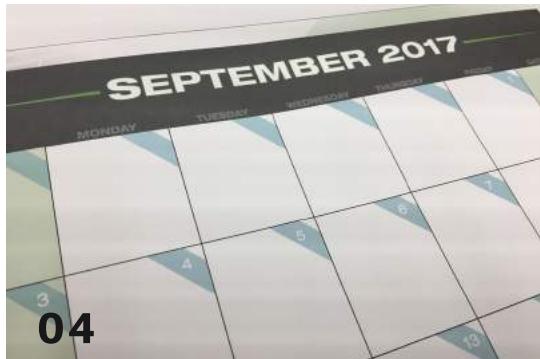


ChamberLink



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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

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
Vann Brown	Brown Ox Ventures, Inc.
Andreas Bruwiler	ALROL of America
Tom Bundros	Dalton Utilities
John Davis	Affordable Sales & Real Estate
Susan Farris	Shaw Industries
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Mike Gallman	Mohawk Industries
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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](#).

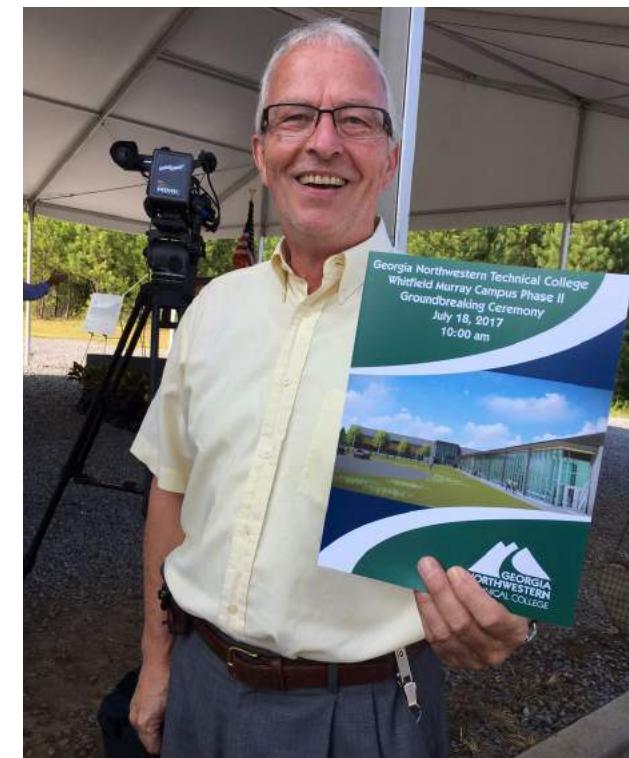
FROM BOARDROOM TO GROUNDBREAKING

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.

