

## Inside This Issue ...

**New Members/  
Renewals**

... 2

**Spotlight on Small  
Business ...  
ImpactU  
Consulting Group**

... 3

**Ambassador of the  
Quarter:  
Cal Owens**

**2006 Ambassadors  
Appointed**

... 4

**Nifast Corporation  
Opens in Rome**

... 5

**Rome-Floyd County  
20/20 Update**

... 6

**Ribbon Cuttings –  
Melissa Storey-  
State Farm, H&R  
Block, North GA  
Mediation Firm,  
Nifast, Becky's  
Shoes, Home  
Instead Sr. Care**

... 7

**Calendar of Events**

**Business After  
Hours - Riddle  
Office Supply**

... 8

## Annual Meeting Celebrates Opportunity

The 95th Annual Meeting of the Greater Rome Chamber of Commerce cited opportunity as a prime focus for the next fiscal year. **Willis Potts**, *Chairman of the Board*, noted new programs offered through the Chamber. Inter City Visits will be one of the programs Potts is interested in getting off the ground. The program, which will highlight issues and opportunities that face other communities similar to Rome, will assist in the execution of positive economic development and planning. "If we do it right, we will create an economic system that is to be admired throughout our country," Potts said.

In addition to the Inter City Visits, the mention of the "Drugs Don't Work" program will reduce participating businesses' worker's compensation premiums by 7.5%. The program will be offered to all Chamber member businesses.

**Ed Moore**, *Vice-President of Sara Lee Food Services*, served as the keynote speaker. Moore addressed issues that this community faces and the integrity in which they handle these situations. "Where there are potential threats, there may also be potential opportunities," Moore told the crowd of over 400. "Rome is definitely the kind of city that can create its own opportunities."

Being a former executive at Kellogg, which like Sara Lee is located in Rome, Moore is familiar with the community's strong business principles and the focus on retaining existing industries, not just tracking new ones.

The Annual Meeting also recognized **Bernard Neal**, *Honorary Lifetime Member*, for his many years of service and dedication to the Rome community and the Greater Rome Chamber of Commerce.

**Patti Magnant**, *Owner of Promotions Plus*, was awarded the Small Business of the Year for her team's continued support of programs throughout Rome & Floyd County and the Chamber. **Diane Miller**, *United Community Bank*, was noted as the Ambassador of the Year. **Thom Holt (LR'85)**, *Advanced Communications of Rome*, was recognized as the recipient of the Wesley F. Johnson Award of Merit. ■



**STEVE KEMP**, *outgoing Chairman of the Board*, welcomes **WILLIS POTTS**, *Chairman for 2006*.



**PATTI MAGNANT** and her team at **PROMOTIONS PLUS** received the award for "Small Business of the Year."



The **Ambassador of the Year** was awarded to **DIANE MILLER**, **UNITED COMMUNITY BANK**, for her continuous efforts to support local Chamber members and the Rome community.

**Member Renewals! (Thru 2/13/06)**

- ~ A ~
- APPLEBEE'S NEIGHBORHOOD BAR & GRILL  
ARAMARK - BERRY COLLEGE  
ATLANTA GAS LIGHT CO.
- ~ B ~
- BELLSOUTH TELECOMMUNICATIONS  
BEVERLY HEALTHCARE  
BRANSON MACHINERY, LLC  
BRINSON, ASKEW, BERRY, ET AL  
JAMES W. BUCKLEY & ASSOCIATES, INC.
- ~ C ~
- C & S TROPHIES, INC.  
CARROLL EMC  
CHASE STAFFING  
COOSA RIVER BASIN INITIATIVE, INC.  
COOSA STEEL CORP.  
COOSA VALLEY TECHNICAL COLLEGE
- ~ D ~
- DALE CARNEGIE OF GEORGIA
- ~ F ~
- R. LEE FLETCHER, DMD
- ~ G ~
- GARDEN LAKES REALTY COMPANY  
GARNER & GLOVER CO.  
GEORGIA DEPT. OF LABOR  
GEORGIA DOCUMENT DESTRUCTION, INC.  
GEORGIA POWER PLANT HAMMOND  
THE GUEST HOUSE APARTMENTS  
DAVID F. GULDENSCHUH, PC
- ~ H ~
- H & H LAWN CARE  
HAYNES & MOORE, LLC  
HERITAGE NISSAN  
HOLIDAY INN SKYTOP  
HONEY BAKED HAM CO. & CAFE  
HORSELEG PLANTATION COUNTRY CLUB  
HUNT & ASSOCIATES
- ~ I ~
- IKON OFFICE SOLUTIONS  
IN-TOUCH COMPUTER SERVICES  
INSPIRATION POINT, INC.
- ~ J ~
- J SUPPLY COMPANY
- ~ K ~
- WKCX-K98  
KELLOGG COMPANY  
KNIGHT'S JEWELERS
- ~ L ~
- LOWE'S
- ~ M ~
- MAGRETTA HALL  
MERRILL GARDENS AT ROME  
MERRILL LYNCH  
RICHARD L. MULLER, JR., DDS, PC
- ~ O ~
- O'NEAL, INC.  
OTR WHEEL ENGINEERING  
OUTBACK STEAKHOUSE

