THIS INSTRUCTOR TO A FRIEND: YES NO

CONCERNING THE COURSE

THE OBJECTIVES OF THE COURSE WERE CLEARLY PRESENTED AND ADHERED TO: DEFINITE STRENGTH AVERAGE REAL WEAKNESS

THE COURSE MET IN A SUITABLE CLASSROOM (SIZE, VISIBILITY, LIGHTING, SEATING): DEFINITE STRENGTH AVERAGE REAL WEAKNESS

THE EVALUATION METHODS RELATIVE TO THE MATERIAL TAUGHT WERE USEFUL FOR FINDING STRENGTHS AND WEAKNESSES: DEFINITE STRENGTH AVERAGE REAL WEAKNESS

AMOUNT OF MATERIAL COVERED: EXCESSIVE CORRECT TOO LITTLE

DIFFICULTY OF MATERIAL COVERED: BEST 20% AVERAGE WORST 20%

THE COURSE OVERALL WAS: BEST 20% AVERAGE WORST 20%

COLLEGE OF MANAGEMENT - GEORGIA INSTITUTE OF TECHNOLOGY

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



WRITTEN COMMENTS ON PROFESSOR

DR. SCHWARTZ DID A FANTASTIC JOB ON INSTRUCTING
AIRLINEERSHIP. HE INSTRUCTED US IN A MANNER THAT
WHEN IN THE CLASS UNDERSTOOD HIM. HE TAUGHT US
IN A MANNER THAT EVERYONE'S PERSONAL QUESTIONS WERE
ANSWERED, BUT NEVER CONCERNED ON ANYONE'S PERSONAL
MATTERS.

WRITTEN COMMENTS ON PROFESSOR

Dr Schwerte gave very much to this course and its participants in terms of quality instruction, interest, motivation, and his time. This was an exceptional opportunity for many of us to gain that which ^{we} would ordinarily not have had a chance without this particular program.
Thank you.

Smith-Klueckhohn, Inc.
222 Georgia Ave.
P.O. Box 517
Commerce, Georgia 30529

(404) 335-3130

TM



**ADVANCED TECHNOLOGY
DEVELOPMENT CENTER**

Georgia Institute of Technology
Atlanta, Georgia 30332

A Unit of the
University System of Georgia

April 12, 1983

Mr. John Overstreet
Department of Community Affairs
7th Floor
40 Marietta Street
Atlanta, Georgia 30303

Dear John:

Enclosed are three copies of our Quarterly Report covering the third quarter's activities of our Regional ATDC ARC Grant No. GA-8015-82-C1-302-0504. As I have done in the past, I will be distributing the approved report to the appropriate persons residing within the three county area we serve.

Should you have any questions or comments, please do call. We appreciate your continuing support.

Sincerely,

Robert G. Schwartz
Regional ATDC Project Director

cc: Jerry L. Birchfield
D. Hasty, OCA

THE REGIONAL ADVANCED TECHNOLOGY DEVELOPMENT CENTER PROJECT

State Department of Community Affairs
Appalachian Regional Commission
Georgia Institute of Technology

Grant GA-8015-82-C1-302-0504

January-March 1983 Quarterly Report

INTRODUCTION

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, 1980, and modeled after the 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.

Services include 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

Project objectives include:

- . High Technology Business Development
- . Identification of and Assistance to Entrepreneurial Businesses
- . Management Assistance to Existing Businesses
- . Presentation of Educational Programs
- . Establishment of Self Sufficiency

The project is organized into four main areas of activity supporting the project objectives:

- . Strategic Planning
- . High Technology Business Development
- . Management Assistance
- . Education

RESULTS AND ACCOMPLISHMENTS-January-March 1983

STRATEGIC PLANNING

Business Development

There were several new or ongoing planning activities this quarter, each directed at the specific needs of local business or government. Major efforts were directed at the projects relating to the town of Braselton.

Braselton Mayor Lewis Braselton and the city council have expressed the desire to establish the Braselton Technology Center and Technology/Industrial Park. Their primary objective is to attract entrepreneurs to the area, ultimately creating new jobs, as well as to attract existing industry, immediately creating new jobs (Appendix I).

Supporting the establishment of the incubator are a variety of planning activities: the development of a strategic plan covering technology based business development; the selection of location and design of the incubator; the development of a PR program, including brochures, signs, and ads; and with the assistance of the

city attorney, the drawing of a standard lease/support agreement.

Additionally, Braselton Bros. has expressed an interest in computer aided management. Information was provided to them regarding available hardware and software. They have also been directed to a number of vendors in the Atlanta area and met with one as well (Appendix VIII). Additional assistance will be given should it be appropriate.

The Braselton Improvement Company was interested in additional names of potential candidate companies for business development purposes. An additional sixty companies names were provided to them (Appendix II). The companies were initially identified utilizing criteria relating to product areas, research expenditures, earnings per share, retained earnings, sales growth, market growth, expansion needs, etc. Because of its growth nature, the focus was on the biomedical marketplace, including equipment, chemicals, drugs, etc., paralleling ATDC themes.

In addition to the Braselton activity, the Winder Industrial Development Authority was contacted through the auspices of Mayor John Mobley of Winder and Mrs. Anne Segars, County Commission Chairman of Barrow County,

regarding similar incubator and business development activities (Appendix I). A formal presentation was made to the Authority. The response should be forthcoming shortly.

At a recent Jackson County Chamber of Commerce Board meeting, Dr. Schwartz, project Director, reviewed the Regional ATDC activity. Mr. Claude Fullerton, the new Jackson County Chamber Executive Director, was visited a number of times to discuss the project's direction and results.

Commissioner Vincient Hix, chairman of the Madison County Board of Commissioners, Mr. James Grubiak, of the ACCG of Georgia, and Dr. Schwartz visited with the State Department of Industry and Trade. The purpose of the visit was to discuss Madison County and what it could do for its technology based economic development.

Several substantive suggestions were made which Phil Loveless, of the Regional ATDC project, will follow through on. These suggestions include working directly with a local Chamber of Commerce, provision for utilities and services in the county industrial park, and enhanced public relations.

An additional Tri-County mailing was made in order to apprise local Atlanta firms about the benefits of this part of Georgia. This work is not part of the direct efforts of the ATDC program, was paid for by the Tri-County group and was directed by the Northeast Georgia APDC Tri County Coordinator, Jim Dove (Appendix III).

EDUCATION

The School for Entrepreneurship

This educational activity was utilized to identify potential entrepreneurs and business persons interested in advanced technology areas. The course attendees ranged from non-business owners in no technology businesses to persons owning their own business and involved in high technology matters.

Mr. Jerry Maynard, one attendee, is the owner of a Winder, Georgia Radio Shack franchise. He was interested in new business development and has recently started a high technology service business, Ed-Comp Training Center, devoted to computer literacy, programming, and communications. He attributes much of his interest in the

new business to the presence of the ATDC program (Appendix IV).

A second attendee, Mr. Robert McCutchen, is General Manager of a Manufacturers' Rep firm in Commerce, Georgia. The firm is interested in developing microprocessor based devices for certain testing and monitoring applications. The Regional ATDC program has provided market research and strategic planning assistance.

A third attendee, Dr. George Adomian, Director of Applied Mathematics, University of Georgia, consults for the US government and was interested in utilizing the results of his consulting activity as the basis of a manufacturing concern.

A fourth attendee, Mr. John White, received clinical assistance regarding packaging and shipping needs related to his family's business.

The course was held in the fall of 1983. It was conducted more frequently than originally proposed, at two week intervals rather than three. Although it was envisioned that the depth of the coverage would be sufficient to utilize a seven month course time, to

accommodate more directed assistance, as well as class wishes, breadth of coverage took dominance. All topics originally proposed were taught.

Because the School was successful in attracting entrepreneurs, the Winter quarter was devoted to specific assistance to requesting entrepreneurs whose opportunity fits the program. To accommodate the potential establishment of an incubator in the three county area, should there be the demand, the School will be held in April and May, covering the same topics, but over a shortened time period.

The purpose of the course and curricula was to attract attention to emerging technology opportunities. Therefore examples and discussions were related to advanced and high technology. One special guest was brought to class, Mr. Jack Kearny of Deloitte, Haskins, and Sells, to discuss accounting and tax issues.

In regard to the curriculum, the establishment of a strategic plan was covered in detail. The threats, challenges, and rewards of new opportunities were discussed. The "hows, whys, whats, and wheres," along with the costs of new business development were covered. The development of a

new venture screen, derived from the company's business plan, was demonstrated, along with the many ways one could now identify promising new opportunities based on a sound strategy. Primary and secondary sources of opportunities were covered. The primary and secondary sources of market data were covered.

Various methods of evaluating opportunities were covered, including the development of a business plan covering technical, financial, marketing, and legal issues important to new product development.

Much time was devoted to defining and discussing effective management. The historical attributes of successful entrepreneurs and business persons were identified and discussed. The entrepreneurs were then asked to evaluate themselves against the winning attributes. This

work was designed to aid the student in identifying his/her own strengths and weaknesses.

Financial analyses were discussed and linked to marketing forecasts. The students were told what proper financial management is and financial statements, balance sheets, budgets, both cash and capital, and cash flow were covered. Investment and return calculations relevant to new product development were discussed.

Legal issues were raised as they relate to protection of intellectual property rights, organization, and the regulatory environment. Maslow's hierarchy of needs and personnel motivation was discussed, along with the different styles and types of management. Production start-ups were discussed as they relate to new products. Finally, buy-versus-start decisions were discussed.

Because of the need to identify additional entrepreneurs, vis a vis the Braselton activity, and providing sufficient attendees from the three county area attend, the School will be run again in April and May. Athens Vocational-Technical school will once again co-sponsor the course (Appendix V).

Executive Seminar Series

The thrust of this series of seminars was to cover topics important to the effective and efficient management of a firm; to discuss matters related to high technology; to continue to bring the Regional ATDC program to the attention of the local business firms; and to develop a long term relationship with the firms' management (Appendix VI).

Since the program's inception, fifteen new management assistance activities have begun, with nine completed. In general, the purposes of the seminars have been met. The attendees ranged from business, political, and education professionals. A variety of apparel industries were represented, but several entrepreneurs interested in high technology attend.

In particular, Mr. Jim Harwell has been developing his microprocessor based sensor for Winder, Georgia, manufacture and is a frequent attendee. Mr. Jerry Maynard has attended. Mr. John Robinson, head of the Advanced Technology Committee of the Barrow Chamber, is in constant attendance.

It is difficult to assess the continuing interest of the other attendees, except that at the recent Barrow County

annual Chamber of Commerce dinner, both the past president and incoming president, thanked the Regional ATDC for its assistance and stated that they would like to continue the seminars next year.

The present and near future state of the economy, some of the recent advances in high technology, the new technology based vocational education activity of Georgia, and micro-computer use in business are topics already covered. On Tuesday, February 22, a topic of interest to the local apparel firms, international trade development, was covered. Unfortunately, attendance was down dramatically, which has necessitated a review of the program.

The prevailing thought is that five executive seminars may be more than adequate for a year and attempts were made to move the final programs to different locations and more captive audiences, such as Rotary and Kiwanis meetings, as well as specific Chamber activities. The new programs would also be shorter in duration. At this time, except for the Braselton Lion's Club, the Barrow and Jackson County organizations could not accommodate the change.

The seminars covered a variety of topics of interest to business persons. Thus, not all topics are relevant to high technology, but all are relevant to maintaining or increasing profit and ultimately maintaining and increasing jobs in the area.

The seminars lasted for approximately one and a half hours. A lecture was given for the first forty-five minutes, with the speaker responding to questions for another 30-45 minutes. The seminar was not meant to overload the participants, but to give them something new to think about, as well as to expose them to some of the experts in the field. Of course, as much attention as possible to high technology is paid.

The contract coordinator has approved the cancellation of the remaining seminars. In their place, if possible, several "captive audience" events are being rescheduled in order to continue to carry the ATDC message and maintain a concentrated local presence.

One such meeting will be at the Braselton Lion's Club in early April. A second meeting if school officials allow, will be planned for the local high school students and teachers, covering computer hardware and software. A final

ARC wide program will be expanded to include additional local persons.

PUBLICITY

The local radio programs on WJJC and WIMO appear to be building local interest. After a long period of little public response, a number of people have commented and the publicity work done for a new start-up business in the area was quite effective. There were also references to the project in the yearly Winder News Progress edition (Appendix VII).

MANAGEMENT ASSISTANCE

Ed-Comp Training Center-This local business was recently formed (Appendix III). Its co-owner, Mr. Jerry Maynard, has been actively involved in the Regional ATDC activities, including the Executive Seminars, the School for Entrepreneurship, and the management assistance activities.

Ed-Comp is the first business in the area attributed primarily to the presence and support of the ATDC program. Substantive publicity and management assistance have been

afforded Ed-Comp and although it is only one business, it is the first business generated because of the ATDC activity.

Assistance with strategic planning is now ongoing to help insure that the business will succeed and survive. A number of other persons and businesses are also availing themselves of ATDC assistance (Appendix VIII).

Dan Blich-hardware and software assistance. A meeting was arranged on his behalf with a major hardware manufacturer. Other activities are ongoing and involve a diversity of business interests.

Southern Waistband-hardware and software assistance. A variety of management and technical activities are ongoing and involve the use of advanced and high technology equipment in both the manufacturing and management aspects of this business.

Smith-Kluckhohn-marketing and strategic planning assistance. A substantive amount of product literature concerning technology driven equipment was collected, the

technical literature was searched, and market information was forwarded to the principals. Some time was spent regarding strategic planning as well. The owners are now reviewing their overall business operations. Future work is dependant on their needs.

Almark-chemical study. Additional information was gathered concerning the chemical disposal of waste egg shells. Continued assistance will depend on management review of present information and the companies future interests.

R&R Manufacturing-hardware and software assistance and introduction to the Georgia Productivity Center.

Braselton-hardware and software assistance for business operations.

Jim Harwell-information regarding microelectronics technology and assistance. This entrepreneur is presently o reviewing the information and assistance given regarding a microelectronics opportunity he has been actively pursuing. Additional assistance is dependent on his future business strategy.