8



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

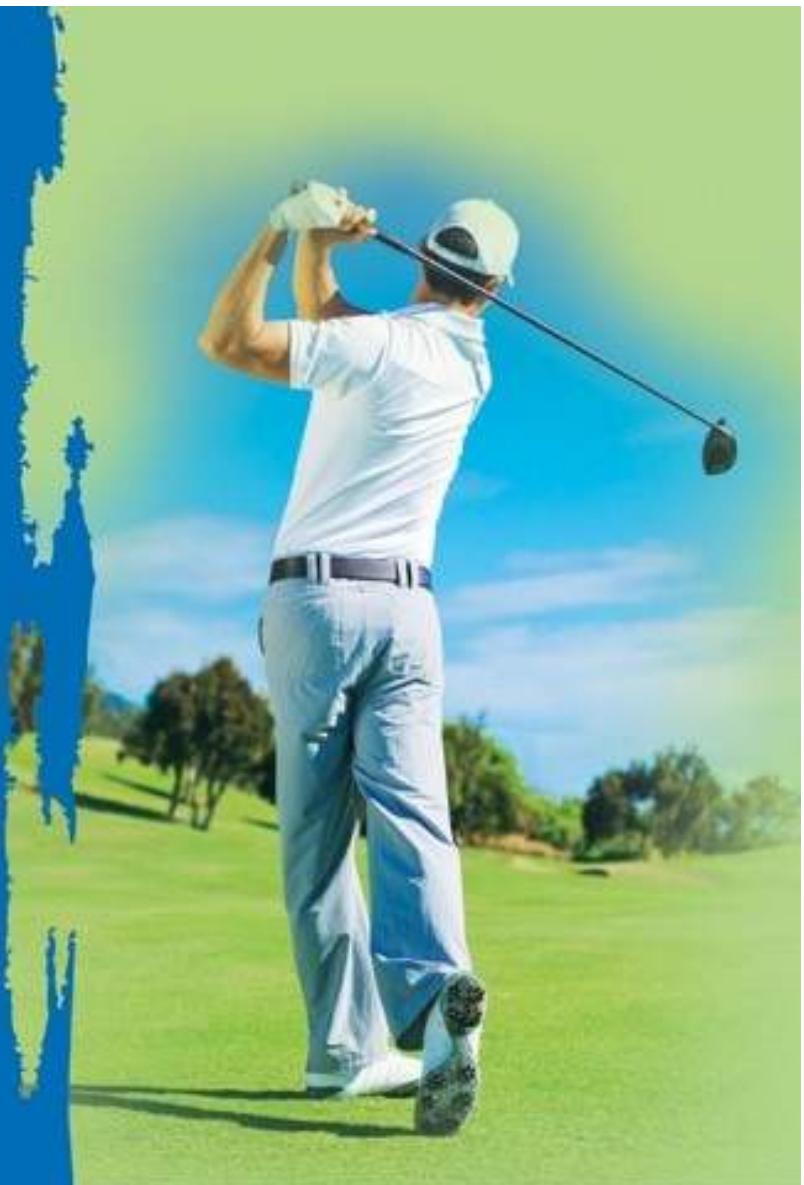
September 25, 2017

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: _____

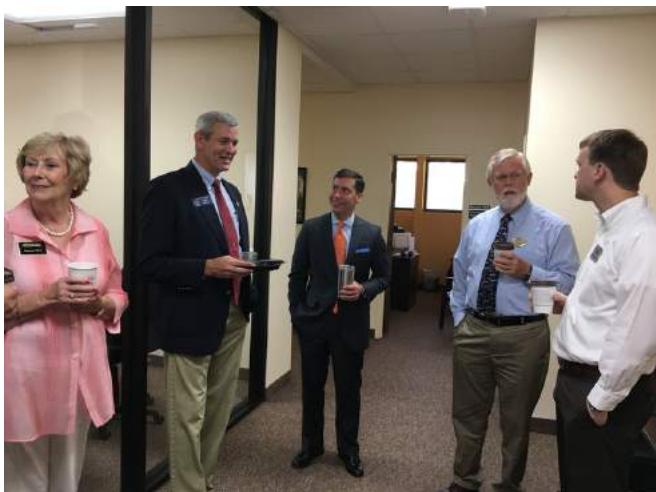
Send your commitment to: morrison@daltonchamber.org
or fax 706-226-8739

Greater Dalton Chamber of Commerce
100 S. Hamilton Street Dalton, GA 30720

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- #1 Interventional Coronary Care
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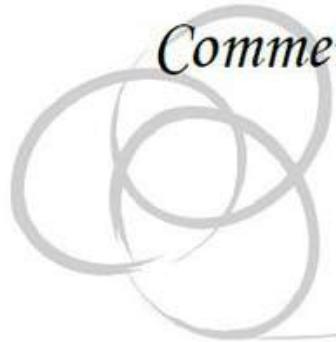


706.272.6000
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Dalton, Georgia

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*

*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 _____



Thursday, October 5, 2017

Dalton Convention Center

*Kindly purchase your seats by September 21, 2017
Phone (706) 278-7373 • Fax (706) 226-8739 • 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.



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

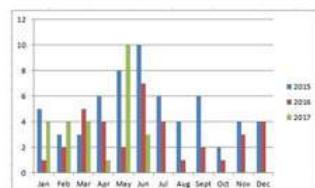
One Year Ago
June 2016

Commercial: 7 Residential: 10

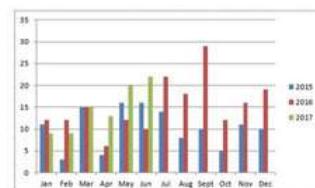
2016 Total 2017 Total

Commercial: **36** Commercial: 26
Residential: **183** Residential: **88**

Commercial



Residential



Retail Sales

National – 2016 - 2017

Total Retail Sales

May 2017

\$437,918,000

Previous month

April 2017

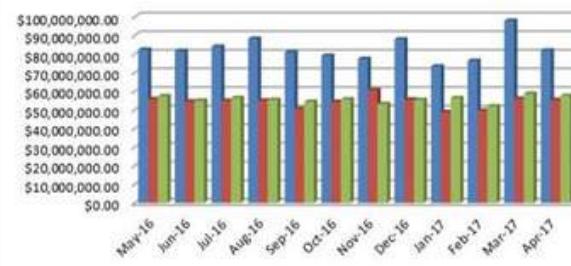
\$410,352,000

One year ago

May 2016

\$412,166,000

2016-2017 National Retail Sales



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

■ Auto Dealers ■ General Merchandise Stores ■ Food Services & drinking places



© Shaw, A Berkshire Hathaway Company.



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

Same Faces. New Name.



NICHOLS, CAULEY & ASSOCIATES, LLC
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Dalton, Georgia 30720
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Calhoun, Georgia 30701
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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

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- 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**

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- 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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1703 Cleveland Highway Dalton, GA 30720

<http://hsnwga.org>

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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 | 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.

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FOUNDER/PRESIDENT

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10% To Local Schools.

 Billboards
for Education

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



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Attorneys At Law
A Firm Hand In Trusted Hands



Platinum Level Sponsors



Gold Level Sponsors



Atlantic Capital



Silver Level Sponsors

ais
Advanced Insurance Strategies





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
to have them featured in the next ChamberLink.