- ~ P ~
- PAG/CEL COMMUNICATIONS  
PRIVATE SECURITY & INVESTIGATIONS, INC.
- ~ R ~
- READY OR NOT, INC.  
ROCKY MOUNTAIN HYDROELECTRIC PLANT  
ROME COCA-COLA BOTTLING CO.  
ROME ELECTRIC MOTOR WORKS, INC.  
ROME PAPER COMPANY
- ~ S ~
- SHERWIN-WILLIAMS CO.  
ST. PETER'S EPISCOPAL CHURCH  
STEEL KING INDUSTRIES, INC.  
LARRY H. STEPHENS, DMD  
SUNTRUST BANK, NORTHWEST GEORGIA
- ~ T ~
- TANNER PAINT CONTRACTING  
THREE RIVERS SPECIALTY CO.  
TOLES, TEMPLE & WRIGHT
- ~ U ~
- UNITED COMMUNITY BANK  
UNIVERSAL TAX SYSTEMS, INC.
- ~ W ~
- WAL MART #658 - WEST ROME

**New Members!**

**(Thru 2/13/06)**

- ALTERNATIVE EMPLOYEE SOLUTIONS**  
EMMETT JORDAN • 706.331.9669  
334 PRINCETON WALK, ADAIRSVILLE, GA 30103-2653  
(Employee Benefits)
- BEEMAN'S FLORAL**  
MRS. ELANA BEEMAN • 706.233.9324  
10 BLUEBERRY LANE, ROME, GA 30165-2197  
(Florists - Retail)
- GEORGIA HEART TRAINING CENTER**  
JODY JORDAN • 706.295.2111  
P. O. Box 725, SILVER CREEK, GA 30173-0725  
WWW.GEORGIAHEART.COM  
(AED Sales & CPR Training)
- K & M MOBILE DETAIL**  
KERIC FREEMAN • 706.266.7695  
131 JIM LEE DR., ROME, GA 30161-5743  
(Automobile Detailing - Mobile)

**H & R BLOCK**  
MS. CONNIE BARTON • 706.290.6190  
851 CARTERSVILLE HWY., ROME, GA 30161  
WWW.HRBLOCK.COM  
(Tax Preparation)

**H & R BLOCK**  
MS. LAURA LAMPRON • 706.295.1869  
400 E. 2ND AVE., ROME, GA 30161  
WWW.HRBLOCK.COM  
(Tax Preparation)

**H & R BLOCK**  
MS. TREVA PROCTOR • 706.235.1448  
182 SHORTER AVE., ROME, GA 30165  
WWW.HRBLOCK.COM  
(Tax Preparation)

**H & R BLOCK**  
706.290.1872  
610 SHORTER AVE., ROME, GA 30165  
WWW.HRBLOCK.COM  
(Tax Preparation)

**GULDENSCHUH & MORGAN, PC**  
DAN MORGAN • 706.295.0333  
P. O. Box 3, ROME, GA 30162-0003  
(Attorney)

**NIFAST CORPORATION**  
MASARU ANZAI • 706.235.0106  
1627 TECHNOLOGY PKWY. NW  
ROME, GA 30165-1288  
WWW.HIFAST.COM  
(Distributors)

