

# ChamberLink



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## ChamberLink

a publication of the Greater Dalton Chamber of Commerce  
100 S. Hamilton Street  
Dalton, GA 30720  
706-278-7373 | [info@daltonchamber.org](mailto:info@daltonchamber.org)

[www.daltonchamber.org](http://www.daltonchamber.org)



# Chairman's message



Last month, our community celebrated a wonderful accomplishment. We took the next major step in strengthening our workforce development programs as we broke ground on a new building at the Whitfield-Murray campus of Georgia Northwestern Technical College. This building, the second GNTC building on the campus, is a crucial component in training the next generation of our workforce. The building will house programs in mechatronics, chemical technology, diesel mechanics, as well as a floorcovering training program. All of these will teach students the skills they need to get high quality jobs in our local industry.

Projects as large and complicated as this one take time and require the work of many hands. The Chamber is grateful to all who worked so diligently to make this possible. We are proud to have played a role in seeing that this building has moved from dream to reality. Frankly, our role in the new GNTC building is a perfect example of how the Chamber works in our community. You can read more about it in Rob's article in this issue.

The Chamber takes our role in promoting workforce development seriously. An educated and prepared workforce is so key to the future of our community. We look forward to continuing existing partnerships, creating new ones, and continuing to help move the community forward. Sincerely,

Chuck Dobbins, Chairman

On the cover: Governor Nathan Deal at the Georgia Northwestern Technical College groundbreaking ceremony.



## Mission

The Chamber will serve our members by being a catalyst for economic growth, workforce and leadership development, and quality of life improvements in our community.

## Vision

Greater Dalton will be a first choice community to live, work, play, and do business.

## Organizational Priority

The Chamber will lead positive community growth.

## Executive Board of Directors

Chuck Dobbins, Chairman .....	Dobbins Investments, LLC
Stuart Nelson, Chairman-Elect .....	Brown Industries
Kevin Brunson, Chairman-Elect Designate .....	Atlantic Capital Bank
Mark Krueger, Treasurer .....	Morehouse Group
Robert H. Smalley III, Past Chair .....	McCamy Law Firm
Rob Bradham .....	Greater Dalton Chamber of Commerce
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Tom Bundros .....	Dalton Utilities
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Bryan Griffin .....	Georgia Power Company
Mike Gallman .....	Mohawk Industries
Kevin Harris .....	ArrowStar, LLC
T.J. Kaikobad .....	Cyra's Open Range
Bryan Macon .....	Dorsett Industries
Deanna Mathis .....	Shaw Industries
Zab Mendez .....	Cohutta Banking Company
Patty Mooney .....	Bank of the Ozarks
Jeff Myers .....	Hamilton Health Care System, Inc.
Dr. Margaret Venable .....	Dalton State College

## Staff

Rob Bradham .....	President & CEO
Carl Campbell .....	Executive Director, Economic Development
Nicole Densmore .....	Executive Assistant
Ali Harp .....	Project Manager
Beth Morrison .....	Vice President, Member Services
Judy Sawyer .....	Vice President, Finance & Administration
Phyllis Stephens .....	Chief Operating Officer
Barbara Ward .....	Director of Workforce Development

# September 2017

## **Let's Do Lunch**

Wednesday, September 6th

Noon

Town Square Café

116 W. King St.

Free to attend!

## **Chamber Connections**

Wednesday, September 13th

11:30 a.m. - 1:00 p.m.

Dalton Golf and Country Club

333 Country Club Way

\$15.00 for members

## **Good Morning Dalton- Spotlight on K-12 Education**

Thursday, September 14th

8:00-9:00 a.m.

Dalton Convention Center

2211 Dug Gap Battle Road

\$25.00 for members

\*Tickets required, no tickets sold at the door\*

## **Member Mixer**

Thursday, September 21st

5:00-6:00 p.m.

Cross Plains Community Partner

2738 Underwood Road

Free to attend!

Digital readers can access the most current calendar of events by clicking [here](#).