Summerour-hardware and software assistance relevant to both manufacturing and management. This activity has been completed.

Bank of Barrow and First Federal S&L-hardware and software information and consulting. This activity was completed.

Barrow County Sheriff-assistance was offered in computer aided management of facilities and captive personnel. Assistance will depend on the County's needs.

Additional management assistance studies will be conducted as relevant and if time allows. The ongoing studies will be completed the last contract quarter. Any additional assistance will continue under other auspices after the contract completion date. Arrangements will be made as appropriate to accomodate those needs.

TRAINING

It was initially envisioned that a working group from the Northeast Georgia APDC would be heavily involved in self sufficiency. Because of extensive budget revisions this activity was limited in its scope. Mr. Jim Dove, APDC Assistant Executive Director, and Mr. Rob Trevena, ARC

coordinator, have been routinely updated regarding the project's progress. Mr. Loveless, project professional and Georgia Tech Field Office Director, Gainesville, is a member of the Economic Development committee of the APDC. Dr. Schwartz, on a quarterly basis, attends these meetings to bring the members up-to-date on contract activity.

Mr. Loveless and the Georgia Tech Field Office in Gainesville and the ATDC program of the state of Georgia will have to be primarily involved in future assistance needs. Mr. Trevena would have had some of his time allocated in the fourth contract quarter to review more extensively the contract results and future needs and methods to meet them. Mr. Trevena will terminate his employment at the APDC in early April.

PROJECT REVIEW

The Georgia contract coordinator has agreed that the contractual obligation to review this activity for possible implementation in other Georgia ARC locations will be met by holding an ARC Georgia wide meeting with other APDC representatives on June 15, under the auspices of the Northeast Georgia APDC. This meeting will also be expanded to include a number of local persons as well. A detailed

review of activities, results, and future potential will be discussed. It will be followed with an approved copy of the final report which will discuss matters in more detail and serve as a basis for possible future direction regarding the other ARC regions in the state relevant to emerging technology business development.

FUTURE WORK TO BE ACCOMPLISHED-April-June 1983

Strategic Planning

Work will continue with the town of Braselton o bring their incubator into reality.

Ed-Comp Training Center will be assisted in the development of their strategic plan.

Management Assistance

The various ongoing studies will be completed or arrangements made for after contract assistance.

Several new studies might be accommodated depending on their length and needs.

Entrepreneurial Development

The School for Entrepreneurship will be held.

Entrepreneurs will be assisted as appropriate.

Education

A presentation will be made at the Braselton Lion's Club.

Other seminars and talks will be made if possible.

Publicity

The WJJC and WIMO programs will continue.

Training

As much time as possible will be spent with APDC and other professionals interested in assisting in local self sufficiency.

Regional Meeting

Plans will be finalized and the meeting will be held.

APPENDICES

- I. Incubators
- II. Business Development List
- III. Tri County Mailing
- IV. Ed-Comp Training Center
- V. School for Entrepreneurship
- VI. Education
- VII. Publicity
- VIII. Management Assistance

APPENDIX I.

INCUBATOR

AIR BUS. CIRCULE
MARCH 15, 1985

Real estate industry here programming itself

By Jan Jaben Weiner

The "high technology" buzzword has struck the real estate industry here. But because development of high technology parks has sprouted into a beehive of activity, some unfortunate developers are apt to get stung.

Developers hoping for a chip of the wealth produced by high technology companies announce new parks by the month. Some of the parks will attract high tech companies like nectar. Others will not.

"Quality projects will always be successful," asserts Kyle K. Kinton, senior vice president at Adams/Cates Co. In fact, there's a shortage of good projects, he says.

"The market is not yet saturated. We absorb four million square feet a year and that's what we've got now. Plus, there's the potential of doubling that market in the next 24 months based on the number of people we're talking to."

The sweet aroma of potential is arousing, reaching as far as north Georgia. Braselton decided to give its new industrial park a marketing boost by naming it the Braselton Technology Park. Through the Regional Advanced Technology Development Center Program of the Georgia Institute of Technology, Braselton hopes to help spawn new high tech entrepreneurial companies.

Since last summer in Cobb County, a couple of new high tech parks have been announced with more on the way. Cobb International Park, a 300-acre park in Kennesaw, is under development by Allegheny International of Pittsburgh and Albritton Development of Dallas.

Last month, the 1,000-acre Highlands

Trammell Crow Co. will have a party to announce the 50-acre Franklin Forest off Interstate 75, about three miles north of Interstate 285.

Franklin Forest, however, pales in comparison to the high technology park Trammell Crow will announce this summer. Northwoods will be a 225-acre park at Medlock Bridge Road and Peachtree Industrial Boulevard.

Crow partner Robert Mobley compares Northwoods to Technology Park/Atlanta, with one major difference. Technology Park/Atlanta, also off Peachtree Industrial Boulevard, was the first high tech park not built on speculation. The park only builds for known tenants. Mobley says Trammell Crow pioneered high technology spec building with Peachtree Crossings Business Park back in 1979.

Already Northwoods is starting with a bang. Atlanta-based Marconi Avionics Inc., giant U.S. Defense contractor, has acquired 15 acres on which it will initially build an 85,000-square-foot headquarters. Marconi President Harry Eagles says the two-story building will only be the beginning. To be completed in April 1984 (when the subsidiary of General Electric of England will move from 58,000 square feet of rented space on Atlanta's north side) the building could be expanded to 200,000 square feet.

Mobley says grading for five spec buildings also is under way at Northwoods which will feature a jogging path, putting green, an exercise arena and lakes, streams and springs. Eagles calls it a "high standard high tech park environment." He says it's important for high tech companies to locate in high tech

neers. We're looking for a good working environment for them." He says competition for the qualified employees is tough. Tempting them with a good working environment could be the ace in the hole.

That means higher quality developments are being demanded by high tech companies, Mobley says. The location of these parks is important, too. High tech companies prefer high tech companies as neighbors.

"They like to be with their type of people," says John Coppedge, Atlanta branch manager for Cushman & Wakefield of Georgia Inc., a real estate brokerage firm. He points out Technology Park/Atlanta was created with the idea of exclusivity. "Some companies can't get in there," he says.

When Quadram Corp., a new division of Intelligent Systems Inc., decided it needed a new headquarters building, it

decided basically to stay put — in Norcross.

"We wanted to stay with a Norcross mailing address," explains Charles Henderson, director of marketing communications for Quadram. "Norcross nationally has a high tech reputation. It's the South's Silicon Valley."

So Quadram's current landlord, A.R. Weeks and Associates, is building the company its own building at Interstate Industrial Park. The 60,760-square-foot facility will be completed in mid-summer.

Henderson says Norcross achieved its reputation partly because companies settled in Technology Park/Atlanta — where Intelligent Systems is. As more and more high tech companies settled in the Gwinnett County area, "people bought homes there. So now the job pool comes from there. And as people leave their companies to found new companies, they stay in the area where their homes are. The same thing happened in Silicon Valley," Henderson says.

According to Mobley, North Carolina's famous Research Triangle is being mimicked in Atlanta in an area bounded by Georgia 400, I-285, I-85 and Lake Lanier. But he acknowledges that not all high tech companies will locate in that triangle.

"Everyone is going to get some," says Mobley, noting Cobb is getting its share.

Some high tech companies are going to Cobb because that county is home to Georgia Tech's research facility. "The facility is viewed as a real asset," says Cobb County Chamber of Commerce's Len Pagano. "We're touting it for future development. More than \$60 million in research is spent there each year. 75 per-



to needs of high tech

5 percent is for private industry — a high for technology schools."

Cobb County is so proud of the research facility, the chamber is lobbying so that Lockheed will sell the building housing the facility to Georgia Tech, it will no longer have to lease the

Mobley believes north Georgia may attract some of its share of manufacturing plants, but Kinton doesn't believe the area will attract much. He says it's too far away from Atlanta. Bob Schwartz disagrees.

Schwartz is director of the Regional Advanced Technology Development Center Program. He says Braselton is 10 miles from downtown Atlanta, 35 miles from the interchange of I-285 and I-85, and "close to Gwinnett."

"All a high tech park needs," he says, "is a favorable environment, space and a source of capital." He says Braselton has the ability to provide all. The North Georgia Area Planning and Development Commission may provide some incentives for land, capital equipment and buildings. Atlanta's venture capital isn't too far away, he adds. And, land cost is cheaper in north Georgia.

In the next few weeks, a building in Braselton will be successfully transferred into an incubator facility, similar to Atlanta Technology Development Center's facility under construction at Georgia Tech. Schwartz expects technology companies will be hatched in the building.

But for all the dispersion of high technology parks throughout metro Atlanta and into north Georgia — Mobley believes there's only going to be one major high tech area in Atlanta, and that's in Gwinnett County.

companies," he asserts.

But he also cautions that "high tech" has become a marketing term. Service centers, hybrids between office and industrial space, are now being renamed high tech parks to try to attract high technology companies — and valuable publicity.

That doesn't mean all the parks will succeed as high tech parks. "The good projects will go before the mediocre projects," says Kinton. "And a number of projects recently announced, because of their location or some physical problems of the land, may have a hard time selling. Marginal and mediocre stuff sours when the market isn't good."

That's not a problem yet, he acknowledges. "The market is going smack dab crazy right now," Kinton exclaims. But the competition is keen.

"Every city in the Southeast is saying it is going to be the next high technology center," Coppedge says. "And there's no way that's going to happen."

Kinton believes Atlanta has a head start. "There's no contest with other cities. The cost of land in California and in the Northeast is much higher. Houston and Dallas used to be competition, but aren't anymore. Atlanta has the best real estate market. Atlanta also is attractive because it translates into lower salary costs for employees. The cost of living needs are much higher in California."

But no one's sure what that means for Atlanta's future as a high technology center. Coppedge says Atlanta can't create an area as big as Silicon Valley here. But Kinton professes that, "within the next 10 years, Atlanta could be the high tech city of the country."

Atlanta's real estate development

IN BRIEF

Piedmont wins all American business

American Airlines says it will lease two gates at Hartsfield Atlanta International Airport's Concourse D from Piedmont Airlines.

Piedmont will also handle American's maintenance and baggage needs.

American launches four daily round trips between Atlanta and Dallas/Fort Worth starting April 24. Gate space and landing slots are tight at Hartsfield but American spokesman Al Becker says, "It is clearly our intention to grow."

When American announced intentions to fly into Atlanta, airport officials reported "lively competition" between the carriers for American's business. The Dallas-based carrier would not disclose its fee arrangements with Piedmont.

Borman takes his lumps

As strike talks intensified last week, some Eastern Airlines employees were heard grumbling that Eastern Chairman Frank Borman's salary had skyrocketed. Borman, however, will take a pay cut this year.

Eastern's proxy, which reveals executive salaries, is not out yet, but Atlanta Business Chronicle has learned the company's captain will draw about 3 percent less than the \$341,163 he earned in 1981. His '83 wages are even less than his 1980 salary.

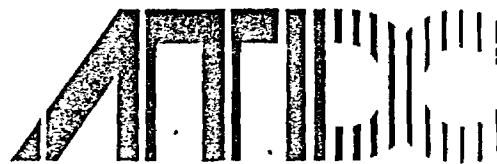
Not only that, Borman lives modestly compared to others in his income bracket. The former spaceman even drives a Chevy Citation.

Army marches to Norcross

The U.S. Army Computer Systems Command and its Dallas-based civilian contractor, Electronic Data Systems Corp., opened a state-of-the-art data processing center last week in Norcross. The Regional Data Center Atlanta will support data processing for eight Southeastern state Army posts including Fort McPherson. The center is creating 100 new jobs here. So far, 35 people have been hired. Another 23 employees of Electronic Data Systems were relocated here. More will be hired locally. The center is part of a program designed to eventually link together more than 40 military installations. Other centers are, or will be, established in Springfield, Va., Fort Hood, Texas, Fort Knox, Ky., and Fort Ord, Calif.

No publicity allowed

Reserve March 24 on your calendar for a tres



**ADVANCED TECHNOLOGY
DEVELOPMENT CENTER**

Georgia Institute of Technology
Atlanta, Georgia 30332

A Unit of the
University System of Georgia

January 24, 1983

Mayor J. L. Braselton
City of Braselton
Braselton, Georgia 30517

Dear Mr. Mayor:

It continues to be an interesting and meaningful experience working with you and Henry in attempting to develop a technology based industrial segment for the city. As you know, Henry and I have spent a considerable amount of time attempting to establish a strategy which would be appropriate for your area.

I believe the establishment of the Braselton Technology Development Center and Braselton Technology Park would be of some importance to the future of the area.

The Development Center would be patterned after the Advanced Technology Development Center concept, with provision for incubator space and management assistance to promising technology based companies. I envision that three 800 square foot spaces be set aside in the furniture store in order to provide enough initial working space for three entrepreneurial or established groups.

The city would provide free rent and utilities, to a point, with the companies promise of some reasonable equity share in exchange for the rent, etc. Management assistance would also be provided, either through contract funds paid by the State or Federal government, or through some additional equity arrangement. Of course, the appropriate State and Federal laws need to be researched to be certain that the city can conduct its business along these lines.

Mayor J. L. Braselton
January 24, 1983
Page 2

Certainly flexibility dictates that provided the companies are interested, some working relationship, mutually satisfying and consistent with all due laws and regulations, could be developed.

The establishment of the incubator would mean setting aside some space in the furniture store, presumably without economic loss due to decreased sales; the erection of suitable signs proclaiming the existence of the center and park; and suitable publicity to attract sufficient entrepreneurs and businesses to fill the space and make the project viable.

A suitable dedication could be arranged to note the beginning of the first ATDC like activity outside Atlanta and the local rural Georgia interest in technology development. I think favorable publicity would result, making the town even more newsworthy. Of course there are no guarantees of this, including the possibility of having the Governor or Representative McDonald (Bubba) dedicate the facilities.

Mr. Mayor, since I have only five months of time left on my contract, it is important to progress as rapidly as possible, but only as fast as you and city care to.

I await your pleasure.

