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Message from JCA CEO, Courtney Bernardi



The summer months bring warmer temperatures to Georgia, something we can all be thankful for after such a frigid and long winter; however, the temperature isn't the only thing heating up. Project activity is hot in Johns Creek. We are seeing an emergence of strong prospects looking at Johns Creek as their new home and are hearing rumblings of possible expansions of our existing businesses.

In order to prepare for future success, Johns Creek Advantage is partnering with the City to better understand our infrastructure and how we can best utilize the resources we have and where efforts may be needed for improvement. This team effort will ensure that we are preparing Johns Creek to lead the way as the competition continues to heat up!

We couldn't be more excited about the future of our community. Companies, both large and small, are on the move and success is brimming. We expect this trend to continue through the coming months. Georgia continues to be a leading destination for business, and the City of Johns Creek is certainly a top contender!

Saia Launches Mobile Website: *Designed to Help Shippers Keep Pace in Today's Busy Work Environment*

Saia, Inc., a Johns Creek based company, is pleased to announce it has launched a mobile-friendly version of its Saia LTL Freight website.

"The future of the Internet is mobile as the public's preference for accessing and receiving information on-the-go continues to grow," said Vice President of Marketing and Customer Service Sally Buchholz. "With that in mind, we designed the new site so that customers can easily manage their supply chains from wherever they may be."

"Having a mobile web presence is vital for any company in today's marketplace," explained Buchholz. "Websites that have not been optimized for mobile browsing are often difficult to navigate and use. As such, they have a higher bounce rate, which reflects the importance of meeting consumer demand for mobile sites that work easily on small screens."

Saia launched a re-designed website as well as an app last year. This year, the company expects to invest over \$7 million in new technology. [Read more.](#)



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Johns Creek No. 2 on Forbes' List of Home Office Hot Spots

Normally small businesses have led the way during economic recoveries, but this time around they're not creating many jobs. Instead much of the growth we are now seeing is in "lone eagle" businesses, to borrow a phrase from Phil Burgess, often operating out of the worker's residence. This reverses the trend from 1960 to 1980, when there were steady reductions in the number of people who worked at home.

Despite all the talk of increased mass transit usage, the percentage of Americans working at home has grown 1.5 times faster over the past decade; there are now more telecommuters than people who take mass transit to work in 38 out of the 52 U.S. metropolitan areas with more than a million people, according to the results of the Census Bureau's 2012 American Community Survey.

The bulk of the leading work-at-home locales are tech-oriented suburbs or exurbs. These include several communities around the often traffic-clogged greater Atlanta area, including No. 2 Johns Creek (13.1%) and No. 6 Alpharetta (10.6%).

It would be a mistake to think cities with large home-based workforces are necessarily youthful ones. Nor are they all in large metropolitan areas. Although still slightly below the average for metropolitan areas, the pace of new telecommuter growth is now much faster outside the major metro areas.

More than 5 million Americans aged 55 or older run their own businesses or are otherwise self-employed, according to the Small Business Administration, and their numbers soared 52% from 2000 to 2007. As research from the Kauffmann Foundation suggests, many of these aging workers are not ready to hang up their work boots. This entrepreneurial push could correlate with the movement of aging boomers to more rural communities and outer suburbs. [Read more.](#)

Georgia Still a National Leader in Health IT

An industry magazine's list of top U.S. health care IT companies again shows a heavy Georgia presence.

Healthcare Informatics Magazine lists eight Georgia-based companies in its top 100 health IT companies in 2014, based on revenues from the previous year.

"The metro Atlanta region is recognized as the nation's health IT capital, consistently delivering some of the most innovative technologies in this sector," David Hartnett, interim senior vice president of economic development for the Metro Atlanta Chamber, said in a recent statement.

During the years 2008 through 2013, the state's health IT sector added 17.2 percent more technology workers, according to the Technology Association of Georgia.

"Georgia is at the forefront of the health information technology sector with more than 225 health IT companies based in the state," said Tino Mantella, TAG president and CEO.

The industry has boomed in Georgia thanks to a mix of homegrown companies and recruitment of out-of-state firms, as well as universities here creating new technologies, TAG told Georgia Health News last year. Other factors include Atlanta's large international airport and a friendly business and legislative climate, TAG said. [Read more.](#)

New Restaurants

u-topia Bar, is the newest neighborhood bar & restaurant located in the corner of the St. Ives Shopping Center at 10305 Medlock Bridge Rd. All of Chef Rudy Estrella's culinary creations are made from scratch including their Signature Cajun Gumbo, Oven Roasted Ribeye Philly, Vegetarian Cous Cous, and Jalapeno Coleslaw with one of their famous burgers such as the Black & Blue Burger. Additionally, u-topia will be featuring the FIFA 2014 World Cup matches.

Senor Patron expanded from Midtown Atlanta to its second location at 3005 Old Alabama Road, Suite 2000 (formerly the Chepe's location). Senor Patron has a dog friendly patio and is open for lunch and dinner with daily food and drink specials including their signature \$5.00 Patron shots.

A Peruvian & Latin infused rotisserie and taqairia, called **Oh Boy Rotisserie & Tacos**, has opened at 10995 State Bridge Rd. Oh Boy serves fresh fast food in a counter service style concept offering a kale salads, Peruvian rotisserie chicken, and varying taco combinations (including a chipotle-onion version) to name a few menu items. [Website or menu](#).

Another huge win for Johns Creek is **Café 101** located at 11950 Jones Bridge Road. Once located off Buford Highway in the quirky circular building, Café 101 decided to move to the burbs. Furthermore, they enticed Chef Liu out of retirement to create their dumplings and pastries. Soup dumplings, spicy fish filet, leek pie, and the salt & pepper pork chops are a few of the specialties. [Read more about Café 101](#).

Upcoming Events

What Small Business Structure is Right for You?

Thursday, June 19th at 2pm

A free webinar hosted by the Small Business Administration (SBA) & AARP focusing on whether sole proprietorship, LLC, non-profit, cooperative, corporation, or other structure is right for your business. Topics will include: an overview of different types of business structure; tax & legal implications of certain structures; and how to find local counseling to help you decide what business structure works for you. [Details](#).

Technology Talk: Social media and what your business can learn from Arby's success in 2014

Thursday, June 19th at 3 pm at the Atlanta Tech Village

Josh Martin, head of social media for Arby's, will talk about how Arby's has recently achieved unprecedented social media success (including the most retweeted brand tweet of all time) and how they have been able to build an engaged social platform on a surprisingly limited budget. [Details & registration](#).

What is a successful entrepreneur & how do you achieve it?

Thursday, June 26th from 9am – 4pm at the Metro Atlanta Chamber of Commerce

This full day event is designed to change the way you think about entrepreneurship. Chris Hanks and Jim Beach will show you that anyone can be a successful entrepreneur and how to do it. They will start by challenging your perception of what entrepreneurship really is. This one change gets you over the common hurdles that entrepreneurs face. [Details & registration](#).

BizTech 2014 featuring AirWatch by VMware

Thursday, June 26th from 6—9 pm at the Georgia Tech Research Institute

The Entrepreneurial Journey: From Georgia Tech to a Billion Dollar Acquisition

by guest speaker John Marshall, Vice President & General Manager of Airwatch by VMware. [Details & registration](#).



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