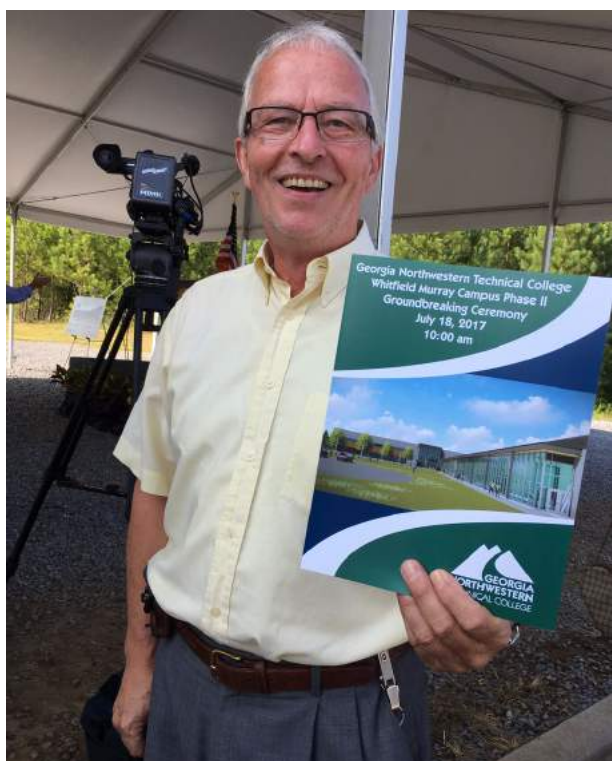
# FROM BOARDROOM TO GROUNDBREAKING

BY ROB BRADHAM

People ask me all the time what we do here at the Chamber. It's a fair question, and it's one you get used to answering when you work at a Chamber of Commerce. Just last month, the community celebrated a groundbreaking for the second building on the Georgia Northwestern Technical College (GNTC) Whitfield-Murray campus. That groundbreaking ceremony represented the realization of years of dreams and hard work, but it's also a perfect answer to the question about what the Greater Dalton Chamber does.

The journey towards a GNTC campus in either Whitfield or Murray County began at the height of the recession in 2010. Even with double digit unemployment rates locally, floorcovering industry leaders felt the pinch of retiring baby boomers and a shortage of trained technical workers to replace them. Industry veteran Joe Yarbrough, a Mohawk Industries executive at the time, brought this problem to the attention of our Executive Board during a board meeting that year. The board discussed it and decided it was time for action.

**WITH THAT DECISION, THE CHAMBER  
PLAYED ITS FIRST ROLE IN MAKING  
JULY'S GROUNDBREAKING HAPPEN:  
INITIATING THE PUBLIC  
CONVERSATION.**







*JFK once famously stated that “victory has a hundred fathers”, and this victory is no different. Mr. Yarbrough served as the tireless advocate spearheading the effort*

The solution they and industry leaders landed on involved two key components that complimented each other. The first component was repositioning Whitfield County’s existing technical high school, the College and Career Academy, to teach a curriculum that was directly tied to the needs of local industry. Leadership also sought to compliment the refocused technical high school with a two-year technical college curriculum that built on what they would begin teaching at the College and Career Academy. Combining these two efforts with the state’s Move on When Ready program and opportunities for dual enrollment, leaders saw the potential for students to graduate from high school with a technical degree or even an Associate’s Degree at very low cost to the student.

Once the vision took shape, the community again turned to the Chamber to play another important role: convener. The Chamber was the perfect organization to convene all of the relevant partners. For the vision to become reality, GNTC had to be convinced to open a campus in greater Dalton, a location must be found, a method to fund the project had to be found, and all the partners had to agree on curricula. One short year later, all of these questions had been settled, and in August of 2011 the GNTC Whitfield-Murray campus opened with 189 students in the same building as the Whitfield County College and Career Academy.

Everyone understood that this arrangement wouldn’t last forever, and the process of negotiating with Dalton State College to transfer to GNTC their building next to the Career Academy began. Those negotiations reached a successful conclusion the following year, and GNTC was able to move many of its programs out of the College and Career Academy building. The agreement came just in time, as both the College and Career Academy and GNTC were facing sharply increasing enrollment and the building they were in was rapidly becoming too small. All the while, the Chamber continued to play its role of convening the relevant partners.

Two short years after acquiring the Dalton State College building, the College and Career Academy and GNTC once again found themselves squeezed by continuing enrollment increases. This time, there was no convenient building for them to expand into and a suitable solution would take longer to come online at a considerably higher cost. Local leaders identified an adjacent piece of land owned by Whitfield County Schools, and immediately went to work trying to acquire it. The Chamber pivoted to play another critical in the process: advocate. The Chamber mobilized its membership and the community at large in a grassroots advocacy campaign that resulted in the Whitfield Board of Education’s courageous decision to donate the property to the state for the purpose of building a second GNTC building on the campus.