Sincerely,

Robert G. Schwartz
Project Director
Regional ATDC

RGS/dw



**ADVANCED TECHNOLOGY
DEVELOPMENT CENTER**

Georgia Institute of Technology
Atlanta, Georgia 30332

A Unit of the
University System of Georgia

February 4, 1983

The Honorable Mrs. Anne Segars, Chairperson
Barrow County Commission
The Honorable John Mobley, Mayor
Winder, Georgia

Winder, Georgia

Dear Madame Chairperson and Mr. Mayor:

It continues to be an interesting and rewarding experience working with the fine people of Barrow County in attempting to establish a high technology business segment. Pursuant to our conversations of yesterday, I am writing with the following proposal which I understand will be forwarded to the Industrial Development Authority.

I believe the establishment of the Winder/Barrow Technology Development Center and the Winder/Barrow High Technology Park would be of some importance to the future of the area.

The Development Center would be patterned after the Advanced Technology Development Center concept, with provision for incubator space and management assistance to promising technology based companies which meet a set of predetermined criteria. I envision that an empty building or other suitable space could be set aside in 800-1000 square foot spaces to provide initial working space for three to five entrepreneurial or already established groups.

The Development Authority would provide free rent and utilities, to a point, with the companies promise of some reasonable equity share in exchange for the free service. Management assistance would also be provided, whether through contract funds, an additional equity arrangement, or through free advice of the local professionals, ie. lawyers, accountants, bankers, businesspersons. Mr. Dan Blich has graciously volunteered to assist in this effort.

Of course, the appropriate State and Federal laws need to be researched to be certain that the Authority can conduct its business along these or other more suitable lines. Certainly

flexibility dictates that provided the companies are interested, some working relationship, mutually satisfying and consistent with all laws and regulations could be developed.

The combination of potential capital, space, and management assistance should be an incentive to attract local and regional entrepreneurs and start-up businesses which meet your demands of low pollution, minimum water user, high paying emerging technology businesses.

I believe a suitable dedication could be arranged which would draw favorable publicity to Winder and Barrow County.

Madame Chairperson, Mr. Mayor, since there are only five months left on our ARC contract, it would be quite helpful to set this in motion so that when the contract period has ended, we leave something in place which will suit your needs. It is important to progress as rapidly as possible, but only as fast as you and the City/County care to.

I await your pleasure.

Sincerely,

Robert G. Schwartz, Director
Regional ATDC Program

APPENDIX II.

BUSINESS DEVELOPMENT LIST

A. L. Laboratories, Inc. 3 2833
452 Hudson Terrace
Englewood Cliffs, NJ 07632
(201) 569-4833 S-12MM Emmpp6
Roy Cohen, Pres.

Natures Bouonty, Inc. 1045 2833
105 Orville Dr.
Bohemia, NY 11716
(516) 567-9500 Sales 20MM EMP 475
Arthur Rudolph, Pres.

Brampton J. W. Co. Inc. 184 2833
71 Allen Blvd.
Farmingdale, NY 11735
(516) 249-4000 Sales 2MM EMP 8
John W. Brampton, Pres.

Diagnostic Technology, Inc. 397 2833
290 Community Dr.
Great Neck, NY 11021
(516) 487-3350 Sales 4MM EMP 40
Imre Pinter, Pres.

Halsey Drug Co. Inc. 671 2833
1825-1839 Pacific St.
Brooklyn, NY 11233
(212) 467-7500 Sales 4MM EMP 90
Alexander Marcus, Pres.

Graham Chemical Corp. 637 2833
129-21 Merrick Blvd.
Jamaica, NY 11434
(212) 527-2277 Sales 3MM EMP 55
E. Margulis, Pres.

CSA Ltd. Inc. 218 2833
16210 FM 149
Houston, TX 77088
(713) 444-6454 Sales 9MM EMP 80
Joe M. Rutland, Pres.

Rodel, Inc. 1239 2833
Diamond State Industrial Park
Newark, DE 19713
(302) 366-0500 Sales 5MM EMP 90
William D. Budinger, Pres.

Pfanstiehl Laboratories, Inc. 1145 2833
1219 Glen Rock Ave.
Waukegan, IL 60085
(312) 623-0370 Sales 5MM EMP 48
A. George Holstein, Pres.

ITX Corp 774 2831
815 5th Ave.
New York, NY 10021
(212) 826-7076 Sales 125M EMP 4
Maurice Posner, Pres., TR

Nelson Laboratories 1049 2831
1000 Benson Rd.
Sioux Falls, SD 57104
(605) 336-2451 Sales 7MM EMP 22
L. H. Gilbertson, Pres.

Wisconsin Protective Coating 1562 2831
614 Elizabeth St.
Green Bay, WI 54305
(414) 437-6561 Sales 5MM EMP 32
Edward P. Ploederl, Pres.

Great Lakes Biochemical Co., Inc. 643 2831
6120 W. Douglas Ave.
Milwaukee, WI 53218
(414) 464-1200 Sales 4MM EMP 40
Dr. Robert M. Stern, Pres.

East Shore Chemical Co., Inc. 429 2833
1221 Barney Ave.
Muskegon, MI 49442
(616) 726-3106 Sales 5MM EMP 55
Robert D. Hovey, Pres.

Northern Coop Services 1070 2833
507 Hwy #10 W.
Wasena, MN 56482
(218) 634-4244 Sales 5MM EMP 30
Walter Nolte, Pres.

Zeus Industrial Products, Inc. 1408 2831
Foot of Thompson St.
Rariton, NJ 08869
(201) 526-0800 Sales 4MM EMP 65
Frank P. Tourville, Sr., Pres.

Dutchland Laboratories, Inc. 382 2831
Swamp Bridge Rd.
Denver, PA 17517
(215) 267-4921 Sales 3MM EMP 54
Ivan W. Martin, Pres.

Vaccines, Inc. 1315 2831
2114 First
Temple, TX 76501
(817) 773-5281 Sales 1MM EMP 26
Dr. David M. Bandy, Pres.

Sterile Systems, Inc. 1214 2831
P. O. Box 387
Logan, UT 84321
(801) 753-4584 Sales 3MM EMP 40
Rex Spendlove, Pres. Fin.

Leon Industries, Inc. 879 8071
{Leon Labs}
3080 N. Hwy. 94
St. Charles, MO 63301
(314) 946-1200 Sales 8MM EMP 165
Jack L. Aronowitz, Pres.

Medical Services of America 965 8071
4 Harbison Way
Columbia, SC 29221
(803) 781-7000 Sales 10MM EMP 260
Ronnie L. Young, Pres.

D & F Industries, Inc. 363 2833
987 N. Enterprises
Orange, CA 92667
(714) 633-2320 Sales 6MM EMP 70
Fred Sieger, Pres.

JBL Chemical Co. 777 2833
825 Capitolio
Sn Luis Obspo, CA 93401
(805) 544-8524 Sales 2MM EMP 20
John Retz, Pres.

ALL FOUND IN F & S INDICES - RECENTLY IN NEWS

Cetus Corp. 7391
600 Bancroft Way
Berkeley, CA 94710
(415) 549-3300 Sales N/A EMP 235
Peter A. Farley, MD, Pres.

AMF Immuno-Reagents, Inc.
Two World Trade Center
New York, NY 10048
(212) 775-1912 Sales 1534MM EMP 26040
Ray A. Tritten, Pres.

Key Pharmaceuticals, Inc.
50 NW 176th St.
Miami, FL 33169
(305) 652-2276 Sales 24MM EMP 350
Michael Jaharis, Jr., Pres.

Life Sciences, Inc.
2900 72nd St. N.
St. Petersburg, FL 33710
(813) 345-9371 Sales 2MM EMP 60
Simon Srybnik, Pres.

Flow General, Inc.
7655 Old Springhouse Rd.
McLean, VA 22102
(703) 893-5915 Sales 91MM EMP 1540
Joseph E. Hall, Pres.

Merck & Co., Inc.
Lincoln Ave.
Rahway, NJ 07065
(201) 574-4000 Sales 2734MM EMP 31600
John L. Huck, Pres.

Berlex Labs, Inc.
110 E. Hanover Ave.
Cedar Knolls, NJ 07927
(201) 540-8700 Sales N/A EMP 570
Robert E. Ivy, Pres.

Synergex Corp.
2540 E. Hedges Ave.
Fresno, CA 93778
(209) 445-0700 Sales 143MM EMP 430
Philmore G. Divine, Pres.

Sterling Drug, Inc.
90 Park Ave.
New York, NY 10016
(212) 972-4141 Sales 1701MM EMP 25946
Glenn W. Johnston, Pres.

Abbott Laboratories 8
Abbott Pk.
North Chicago, IL 60064
(312) 937-6100 Sales 2038MM EMP 3100
Robert A. Schoellhorn, Pres.

Miles Laboratories, Inc. 1631
{Sub. Bayer AG}
1127 Myrtle St.
Elkhart, IN 46515
(219) 264-8111 Sales 686MM EMP 9281
Rowland G. Rose, Pres.

Lilly Eli & Co. 1462
307 E. McCarty St.
Indianapolis, IN 46285
(317) 261-2000 Sales 2559MM EMP 28100
Richard D. Wood, Pres.

Dow Chemical Co. 701
2030 Dow Center
Midland, MI 48640
(517) 636-1000 Sales 9250MM EMP 55900
P. F. Oreffice, Pres.

Sigma-Aldrich Corp. 2196
3500 De Kalb St.
St. Louis, MO 63118
(314) 771-5765 Sales 87MM EMP 1400
Dr. Alfred R. Bader, Pres.

Electro-Nucleonics 748
368 Passaic Ave.
Fairfield, NJ 07006
(201) 227-6700 Sales 30MM EMP 500
Vincent V. Abajian, Pres.

Block Drug Co., Inc. 287
257 Cornelison Ave.
Jersey City, NJ 07302
(201) 434-3000 Sales 167MM EMP 2000
Leonard Block, Ch.Bd.

Warner Lambert Co. 2553
201 Tabor Rd.
Morris Plains, NJ 07950
(201) 540-2000 Sales 3500MM EMP 56000
Joseph D. Williams, Pres.

SIC Group 2831 BIOLOGICAL PRODUCTS

Cutter Laboratories 623
(Sub. Rhinechem Corp.)
2200 Powell St.
Oakland, CA 94608
(415) 420-4000 Sales 304MM EMP 5500
T. H. Heinrichs, Pres.

Genentech 1024
460 Point San Bruno Blvd. S.
San Francisco, CA 94080
(415) 952-0123 Sales 9MM EMP 200
Robert A. Swanson, Pres.

Automated Medical Labs 169
8405 NW 53rd St.
Miami, FL 33166
(305) 592-1346 Sales 13MM EMP 300
Thomas K. Langbein, Pres.

Cordis Corp. 588
10555 W. Flagler
Miami, FL 33174
(305) 551-2000 Sales 93MM EMP 2500
Dr. Norman R. Weidon, Pres.

Cagles, Inc. 369
2000 Hills Ave, NW
Atlanta, GA 30318
(404) 355-2820 Sales 185MM EMP 2600
James D. Cagle, Pres.

Baxter Travenol Laboratories 236
One Baxter Pkwy.
Deerfield, IL 60015
(312) 948-2000 Sales 1374MM EMP 32232
Vernon R. Loucks, Jr., Pres.

Travenol Labs, inc. 2421
(Sub. of above)

Diversey Corp. 685
(Sub. Molson Co. Ltd.)
2215 Sanders Rd.
Northbrook, IL 60062
(312) 480-4400 Sales 200MM EMP 4600
J. Perry, Pres.

West Coast Laboratories, Inc. 1431
116 E. Alondra Blvd.
Gardena, CA 90248
(213) 532-6760 Sales 3MM EMP 32
Maurice Ovadie, Pres.

Schiffmann R Co. 1202
1734 N. Main St.
Los Angeles, CA 90031
(213) 221-4167 Sales 750MM EMP 50
H. Guy Hagerty, Jr., Pres.

Universal Pharmaceuticals, Inc. 1381
Unipharmasyst
1728 17th St., NE
Washington, DC 20002
(202) 529-7774 Sales 2MM EMP 23
Dr. Ira C. Robinson, Pres.

Creomulsion Co., Inc.
345 Glen Iris Dr., NE
Atlanta, GA 30309
(404) 524-5435 Sales N/A EMP 31
Dulany S. Smith, Pres.

Nutrilab, Inc. 1010
725 County Line Rd.
Deerfield, IL 60015
(312) 498-5890 Sales 1MM EMP 12
Jack J. Wikoff, Pres.

Research Products Co., Inc. 1144
(Sub. McShares, Inc.)
1835 E N
Salina, KS 67401
(913) 825-2181 Sales N/A EMP 40
James R. Allen, Pres.

Vu-Tech, Inc. 1403
6333 Cedar Ave. S.
Minneapolis, MN 55423
(612) 866-3104 Sales 5MM EMP 11
Floyd Anderson, Pres.

Amtech Industries 54
Nature Sunshine Products
1655 N. Main
Spanish Fork, UT 84660
(801) 798-9861 Sales 14MM EMP 144
Kerry O. Asay, Pres.

APPENDIX III.

TRI COUNTY MAILING

Mr. Howard Jenkins
Manager
C/R Optical
P.O. Box 1206
Forest Park, Georgia 30050

March 15, 1983

Dear Mr. Jenkins:

Many companies wishing to expand prefer to locate a new facility within 60 miles of their existing plant. If you are considering a plant expansion, the tri-county area of Barrow, Jackson, and Madison can provide the location and necessary funding for qualified companies.

The tri-county area has three industrial parks and several additional industrial sites. You will have your pick of direct Interstate 85 access at sites near Braselton and Commerce and quick access to the area's excellent highway system from all other sites.

Labor training through the Athens Area Vocational-Technical School is readily available. This is one of the schools in Georgia that has been designated as a center for high technology training programs.

Many of the citizens in the tri-county area commute to their jobs. If jobs were available, many in this labor pool would prefer to work near home. If you have a serious interest in expanding into the tri-county area, we will conduct a labor survey to provide the proof you will require in your decision.

