

Welcome to JAToday! • May 2008

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Who is Johnson & Associates?

If you're receiving this news brief for the first time, you're probably wondering who in the world is Johnson & Associates (J&A) and why am I receiving this information? We've been in operation since 1986 providing economic development, community development and executive search assistance on both a national and international level. Review our web site at www.jatoday.com and learn more about us and our products. And if you decide you don't want to receive any mailings ever again, just let us know and we'll **remove** your name immediately. But remember, if we remove your name, you won't be receiving notice of what may be the perfect position or program for you. If you are receiving duplicate e-mails, let us know which e-mail address you prefer we use. Keep JAToday coming! Please add us to your address book or approved sender list.



Exciting New Partnership

Johnson and Associates is very excited to announce our new Partnership with **Armillary, Inc.**, a small business with operating locations in Central Texas, Central Georgia, and Northern Virginia. Armillary provides visual communications through the use of still photos, virtual tours and spherical images. Several communities have already made use of this exciting technology to enhance their web sites with spherical images of a newly constructed dam, a visitor's center, a church, and part of a town square.

Spherical images are true 360 degree views of indoor or outdoor landmarks, businesses, schools, restaurants, available buildings and sites, and any other project that needs visibility for a community. They can be used to keep local residents informed about things in the community and for attracting new business investment and residents. Please visit www.armillaryinc.com to view some projects recently completed by the Armillary staff. Look at the examples and use your imagination for projects unique to your community!

Armillary is owned by **Jim Lair** of Virginia and **Chris Lair** of Georgia. Jim and Chris are catching the attention of well-respected economic developers all across the country with their innovative approach to marketing community and economic development assets. This is a fantastic way to set yourself apart from other communities that only have still photographs. Don't just show your prospects a photo of your community or available property...take them on a tour from their own desk!

If your community wants to enhance its image through your web site using this technology, or if you are just curious how it all works, please contact Armillary through their web site, www.armillaryinc.com, by email to jim@armillaryinc.com or by phone at one of the following areas:

Texas	512.293.0702
Georgia	770.845.3239
Virginia	703.966.7003

Call them before your competition does! Be sure to tell them you heard about it from J&A!



Variety of Uses of New Technology

The following Armillary, Inc. projects demonstrate how spherical imagery can help communities showcase a variety of local attractions for keeping existing residents or businesses up-to-date, and for providing potential investors or residents with a dynamic insight to each of these communities. Explore each of them through J&A's new partner, Armillary, Inc.

Visit www.armillaryinc.com today and see each of the projects described or simply click below to understand how this incredible tool could benefit you! Remember to move the mouse left and right as well as up and down for the total view. They are best seen with Quicktime Player, it's a free download from <http://www.apple.com/quicktime/download/>

Hickory Log Creek Dam – Canton, Georgia

The **Cherokee County Development Authority** recently provided access to the new dam located in Canton, Georgia, to Armillary Inc. Through the efforts of **Misti Martin, Executive Director**, Armillary created three spherical images of this important project for Cherokee and Cobb County residents. Beginning with an image from the spillway looking up, Armillary filmed the spillway, top of the dam, and behind the dam views. Now local

residents and businesses have the unique opportunity to see the completed project which has been restricted access. *What things would you like to show your local residents and business owners?*

<http://www.armillaryinc.com/panos/hickorylogcreekdam/hickorylogcreekdam1.html>

Woodstock Visitor's Center

Woodstock, Georgia is very proud of its Visitor's Center which is located in an old pharmacy that is more than 100 years old. As you look at the spherical image produced by Armillary, Inc., you can see several chairs in a half circle. These chairs belong to several elderly gentlemen who were friends of the owner of the pharmacy. After the owner passed away, his daughter gave each of them their own key to the building and each day they come early in the morning, open up the center, and leave when the workers arrive. **Billy Peppers, Executive Director of the Woodstock Downtown Development Authority** chose this as his first project with Armillary Inc. Check out the old bottles and look for an original unopened bottle of Coca Cola syrup in one of the cabinets. *What stories do you have to tell tourists?*

http://armillaryinc.com/panos/woodstock_ga/woodstockwelcomecenter.html

Georgetown, Texas Courthouse Square

Mark Thomas,CEcD, Director of Economic Development, chose to have several spherical images created of the Courthouse Square in Georgetown, Texas. His community recently earned the No. 2 spot in the entire country in Fortune Small Business Magazine's 100 Best Places to Live and Launch (learn more below!) He wanted to showcase the downtown area of Georgetown. Armillary developed the two sphericals of the square from different positions around the courthouse. This historic town in Central Texas offers a lot of charm and character for residents and businesses. Stroll around the square through the link. *How could you market your own downtown with this tool?*

<http://www.armillaryinc.com/panos/TX/georgetown/georgetownTX.html>

Pflugerville, Texas

A complimentary spherical image was prepared for the **Pflugerville First United Methodist Church**. They can now display their beautiful sanctuary on their web site for local resident members and for attracting new members to the church. The existing sanctuary seats 400 and is expandable to 600 by removing the back walls. This view also provides an opportunity for those planning weddings to see how this sanctuary could be used. The Pflugerville area, like many others in central Texas, is growing rapidly as is the church with plans for a new school building coming soon. *Do yourself a "Pflavor" and consider the possibilities for assets in your area!*

<http://www.armillaryinc.com/panos/pflugerville/pflugervillechurch.html>

All of these images are also at www.armillaryinc.com .