With a suitable piece of property in hand, the Carpet and Rug Institute, the Chamber, and industry partners continued their advocacy roles by asking the Governor and the General Assembly in 2014 to begin appropriating state funds for construction of the second GNTC building. That year, they were successful in obtaining enough money to fund building design and engineering. During the 2016 session, the construction portion of the project received a \$5 million appropriation, signaling a continued interest in the project on behalf of the Governor and legislature. The following year, 2017, saw the Governor and General Assembly approving the balance of the construction funds, leading to the groundbreaking ceremony we celebrated in July.

JFK once famously stated that “victory has 100 fathers”, and this victory is no different. Mr. Yarbrough served as the tireless advocate spearheading the effort. Whitfield County Schools, GNTC, Dalton State College, and local industry were all asked to put the community's interests ahead of their own.

They turned to the Greater Dalton Chamber as the best convener and an important advocate. The Chamber's critical role in making this dream a reality is one of the best examples of what a Chamber ought to be focused on that I've ever heard of in my decade of Chamber experience. I'm so proud to be a part of a Chamber team (and that team is made up of members, volunteers AND staff) that so effectively serves its community.

I've said many times that our community's workforce development efforts are second to none. The seven-year development of the GNTC Whitfield-Murray campus and the refocusing of the College and Career Academy are the two primary reasons why I say that. It's also a great example of the Chamber doing what the Chamber does best; connecting, convening, partnering, advocating, and helping move the community forward. Together, we achieved a tremendous victory for greater Dalton.

For more information about GNTC, digital readers can click the logo





# THE BEST BENEFITS YOU MAY BE MISSING

Don't forget we have these benefits you can take advantage of!

by Beth Morrison

1

## CHAMBER CHAT

Your Chamber news and updates are broadcast every Wednesday morning on Bulldog Country and Mixx 104.5 between 8:15 and 8:45am.

2

## MAILING LISTS

If you want to send a notification to our membership, it's as easy as ordering Chamber mailing labels. Pre-printed so it's stick and go!

3

## RIBBON CUTTING

The greatest one publicity event you can do is host a ribbon cutting ceremony. If you haven't done this, call me today! Let's set up your special time to shine.

4

## LET'S DO LUNCH

Once a month we buy our new members lunch to get to know them. If you've never attended, come let us get to know you. We give better referrals the more we know about your business.

5

## FACEBOOK

Take time to like us today. We post photos from our events, ribbon cuttings and helpful information to get you connected.



6

## PINTEREST

This is where we house hundreds of images that define Dalton. Anything from history to famous Dalton faces can be found on one of our boards.

7

## MAPS

Newcomers and visitors come to the Chamber for the most current roadmap. Pick yours up today.

8

## BUSINESS OF THE WEEK

This honor can be found on the Chamber's facebook page and is broadcast on WTTI Radio station weekly. Tune in!



2017  
CHAMBER CLASSIC  
**GOLF**  
TOURNAMENT

September 25, 2017

1:00 PM • The Farm

Shotgun Start  
\$250/golfer or \$1,000/foursome

Deadline to register is  
Wednesday, September 20.  
Register by contacting  
Beth Morrison at (706) 712-0949.



☐ Yes, I will sponsor the Chamber Classic and help support the Greater Dalton Chamber of Commerce!

☐ I am unable to play this year, however I would like to make a contribution of \$ \_\_\_\_\_

Circle Your Sponsorship Level:

Title Sponsor   Classic Sponsor   Amen Sponsor   Refresh Sponsor   Super Team   Driving Range Banner   Hole Signs

Please charge my credit card. Circle one:   Amex   Discover   MasterCard   Visa

Name on card: \_\_\_\_\_ Card No: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Billing Zip: \_\_\_\_\_ Company: \_\_\_\_\_ Contact: \_\_\_\_\_

E-mail: \_\_\_\_\_ Phone: \_\_\_\_\_ Team: \_\_\_\_\_ Handicap: \_\_\_\_\_

Send your commitment to: [morrison@daltonchamber.org](mailto:morrison@daltonchamber.org)