**RANGER CONSULTING INC.**  
JAMES KILGORE • 706.290.1782  
3147 MARTHA BERRY HWY., ROME, GA 30165-7702  
(Consulting)

**STATE FARM, DAN RUNION AGENCY**  
DAN RUNION • 706.235.8891  
2 SHORTER AVE., ROME, GA 30165  
(Insurance)

**THE VEACH HOUSE RESTAURANT & CATERING**  
MS. JUDY PEACE • 770.773.2774  
100 S. MAIN ST., ADAIRSVILLE, GA 30103-2904  
WWW.ADAIRSVILLEINN.COM  
(Restaurants)

**Annual Meeting ...**

*(continued from front page)*



**MR. AND MRS. WESLEY JOHNSON and MS. MARY SIB BANKS, NEWS PUBLISHING COMPANY, discuss the events of the evening at the 2006 Annual Meeting.**



*"ROME'S RESTAURANT OF CHOICE FOR FINE FAMILY DINING"*

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**706/291-2023**

**PINNACLE (USPS 395-030)**

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# ImpactU Consulting Group

**I**mpactU Consulting Group offers Team Dynamics, Professional Coaching, Leadership Development, Conflict Management, Effective Sales Dynamics, Public Speaking Training and personal and professional training for every personality type. If you don't know your personality type, don't worry – **Tom and Christine Earp, CHBS**, owners and developers of this brilliant, energetic company, can identify you.

The Earp's created their business from their past experiences. Tom, a professor at *Shorter College*, had been teaching communications as well as coaching speech and debate teams for many years.

"Coaching was great. Finding out what makes people do what they do and motivates them is how it all works," Tom said. "Basically, now we coach business men and women to take their businesses to a higher level."

ImpactU can assist your business in many ways. For example, the group can improve team dynamics, leadership development and help people understand themselves and others better. With improved communication between co-workers, family members and team members, every relationship will thrive.

"We've got to understand our own differences. We are all necessary and we've got to make it work as a whole," stated Christine.

Their approach provides easy to understand information, principles and techniques in a fun and engaging environment. Many of the principles are taught through games and experiential learning. Participants will find the information simple and immediately applicable in many areas of their lives. The Earp's are certified in high ropes courses and DISC profile personality assessments, as well as certified human behavior specialists.

Many Roman companies are interested in the practices that ImpactU offers. *Berry College's Winshape Center, Floyd County Schools* and local churches utilize their services. They also provide parenting and marriage workshops to enhance relationships with both spouses and children.

"We improve relationships to improve results," said Tom. "Positive results are what happen when people understand one another." ■

**Visit**  
**[www.romeomega.com](http://www.romeomega.com)**  
**for Chamber events**  
**as they**  
**are scheduled.**

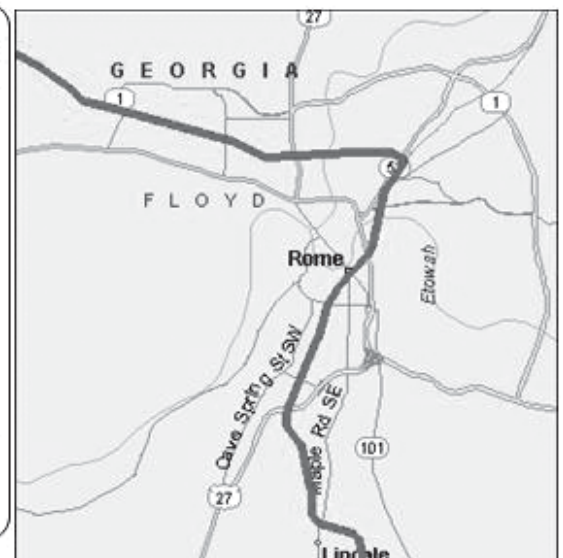


**TOM and CHRISTINE EARP, IMPACTU CONSULTING GROUP, facilitate many different groups throughout the area. Their services range from team building to assisting in finding the right "fit" for your business.**