If you are thinking expansion near Atlanta, think Tri-Counties and please don't hesitate to contact me.

Sincerely,

James R. Dove
Coordinator

APPENDIX IV.

ED-COMP TRAINING CENTER

WINDER NEWS

FEB. 16, 1980

95

Business

High-Tech Business Opens

Mrs. Glenda Overstreet and Jerry Maynard have announced the formation of a new technology-based service business.

Ed-Comp Training Center is located in Winder and dedicated to assisting the interested business person, educator or student in learning how to communicate with a computer; to deal with

data bases; to write, edit and de-bug programs; and, in general, become computer literate.

Maynard said the Regional Advanced Technology Development Center program has been instrumental in the development of the business. He credits the community's expanding interest in high technology a direct result of the efforts of the ATDC.

Mrs. Overstreet, with more than eight years of programming experience and five years of teaching experience, will teach the series of courses designed for basic to advanced programming and computer communications.

Additional information may be obtained by contacting either Maynard at 867-6821 in Winder or Mrs. Overstreet at 963-8845.

PRESS RELEASE

FEBRUARY 10, 1983

ANNOUNCING THE

ED-COMP TRAINING CENTER
Holly Hill Mall
Winder, Georgia

Mrs. Glenda Overstreet and Mr. Jerry Maynard proudly announce the formation of a new technology based service business: ED-COMP TRAINING CENTER located in Winder and dedicated to assisting the interested business person, educator, or student in learning how to communicate with a computer; to deal with data bases; to write, edit, and debug programs; and in general, become computer literate.

Jerry Maynard is quoted as saying that the Regional Advanced Technology Development Center program has been instrumental in the development of the business. He credits the communities expanding interest in high technology a direct result of the efforts of the ATDC.

Mrs. Overstreet, with over eight years of programming experience and five years of teaching experience, will teach the series of courses designed for basic to advanced programming and computer communications.

Both Glenda and Jerry are excited about the prospects of providing this high technology service to the people of Barrow and surrounding counties. Jerry, a 29 year resident of Winder, says that high technology industry and services are an important part of the future of this area. With the forward looking civic and political leaders of the area, Jerry and Glenda want to be part of the vanguard of the coming high technology wave.

Mr. Maynard, also the owner of Winder's Radio Shack store, is quick to point out that Ed-Comp is meant to serve the needs of all computer users.

For additional information, contact either Mr. Jerry Maynard, 867-6821, Winder or Mrs. Glenda Overstreet, 963-8845.

March 7th, 1983

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

Dear Dr. Schwartz,

We would like to thank you and the Advanced Technology Development Center for the invaluable assistance given our newly formed company. We received numerous calls regarding our course offerings that were a direct result of the media exposure and community awareness services provided through ATDC.

The efforts of your organization are a much needed service in the business community today. We appreciate your support and look forward to continued interaction between ATDC and ED-COMP TRAINING CENTER.

Sincerely,

ED-COMP TRAINING CENTER

Jerry Maynard

Glenda Overstreet



**ADVANCED TECHNOLOGY
DEVELOPMENT CENTER**

Georgia Institute of Technology
Atlanta, Georgia 30332

A Unit of the
University System of Georgia

March 11, 1983

Mr. Jerry Maynard
c/o Holly Hill Mall
Winder Georgia 30680

Dear Jerry:

We have conducted a telephone survey of several of the Atlanta area computer stores in reference to the availability of microcomputer training. There is a broad range of training offered and an equally broad range of prices. To give you some feeling for this I have included a list of firms contacted, a brief description of the type of training offered, and the quoted price.

Sincerely,

Robert G. Schwartz

RGS/dw

Attachment

CORPORATE COMPUTER CENTER
5925 Barfield Rd.
Atlanta, GA
255-4420

Full service training covering all equipment and software
sold.
No price quoted

COMPUTER CENTER, INC.
3623 Interstate 85 N.
Atlanta, GA
457-8465

Short classes in VISICALC, APPLE WRITER, and QUICKFILE run 2
hours in 1 session, 8 people per class.
\$50 per person, per class

COMPUTER PLUS
3089 Peachtree Rd.
Atlanta, GA
237-7787

Beginning class in BASIC directed to general audience covers
terminology, simple commands, etc.
\$75.00 per person for 8 hours instruction over 4 weeks

ADVANCE COMPUTER TECHNOLOGIES
6540 Roswell Rd., NE
Atlanta, GA
255-8984

No training offered

INTEGRATED SYSTEMS, INC.
3300 Buckeye Rd.
Chamblee, GA
458-0713

Full service business oriented training
No price quoted

ATLANTA MICRO
3167 Peachtree Rd.
Atlanta, GA
233-6942

Full service business oriented training
No price quoted

O'CONNOR & ROBINSON
IBM-PC Independent Marketers
Georgia Institute of Technology
894-2612

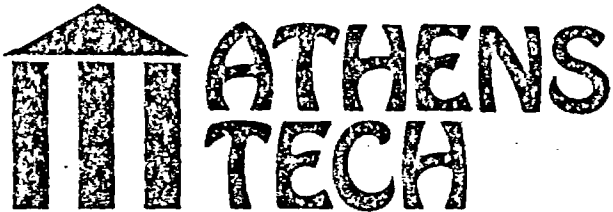
Executive level seminar series on IBM-PC
\$2,500.00 per person

COMPUTERLAND
3222 Peachtree St.
Atlanta, GA
237-0102

General audience walk in classes
No charge to customers

APPENDIX V.

SCHOOL FOR ENTREPRENEURSHIP



ATHENS AREA VOCATIONAL-TECHNICAL SCHOOL

Robert G. Shelnett, Director

news release

U.S. Highway 29 North
Athens, Georgia 30601

FOR IMMEDIATE RELEASE

"DEVELOPING A SUCCESSFUL HIGH TECHNOLOGY BASED BUSINESS"

A 15-hour non-credit management course entitled, "Developing a Successful High Technology Based Business" is scheduled to begin Monday April 11, 1983, at Athens Technical School. Jointly sponsored by Athens Tech and the Georgia Tech Regional Advanced Technology Development Center Program, the course is designed to aid the prospective business owner/developer in successful planning for the business. The topical outline includes such subjects as: Entrepreneurship and Innovation, Self Motivation, Technology Based Small Business, Strategic Planning, Opportunity Identification, Investigation and Evaluation, and, Smart Business Practices.

Classes will be conducted every Monday night from 6:00 til 8:30 p.m. The instructor will be Dr. Robert G. Schwartz, Adjunct Professor, College of Management, Georgia Tech and Director of the Regional ATDC Program.

The class is targeted for residents of Barrow, Jackson, and Madison Counties, those which are served by the Regional ATDC. The class will also be available to Athens Tech students and other area residents on a space available basis. Cost of the course will be \$10, with an additional charge for books for those participants outside Barrow, Jackson and Madison Counties.

Further information may be obtained by calling Bob Yongue, Industrial Coordinator at Athens Tech, at 549-2360.

The Regional ATDC Program is sponsored by the State Department of Community Affairs and the Applachian Regional Commission.

APPENDIX VI.

EDUCATION

Seminar Set On Trade Opportunities

The Barrow County Chamber of Commerce, its Advanced Technology Committee, and the Advanced Technology Development Center Regional Program have scheduled the fifth executive seminar, to be held next Tuesday at 7:30 p.m. in the Bank of Barrow Civic Room.

Last October, the Georgia World Congress Institute of Georgia State, under the direction of Dr. James Goodnow, in conjunction with the Small Business Development Center of Georgia, began an International Outreach Program.

This program supports the development of international trade by providing free consulting services to assist small business with strategic planning aimed at initiating or increasing their exports. In addition to consulting services, the program's personnel provide market research and educational programs.

Goodnow, director of the Georgia World Congress Institute and the Institute of International Marketing, both of Georgia State, a professor of international business, noted lecturer and author and respected authority on international trade development, will lead the Barrow County program.

Dr. Karla Stein and Mrs. Sharon Kaplan, experts on international trade, and Karen Palmour, coordinator of international trade development of the SBDC in Athens, will also be in attendance.

Additional information may be obtained by contacting John Robinson, chairman of the Barrow County High Technology Committee, at 867-9444, or Dr. Robert G. Schwartz, regional ATDC project director, at 894-3575.

February 16, 1983

International trade to be seminar topic

International trade will be the topic of the fifth executive seminar set by the Banks County Chamber of Commerce and the Advanced Technology Development Center at Winder.

It will be held from 7:30 to 9 p.m. Tuesday at the Bank of Barrow civic room. Call John Robinson, 867-9444 or Dr. Robert Schwartz, 894-3575, for more information.



**ADVANCED TECHNOLOGY
DEVELOPMENT CENTER**

Georgia Institute of Technology
Atlanta, Georgia 30332

A Unit of the
University System of Georgia

PRESS RELEASE

January 13, 1983

Computers in Business

The Barrow County Chamber of Commerce, their Advanced Technology Committee, and the Advanced Technology Development Center Regional Program, proudly announce their fourth Executive Seminar to be held on Tuesday, January 25th, from 7:30-9:00 pm, at the Bank of Barrow, Civic Room, Winder, Georgia.

Professor Martin B. Roberts, a widely regarded authority on accounting and business procedures, including long time IRS consultant, and highly sought after speaker, Professor in Georgia Tech's College of Management, will present his thoughts and comments on the strategic use of the computer in business.

Dr. Roberts, who has extensive public and private sector experience, served as Deputy Revenue Commissioner of Georgia, was a Senior Systems Analyst for Arthur Young and Company, spent many years as a Professor at Georgia State, and is an industrial engineer by training.

For the businessperson interested in the strategic use of microprocessors, the student interested in the future of electronics in business, for the public professional interested in public data base processing, Dr. Roberts will make for an interesting evening.

For any questions or additional information, contact Mr. John Robinson, Chairman of the Barrow County High Technology Committee, 404-867-9444, or Dr. Robert G. Schwartz, Regional ATDC Project Director, 404-894-3575.



**ADVANCED TECHNOLOGY
DEVELOPMENT CENTER**

Georgia Institute of Technology
Atlanta, Georgia 30332

A Unit of the
University System of Georgia

PRESS RELEASE
February 9th, 1983

International Trade: Opportunities and Challenges

The Barrow County Chamber of Commerce, their Advanced Technology Committee, and the Advanced Technology Development Center Regional Program, proudly announce their fifth Executive Seminar to be held on Tuesday, February 22nd, from 7:30-9:00 pm, at the Bank of Barrow, Civic Room, Winder, Georgia.

Last October the Georgia World Congress Institute of Georgia State under the direction of Dr. James Goodnow, in conjunction with the Small Business Development Center of Georgia, has begun an International Outreach Program. This Program supports the development of international trade by providing free consulting services to assist small business with strategic planning aimed at initiating or increasing their exports. In addition to consulting services, the Program's personnel provide market research and educational programs.

As part of this educational activity, the Regional ATDC is proud to announce that Dr. James Goodnow, Director of the Georgia World Congress Institute and the Institute of International Marketing, both of Georgia State; a Professor of International Business, noted lecturer and author, and respected authority on international trade development, will lead the program.

Dr. Goodnow brings with him Dr. Karla Stein, an expert on international trade, with prior experience in both the public and private sectors, including the international management of Western Europe companies, trade consultant with the Program; and Mrs. Sharon Kaplan, an expert on international trade, with significant experience in international banking, trade consultant with the Program. Ms. Karen Palmour, Coordinator of International Trade Development of the SBDC, Athens, will also be in attendance.

If you are interested in international trade, this program is for you. For any questions or additional information, contact Mr. John Robinson, Chairman of the Barrow County High Technology Committee, 404-867-9444, or Dr. Robert G. Schwartz, Regional ATDC Project Director, 404-894-3575.

ROBERTS SEMINAR

Bob Schwartz
Bob Marmon
Cecil E. Brannon
Larry Kiley
David Jackson
Becky Jackson
Bob Poe
Jerry Maynard
Phil Loveless
John Robinson
Keith Propst
Steve McDaniel
Royce Moore
Charles Thomas
Jim Harwell
Dan Blich

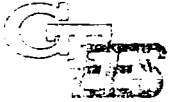
Georgia Tech
Carwood Mfg. Co.
Bank of Barrow, Vice President
Barrow Mfg.
Winder Lumber, President
Winder Lumber
Winder News, Editor
Radio Shack, Owner
Georgia Tech
Barrow Waistbands, President
Oxford Ind.
Programmer/ Consultant
Winder Barrow High School
Oxford
Real Estate/Entrepreneur
Blich Co.

GOODNOW SEMINAR

Pat Broxton
John Robinson
Banker

MRP SEMINAR

John Robinson
Jim Ross
Apparel Engineer



ENGINEERING EXPERIMENT STATION
Georgia Institute of Technology
A Unit of the University System of Georgia
Atlanta, Georgia 30332

ENGINEERING EXTENSION LABORATORY

West Georgia Area Office
201 Tanner Street
P.O. Box 676
Carrollton, Georgia 30117
Area Code 404/834-1480

February 29, 1983

TO: Dr. Robert Swartz,
FROM: Harris Johnson
SUBJECT: MRP COURSE OUTLINE

NOTE: Notice this is Material Requirements Planning as opposed to the more comprehensive total planning called Manufacturing Requirements Planning, commonly called MRP II. The difference is that MRP II includes MRP as well as capacity planning, floor scheduling, and master production planning.

- I. INTRODUCTION
- II. MRP DEFINED
 - What is MRP
 - Nature of Demand
 - Order Point
- III. MRP CHARACTERISTICS
 - Product Oriented
 - Time Phased Requirements
 - Looks to Future
- IV. MRP & INVENTORY
- V. MRP OBJECTIVE
- VI. PREREQUISITES
 - Master Production Schedule
 - Inventory Status
 - Bill of Material

VII. REQUIRED SUPPORT DATA

- Inventory Data
- Bill of Material
 - . Parent/Component Relationship
 - . Low Level Code
 - . Where Used Code

VIII. MRP GROSS TO NET

- Lot Sizes
- Gross Requirements
- Component Allocations
- Scheduled Receipts
- Projected - On Hand
- Net Requirements
- Planned Orders
- Safety Stock

IX. MRP TECHNIQUES

- Time Series Planning
 - . Lead Time Offset
 - . Planning Calendar
 - . Display Techniques
- Planning Horizon
- Pegging
- Time Phased Order Point
- Lot Sizing
- Firm Planned Order

X. IMPLEMENTATION CONSIDERATION

XI. USER RESPONSIBILITIES

XII. WORK EXERCISE

APPENDIX VII.