or fax 706-226-8739

Greater Dalton Chamber of Commerce

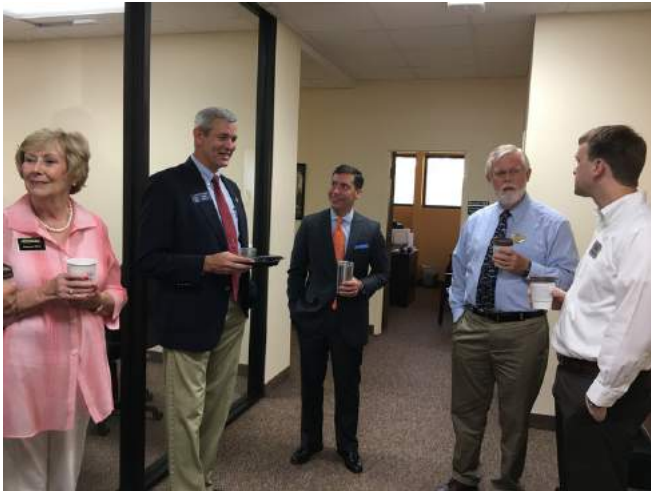
100 S. Hamilton Street Dalton, GA 30720

_____	_____
_____	_____
_____	_____

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Dalton, Georgia

*save the date*

77th Annual Meeting and Banquet  
**The Greater Dalton  
Chamber of  
Commerce**



Thursday,  
October 5, 2017

Dalton Convention Center  
2211 Dug Gap Battle Road  
Dalton, GA 30720  
Reception (cash bar)  
6:00 p.m. - 7:00 p.m.  
7:00 p.m. Dinner

\$65 per person  
Corporate Tables of Ten \$650

*The 77<sup>th</sup> Annual Meeting  
and Banquet*



Thursday, October 5, 2017  
Dalton Convention Center

I am purchasing \_\_\_\_\_ seats at \$65.00 each /Non-members \$80 each  
I am purchasing \_\_\_\_\_ corporate table of 10 at \$650 each/Non-member tables at \$800

Enclosed is my check for \$\_\_\_\_\_  
Please invoice me \_\_\_\_\_ (Chamber members only)  
Credit Card # \_\_\_\_\_ Billing Zip \_\_\_\_\_ Exp. \_\_\_\_\_  
Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Email \_\_\_\_\_

Kindly purchase your seats by September 21, 2017  
Phone (706) 278-7373 • Fax (706) 226-8739 • [www.daltonchamber.org](http://www.daltonchamber.org)  
Mail reservation to Greater Dalton Chamber of Commerce  
100 S. Hamilton Street, Dalton, GA 30720



Constitution week is September 17-23 annually.  
This year is the

## 230TH ANNIVERSARY

of the signing of the Constitution of the United State of America, the most  
influential document in existence.

Constitution Week was initiated by the Daughters of the American Revolution in  
1955 and adopted by the U.S. Congress in 1956.



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# *Thank You to All Who Helped Out*

by Carl Campbell

A few weeks ago we had an international company in for a visit. We had the unusual luxury of knowing a couple of weeks in advance of their trip so we were able to prepare for the visit a little more than other times. In order to make the visit go smoothly, and to show off some of Dalton's great assets, we reached out to many people and organizations in Dalton for help. Because our public officials and employees don't often get recognized I would like to recognize them now for the work they did to help our visit go smoothly. Here is a list of some of the key contributors:

Dalton City Government  
Dalton Municipal Airport  
Dalton Police Department  
Dalton Public Works  
Dalton Recreation Department  
Georgia Northwestern Technical College  
Whitfield County College and Career Academy  
Whitfield County Government  
Whitfield County Public Works  
Whitfield County Sheriff's Office

On the weeks and days before the visit, and especially the day before, I saw all of these groups out making our community look it's very best. I was so proud of the effort and can't say enough how much I appreciate the help.

Together all these people and many more made the visit go extremely well and we were able to show off our great city of Dalton. I believe that these efforts will help us be successful in growing our company base here in Greater Dalton and I can't thank them all enough. When we make a great announcement of a company coming to town, they will have all had a part in that success.

## **ECONOMIC DEVELOPMENT NEWS**



**Dalton • Whitfield County**  
JOINT DEVELOPMENT AUTHORITY

The Mission of the Development Authority is to facilitate the long-term, positive economic growth of the community by attracting/retaining jobs, diverse investments, and growing the tax base.

The Development Authority represents a public-private partnership funded by City of Dalton, Whitfield County, and Grow Greater Dalton.

