



Johns Creek

ADVANTAGE

Johns Creek Advantage Newsletter

March 19 2015

Volume 2 Issue 3

THANK YOU to our Investors:

- The City of Johns Creek
- Emory Johns Creek Hospital
- Optech Monette LLC
- Piedmont Office Realty Trust
- Alcon
- Gwinnett Medical Center—Duluth
- Northside Hospital
- TPA Group
- Andersen, Tate & Carr, P.C.
- Atlantic Realty Partners
- CH2M Hill
- Grissom Law
- Riley McLendon, LLC
- SAFEbuilt Georgia, Inc.
- Sawnee EMC
- St Ives Country Club
- State Farm
- World Financial Group
- Georgia Commerce Bank—Johns Creek
- Hilton Garden Inn / Wendy's
- IXP Corporation
- KeyWorth Bank
- Legacy Planning Group
- Republic Services, Inc.
- SouthCrest Bank
- State Bank & Trust Company
- The Piedmont Bank
- Appen Media Group
- Atlanta Athletic Club
- Bank of North Georgia
- Catalyst Wealth Management
- Country Club of the South
- Fortune-Johnson General Contractors
- Gaddis Partners, RE/MAX Center
- Harry Norman, Realtors®
- Johns Creek Convention & Visitors Bureau
- Johns Creek Wealth Management
- Lennar Homes
- Power 10 Fundraising
- Premier Logistics Partners, LLC
- Riley Accounting Services
- American Wealth Advisors
- Ashton Woods Homes
- C.W. Buffington Associates, Inc.
- Hodge Investment Partners, LLLP
- Holiday Inn Express
- Johns Creek Chamber of Commerce
- Physicians Express Care
- River Pines Golf Club
- Sunseeker Media

Message from JCA CEO, Courtney Bernardi



What an exciting time for Johns Creek! We have just been ranked the safest city (over 25,000 in population) in Georgia by the national research firm ValuePenguin, we were recently named as one of America's top 50 places to live by Time, our schools our consistently ranked in the top 10 in Georgia and are nationally ranked as well. And to top it off, there is a strong desire to be even better. To be exceptional.

The desire to be exceptional leads us down a path of thinking differently than we ever have, to come together as a community unlike ever before and to work together to create a future that breeds success for generations to come.

"The District," a focused 728 acre redevelopment plan within Technology Park is a catalyst for thinking differently. A catalyst to truly defining our sense of place. A catalyst for becoming exceptional.

We are excited to join the City on the path of innovative thinking and look forward to the future of Johns Creek with "The District" leading the way for continued economic success and sustainability.

“District” Update: Just Released Letter from Mayor Mike Bodker

I believe that Johns Creek provides an exceptional standard of services. Our City's police, fire, public works, and other services are among the best in the country. Corporate citizens and residents expect those to continue. But Johns Creek is facing challenges as a community that will eventually force hard decisions if the status quo continues. "The District" is a bold concept that will define our community's legacy for generations to come.



While Johns Creek is home to some of the world's leading corporations, the current business core area underutilizes land in terms of revenue generation for the City. In Johns Creek, commercial properties contribute nearly three times less than Sandy Springs per acre and nearly half as much as Alpharetta or Roswell.

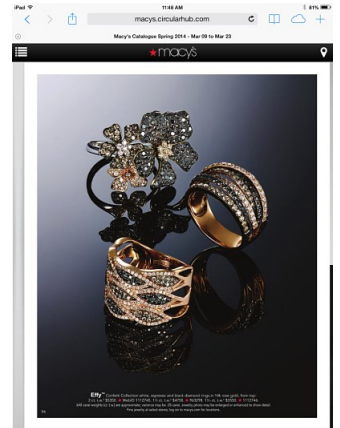
Not only does this create an imbalance in the tax digest - homeowners currently make up 81% of its value versus 19% from commercial taxpayers – the City does not benefit from the broader mix of revenue that businesses contribute including hotel/motel taxes, business licenses, alcohol permits, sales taxes, and other important revenue sources.

Please take the time to read the full letter, by [clicking here](#).

MACY'S NAMED 2014 MOBILE RETAILER OF THE YEAR!

Macy's has been named 2014 Mobile Retailer of the Year. The honor tops the Mobile Commerce Awards handed out each year for outstanding work that moved the mobile commerce needle for retailers, financial services firms and marketers. The Mobile Retailer of the Year is the most prestigious honor for smart, strategic and creative use of the mobile medium by a retailer. EBay won in 2009, Sears took top prize in 2011, Walmart received the honor in 2012 and Target came out on top in 2010 and 2013.

