

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
- 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.
- Grissom Law, LLC
- Hodge Investment Partners, LLLP
- Holiday Inn Express
- Johns Creek Chamber of Commerce
- Physicians Express Care
- River Pines Golf Club
- Sunseeker Media

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Message from JCA CEO, Courtney Bernardi



Johns Creek is a city with a strong base of businesses, both large and small. However, it is often those who are already in a community that get overlooked. The next big thing often overshadows those who have invested millions, and sometimes billions, into a community over many years. Not to mention the number of jobs created for the region.

Job creation is the lifeblood of economic growth and prosperity for any community; Johns Creek is no different. Helping existing businesses retain their current workforce and adding new jobs through expansion is by far the best and least expensive way to increase the number of jobs in a community. Business Retention and Expansion (BR&E) is a common sense approach to helping local companies stay strong, while growing the local economy.

Johns Creek Advantage is focused on new business recruitment, but we also have a strong focus on the basket of golden eggs we already have; those businesses which have invested time, money and life into our wonderful community.

Thank to you all who have chosen to call Johns Creek home!

Johns Creek No. 1: Atlanta's Top 10 Office Complexes



Atlanta Business Chronicle's July 4 edition features a list of Atlanta's Top 10 Office Complexes, ranked by total square feet.

Johns Creek ranks No. 1 with 5,037,235 square feet. Its largest occupants are Alcon and State Farm.

Perimeter Center, Technology Park/Atlanta, Peachtree Center and Windward complete the

top 5 spots for a second year in a row. Leasing contacts for these complexes include Colliers International, Jones Lang LaSalle Inc., Cushman & Wakefield of Georgia Inc., and Lincoln Property Co.

The top 10 complexes, combined, have more than 29 million square feet.

The complete list is available online to subscribers and in the July 4, 2014 print edition.



Alcon Joins JCA as the newest Investor!



Johns Creek Advantage is pleased to announce that Alcon has joined as an investor! Alcon is such an asset to Johns Creek: in terms of longevity in the community (23 years), investment dollars in the community, number of employees, and as a corporate citizen.

Alcon is the global leader in eye care, and develops and manufactures innovative medicines and devices to serve the full life cycle of eye care needs. They offer the broadest spectrum of surgical, pharmaceutical and vision care products to treat many eye diseases and conditions,

including cataracts, glaucoma, age-related macular degeneration, retinal diseases, dry eye, eye infection and eye inflammation, ocular allergies, refractive errors, and other ocular health issues. Alcon serves eye care professionals and their patients in more than 180 countries, reaching 90% of the globe.

Alcon has a long history in the Atlanta area. The Ciba Vision Corporation built and moved into the administration building in the heart of Johns Creek in 1991. The campus was expanded to include research and development facilities, a global distribution center and a manufacturing complex. Multiple expansion projects over the years have increased the organizational capabilities to serve its customers. Over the past 2 years, more than \$200 million has been invested into the manufacturing complex to support the production of our DAILIES TOTAL1® water gradient contact lenses.



In the past 20 years, the buildings and infrastructure in the Alcon Johns Creek campus represents one of the most significant and strategic investments by Alcon. Alcon is committed to the Johns Creek area and is continuing to evaluate our patient needs and market demands.

Additionally, Alcon is currently evaluating options for continued expansion in the manufacturing complex.

Alcon's Johns Creek's campus produces the following DAILIES® brand Contact Lenses, which offer exceptional comfort and convenience lines:

- DAILIES TOTAL1® water gradient contact lenses, which offer exceptional comfort that lasts until the end of the day
- DAILIES® AquaComfort Plus® contact lenses, designed for refreshing comfort with every blink (also available in toric for those with astigmatism and multifocal for those with presbyopia).

Every five seconds, ten lenses are made using ground glass and quartz molds, which ensure consistent visual acuity to patients.

The inspiration for DAILIES® contact lenses grew out of the desire to deliver a fresh-lens experience every day to contact lens wearers. The development project to create the first truly daily disposable contact lens began in 1992 in Grosswallstadt, Germany. Four years later, DAILIES® disposable contact lenses were introduced to the market. Today, more than 18 billion DAILIES® lenses have been worn by customers worldwide.



DAILIES® contact lenses are mass produced using Alcon's proprietary Lightstream™ lens technology in Johns Creek, GA, Germany and Singapore. The Alcon manufacturing facility in Johns Creek, GA

manufactures DAILIES® AquaComfort Plus®, DAILIES® AquaComfort Plus Multifocal®, and is ramping up to produce DAILIES TOTAL1® lenses.



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Upcoming Events

Press Release Workshop: Writing a Press Release

Friday, July 25th at 11:30am at Jones Bridge Dental Care

The Johns Creek Chamber of Commerce is hosting this workshop in which Brian Clark, Managing Editor of Neighborhood Newspapers, North Fulton Business Journal will present tips on writing a press release. *Event is Free for Chamber Members and \$30 for non-members. Jason's Deli will be providing lunch. [Details.](#)*

Lunch & Learn: Tax Credits for Small Businesses, presented by Credo Financial Services

Tuesday, August 12th at 12 pm at Johns Creek United Methodist Church

This is part of the Johns Creek Chamber of Commerce's Lunch & Learn series. Qdoba will be providing lunch. *The event is free. [Registration.](#)*

Johns Creek Sign Ordinance Changes: An Overview

*Monday, August 18th from 2pm—3pm at Noche, 3719 Old Alabama Rd. **OR***

Wednesday, August 20th from 8:30am - 9:30am at the Johns Creek Arts Center, 6290 Abbotts Bridge Rd, #700.

This event is being coordinated by JCA and the SBRC. Johns Creek's Deputy Director of Community Development will give an overview of the sign ordinance changes impacting businesses. This event is FREE & open to all Johns Creek businesses. Please contact Bethany Lavigno, blavigno@johnscreekadvantage.org or call 678-367-8012 with questions or to register.

Women on the Rise: Female Entrepreneurs Leading the Way

Thursday, July 24th from 8:30am - 6pm at the Metro Atlanta Chamber

Join the Metro Atlanta Chamber and sponsor Wells Fargo for a full day workshop highlighting ways to grow your business and sharpen your marketing, finance and sales skills. Hear from local entrepreneurs, small business experts and our keynote speaker, Renée Sandler, founder & CEO of BLAMtastic, LLC, and one of our 2014 Business Person of the Year finalists. The workshop will also include a panel exploring the role and creation of corporate boards. [Details.](#)

5 Dirty Secrets about your Customer

Wednesday, August 27th from 11:30am - 1:30pm at ATDC Tech Village

To succeed in developing products, services and marketing messages for today's sophisticated customer, companies must understand customers' behaviors and motivators – the "why's" behind their actions. When companies attempt to understand their customers' "why," very few approach customer discovery properly, which leads to bad assumptions and mixed results. From this presentation you will learn ways to better understand your customer & ways to get them actively engaged. [Details.](#)