## SYNCGLOBAL

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Terry Williamson 678-821-0515, [terry\\_williamson@syncglobal.net](mailto:terry_williamson@syncglobal.net)

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DON'T  
WORK**

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- Have an employee assistance program

Contact Debbie Gunnells for more  
information at  
[dgunnells@romega.com](mailto:dgunnells@romega.com)

## Development Authorities Approve Purchase of Land

The Development Authority of Floyd County (DAFC) and Rome-Floyd County Development Authority (RFCDA) agreed to option nearly 400 acres of land for the purpose of creating primary jobs. The land is near the northeastern corner of Highways 53 and 140 in Northeastern Floyd County.

The two Authorities signed two options, one to secure approximately 330 acres adjacent to Highway 53, and the second one which will provide a southern connection to Highway 140. This additional property is vital to the continued economic growth and job creation potential for Rome and Floyd County.

DAFC Chairman **Sam Freeman (LR'95)** described the protections and covenants which will govern the use of this property. "As always, we will be good servants of the community and will strive to attract those companies that are good stewards of the land. We will develop this property with primary employers in mind, so we are selective about the use of it."

RFCDA Chairman **Willis Potts** spoke about the importance of having large tracts of land available for industrial purposes. "Employers repeatedly tell us that they are not interested in land unless it is publicly controlled. These options now give us the opportunity to recruit those industries that need large amounts of land and need to be close to the interstate." The new industrial site will be eight miles from I-75 along Highway 140, which is scheduled to be four-laned. ■

## Ambassador of the Quarter



*Cal Owens*

Congratulations to **Cal Owens (LR'92)**, *Calaco Communications Company*, for being named Ambassador of the Quarter for the fourth quarter of 2005. Cal is very active in the Chamber including his attendance to Ribbon Cuttings, Business After Hours events and his participation in the Education Committee. He is also instrumental in the recruitment and retention of Chamber members. Cal was recognized at the February Board of Directors meeting with an award and was Person of the Day on *K-98 Radio*.

*Congratulations, Cal, and thank you for all of your support with the Chamber and the community!* ■

## 2006 Ambassadors Are Appointed

**Mary Beth Bentley**, *K-98 Radio*  
**Kaye Couey**, *Days Inn of Rome*  
**Valorie Davis**, *Heritage First Bank*  
**Christine Earp**, *ImpactU Consulting Group*  
**Jill Graves**, *ShawHankins*  
**Chick Harvey**, *NW GA Council of the Boy Scouts*  
**Lori Leonard**, *Floyd Occupational Health*  
**Kim Maxwell**, *Garner & Glover Company*  
**Linda Peachey**, *Coosa Valley Regional Services*  
**Leigh Pennington**, *a little something monogrammed gifts*  
**Jennifer Selman**, *McIntosh Commercial Bank*  
**Beth Summer**, *Regions Bank*  
**Robin Wright**, *Vend-Rite, Inc.*  
**Debi Boutwell**, *Jameson Inn*  
**Maggie Crowe**, *Garden Lakes Realty*  
**Ryan Earnest**, *Heritage First Bank*  
**Denise Ferguson**, *Watters & Associates*  
**Rob Harbison**, *Peachtree Planning*  
**Wendy Huckaby**, *United Community Bank*  
**Tabitha Lester**, *United Community Bank*  
**Cal Owens**, *Calaco Communications Co.*  
**Charlia Pierce**, *United Community Bank*  
**Beth Robbins**, *Yellow Book USA*  
**Darlene Shore**, *Heritage First Bank*  
**Sherri Whorton**, *Garden Lakes Realty*

# Nifast Corporation Opens in Rome

**N**ifast Corporation announces the opening of their new facility in Rome, Georgia. Nifast will initially employ 5 people while leasing 10,000 square feet of space directly across from *Neaton Rome* in Berry Corporate Center. The company supplies small parts, e.g. nuts, bolts, spacers, etc to *Suzuki Manufacturing of America Corporation (S-MAC)*, also located across Technology Parkway from Nifast's facility.

