

## Promotions Plus, SBDC Featured in Georgia Trend Supplement

**P**romotions Plus, a specialty advertising company located on Broad Street and its relationship with the *Small Business Development Center* at Georgia Highlands College, was featured in the recently released 2007-2008 issue of *Georgia Trend's* Small Business Guide.

Promotions Plus was one of just seven companies from across the state to be featured in the "Success: How They Did It" section of the Small Business Guide, which is published annually and serves as a guide to starting and growing a small business.

In the article, Promotions Plus owner **Patty Magnant** described how the SBDC assisted her with financial planning, employee bonus schedule and job descriptions. The goal-setting plan that Magnant and SBDC's **Peter Matthews** put together helped turn a net loss in 2003 into a net gain in 2004.

"It's truly an honor to be one of only a few business selected to be featured," **Sylvia Lanier**, Promotions Plus, said. "The hard work of all of our employees, as well as the assistance we've received from Peter Matthews at the Small Business Development Center helped us achieve this recognition."

The SBDC offers individualized professional business consulting, continuing education classes, and an advanced marketing and research program to help increase clients' knowledge and help them weigh the risks involved with their business decisions. As part of the Georgia SBDC Network, with 18 offices around the state, the facility, located at Georgia Highlands College's Heritage Hall campus at 415 East Third Avenue, offers a wide array of resources to help Georgia businesses be more profitable.

"The SBDC is definitely a wonderful source for small businesses," Lanier said. "Anyone who needs guidance or questions should contact them. Peter does a great job of answering questions and keeping businesses on the right track."

Promotions Plus is no stranger to accolades. The business located at 216 Broad Street was the **Chamber's Small Business of the Year** in 2006 and was also one of 13 businesses to be honored with the Georgia Small Business Excellence Award in March 2006. 🏠

### PINNACLE POINT

➤ *Rome-Floyd County's Emergency Management Agency* received the Neil J. Holton Training Award recently at the annual Governor's Emergency Management Conference. *EMA Director Scotty Hancock (LR '03)* and *Deputy Director Tim Herrington (LR '07)* were on hand to accept this prestigious award. The Governor's Emergency Management Conference is hosted by the Georgia Emergency Management Agency.

### Mid-Year Celebration ... (continued from page 1)

experiences with mentorship programs, and graduation coaches from local high schools were also recognized. In addition, *Chamber Chair Evie McNiece, Accounting Solutions Plus*, mentioned that graduation coach positions have been instituted at the middle school level.

To help those graduation coaches in their jobs, a community coach initiative was recently instituted as part of Governor **Sonny Perdue's** graduation coach program. **Kerry Campbell, Georgia Power Company**, a Communities in Schools board member, spoke about the role of the community coach and how the initiative began.

To learn more about Communities in Schools, go to [www.romega.com](http://www.romega.com) and click "Business Directory" or [www.cisga.org](http://www.cisga.org). 🏠



**Keeping with the Flag Day festivities at the Mid-Year Celebration for Excellence in Education, Cadet Matthew Abbott of the Rome High School Air Force Junior ROTC led the Pledge of Allegiance and presented information on the history of the U.S. flag and flag etiquette.**

### CVTC Aviation Project Receives Grant ...

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**McDaniel.** "Their efforts combined with the consistent, proactive work of the Floyd County Commission, the Richard B. Russell Regional Airport Commission, and the staffs of those two groups have resulted in a vision becoming a reality. It is amazing what can be accomplished when people work together toward a common goal."

"As an Airport Commission, bringing Coosa Valley Technical College to the airport will be one of the best economic projects that has ever been developed at Russell Regional Airport," said **Thom Holt, Richard B. Russell Regional Airport Commission** member. "We have already had several contacts about bringing high paying jobs to Russell Regional. We look forward to working with CVTC in the future." 🏠