



# Johns Creek

ADVANTAGE

# Johns Creek Advantage Newsletter

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**THANK YOU to our Investors:**

- The City of Johns Creek
- Emory Johns Creek Hospital
- Optech Monette LLC
- Piedmont Office Realty Trust
- Alcon
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- Georgia Commerce Bank—Johns Creek
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- KeyWorth Bank
- Legacy Planning Group
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- The Piedmont Bank
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- Johns Creek Chamber of Commerce
- Physicians Express Care
- River Pines Golf Club
- Sunseeker Media

## Message from JCA CEO, Courtney Bernardi



Startup you say? What is that exactly?

Many entrepreneurs would describe startups simply as a company looking to solve a problem where the solution is not always apparent and success is certainly not guaranteed.

Entrepreneurs are a risk taking, tightly knit group of individuals sipping on startup Kool-Aid while thriving on the culture and mentality of innovation and problem solving. Startup is often defined as a state of mind. Stability is not in the forefront, rather the desire for tremendous growth and the excitement of making an immediate impact.

Most of us are starting to understand the true value of startups. What we don't always give credit to is how startups have a far-reaching ripple effect on the socio-economic fabric of the demography in which they operate. When these startups grow, they directly impact growth of their cities as well. Young professionals are given new employment opportunities to pursue and new employment patterns come into picture. Demand and employment opportunities for engineers tend to rise. Experienced talent, in pursuit of a challenging and high-growth career, start moving to cities with a concentration of startups and a strong entrepreneurial culture.

Startups not only create new industries and came up with more revolutionary technology over time, but also created a stream of millionaires within the community. When startups go public, they became engines of creation not just for themselves, but for their employees and their shareholders.

Johns Creek is home to a strong group of entrepreneurs, from school aged kids to retirees with years of experience in the business world. The individuals and their companies make our city a better, stronger and more economically viable community. It is important that we continue to foster the support of homegrown development or "economic gardening."

We must cultivate the startup mentality, providing collaboration between our community and innovation. Driving people to problem solve, develop, innovate and succeed. To be the exception to the everyday.



**JCA's most recent investor!**

***We are looking forward to a great partnership!***

***Thank you to all of our investors!***

**BOMGAR™**

## **Bomgar Named Top 25 Software Company to Work For; AND Inc. 500|5000 Fastest Growing Companies!**

When companies receive this type of recognition, I always wonder how they started, usually thinking that it was some executive that spun off on his own. However, that is often not the case. Below is the story of how a company began in 2003, that is now widely recognized as an industry leader in Enterprise Remote Systems Support.

To help pay his college tuition, Joel Bomgar began working as a field network engineer for a Jackson, Mississippi-based systems integrator in 2002. When not in class, he could be found driving around the Jackson area in his 1979 Buick LeSabre providing IT support to local businesses. Often, the non-billable drive time took longer than the actual service calls. It didn't take long for Joel to realize "there had to be a way" to spend less time driving in the Mississippi heat & more time solving his clients' problems.

Unable to find an existing solution, Joel decided to take matters into his own hands & develop his own technology. Still working his way through college, Joel spent many late nights coding & eating pizza to develop a functional remote support solution. Leveraging the solution he quickly doubled the number of customers he could support & cut his uncomfortable drive time in half. The instant success led him to believe there might be a market for his creation, so he made up a product brochure, launched a static web site & waited.

Much to his surprise, his wait was short, he quickly began receiving calls & orders for the product. After making \$24,000 in less than two months, Joel was convinced he had uncovered a significant market opportunity, but knew he could not capitalize on the opportunity alone. He soon enlisted the assistance of two friends & fellow Resident Assistants from school: Nathan McNeill and Patrick Norman - both of whom he knew were smart, hardworking, dedicated problem solvers.

During the next decade, Bomgar's founding trio successfully led the company from a college campus project to an industry leader, crediting the success to a discipline of focus & a set of core values based in Biblical principles.

In May of 2014, TA Associates, one of the largest & most experienced global growth private equity firms, announced a majority investment in Bomgar. Today, Bomgar serves more than 9,500 leading companies from diverse industries around the world. Bomgar is recognized by industry analysts, professional associations & industry publications for its award-winning Enterprise Remote Support Solutions, which have fundamentally changed how companies around the world deliver remote technical support. Bomgar customers have dramatically reduced costs & improved remote support efficiency while driving customer satisfaction to new levels.



**Last One: Sept. 18th from 11am—2pm!**

[Click here for more event information.](#)

**Drawing for 3 \$100 Visa Gift Cards will take place at 12:45pm!**

**You do not have to be present to win.**

**See you September 18th!**



**Courtney Bernardi, CEO**  
[cbernardi@johnscreekadvantage.org](mailto:cbernardi@johnscreekadvantage.org)  
**(470) 545-9901**

  
**Johns Creek**  
ADVANTAGE

**Bethany L. Hountz, ED Manager**  
[blavigno@johnscreekadvantage.org](mailto:blavigno@johnscreekadvantage.org)  
**(470) 375-7524**