Nifast Corp and S-MAC already have a good relationship. At S-MAC's 2005 Annual Partnership Conference, Nifast won the Gold Medal award as the top supplier for the year. Out of this new facility, Nifast plans to expand its reach to be able to supply parts to other area manufacturers. **Masaru Anzai**, manager of the new facility, said, "We are very excited to begin work in our new home and expand our presence to serve additional companies."

Nifast Corporation is now the sixth Japanese company to locate a facility in Floyd County and the third in Berry Corporate Center, joining S-MAC and Neaton Rome. **Motoo Murakami**, President of S-MAC, reinforced Nifast's decision to locate in Rome. "We have a very good relationship with Nifast and hope to continue to grow with them in the years to come, now that we are neighbors."

**Mayor Ronnie Wallace (LR'87)** spoke of the multiplier effect that large companies can create in a community. "The city is pleased that Berry Corporate Center, a partnership between the City and Berry College, continues to be a strategic and sought after area for investments of this kind. Manufacturers, suppliers and corporate offices are the very types of commerce that have been envisioned for this development. Investments like this, not only in

terms of building and equipment and inventory but also in terms of job creation, continue to add to the wealth base of this community and shows the inter-national community that Rome means business." *Chairman of the County Commission John Mayes (LR'84)* agreed and said, "It is always good news when we have existing manufacturers expand locally, and now we have the added bonus of the attraction of a new company."

*Chairman of the Chamber of Commerce Board of Directors Willis Potts* said that this announcement maintains the momentum created by the manufacturing announcements over the past 5 years. "This continues to reinforce all of the emphasis and effort that has been placed on recruiting international investment. There are now 14 international manufacturers here, and we look forward to watching that number continue to grow." ■

## Chamber Plans Trip to Washington, DC



Approximately 30 representatives of the Greater Rome Chamber of Commerce will be flying to Washington, DC to meet with our elected officials and professional staff April 25th through the 27th.

The Governmental Affairs Committee has determined the issues of interest that affect the quality of life and economic welfare of the Greater Rome community. On Wednesday, April 26th, the participants will attend a luncheon during which guest speakers will discuss current affairs in Washington, DC. That evening a reception is to be held at the Southern Company Washington Headquarters for the elected officials and their staff.

If you would like to attend, please contact **Debbie Gunnells** at [dgunnells@romega.com](mailto:dgunnells@romega.com).

Also, don't forget to check out photographs from previous trips to Washington on [www.romega.com](http://www.romega.com). ■

## GREIA Golf & Tennis Tournament Sponsorship Opportunity

The annual Greater Rome Existing Industry Association (GREIA) Golf & Tennis Tournament has been scheduled for **Wednesday, May 3rd, 2006 at Stonebridge Golf Course. Opportunities are available to sponsor a hole for the tournament. For \$250.00 you will receive a position for one person from your company to play in the tournament, a hole marked with your company name and an invitation to the dinner at the end of the day. To sponsor a hole or for more information, please contact Diane Tracy at 706-291-7663 or [dtracy@romega.com](mailto:dtracy@romega.com).**

# 2005 Rome-Floyd County 20/20 Update

## PROGRESS OF GOALS

Since its inception in 1998, the Rome-Floyd 20/20 continues to make progress guiding the community's growth:

- to build a stronger economy.
- to build a more skilled workforce.
- to protect and improve our quality of life assets.
- to build a quality physical infrastructure for growth.
- to make more efficient use of government resources.

A five-year update was conducted by Market Street Services to analyze the progress of the 20/20 program. Just as the finding was then, we continue to succeed in productively building the quality of life in Rome and Floyd County.

As we enter the eighth year of implementation, our focus remains clear and steadfast to fulfill the needs and meet the challenges that were established as priority in those 20 goals.

## **SOME RECENT HIGHLIGHTS INCLUDE:**

### BUILDING A MORE SKILLED WORKFORCE

**Goal 5:** Raise the high school completion rate to 80% in the Rome and Floyd County school systems without relaxing graduation standards, reduce teen pregnancy in Floyd County by 20% in the next 7 years, and target "at-risk" children for special instruction and counseling.

