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Message from JCA CEO, Courtney Bernardi



Collaboration. Teamwork. Partnership. All words that we have been taught since our birth; however, because we are human, we tend to forget the meaning during different stages of life. Most humans are self-interested by nature; we tend to like do things independently, to do things that are motivated by our own self-interest and pose a reward that will selfishly advance our own individual cause. But, because we are human we are not all the same and we have the rational ability to think outside ourselves and be great, be bold, be helpers.

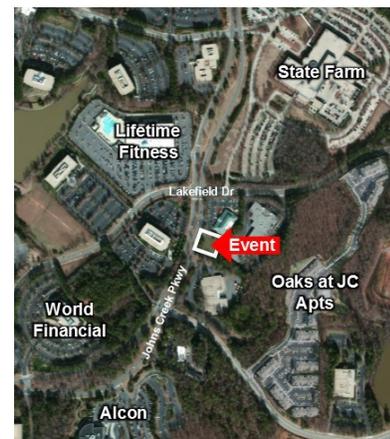
We have some of the bravest, giving and sometimes completely irrational people in Johns Creek. They are brave because they are willing to take risks, both individual and team. They are giving because they truly desire to give back to their community, their colleagues and even their competition. They are irrational at times because it can be more fun, it is more collaborative in nature and because they often throw what is acceptable to the wind and adapt to the new and challenge the status quo.

Bethany and I have been blown away by the ability of our business owners to think of new ways to partner, grow and succeed. We are thankful for a business community of true team players, true collaborators and strong partners.

Food Truck Fridays Return in 2016 One ADDITIONAL date added!



Dates:
May 6th
June 10th
August 5th
September 16th
October 14th



Each date will have a different variety of trucks, so watch for the individual Food Truck Friday emails!

Successful Partnership Between Johns Creek Businesses!!!



Vic Macchio (left) & Oswald Morgan

Johns Creek is a community where business to business partnerships thrive, a community where businesses of all sizes and scopes come together for the greater good, a community of encouragers, thinkers and exceptional people. Johns Creek Advantage has the distinct honor of watching many of these partnerships form, grow and build over time. It never gets old. The partnership between two fantastic Johns Creek businesses, Kozmo Gastro Pub and Dinova is one of those that deserves mention.

Dinova is an emerging growth company, founded in 2009 by a long time Johns Creek resident, who is also the company's CEO, Vic Macchio. Of course, Dinova's corporate headquarters are located in Johns Creek's Technology Park. Dinova influences more than \$3.5 billion in annual corporate dining spending. They accomplish this astonishing feat by seamlessly connecting restaurants and corporations in a nationwide network, driving high margin B2B traffic to restaurants while enabling corporations to reduce meals and entertainment expenses through their preferred restaurant network. Today, Dinova has 13,000 restaurant locations and nearly half of America's 100 highest-travel-spending companies in its portfolio. More than 500 Dinova network restaurants are located in Georgia, including Kozmo Gastro Pub and NEXT@Kozmo.



Many of you are familiar with **Kozmo Gastro Pub**, a hip, bustling New American outfit that has been serving refined pub grub & cocktails, in fact the Atlanta Journal Constitution dubbed Kozmo, "A Taste of the City in the Suburbs."

Oswald Morgan opened Kozmo Gastro Pub in 2009, they are actually celebrating their seven year anniversary this month! The restaurant is perfect for corporate clients as it seats 90 and can accommodate 150 for receptions, making it an ideal fit for PNC Wealth Management, ADP, Arris, Scientific Games, and of course a partnership with Dinova! With the success Oswald has experienced, he decided to expand to add a private event space that doubles as a speakeasy called Next@Kozmo. Of course, this only helped Oswald and Dinova entice corporate



clients as Next@Kozmo can now accommodate private group dining and private parties while still having some of his space available for other clients!

During a recent restaurant owner's forum meeting, Oswald mentioned his partnership with Dinova, and suggested Johns Creek Advantage explore a potential Johns Creek specific initiative with Dinova. A program in which Johns Creek businesses connect with Johns Creek restaurants and Dinova to create and foster a mutually beneficial partnership. This is not something that currently exists, so along with Oswald and the fabulous folks of Dinova, we have been working on developing a targeted initiative. The strength of many is far greater than the strength of one. We are proud to be able to work with such fantastic businesses within our community who are driven to encourage and promote the success of all. We will certainly share more information as the Johns Creek initiative develops!

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WELCOME to Johns Creek!



Accountant turned retail entrepreneur! Bret Briggs began his employment as an accountant, and decided that career path was not for him. He then moved to retail, managing several Aldo store locations. After watching one of his closest friends, who was an engineer, open his dream retail store – Bret decided he could do it too! Thus, opening his first Heritage Outfitters during the spring of 2013 near Kennesaw State University. With the success of that store, Bret began searching for locations to open a second store.



Thankfully, Bret chose Johns Creek and opened in June 2015 in the Regal Cinemas shopping center. Bret is also most appreciative to Johns Creek, as the city's permitting and licensing process "was hilariously easy" to work through, as compared to his experience in Cobb County AND the Johns Creek location outsold his Kennesaw store in December!

Bret grew up in Dunwoody and now lives in Sandy Springs, giving him great insight into the North Fulton market and trends. Thus, Heritage Outfitters carries brands such as Southern Tide, Southern



Marsh, and Patagonia. They might be the only specialty men's clothing store in Johns Creek - not to worry, he does carry women's and youth clothing! Bret also understands customer service and the value of building relationships. He understands that people love to shop small



specialty stores and that they do so for the experience as well as the unique product offerings.

Located at 9700 Medlock Bridge Road and heritageoutfitter.com



Johns Creek has a brand new, authentic Mexican restaurant – Pura Enchilada Taqueria! Amador Gutierrez, owner, grew up cooking. His mother owned a café in Mexico so he learned his way around a kitchen at a young age. Amador grew his love for cooking by working at the Cheesecake Factory and then had an excellent opportunity from a friend. He was able to manage cafes in office buildings helping him learn the business side. In 2009, he and several partners ventured out on their own and opened a restaurant in Lawrenceville, which he successfully sold three years ago. In 2012, Amador opened his

very own restaurant in Pendergrass. Due to this restaurant's success, he decided to search for a second location and he found Johns Creek!

What can you expect from Pura Enchilada? Authentic Mexican food, as he makes his tortillas and everything thing else from scratch. The restaurant also encompasses two concepts: it has a full service area and a serve your own section (similar to Moe's style set up). The full service side can accommodate up to 120. And wait until you see his patio! Amador has also weaved in his cultural side into Pura Enchilada Taqueria and does not solely focus on food. He is currently working with the Mexican Consulate of Cultural Arts for a cultural flair around several holidays featuring unique artists.



Amador credits his success to his family; he could not have done it without their help! He has three children ages 12, 14, and 16. Much like him, they are starting young and helping in the restaurants. He is, also, teaching them the value of money and how to save. So half of the money they earn is going into a saving account that they will receive when they turn 18.

Make sure you visit Amador and his family at Pura Enchilada Taqueria located at 11550 Jones Bridge Road!