### **BOARD OF DIRECTORS**

Kevin Harris (Chair)  
Bill Davies (Vice Chair)  
Frank Roberston (Secretary)  
David Jolly  
Bob Kinard  
Sara "Skeeter" Pierce  
David Renz

### **STAFF**

Carl Campbell  
(Executive Director)

Ali Harp  
(Project Manager)

Anna Kate Sisson  
(Intern)



## Key Economic Indicators Dalton-Whitfield County

### Unemployment

Whitfield County

Latest  
May 2017  
**5.0%**

Previous Month  
April 2017  
**5.1%**

One year ago  
May 2016  
**5.0%**

Whitfield County Unemployment Rate



#### Jobless Rates

City of Dalton:  
**5.2%**

Georgia:  
**4.7%**

United States:  
**4.4%**

### Building Permits

Permits Issued – Whitfield County

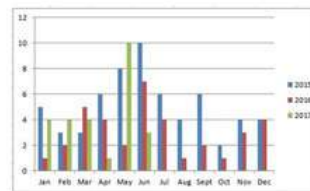
Latest  
June 2017  
Commercial: 3 Residential: 22

Previous Month  
May 2017  
Commercial: 10 Residential: 20

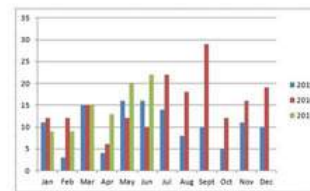
One Year Ago  
June 2016  
Commercial: 7 Residential: 10

2016 Total Commercial: 36 Residential: 183  
2017 Total Commercial: 26 Residential: 88

#### Commercial



#### Residential



### Retail Sales

National – 2016 - 2017

Total Retail Sales  
May 2017  
**\$437,918,000**

Previous month  
April 2017  
\$410,352,000

One year ago  
May 2016  
\$412,166,000

2016-2017 National Retail Sales



\*National retail sales numbers retrieved from the U.S. Census Bureau.

## Chamber Connections



Come network with these smiling faces at Chamber Connections!

**September 13**

**October 11**

**November 8**

These events: 11:30am-1pm

RSVP at [daltonchamber.org](http://daltonchamber.org)

*Same Faces. New Name.*



**NICHOLS, CAULEY & ASSOCIATES, LLC**  
Certified Public Accountants



206 West Crawford Street  
Dalton, Georgia 30720  
(706) 278-2834

208 North Wall Street  
Calhoun, Georgia 30701  
(706) 629-9978



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## Ribbon Cuttings



### Alarm City

Bob Caperton  
801 E. Walnut Ave., Suite I  
(706) 529-5519



### Belhaven University

Larissa McCutchen  
2301 Fiber Park Drive  
(706) 260-9940



### Boys & Girls Club Carl Rollins Unit

Robbie Slocumb  
1013 Underwood St.  
(706) 529-5032



### Fields Avenue

Andrew Parker  
City of Dalton - Fields Avenue  
(706) 278-9500

# BB&T

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## A Good Lawyer is:

- Alert
- Attentive
- A Good Listener
- Well Trained

- Loyal
- Protective
- Honors a Client Held Leash



## **COPPEDGE & ASSOCIATES, P.C.**

Attorneys At Law

**Warren N. Coppedge, Jr.**  
**Steve Michmerhuizen**  
**Bryan Rayburn**

**508 S. Thornton Avenue**  
**Dalton, GA 30720**

**[www.coppedgefirm.com](http://www.coppedgefirm.com)**

**706-226-0040**



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- Clorox Bleach
- Clorox Wipes
- Dawn dishwashing liquid
- Cases of bottled water (for  
volunteers- it's hot out there!)
- Paper Towels
- Toilet Paper
- Purina One Cat Food (dry)
- Iams Kitten Food (dry)

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<http://hspnwg.org>

706-226-5002

This page courtesy of Coppedge & Associates, P.C.



# Small Business Person of the Year

## 2017 Nomination Information



*Mr. Raymond Butler, Master Distiller  
Dalton Distillery, LLC  
2016 Winner*

Do you know a small business person who should be recognized for outstanding service?

Nominate them for the  
**2017 Small Business  
Person of the Year Award!**

The winner will be announced at the  
Chamber's Banquet in October.

### Awards will be based on the following criteria:

- **Must** be a member of the Greater Dalton Chamber
- Associated with a for-profit company that employs 50 or fewer full-time employees
- Any individual who owns and operates or who bears principal responsibility for operating a small business
- Growth in number of employees
- Increase in sales and/or unit volume
- Current and past financial performance
- Innovativeness of product or service offered
- Must be involved in the development and growth of our community
- Nominees not receiving the award are eligible for re-nomination next year

### Judging:

Judging will be conducted on a confidential basis by the Small Business Awards Committee made up of Chamber and Economic Development Professionals from across the state of Georgia.

### Business Activity:

In order for the Awards Committee to gain a better understanding of your nominee, please fill out the nomination information and business activity form on Page 2. Please send your responses as a separate document.