PUBLICITY

PROGRESS '83

Honored As Chamber's 'Citizen Of The Year'...

Anne Segars Sees Exciting Future

• • • We have enough industry in the county, she said, and need high technology companies which use little water and add no pollution to the environment. • • •

PROGRESS '83

'Togetherness' Pushed Chamber Effort Forward

◊ ◊ ◊ Chamber sponsored a series of Executive seminars through a new Advanced Technology Committee in cooperation with Georgia Tech Extension office in Gainesville and Advanced Technology Development Center at Georgia Tech in Atlanta. ◊ ◊ ◊

APPENDIX VIII.

MANAGEMENT ASSISTANCE



**ADVANCED TECHNOLOGY
DEVELOPMENT CENTER**

Georgia Institute of Technology
Atlanta, Georgia 30332

A Unit of the
University System of Georgia

January 28, 1983

Mr. Robert McCutchen
General Manager
Smith-Kluckhohn, Inc.
P. O. Box 517
Commerce, Georgia 30529

Dear Mr. McCutchen:

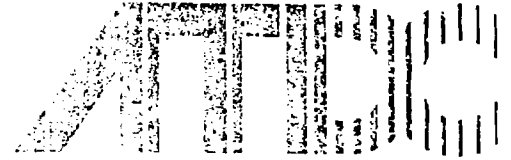
I am enclosing photo copies of 17 of the articles you requested from my bibliography. The other three from your list were not available in the Tech library.

Let us know if you need any more assistance on this project.

Sincerely,

Frank Fuerst
ATDC

FF/dw



ADVANCED TECHNOLOGY
DEVELOPMENT CENTER

Georgia Institute of Technology
Atlanta, Georgia 30332

Director of the
Advanced Technology Development Center

March 23, 1983

Mr. Al Epp, President
Aimark Industries
Braselton, Georgia

Dear Al:

It was a pleasure reviewing the egg shell chemistry area. I
hope the additional information John gave you will be of
of the

ou have
I would
ss has

I look forward to seeing you in the near future and wish you
continued success in your many endeavors.

Sincerely,

Robert G. Schwartz

cc: P. Loveless
J. Osoinach



**ADVANCED TECHNOLOGY
DEVELOPMENT CENTER**

Georgia Institute of Technology
Atlanta, Georgia 30332

A Unit of the
University System of Georgia

March 8, 1983

Mr. Henry Braselton
Braselton, Georgia 30517

Dear Henry:

In reference to your search for a computer system for Braselton we have compiled a short list of vendors which might prove helpful. We are in no way recommending that you do business with any particular vendor but this list may help you screen some of the less likely prospects. If we can be of any further help, please let us know.

Sincerely
RG

Robert G. Schwartz

RGS/dw

Attachments

1. Advance Computer Technologies
6540 Roswell Rd., NE
255-8984
APPLE, Televideo, retail and institutional
2. Atlanta Micro
3167 Peachtree Rd.
233-6942
ALTOS, NORTHSTAR, NEC, full service, business orientation
3. COMPUSHOP
Northside Business Park
998-9120
Chain store, small system orientation
4. Computer Center, Inc.
Interstate 85 North
457-8465
APPLE, Osborne, small business orientation
5. Computerland
3222 Peachtree St.
237-0102
IBM-PC, Osborne, retail chain, high volume
6. Computers Plus
3089 Peachtree Rd.
237-7787
Franklin, Zenith, Victor, home user orientation
7. Corporate Computer Center
5995 Barfield Rd.
255-4420
Columbia, business orientation
8. Integrated Systems, Inc.
3300 Buckeye Rd.
458-0713
Commodore, VIC20, 64, home and business
9. Radio Shack
Holly Hill Mall, Winder
867-6821
TRS-80, home and business
10. Radio Shack
Ga. Square Mall, Athens
353-7650
TRS-80, home and business



**ADVANCED TECHNOLOGY
DEVELOPMENT CENTER**

Georgia Institute of Technology
Atlanta, Georgia 30332

A Unit of the
University System of Georgia

February 23, 1983

Mr. Robert M. McCutchen, Jr.
Smith-Kluckhohn, Inc.
Commerce, GA 30529

Dear Bob:

Enclosed is additional information we have gathered covering the areas of interest to you. Please let me know if we might have the opportunity of developing a strategy to accomodate your interest in developing technology based products.

Sincerely,

Robert G. Schwartz

Enclosures



**ADVANCED TECHNOLOGY
DEVELOPMENT CENTER**

Georgia Institute of Technology
Atlanta, Georgia 30332

A Unit of the
University System of Georgia

February 23, 1983

Mr. Henry Braselton
Braselton, Georgia 30517

Dear Henry:

Enclosed is a short article on computers I thought might be of interest to you. We are also preparing a list of vendors which might be able to assist you with your micro-computer needs.

Sincerely,

Robert G. Schwartz

Enclosure

REVISED

FINAL REPORT

THE REGIONAL ADVANCED TECHNOLOGY DEVELOPMENT CENTER PROJECT

Georgia Institute of Technology
Georgia Department of Community Affairs
Appalachian Regional Commission
Grant Number GA-8015-82-C1-302-0504

"This material is the result of research financed under the Appalachian Regional Development Act of 1965, and as such is not copyrightable. It may be freely reprinted with the customary crediting of the source."

INTRODUCTION

In conjunction with the Enterprise Development Strategy adopted by the Appalachian Regional Commission(ARC), 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 ATDC program supported by the state of Georgia and located at the Georgia Institute of Technology, the Regional ATDC program provided direct assistance to the citizens and businesses of three Northeast Georgia Appalachian counties: Barrow, Madison, and Jackson.

The project activity included technical assistance to the local governing bodies and development groups; management assistance to existing and entrepreneurial businesses; and educational programs for selected groups. The goal of all efforts was high technology job creation in the three county area.

PROGRAM OBJECTIVES

Program objectives included:

- . high technology business development
- . identification of and assistance to entrepreneurial businesses
- . management assistance to existing businesses
- . presentation of educational programs
- . establishment of self sufficiency

The project was organized into four main areas of activity supporting these objectives:

- . strategic planning
- . high technology business development
- . management assistance
- . education

BACKGROUND

While the economy of Appalachian Georgia is dominated by manufacturing, a very high business concentration is found in three industrial groups: textiles, apparel, and food. There has been and continues to be only a limited demand for highly skilled, technically-oriented employees in the region.

The major economic problems in Barrow, Jackson, and Madison counties include low wages, limited job opportunities, and unemployment. In Jackson and Madison counties over 40% of the labor force work outside the counties. The lingering national recession has heavily impacted the textile and apparel industries and affected local related business. Local issues involving water shortages and waste disposal compound an already bleak picture.

The following tables are illustrative of the challenges. All data are the courtesy of the Northeast Georgia Area Planning and Development Commission (APDC). Table I indicates that the three counties are above the 10 APDC county regional average in unemployment.

TABLE I. UNEMPLOYMENT

	1979	1980	1981	1982
Barrow, Madison, Jackson (%)	4.9	6.7	6.6	8.4
Northeast GA	4.7	6.3	6.2	7.7

Table II indicates the 1982 earnings in the ARC counties continued to lag behind the U. S. weekly earnings average of \$266.90.

TABLE II. EARNINGS MANUFACTURING AND INDUSTRY(1982)

	Weekly	Yearly	% Below Average
Barrow	\$229.51	\$11,934	16
Jackson	229.56	11,937	16
Madison	154.09	8,013	42

U.S. Average Weekly: \$266.90

The area has also experienced an overall increase in population and thus, in the labor force as well.

TABLE III. POPULATION

	1970	1980	Change	%Increase
Barrow	16,859	20,966	4,107	24
Jackson	21,093	24,933	3,840	18
Madison	13,517	17,516	3,999	30

TABLE IV. LABOR FORCE

	1960	1977	1982	% Increase
Barrow	6,137	9,394	10,455	70
Jackson	7,341	10,064	12,948	76
Madison	4,040	7,749	9,178	127

PROJECT BACKGROUND

This demonstration project was initially funded July 1, 1981, with a second and final year of funding effective July 1, 1982. The project was staffed by Dr. Robert G. Schwartz of the ATDC staff who acted as Program 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 was instrumental in assisting with overall project activity.

This project was consistent with the State of Georgia's efforts to enhance high technology job creation in the State. Georgia's then Governor Busbee was instrumental in creating the Advanced Technology Development Center, presently located on the campus of Georgia Institute of Technology, Atlanta, Georgia.

The ATDC was and is Georgia's high technology focal point, the purpose of which is job creation in the State. The Regional ATDC project fit well into both the ATDC and ARC programs. The Regional ATDC benefited both from the Governor's interest in high technology job creation, as well as the parent ATDC activity.

In terms of the Regional ATDC program, as with the parent ATDC, local interest and support were quite important for the project's success. The three County Commission Chairmen: The Honorable Mrs. Anne Segars-Barrow, The Honorable Henry Robinson-Jackson, and The Honorable Vincent Hix-Madison, were receptive to the project, supportive, and contributed willingly of their time. Mayor John Mobley of Winder, added to the support. The Mayor of Braselton, J. Lewis Braselton, and the City Council, in particular Mr. Henry Edward Braselton, were quite receptive and supportive.

In addition to the elected officials, local infrastructure support was also important. The Winder-Barrow County Chamber of Commerce; its past President Mr. David Jackson; John Robinson, the Chairman of the Advanced Technology Committee of the Chamber; and Mr. Dan Blicht, past president of the Chamber and civic leader played key roles in the ATDC activity.

PROJECT PERFORMANCE

Because of the demonstration nature of this project, strategic planning continued throughout both year one and year two of project performance. The year one objectives were not met for a number of reasons, including the short duration of project activity and the modest number of technology based business and entrepreneurs in the area. Year two project activity built on both first year activity, as well as the results of prior ARC funding.

The "measures of objective achievement" contained in the project application were generally met and in some cases exceeded. Any deviations from initial anticipated project activity and outcome were discussed with the Georgia ARC coordinator. Because of the demonstration nature of the project it was anticipated that changes in project activity and outcome would occur.

Prior ARC Funding

Prior ARC funding played a major role from several perspectives. First, year one of project activity allowed for the development of relationships which proved important for the second year. The first year also aided the project personnel in identifying key project activity which potentially could lead to more significant year two results. Several new activities were initiated in year two, the School for Entrepreneurship and the Executive Seminar Series, which will be discussed in detail.

Second, other prior ARC funding was important, not because it was directly related to ATDC activity, but because it set in place components of economic development which were favorable for the ATDC project to build on. Two primary examples are the Braselton Technology/Industrial Park and the Braselton based Chateau Elan winery.

The Braselton Park provides a site for industrial development and an anchor for local development efforts. The winery, in addition to being a tourist attraction, will also have a motel and restaurant on site. These amenities are important for industrial development purposes and presently would be 20 miles distant from other similar facilities. The interest of Jackson and Barrow counties in the development of this area also has played an important role.

A third aspect of prior ARC activity was the role of the Northeast Georgia Area Planning and Development Commission. Extensive familiarity with the ARC programs and personnel and local visibility and credibility were a key and important contributing factor to the Regional ATDC program and its progress.

A fourth and most important aspect involved the support from the Office of Governor. Governor Busbee built on prior ARC funding, had a commitment to the parent ATDC program, and continued to support the economic betterment of the involved area. This high level of support helped in project progress.

Strategic Planning

Because of the demonstration nature of the project, strategic planning continued throughout the year. The project director was allowed the flexibility to make changes to accommodate local needs and to maximize the project's outcome. All changes were consistent with the overall project objectives and discussed with the Georgia ARC Coordinator.

Regarding these changes, it was noted early in year one that though the three counties are geographically similar, each of the three counties was different. The differences included population and industrial demographics. Thus, distinct Regional ATDC subprograms, with some common features, were developed and delivered during both project years.

In year two, in Winder, because the companies were interested in computer aided management and manufacturing assistance, and because of their overall interest in the Regional ATDC project, an intensive electronics based management assistance program was delivered. Its purpose was to aid and assist existing and start-up businesses. There were also four companies in Jackson County which received similar assistance.

No companies in Madison county received assistance. Attempts were made to work with Madison county businesses, but were unsuccessful. Rather than continue a broad program of assistance, a much more directed, focused program was conducted in year two. Had not the identification of interested companies and entrepreneurs been made, broader pursuits would have been necessary. Because the businesses were interested in electronics, and because electronics fit the Regional ATDC program, a substantial program was set up to deliver electronics assistance.

This approach, ie. directing focused appropriate assistance to willing clients, was utilized throughout year two of project activity. The town of Braselton and the Braselton Improvement Company were interested in high technology development for their area. Major development efforts were carried out with them. The Winder/Barrow Chamber of Commerce was receptive to sponsoring and hosting the Executive Seminar Series. Thus it was conducted in Winder. The two local radio stations, WIMO-Winder, WJJC-Commerce, were receptive to public service programming involving technology and the programs were produced for their use. The School for Entrepreneurship and other educational activities were sponsored and sited at Athens Vocational-Technical School(Athens Vo-Tech), because of their interest and support. Another major change from year one to year two was the delivery of educational programs which had training as an element, both from the self sufficiency and business development points of view.

The School for Entrepreneurship

Several new programs were created and implemented. A School for Entrepreneurship was begun and was successful in identifying sixteen persons, nine from the three county area, interested in entrepreneurship. One new business in Barrow County, Ed-Comp Training Center, was begun as a result of the ATDC. A second entrepreneur, Mr. Robert McCuthchen, has been involved in two start-ups and received Regional ATDC and Georgia Tech assistance. Ed-Comp and the second business of Mr. McCuthchen are active and making progress.