#### Accomplishments

- The Floyd County school system's latest available completion rates are 82.7%, while Rome continues to make progress toward reaching the 80% mark.
- Pepperell High School's science scores on the high school graduation test have been consistently well above the state average. Pepperell's percentage of students passing on their first attempt of the science test has been in the low 80's since 2002 while the state average has remained in the high 60's. The group will also be looking at Floyd County Schools' procedures and programs that are also available at the county's other high schools, Armuchee, Coosa and Model, that keep the system science scores well above the state average.
- The latest statistics on teen pregnancy reflect minimal change from 2001-2003.

**Goal 6:** Bring four-year public education to Floyd County and raise the percentage of adults with four-year college education to the statewide average.

#### Accomplishments

- Georgia Highlands College is offering four-year degrees in partnership with the State University of West Georgia.

**Goal 7:** Increase the effectiveness of workforce preparation efforts in Rome and Floyd County by enhancing the county's vocational-technical, adult education and retraining programs and forming a Workforce Development Consortium. Together with a high school completion rate of 80%, raise the percent of Floyd County's 24-year-olds with high school diplomas or equivalency certificates to 90%.

#### Accomplishments

- The Greater Rome Existing Industry Association industry partners in conjunction with the Floyd County School System developed the Industry Academy which provides enhanced training and work skills to high school juniors and seniors at Floyd Technical High School.
- Floyd County's 2005 enrollment through fall quarter for GED programs is 515 with an additional 210 in corrections facilities.

**Goal 8:** Raise the standardized test performance of Rome's and Floyd's public school students to 10% above the national average.

#### Accomplishments

- The Rome City School System announced the 2004 SAT test results. With a dramatic rise of 30 points to an average SAT score of 1058, Rome High School's results propelled the system ranking to fourth place in the state of Georgia.
- Floyd County Schools consistently average an SAT score of 1026 which is above state average and consistent with the national average. ■

*Note: "LR" beside names in some articles indicates Leadership Rome Alumni.*

**RIBBON CUTTING ...  
MELISSA STOREY, STATE FARM INS.**



*Chamber members and Ambassadors congratulate MELISSA STOREY, STATE FARM INSURANCE, for her grand opening on Shorter Avenue.*

**RIBBON CUTTING ... H & R BLOCK**



*H & R BLOCK, located on Hwy. 411, recently held a ribbon cutting to celebrate the opening of their new location.*

**RIBBON CUTTING ...  
NORTH GEORGIA MEDIATION FIRM**



*Chamber members and Ambassadors were present at a ribbon cutting for NORTH GEORGIA MEDIATION FIRM, located on West 8th Avenue in Rome.*

**RIBBON CUTTING ... NIFAST**



*NIFAST, a supplier to SUZUKI MANUFACTURING OF AMERICA CORPORATION, has moved portions of their operations to Rome, with their home base being in Chicago. The ribbon cutting introduced many individuals in the community to the new business.*

**RIBBON CUTTING ... BECKY'S SHOES**



*BECKY'S SHOES, located in Gala Shopping Center in West Rome, is featured at their recent ribbon cutting, marking their opening in Rome.*

**RIBBON CUTTING ...  
HOME INSTEAD SENIOR CARE**



*HOME INSTEAD, a senior care program, pictured at their recent ribbon cutting with local Chamber members and Ambassadors.*

***Thursday, March 9th***

- High School Leadership Rome
- Leadership Rome

***Tuesday, March 14th***

- Small Business Action Council

***Thursday, March 16th***

- Business After Hours

***Friday, March 17th***

- Education Committee
- Economic Development Committee

***Friday, March 24th***

- I. T. Roundtable

***Tuesday, March 28th***

- Governmental Affairs

**Visit [www.rome.ga.com](http://www.rome.ga.com)  
for Chamber events  
as they are scheduled.**

**BUSINESS AFTER HOURS ...  
RIDDLE OFFICE SUPPLY**



***SYLVIA LANIER, PROMOTIONS PLUS, won one of the many door prizes offered by RIDDLE OFFICE SUPPLY at their recent Business After Hours.***



**Greater Rome  
Chamber of Commerce**

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