Please submit Nominations no later than 5:00 p.m.

**Monday, August 28, 2017**

Return to Ali Harp

[harp@daltonchamber.org](mailto:harp@daltonchamber.org) | fax: 706-226-8739 Attn: Ali Harp

*\*\* Nominations received after 5PM will not be accepted.*

# Local Education Achievements!

## Dalton Public Schools

- Westwood School's Odyssey of the Mind team placed 5th out of 56 US and international teams that competed at the 2017 World Finals.
- Dalton High has 67 Advanced Placement Scholars, the most in school history!
- Dalton High has been named one of America's Most Challenging High Schools in 2017 by *The Washington Post*.

## Whitfield County Schools

- 12 Google Certified Educators and two Google Certified Trainers use G Suite for Education to teach students.
- Whitfield Education Foundation plans to award up to \$50,000 in Innovative Teaching Grants this year.
- Northwest High School graduate Fergus King is the first student from Whitfield County Schools to graduate with a high school diploma AND an associate's degree. His degree is in natural science from Middle Georgia State University.

BILLBOARDS FOR EDUCATION

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***We exist to enable individuals, businesses, & communities to flourish.***

Billboards for Education was created to give hope and support to local educators who struggle with an ever-present lack of classroom resources. As an outdoor advertising company, we use a proven, profitable business model to generate revenues. We then donate 10% of every dollar, from every billboard ad, to local schools. Earning for learning.

**Let's Work Together.**



**Matt Richman**  
FOUNDER/PRESIDENT

423.242.3695  
Matt@BillboardsForEducation.com  
[BillboardsForEducation.com](http://BillboardsForEducation.com)



**"The response I've received from my ads has been great. This is by far the most effective marketing I have ever done. Well worth every dollar!"**

**JT Finley** OWNER MARYVILLE JEWELERS

 **Billboards  
for Education**

**10% To Local Schools.**



# *Diplomat of the Month*

*featuring*

Alan Smith



Being from Dalton, I have spent most of my 37 years living, working, and playing here in my hometown. Only recently have I been able to consistently volunteer my time and really get familiar with a town I knew very little about. The more I learn, the more I cannot say enough about all the other volunteers and the leadership of Beth Morrison.

The Diplomat program is a first class platform for anyone who's looking to volunteer.

I'm excited to be recognized as Diplomat of the Month. I am very thankful that First National Community Bank allows me the flexibility to get out of the office and into the marketplace. I didn't think I would be in the mortgage business, but here I am and I'm having a blast!

Being in the mortgage industry is teaching me a lot. Here are three goals I have as your mortgage banker.

1. To fully educate people on the home buying process.
2. To help people get from their point A to point B on their road to home ownership.
3. Most importantly it's my belief that you matter. Your wants, needs, family, dreams, goals... YOU are what really matters.

That's why I do all that I do and that's why the Greater Dalton Chamber of Commerce is doing everything it does, because you matter.

*For more information on becoming a Diplomat, call Beth Morrison (706) 712-0949*

# THANK YOU

## Connecting Community



## Custom Level Sponsors



## Platinum Level Sponsors



## Gold Level Sponsors



## Silver Level Sponsors







## Mohawk is honored to welcome the following new members:

### **Brandon Cawood Photography**

Brandon Cawood  
1902 Bobby Drive  
Dalton, GA 30720  
(706) 618-9249

### **B & S Property Management, LLC**

Jason Waters  
1643 Highway 52 Alt., Apt. A  
Chatsworth, GA 30705  
(706) 517-8632

### **ECLECTIC79**

Viviana Ramirez  
417 S. Spencer St.  
Dalton, GA 30721  
(706) 529-4155

### **Kregel Enterprises**

Bill Kregel  
1211 Peabody Drive  
Dalton, GA 30720  
(989) 392-5556

### **Murmaid Mattress**

Cynthia Fowler  
920 Market St.  
Dalton, GA 30721  
(706) 272-0197

### **New York Life Insurance Company**

Sharese Blanchard  
605 Chestnut St., Suite 1260  
Chattanooga, TN 37450  
(706) 502-9040

### **ProFamily**

Joel Lyon  
2109 Cleveland Highway  
P. O. Box 1662  
Dalton, GA 30722-1662  
(706) 259-4961

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

Like us on Facebook  
Greater Dalton  
Chamber of Com-  
merce.



Do you have changes at your company?  
E-mail Beth Morrison at [morrison@daltonchamber.org](mailto:morrison@daltonchamber.org)  
to have them featured in the next ChamberLink.