Because a moderate number of potential entrepreneurs were identified, a decision was made to accelerate the teaching time of the School and utilize the extra available time to deliver focused management assistance to interested entrepreneurs. This strategy was helpful in terms of the new business start in Barrow County and also to the entrepreneur aided twice.

After discussions with the Washington, D. C. ARC coordinator, it was decided to attempt to run the School a second time. Rationale for this decision included the potential development of two local incubators and the need to fill them with start-up businesses.

The School was not held a second time in the spring. The Athens Vo-Tech advertising did not attract attendees. This failure could be attributed to a better economy, lack of citizen interest, poor timing, or perhaps, an oversupply of similar programs.

With the School no longer being held, a shift in emphasis was made. A business class at Athens Vo-Tech was attended and a class project conducted which led to the development of nine business plans involving new business start-ups. Whether or not new businesses will indeed be developed or will utilize or involve high technology is perhaps less an issue than the training that occurred because of the experience.

The Executive Seminar Series

The Executive Seminar Series, designed to bring business persons and other interested citizens of the three county area into closer contact with Regional ATDC personnel, and ultimately provide for additional management assistance clients, was successful. Fundamentally, top business and university professionals from the Atlanta area were brought in to provide a learning experience for the attendees. Initially the series was quite successful.

The Winder/Barrow Chamber of Commerce established an Advanced Technology Committee to work with the Regional ATDC and it was instrumental in siting the seminars at Winder and generating support for the programs. Attendance at the seminars was initially quite good, 35 persons, but slowly dwindled to 3 at the last seminar conducted in February. The reasons were likely many and involve too many meetings over a one year period, a change in emphasis in the local Chamber, and perhaps some lack of continuing interest in program content.

Consistent with the demonstration nature of the project, a shift in emphasis was effected. A more captive audience was sought and the Braselton Lion's Club invited Dr. Schwartz to speak on local progress. Due to previous commitments, attempts to do the same in Jackson County were unsuccessful. Because of the very small industrial base, Madison County was not a likely place to have additional programs. To accommodate additional public educational needs, the Georgia ARC wide meeting will be enlarged to accommodate additional local persons.

Training

Training of APDC personnel was an additional program element for year two. Although several APDC Economic Development Committee meetings were attended, no formal training of APDC staff ever occurred. This happened because, due to terminations, the APDC ARC coordinator changed three times over the project period and four times since year one. Each previous coordinator left the APDC, making viable training more difficult.

A positive aspect of the APDC employee changes was that it forced the need for more formal coordination. Mr. Philip Loveless of the Regional ATDC staff and Director of the Georgia Tech Field Office in Gainesville, Georgia was appointed and now serves on the APDC Economic Development Committee and will be a useful link to technology based developments and support. He also helps to preserve the continuity of both APDC and ATDC contacts. This link was not formally established prior to the Regional ATDC.

The overall contract activity has enhanced the contacts between Georgia Tech and the three county businesses, public officials, and other professionals and in general opened new lines of communication. This was and is a very positive contract result.

The contract training objective of twenty persons was exceeded.

Public Awareness

Activity aimed at keeping the public informed primarily involved the development of two local radio programs which discussed new directions and advances in technology based products and services of potential use and interest to the public. Two local stations, WIMO-Winder, and WJJC-Commerce carried Georgia 2000, a program about "Technology and You," sponsored by the Regional Advanced Technology Development Center of Georgia Tech. The programs were produced by Dr. Schwartz. The programs ran for most of year two, may be continued into next year, and were successful in meeting their original objective of keeping the public informed about matters relevant to high technology.

Press releases, attendance and reports at public meetings, continued dialogue with the press were all utilized to keep the Regional ATDC program in the news. The

parent ATDC significantly contributed to the awareness issue as it continually is in the news, locally, statewide and nationally, helping to enhance the image and posture of the Regional ATDC.

Incubator

Although it was not originally envisioned that an incubator would be a viable possibility in year two, progress was made. Interest in Braselton in developing an incubator lead first to a formal presentation to the City Council and second, to assistance in implementing the development of an incubator for Braselton. This was a most positive result and Mayor Braselton and Councilman Henry Edward Braselton were assisted on a regular basis as they made progress in implementing their decision.

HIGH TECHNOLOGY BUSINESS DEVELOPMENT

In the midst of the worst economic recession since the Great Depression, consulting assistance in the recruitment of technology based businesses to the area was unsuccessful. The objectives of having twenty candidate companies and one positive decision by the end of year two were not met.

To allow for eventual success in business development issues, local training in Madison and Barrow Counties was conducted in year one. A Tri-County group, funded by the County Commissions of the three counties, was formed and a 1600 letter mailing was made to selected electronics firms throughout the United States. Only three responses were received, indicative of both the recessionary times and the severe competition for new high technology sitings.

Year two activity involved basically two efforts. Directed high technology industrial development assistance was given to Commissioner Vincent Hix of Madison County in his development efforts and the town of Braselton in theirs. Jackson County elected to not participate in the training sessions, pending approval of a local economic development plan and selection of a new Chamber Executive Director. After his selection, Jackson County still chose to develop existing business opportunities, rather than become involved in new technology based business.

Additional companies were identified for Braselton, to which the town made several mailings, again with no response. Again an indicator of both the recession as well as the methodology. Because of their impersonal nature and extensive personal competitive activities of other localities, letters do not appear to be the way to contact potential candidate companies.

A second Tri-County mailing was also made to local Atlanta firms to interest them in the potential of the local counties.

Substantial time was been spent with Mr. Henry Braselton to assist him with the Braselton development efforts, in anticipation of the time when economic conditions merit further activity and enhanced state support.

EDUCATION

The School for Entrepreneurship

This educational activity was utilized to identify potential entrepreneurs and business persons interested in diversification into advanced technology areas. The course attendees ranged from non-business owners in non-technology businesses to persons owning their own business and involved in high technology matters.

Mr. Jerry Maynard is the owner of a Winder, Georgia Radio Shack franchise. He was interested in new business development and has recently started a high technology service business, Ed-Comp Training Center, devoted to computer literacy, programming, and communications. Because of the ATDC's visibility, and the development of extensive local interest in electronics, he attributes his rationale for start-up to the ATDC program.

A second attendee, Mr. Robert McCutchen, was General Manager of a manufacturers' representative firm in Commerce, Georgia. The firm was interested in developing microprocessor based devices for certain testing and monitoring applications. The Regional ATDC program provided market research and strategic planning assistance. Additional attendees received appropriate assistance.

The Course

The course was held in the fall of 1982. It was conducted more frequently than originally proposed, at two week intervals rather than three. Although it was envisioned that the depth of coverage would be sufficient to utilize a seven month course time, to accomodate specific management assistance, as well as class wishes, breadth of coverage took precedence. All topics originally proposed were taught.

Because the School was successful in attracting entrepreneurs, the Winter quarter was devoted to specific assistance to requesting entrepreneurs whose opportunities fit the program. To accomodate the potential establishment of an incubator in the three county area, the School was to be held in April and May, covering the same topics, but over a shortened time period. It was once again co-sponsored with Athens Vocational/Technical School. However, as previously stated, because of the lack of local interest it was not held the second time.

Since the purpose of the course and curricula was to attract attention to emerging technology opportunities, wherever possible, examples and discussions were related to advanced and high technology. One special guest was brought to class to discuss accounting and tax issues.

In regard to the curriculum, the establishment of a strategic plan was covered in detail. The threats, challenges, and rewards of new opportunities were discussed. The "hows, whys, whats, and wheres," along with the costs of new business development were covered. The development of a new venture screen, derived from the company's business plan, was demonstrated, along with the many ways one could now identify promising new opportunities based on a sound strategy. Primary and secondary sources of opportunities were covered. The primary and secondary sources of market data were covered. Various methods of evaluating opportunities were covered, as well as the development of a business plan covering technical, financial, marketing, and legal issues important to new product development.

Much time was devoted to defining and discussing effective management. The historical attributes of successful entrepreneurs and business persons were identified and discussed. The entrepreneurs were then asked to evaluate themselves against the winning attributes. This work was designed to aid the student in identifying his/her own strengths and weaknesses.

Financial analyses were discussed and linked to marketing forecasts. The students were told what proper financial management is. Financial statements, balance sheets, budgets, both cash and capital, and cash flow were covered. Investment and return calculations relevant to new product development were discussed.

Legal issues were raised as they relate to protection of intellectual property, organization, and the regulatory environment. Maslow's hierarchy of needs and personnel motivation were discussed, along with the different styles and types of management. Production start-ups were discussed as they relate to new products. Finally, buy-versus-start decisions were discussed.

Executive Seminar Series

The objective of this series of seminars was to cover topics important to the effective and efficient management of a firm; to discuss matters related to high technology; to continue to bring the Regional ATDC program to the attention of the local business firms; and to develop a long term relationship with the firms' management.

Since the program's inception, ten new management assistance activities were conducted, a complete list of which is found in the following section. In general, the purposes of the seminars had been met. The attendees were business, political, and education professionals. A variety of apparel industries were represented, but several entrepreneurs interested in high technology attended as well. In particular, Mr. Jim Harwell has been developing his microprocessor based sensor, for Winder, Georgia manufacture and was a frequent attendee. Mr. Jerry Maynard, Ed Comp, had attended. Mr. John Robinson, Chairman of the Advanced Technology Committee of the Winder-Barrow Chamber, was in regular attendance.

The present and near future state of the economy, some of the recent advances in high technology, the new technology based vocational education activity of Georgia, and microcomputer use in business were topics already covered. On Tuesday, February 22, a topic of interest to the local apparel firms, international trade development, was covered. Unfortunately, attendance was down dramatically, which necessitated the review of the program.

The seminars lasted for approximately one and a half hours. A lecture was given for the first forty-five minutes, with the speaker responding to questions for another 30-45 minutes. The seminar was not meant to overload the participants, but to give them something new to think about, as well as to expose them to some of the experts in the field. Of course, as much attention as possible to high technology is paid.

The original contract objective of two seminars a quarter was exceeded. Seminars included the five Executive Seminars; a Materials Resource Planning seminar; the Lion's Club meeting attended in Braselton, the Jackson County Chamber of Commerce meeting report, the four APDC meetings' reports, the concluding ARC/APDC meeting, and the Madison County Commission meeting report.

Additionally, the original objective of 200 meeting attendees was met. Thus, though some strategic changes continued to be needed, a not inappropriate action considering the demonstration nature of the contract, the project objectives were met.

MANAGEMENT ASSISTANCE

Management assistance was divided between entrepreneurial development and existing business support. The objectives of assisting seven entrepreneurs or entrepreneurial undertakings were met. Management assistance to existing companies exceeded the project objectives and included 10 companies.

Of necessity, because of the confidential nature of such assistance, only the individuals or companies will be listed, with a very brief caption as to the nature of the assistance.

Entrepreneurs and Entrepreneurial Development

- . Jerry Maynard-Ed Comp-Computer School-Publicity and Strategic Planning
- . Smith-Kluckhohn-Proprietary Electronic Detection Device-Market Research-Strategic Planning
- . McCutchen-Papp-Proprietary Electronic Communications Device-Market Research-Business Planning
- . Dan Blicht-New Business Planning
- . Jim Harwell-Proprietary Electronic Detection Device-Product Design Improvements
- . Byron Gilbreath-Solar Energy Opportunity
- . Henry Braselton-Business Development Studies Relating to Electronic Devices and Manufacture

Incubator

At present, there is ongoing assistance with the town of Braselton regarding the establishment of incubator type facilities. The Mayor of Braselton has indicated that the town will establish an incubator. Project personnel have pursued this development and are assisting with its implementation.

This development was not anticipated in the beginning of year two of project activity. It was then deemed too early for an incubator. The changing nature of the economy, the growth potential of the Interstate 85 corridor, leading in a Northeasterly direction out of Atlanta, plus the enlarging interest of the town of Braselton have combined to result in this development.

A similar possibility was brought to the local Winder development officials and was rejected because of lack of adequate funding.

Existing Business

- . R&R Manufacturing -Apparel -Computer aided manufacturing and management.
- . Southern Waistbands -Apparel -Computer aided manufacturing and management.
- . Summerour -Furniture -Computer aided manufacturing.
- . Roper Pump -Mechanical Pumps -Market research and technical assistance.
- . Dan Blitch -Apparel -Computer aided operations and management.
- . J. R. Mansfield -Computer aided operations.
- . Almark -Food products -Chemical products research.
- . Braselton Brothers -Conglomerate -Computer aided management.
- . Bank of Barrow and First Federal S&L -computer aided application.

In addition to supplying management assistance to these clients, an extensive introduction to the services and capabilities of Georgia Tech and the state of Georgia occurred. This information should be of future importance to the companies involved.

The original objective of increasing business activity of those businesses assisted can not be determined without requesting confidential information from the involved companies.

SELF SUFFICIENCY

The most successful efforts in establishing self sufficiency have been with the town of Braselton. The Braselton incubator has the potential to serve the three counties and because of potential job and capital formation, is an important step for the future development of the area. The joint efforts of the Tri-County Development Group continue to serve as a basis for mutual cooperation.

CONCLUSIONS

The major conclusion is that it is possible to raise public awareness in rural settings regarding matters related to high technology which potentially lead to new alternatives for business development and economic viability. It is, however, costly and time consuming. The ultimate payoff may be years from the end of the contract period. Without both State and Federal assistance, this awareness would have been much longer in coming and more than likely, much less utilized. A viable state or regional program is necessary in helping to develop a local program, ie. a small three county, rural region, would lack the infrastructure to be effective in the short term.

In Madison County, Commissioner Hix has stated that the project assisted in remotivating the Industrial Development Authority. He stated that Madison County efforts are now more sophisticated in relating to technology based industry. An additional benefit to the county is a group of interested citizens now beginning the process of forming a county Chamber of Commerce.

In Barrow County, the enhanced awareness brought about because of the Regional ATDC will be a definite benefit for the elected officials and chamber personnel. The knowledge of "who to go to" for technology based assistance is a definite program benefit. The knowledge that high technology industry which potentially has low water and sewer needs may find the area attractive is a positive result.