Macy's is clearly a leader in combining fashion with mobile technology to grab attention and wallet share from the growing number of young consumers for whom mobile plays an integral role throughout their entire day. With bricks-and-mortar retail continuing to experience declining foot traffic, Macy's fought back in 2014 by embracing image recognition, beacons, mobile payments and event-driven mobile commerce, bringing added convenience and excitement to the shopping experience in a way few other retailers can match.



"Macy's is what every retailer should aspire to be: a risk-taker that's willing to embrace best-of-breed mobile commerce to deliver a seamless shopping experience for consumers across channels, with mobile as the linchpin," said Mickey Alam Khan, editor in chief of *Mobile Commerce Daily* and *Mobile Marketer*, New York. "Macy's is also quick to pivot to emerging consumer trends and evolving behavior while holding true to the business' creed: retail is detail." [Read more about how Macy's achieved this award.](#)

Macy's Systems and Technologies is headquartered in Johns Creek with 1400 employees.

PerkinElmer Named 2014 Company of the Year!

Instrument Business Outlook (IBO) named PerkinElmer its 2014 "Company of the Year." IBO is published by Strategic Directions International, Inc., an industry analyst firm focused on life science and analytical instruments, equipment, and related products.

IBO described PerkinElmer as an "industry pioneer" and "prodigious developer of advanced-technology instrumentation," selected for its "strong financial performance, market leadership, innovative product introductions and key strategic investments." The award recognizes how the Company has "led the way in adapting to the challenges and opportunities of the industry."



IBO cited PerkinElmer's strengths in several markets, including diagnostics (newborn and infectious disease screening in emerging markets), food testing, and environmental analysis, as key differentiators in its selection for the award. The Company's recent acquisition of Perten Instruments Group expanded its food testing technology portfolio, while its Ceiba Solutions acquisition enhanced its OneSource® Laboratory Services.

Several of PerkinElmer's new innovations launched in 2014 also contributed to this honor, including: the Lamina™ multilabel slide scanner, the Opera® Phenix next generation confocal high content screening system, the Solaris™ quantitative optical molecular imaging system, and the LabChip® GX Touch and LabChip® GX II Touch automated electrophoresis systems. [Read more.](#)

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JOHNS CREEK SBRC

DEVELOP—ACHIEVE—SUCCEED

Johns Creek Small Businesses in the HEADLINES:

Pampas Steakhouse: #6 on
Zagat's Atlanta's Top 50
Restaurants!



Trattoria 141: #4 on
Access Atlanta's
Best Under the Radar
Italian Food



Sugo: Featured on
Food Network's "Where to Eat
Great Meatballs from
Coast to Coast"



Nine Steps to Effective Business Problem Solving

Any business, is all about problem solving... No problems, No business. Business owners who are great problem solvers are the best prepared to resolve their customers' needs effectively. Here are nine steps to effective business problem solving:

1. Take the time to define the problem clearly.
2. Pursue alternate paths on "facts of life" and opportunities.
3. Challenge the definition from all angles.
4. Iteratively question the cause of the problem.
5. Identify multiple possible solutions.
6. Prioritize potential solutions.
7. Make a decision.
8. Assign responsibility.
9. Set a measure for the solution.

[Read more.](#)

March Small Business Spotlight

Prima Olive is independently owned by Chrissi & Jim MacGregor. Since opening in December of 2013, Chrissi and Jim have built a loyal customer base and are excited about their continued growth.



They search for the highest quality Extra Virgin Olive Oils from around the world and bring them back to Johns Creek. Prima Olive's tasting room is open to the community to experience the finest oils and balsamic vinegars available, and to learn about the health benefits of quality oils.

Prima Olive hosts quarterly Meet the Chef events. These events have certified chefs, personal chefs, and foodies as instructors, who partner with Prima Olive to share cooking and entertainment ideas. Pictured is Chef Jan Eustis at their March 12th event.

Prima Olive's next event is Chocolate, Wine, & Cheese next Thursday, March 24th at 7pm. These are intimate events, 16 people is the maximum, so please register by [clicking here.](#)

Prima Olive is located at 11030 Medlock Bridge Rd, in Johns Creek Walk.



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