Regarding change, change will not be mandated nor accepted unless relationships are established first and change discussed second. Change which produces dramatic differences may be easier than change which makes minor differences. If the status quo is to be affected, it might be easier to create one large discontinuity, rather than a series of small ones.

Additionally, the most significant project progress was where previous ARC projects existed, leading to the conclusion that state and federal support are necessary in developing similar programs. However, without local support, there will be little progress. Further, self sufficiency takes a considerable amount of time and regional, state, or federal support will be necessary to effect self sufficiency. Thus, high technology business development should be governmentally coordinated, but the major thrust should be on local business development efforts.

Overall, the multi-county consortium of the Northeast Georgia APDC could be supportive of a regional development effort. As an example, the Athens Vocational-Technical School, representing 14 counties, up-graded its programs as a direct result of the high technology interactions with the ATDC. A multi-county approach would be useful to build a sufficient support base for a regional effort, which might eventually have an incubator at its center.

The use of the local infrastructure is important, whether it was the media whose support is important for carrying the program message to the public; the Georgia Tech Field Office in Gainesville, because local feelings about Atlanta being "far away" were overcome; or attorneys, bankers, etc. who have a proper vested interest in the areas well being.

Perhaps a last lesson and conclusion is that recruiting efforts have to be coordinated on the state level with local development groups organized and working closely with the state. Resources and effectiveness will most likely come from the state organization working in tandem with local groups and not the opposite.

Local project support, such as from the Georgia Tech Field Office in Gainesville and the parent ATDC program would likely play an instrumental role for the next three to five years for any regional program the APDC might undertake with the approval of its constituents. Local chambers of commerce would certainly have a role in such developments, as well as such entities as the Braselton Improvement Company.

RECOMMENDATIONS

A Georgia 35 county ARC wide program should be established to help coordinate the regional efforts and act as a focal point for ATDC, Georgia's Department of Industry and Trade, Georgia's Department of Community Affairs, etc. activity. Program elements should include strategic planning, including marketing, and management assistance utilizing existing infrastructure as much as possible. Recruitment activity should be a coordinated effort, rather than on a distinct stand-alone local basis.

A consortium of the original three counties ought to be developed and left in place, to work together on their mutual efforts and act as a liaison to regional or statewide efforts. Depending on local wishes this could be a 10 county effort spearheaded by the APDC or could involve only the three counties or could involve distinct elements in the three counties. Work towards establishing this group will be conducted in June.

Program elements for this consortium would be the same and in the same sense as the 35 county group. The Georgia Tech Field Office in Gainesville could and should play a critical role in assisting with local efforts. The ATDC may play a role as it continues to develop its strategy in terms of special local activity.

FINAL REPORT

THE REGIONAL ADVANCED TECHNOLOGY DEVELOPMENT CENTER PROJECT

July 1, 1982 - June 30, 1983

Georgia Institute of Technology
Georgia Department of Community Affairs
Appalachian Regional Commission
Grant Number GA-8015-82-C1-302-0504

"This material is the result of research financed under the Appalachian Regional Development Act of 1965, and as such is not copyrightable. It may be freely reprinted with the customary crediting of the source."

INTRODUCTION

In conjunction with the Enterprise Development Strategy adopted by the Appalachian Regional Commission(ARC), 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 ATDC program supported by the state of Georgia and located at the Georgia Institute of Technology, the Regional ATDC program provided direct assistance to the citizens and businesses of three Northeast Georgia Appalachian counties: Barrow, Madison, and Jackson.

The project activity included technical assistance to the local governing bodies and development groups; management assistance to existing and entrepreneurial businesses; and educational programs for selected groups. The goal of all efforts was high technology job creation in the three county area.

PROGRAM OBJECTIVES

Program objectives included:

- . high technology business development
- . identification of and assistance to entrepreneurial businesses
- . management assistance to existing businesses
- . presentation of educational programs
- . establishment of self sufficiency

The project was organized into four main areas of activity supporting these objectives:

- . strategic planning
- . high technology business development
- . management assistance
- . education

BACKGROUND

While the economy of Appalachian Georgia is dominated by manufacturing, a very high business concentration is found in three industrial groups: textiles, apparel, and food. There has been and continues to be only a limited demand for highly skilled, technically-oriented employees in the region.

The major economic problems in Barrow, Jackson, and Madison counties include low wages, limited job opportunities, and unemployment. In Jackson and Madison counties over 40% of the labor force work outside the counties. The lingering national recession has heavily impacted the textile and apparel industries and affected local related business. Local issues involving water shortages and waste disposal compound an already bleak picture.

The following tables are illustrative of the challenges. All data are the courtesy of the Northeast Georgia Area Planning and Development Commission (APDC). Table I indicates that the three counties are above the 10 APDC county regional average in unemployment.

TABLE I. UNEMPLOYMENT

	1979	1980	1981	1982
Barrow, Madison, Jackson (%)	4.9	6.7	6.6	8.4
Northeast GA	4.7	6.3	6.2	7.7

Table II indicates the 1982 earnings in the ARC counties continued to lag behind the U. S. weekly earnings average of \$266.90.

TABLE II. EARNINGS MANUFACTURING AND INDUSTRY(1982)

	Weekly	Yearly	% Below Average
Barrow	\$229.51	\$11,934	16
Jackson	229.56	11,937	16
Madison	154.09	8,013	42

U.S. Average Weekly: \$266.90

The area has also experienced an overall increase in population and thus, in the labor force as well.

TABLE III. POPULATION

	1970	1980	Change	%Increase
Bar row	16,859	20,966	4,107	24
Jackson	21,093	24,933	3,840	18
Madison	13,517	17,516	3,999	30

TABLE IV. LABOR FORCE

	1960	1977	1982	% Increase
Bar row	6,137	9,394	10,455	70
Jackson	7,341	10,064	12,948	76
Madison	4,040	7,749	9,178	127

PROJECT BACKGROUND

This demonstration project was initially funded July 1, 1981, with a second and final year of funding effective July 1, 1982. The project was staffed by Dr. Robert G. Schwartz of the ATDC staff who acted as Program 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 was instrumental in assisting with overall project activity.

This project was consistent with the State of Georgia's efforts to enhance high technology job creation in the State. Georgia's then Governor Busbee was instrumental in creating the Advanced Technology Development Center, presently located on the campus of Georgia Institute of Technology, Atlanta, Georgia.

The ATDC was and is Georgia's high technology focal point, the purpose of which is job creation in the State. The Regional ATDC project fit well into both the ATDC and ARC programs. The Regional ATDC benefited both from the Governor's interest in high technology job creation, as well as the parent ATDC activity.

In terms of the Regional ATDC program, as with the parent ATDC, local interest and support were quite important for the project's success. The three County Commission Chairmen: The Honorable Mrs. Anne Segars-Barrow, The Honorable Henry Robinson-Jackson, and The Honorable Vincent Hix-Madison, were receptive to the project, supportive, and contributed willingly of their time. Mayor John Mobley of Winder, added to the support. The Mayor of Braselton, J. Lewis Braselton, and the City Council, in particular Mr. Henry Edward Braselton, were quite receptive and supportive.

In addition to the elected officials, local infrastructure support was also important. The Winder-Barrow County Chamber of Commerce; its past President Mr. David Jackson; John Robinson, the Chairman of the Advanced Technology Committee of the Chamber; and Mr. Dan Blicht, past president of the Chamber and civic leader played key roles in the ATDC activity.

PROJECT PERFORMANCE

Because of the demonstration nature of this project, strategic planning continued throughout both year one and year two of project performance. The year one objectives were not met for a number of reasons, including the short duration of project activity and the modest number of technology based businesses and entrepreneurs in the area. Year two project activity built on both first year activity, as well as the results of prior ARC funding.

The "measures of objective achievement" contained in the project application were generally met and in some cases exceeded. Any deviations from initial anticipated project activity and outcome were discussed with the Georgia ARC coordinator. Because of the demonstration nature of the project it was anticipated that changes in project activity and outcome would occur.

Prior ARC Funding

Prior ARC funding played a major role from several perspectives. First, year one of project activity allowed for the development of relationships which proved important for the second year. The first year also aided the project personnel in identifying key project activity which potentially could lead to more significant year two results. Several new activities were initiated in year two, the School for Entrepreneurship and the Executive Seminar Series, which will be discussed in detail.

Second, other prior ARC funding was important, not because it was directly related to ATDC activity, but because it set in place components of economic development which were favorable for the ATDC project to build on. Two primary examples are the Braselton Technology/Industrial Park and the Braselton based Chateau Elan winery.

The Braselton Park provides a site for industrial development and an anchor for local development efforts. The winery, in addition to being a tourist attraction, will also have a motel and restaurant on site. These amenities are important for industrial development purposes and presently would be 20 miles distant from other similar facilities. The interest of Jackson and Barrow counties in the development of this area also has played an important role.

A third aspect of prior ARC activity was the role of the Northeast Georgia Area Planning and Development Commission. Extensive familiarity with the ARC programs and personnel and local visibility and credibility were a key and important contributing factor to the Regional ATDC program and its progress.

A fourth and most important aspect involved the support from the Office of the Governor. Governor Busbee built on prior ARC funding, had a commitment to the parent ATDC program, and continued to support the economic betterment of the involved area. This high level of support helped in project progress.

Strategic Planning

Because of the demonstration nature of the project, strategic planning continued throughout the year. The project director was allowed the flexibility to make changes to accommodate local needs and to maximize the project's outcome. All changes were consistent with the overall project objectives and discussed with the Georgia ARC Coordinator.

Regarding these changes, it was noted early in year one that, though the three counties are geographically similar, each of the three counties was different. The differences included population and industrial demographics. Thus, distinct Regional ATDC subprograms, with some common features, were developed and delivered during both project years.

In year two, in Winder, because the companies were interested in computer aided management and manufacturing assistance, and because of their overall interest in the Regional ATDC project, an intensive electronics based management assistance program was delivered. Its purpose was to aid and assist existing and start-up businesses. There were also four companies in Jackson County which received similar assistance.

No companies in Madison county received assistance. Attempts were made to work with Madison county businesses, but were unsuccessful. Rather than continue a broad program of assistance, a much more directed, focused program was conducted in year two. Had not the identification of interested companies and entrepreneurs been made, broader pursuits would have been necessary. Because the businesses were interested in electronics, and because electronics fit the Regional ATDC program, a substantial program was set up to deliver electronics assistance.

This approach, ie. directing focused appropriate assistance to willing clients, was utilized throughout year two of project activity. The town of Braselton and the Braselton Improvement Company were interested in high technology development for their area. Major development efforts were carried out with them. The Winder/Barrow Chamber of Commerce was receptive to sponsoring and hosting the Executive Seminar Series. Thus it was conducted in Winder. The two local radio stations, WIMO-Winder, WJJC-Commerce, were receptive to public service programming involving technology and the programs were produced for their use. The School for Entrepreneurship and other educational activities were sponsored and sited at Athens Vocational-Technical School(Athens Vo-Tech), because of their interest and support. Another major change from year one to year two was the delivery of educational programs which had training as an element, both from the self sufficiency and business development points of view.

The School for Entrepreneurship

Several new programs were created and implemented. A School for Entrepreneurship was begun and was successful in identifying sixteen persons, nine from the three county area, interested in entrepreneurship. One new business in Barrow County, Ed-Comp Training Center, was begun as a result of the ATDC. A second entrepreneur, Mr. Robert McCuthchen, has been involved in two start-ups and received Regional ATDC and Georgia Tech assistance. Ed-Comp and the second business of Mr. McCuthchen are active and making progress.

Because a moderate number of potential entrepreneurs were identified, a decision was made to accelerate the teaching time of the School and utilize the extra available time to deliver focused management assistance to interested entrepreneurs. This strategy was helpful in terms of the new business start in Barrow County and also to the entrepreneur aided twice.

After discussions with the Washington, D. C. ARC coordinator, it was decided to attempt to run the School a second time. Rationale for this decision included the potential development of two local incubators and the need to fill them with start-up businesses.

The School was not held a second time in the spring. The Athens Vo-Tech advertising did not attract attendees. This failure could be attributed to a better economy, lack of citizen interest, poor timing, or perhaps, an oversupply of similar programs.

With the School no longer being held, a shift in emphasis was made. A business class at Athens Vo-Tech was attended and a class project conducted which lead to the development of nine business plans involving new business start-ups. Whether or not new businesses will indeed be developed or will utilize or involve high technology is perhaps less an issue than the training that occurred because of the experience.

The Executive Seminar Series

The Executive Seminar Series, designed to bring business persons and other interested citizens of the three county area into closer contact with Regional ATDC personnel, and ultimately provide for additional management assistance clients, was successful. Fundamentally, top business and university professionals from the Atlanta area were brought in to provide a learning experience for the attendees. Initially the series was quite successful.

The Winder/Barrow Chamber of Commerce established an Advanced Technology Committee to work with the Regional ATDC and it was instrumental in siting the seminars at Winder and generating support for the programs. Attendance at the seminars was initially quite good, 35 persons, but slowly dwindled to 3 at the last seminar conducted in February. The reasons were likely many and involve too many meetings over a one year period, a change in emphasis in the local Chamber, and perhaps some lack of continuing interest in program content.

Consistent with the demonstration nature of the project, a shift in emphasis was effected. A more captive audience was sought and the Braselton Lion's Club invited Dr. Schwartz to speak on local progress. Due to previous commitments, attempts to do the same in Jackson County were unsuccessful. Because of the very small industrial base, Madison County was not a likely place to have additional programs. To accomodate additional public educational needs, the Georgia ARC wide meeting will be enlarged to accomodate additional local persons.

Training

Training of APDC personnel was an additional program element for year two. Although several APDC Economic Development Committee meetings were attended, no formal training of APDC staff ever occurred. This happened because, due to terminations, the APDC ARC coordinator changed three times over the project period and four times since year one. Each previous coordinator left the APDC, making viable training more difficult.

A positive aspect of the APDC employee changes was that it forced the need for more formal coordination. Mr. Philip Loveless of the Regional ATDC staff and Director of the Georgia Tech Field Office in Gainesville, Georgia was appointed and now serves on the APDC Economic Development Committee and will be a useful link to technology based developments and support. He also helps to preserve the continuity of both APDC and ATDC contacts. This link was not formally established prior to the Regional ATDC.

The overall contract activity has enhanced the contacts between Georgia Tech and the three county businesses, public officials, and other professionals and in general opened new lines of communication. This was and is a very positive contract result.

The contract training objective of twenty persons was exceeded.

Public Awareness

Activity aimed at keeping the public informed primarily involved the development of two local radio programs which discussed new directions and advances in technology based products and services of potential use and interest to the public. Two local stations, WIMO-Winder, and WJJC-Commerce carried Georgia 2000, a program about "Technology and You," sponsored by the Regional Advanced Technology Development Center of Georgia Tech. The programs were produced by Dr. Schwartz. The programs ran for most of year two, may be continued into next year, and were successful in meeting their original objective of keeping the public informed about matters relevant to high technology.

Press releases, attendance and reports at public meetings, continued dialogue with the press were all utilized to keep the Regional ATDC program in the news. The

parent ATDC significantly contributed to the awareness issue as it continually is in the news, locally, statewide and nationally, helping to enhance the image and posture of the Regional ATDC.

Incubator

Although it was not originally envisioned that an incubator would be a viable possibility in year two, progress was made. Interest in Braselton in developing an incubator lead first to a formal presentation to the City Council and second, to assistance in implementing the development of an incubator for Braselton. This was a most positive result and Mayor Braselton and Councilman Henry Edward Braselton were assisted on a regular basis as they made progress in implementing their decision.

HIGH TECHNOLOGY BUSINESS DEVELOPMENT

In the midst of the worst economic recession since the Great Depression, consulting assistance in the recruitment of technology based businesses to the area was unsuccessful. The objectives of having twenty candidate companies and one positive decision by the end of year two were not met.

To allow for eventual success in business development issues, local training in Madison and Barrow Counties was conducted in year one. A Tri-County group, funded by the County Commissions of the three counties, was formed and a 1600 letter mailing was made to selected electronics firms throughout the United States. Only three responses were received, indicative of both the recessionary times and the severe competition for new high technology sitings.

Year two activity involved basically two efforts. Directed high technology industrial development assistance was given to Commissioner Vincent Hix of Madison County in his development efforts and the town of Braselton in theirs. Jackson County elected to not participate in the training sessions, pending approval of a local economic development plan and selection of a new Chamber Executive Director. After his selection, Jackson County still chose to develop existing business opportunities, rather than become involved in new technology based business.

Additional companies were identified for Braselton, to which the town made several mailings, again with no response. Again an indicator of both the recession as well as the methodology. Because of their impersonal nature and extensive personal competitive activities of other localities, letters do not appear to be the way to contact potential candidate companies.

A second Tri-County mailing was also made to local Atlanta firms to interest them in the potential of the local counties.

Substantial time was been spent with Mr. Henry Braselton to assist him with the Braselton development efforts, in anticipation of the time when economic conditions merit further activity and enhanced state support.

EDUCATION

The School for Entrepreneurship

This educational activity was utilized to identify potential entrepreneurs and business persons interested in diversification into advanced technology areas. The course attendees ranged from non-business owners in non-technology businesses to persons owning their own business and involved in high technology matters.

Mr. Jerry Maynard is the owner of a Winder, Georgia Radio Shack franchise. He was interested in new business development and has recently started a high technology service business, Ed-Comp Training Center, devoted to computer literacy, programming, and communications. Because of the ATDC's visibility, and the development of extensive local interest in electronics, he attributes his rationale for start-up to the ATDC program.

A second attendee, Mr. Robert McCutchen, was General Manager of a manufacturers' representative firm in Commerce, Georgia. The firm was interested in developing microprocessor based devices for certain testing and monitoring applications. The Regional ATDC program provided market research and strategic planning assistance. Additional attendees received appropriate assistance.

The Course

The course was held in the fall of 1982. It was conducted more frequently than originally proposed, at two week intervals rather than three. Although it was envisioned that the depth of coverage would be sufficient to utilize a seven month course time, to accomodate specific management assistance, as well as class wishes, breadth of coverage took precedence. All topics originally proposed were taught.

Because the School was successful in attracting entrepreneurs, the Winter quarter was devoted to specific assistance to requesting entrepreneurs whose opportunities fit the program. To accomodate the potential establishment of an incubator in the three county area, the School was to be held in April and May, covering the same topics, but over a shortened time period. It was once again co-sponsored with Athens Vocational/Technical School. However, as previously stated, because of the lack of local interest it was not held the second time.

Since the purpose of the course and curricula was to attract attention to emerging technology opportunities, wherever possible, examples and discussions were related to advanced and high technology. One special guest was brought to class to discuss accounting and tax issues.

In regard to the curriculum, the establishment of a strategic plan was covered in detail. The threats, challenges, and rewards of new opportunities were discussed. The "hows, whys, whats, and wheres," along with the costs of new business development were covered. The development of a new venture screen, derived from the company's business plan, was demonstrated, along with the many ways one could now identify promising new opportunities based on a sound strategy. Primary and secondary sources of opportunities were covered. The primary and secondary sources of market data were covered. Various methods of evaluating opportunities were covered, as well as the development of a business plan covering technical, financial, marketing, and legal issues important to new product development.

Much time was devoted to defining and discussing effective management. The historical attributes of successful entrepreneurs and business persons were identified and discussed. The entrepreneurs were then asked to evaluate themselves against the winning attributes. This work was designed to aid the student in identifying his/her own strengths and weaknesses.

Financial analyses were discussed and linked to marketing forecasts. The students were told what proper financial management is. Financial statements, balance sheets, budgets, both cash and capital, and cash flow were covered. Investment and return calculations relevant to new product development were discussed.

Legal issues were raised as they relate to protection of intellectual property, organization, and the regulatory environment. Maslow's hierarchy of needs and personnel motivation were discussed, along with the different styles and types of management. Production start-ups were discussed as they relate to new products. Finally, buy-versus-start decisions were discussed.

Executive Seminar Series

The objective of this series of seminars was to cover topics important to the effective and efficient management of a firm; to discuss matters related to high technology; to continue to bring the Regional ATDC program to the attention of the local business firms; and to develop a long term relationship with the firms' management.

Since the program's inception, ten new management assistance activities were conducted, a complete list of which is found in the following section. In general, the purposes of the seminars had been met. The attendees were business, political, and education professionals. A variety of apparel industries were represented, but several entrepreneurs interested in high technology attended as well. In particular, Mr. Jim Harwell has been developing his microprocessor based sensor, for Winder, Georgia manufacture and was a frequent attendee. Mr. Jerry Maynard, Ed Comp, had attended. Mr. John Robinson, Chairman of the Advanced Technology Committee of the Winder-Barrow Chamber, was in regular attendance.

The present and near future state of the economy, some of the recent advances in high technology, the new technology based vocational education activity of Georgia, and microcomputer use in business were topics already covered. On Tuesday, February 22, a topic of interest to the local apparel firms, international trade development, was covered. Unfortunately, attendance was down dramatically, which necessitated the review of the program.

The seminars lasted for approximately one and a half hours. A lecture was given for the first forty-five minutes, with the speaker responding to questions for another 30-45 minutes. The seminar was not meant to overload the participants, but to give them something new to think about, as well as to expose them to some of the experts in the field. Of course, as much attention as possible to high technology is paid.

The original contract objective of two seminars a quarter was exceeded. Seminars included the five Executive Seminars; a Materials Resource Planning seminar; the Lion's Club meeting attended in Braselton, the Jackson County Chamber of Commerce meeting report, the four APDC meetings' reports, the concluding ARC/APDC meeting, and the Madison County Commission meeting report.

Additionally, the original objective of 200 meeting attendees was met. Thus, though some strategic changes continued to be needed, a not inappropriate action considering the demonstration nature of the contract, the project objectives were met.

MANAGEMENT ASSISTANCE

Management assistance was divided between entrepreneurial development and existing business support. The objectives of assisting seven entrepreneurs or entrepreneurial undertakings were met. Management assistance to existing companies exceeded the project objectives and included 10 companies.

Of necessity, because of the confidential nature of such assistance, only the individuals or companies will be listed, with a very brief caption as to the nature of the assistance.

Entrepreneurs and Entrepreneurial Development

- . Jerry Maynard-Ed Comp-Computer School-Publicity and Strategic Planning
- . Smith-Kluckhohn-Proprietary Electronic Detection Device-Market Research-Strategic Planning
- . McCutchen-Papp-Proprietary Electronic Communications Device-Market Research-Business Planning
- . Dan Blitch-New Business Planning
- . Jim Harwell-Proprietary Electronic Detection Device-Product Design Improvements
- . Byron Gilbreath-Solar Energy Opportunity
- . Henry Braselton-Business Development Studies Relating to Electronic Devices and Manufacture

Incubator

At present, there is ongoing assistance with the town of Braselton regarding the establishment of incubator type facilities. The Mayor of Braselton has indicated that the town will establish an incubator. Project personnel have pursued this development and are assisting with its implementation.

This development was not anticipated in the beginning of year two of project activity. It was then deemed too early for an incubator. The changing nature of the economy, the growth potential of the Interstate 85 corridor, leading in a Northeasterly direction out of Atlanta, plus the enlarging interest of the town of Braselton have combined to result in this development.

A similar possibility was brought to the local Winder development officials and was rejected because of lack of adequate funding.

Existing Business

- . R&R Manufacturing -Apparel -Computer aided manufacturing and management.
- . Southern Waistbands -Apparel -Computer aided manufacturing and management.
- . Summerour -Furniture -Computer aided manufacturing.
- . Roper Pump -Mechanical Pumps -Market research and technical assistance.
- . Dan Blitch -Apparel -Computer aided operations and management.
- . J. R. Mansfield -Computer aided operations.
- . Almark -Food products -Chemical products research.
- . Braselton Brothers -Conglomerate -Computer aided management.
- . Bank of Barrow and First Federal S&L -computer aided application.

In addition to supplying management assistance to these clients, an extensive introduction to the services and capabilities of Georgia Tech and the state of Georgia occurred. This information should be of future importance to the companies involved.

The original objective of increasing business activity of those businesses assisted can not be determined without requesting confidential information from the involved companies.

SELF SUFFICIENCY

The most successful efforts in establishing self sufficiency have been with the town of Braselton. The Braselton incubator has the potential to serve the three counties and because of potential job and capital formation, is an important step for the future development of the area. The joint efforts of the Tri-County Development Group continue to serve as a basis for mutual cooperation.

CONCLUSIONS

The major conclusion is that it is possible to raise public awareness in rural settings regarding matters related to high technology which potentially lead to new alternatives for business development and economic viability. It is, however, costly and time consuming. The ultimate payoff may be years from the end of the contract period. Without both State and Federal assistance, this awareness would have been much longer in coming and more than likely, much less utilized. A viable state or regional program is necessary in helping to develop a local program, ie. a small three county, rural region, would lack the infrastructure to be effective in the short term.

In Madison County, Commissioner Hix has stated that the project assisted in remotivating the Industrial Development Authority. He stated that Madison County efforts are now more sophisticated in relating to technology based industry. An additional benefit to the county is a group of interested citizens now beginning the process of forming a county Chamber of Commerce.

In Barrow County, the enhanced awareness brought about because of the Regional ATDC will be a definite benefit for the elected officials and chamber personnel. The knowledge of "who to go to" for technology based assistance is a definite program benefit. The knowledge that high technology industry which potentially has low water and sewer needs may find the area attractive is a positive result.

Regarding change, change will not be mandated nor accepted unless relationships are established first and change discussed second. Change which produces dramatic differences may be easier than change which makes minor differences. If the status quo is to be affected, it might be easier to create one large discontinuity, rather than a series of small ones.

Additionally, the most significant project progress was where previous ARC projects existed, leading to the conclusion that state and federal support are necessary in developing similar programs. However, without local support, there will be little progress. Further, self sufficiency takes a considerable amount of time and regional, state, or federal support will be necessary to effect self sufficiency. Thus, high technology business development should be governmentally coordinated, but the major thrust should be on local business development efforts.

Overall, the multi-county consortium of the Northeast Georgia APDC could be supportive of a regional development effort. As an example, the Athens Vocational-Technical School, representing 14 counties, up-graded its programs as a direct result of the high technology interactions with the ATDC. A multi-county approach would be useful to build a sufficient support base for a regional effort, which might eventually have an incubator at its center.

The use of the local infrastructure is important, whether it was the media whose support is important for carrying the program message to the public; the Georgia Tech Field Office in Gainesville, because local feelings about Atlanta being "far away" were overcome; or attorneys, bankers, etc. who have a proper vested interest in the areas well being.

Perhaps a last lesson and conclusion is that recruiting efforts have to be coordinated on the state level with local development groups organized and working closely with the state. Resources and effectiveness will most likely come from the state organization working in tandem with local groups and not the opposite.

Local project support, such as from the Georgia Tech Field Office in Gainesville and the parent ATDC program would likely play an instrumental role for the next three to five years for any regional program the APDC might undertake with the approval of its constituents. Local chambers of commerce would certainly have a role in such developments, as well as such entities as the Braselton Improvement Company.

RECOMMENDATIONS

A Georgia 35 county ARC wide program should be established to help coordinate the regional efforts and act as a focal point for ATDC, Georgia's Department of Industry and Trade, Georgia's Department of Community Affairs, etc. activity. Program elements should include strategic planning, including marketing, and management assistance utilizing existing infrastructure as much as possible. Recruitment activity should be a coordinated effort, rather than on a distinct stand-alone local basis.

A consortium of the original three counties ought to be developed and left in place, to work together on their mutual efforts and act as a liaison to regional or statewide efforts. Depending on local wishes this could be a 10 county effort spearheaded by the APDC or could involve only the three counties or could involve distinct elements in the three counties.

Program elements for this consortium would be the same and in the same sense as the 35 county group. The Georgia Tech Field Office in Gainesville could and should play a critical role in assisting with local efforts. The ATDC may play a role as it continues to develop its strategy in terms of special local activity.