Call J&A Today if you are interested to learn more!

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Georgetown, Texas – No. 2 Place to Live and Launch!

Citing Georgetown's growing healthcare, life sciences, and technology sectors, **Fortune Small Business Magazine** picked Georgetown, Texas as the No. 2 spot in the U.S. in a recent list of 100 Best Places to Live and Launch. The ranking is featured in the April 2008 issue.

Among the 100 cities chosen, Georgetown was the only city to get a perfect score of 100 in the "launch" category, which is an assessment of factors related to starting a business. Georgetown's "up-and-coming business scene" is thriving, according to the article, due to a business climate with low utility rates, low property tax rates, regional business-development efforts, and a planned convention center.

Lifestyle factors such as parks, cultural offerings, festivals, low crime rate, and the natural beauty of the area also helped Georgetown achieve the No. 2 rank. "Georgetown's biggest asset turned out to be the historic Victorian-era buildings around the downtown square," the article observes.

The ranking follows recognition last fall when the city was rated the No. 1 place to retire in the U.S. in the seventh edition of **Retirement Places Rated**, a Frommer's publication.

To see the Fortune Small Business feature 100 Best Places to Live and Launch online, go to:

www.money.cnn.com/magazines/fsb/bestplaces/2008.

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HRGroup Partnership

Your team is in place and functioning effectively? Now you want to take it to the Next Level?

Building a High Performance Team

People are the greatest asset of any organization and the team approach maximizes the effectiveness of people in order to increase performance.

When working as a team, people become part of the solution...instead of part of the problem!

At *Building a High Performance Team Workshops*, participants gain an understanding of their own work style and the develop an appreciation of the styles of others.

"This Team Building effort, based on our personalize Management-Staff Reports, was an entirely positive experience for our organization...To the bottom line, I believe that it has been valuable in making us become a more effective team."

-President/CEO, Large Regional Power Company

"The DiSC- based Management-Staff Report has practical applications on a daily basis and the Teambuilding Workshop was FUN! When I am dealing with a challenging situation, I use this communication advice to ensure that I am expressing my ideas in a fashion that will be readily understood."

-Director, American Express Business Travel

Ted Szaniawski stands ready to tell you more! Call or email Ted at HRGroup to schedule a presentation on Building a High Performance Team.

Phone: 480.753.6188
Email: ted@hrgrouponline.com
Web: www.hrgrouponline.com

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**Nacogdoches (TX) Economic Development Corporation  
President Update**

**POSITION:** PRESIDENT  
**ORGANIZATION:** Nacogdoches (TX) Economic Development Corporation

We received many qualified applicants for the Nacogdoches, Texas EDC President position and are in the process of completing the interviews now. Stay tuned for an announcement next month!

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Upcoming Events

**Southern Economic Development Council (SEDC) 2008 Summer Seminar, July 9-11, 2008 in Orlando/Kissimmee, Florida
Gaylord Palms Resort and Convention Center**

SEDC is planning their Summer Seminar with a theme of **"Improving Self, Organization and Community."** This two day seminar will be held at the Gaylord Palms Resort and Convention Center. Plan to attend this mid-year meeting and hear the latest trends and tips for improving your personal, organizational and community performance. And, a separate one-day track will be offered providing attendees a better understanding of economic development finance issues delivered by the Council of Development Finance Agencies.

Chloe is a panelist for the session entitled **"Trends in Hiring Economic Development Professionals."** This particular session is scheduled to be on Wednesday, July 9th from 2:30- 3:30 PM.

Make plans now to attend this relevant and timely Summer Seminar. Every organization can benefit from attending! More information and registration at www.sedc.org or call SEDC at 404/523-3030 or 800-969-7432.

We'll see you there!

Business Retention & Expansion International (BREI) will hold its 15th **Annual Conference** in Wichita, Kansas June 2-6, 2008. This year's theme is "Pioneering the Future"

BREI is a non-profit association of economic development professionals who work to advance business retention and expansion as an economic development strategy. BREI facilitates scientific research, instruction, publications, meetings, and other activities designed to advance and disseminate knowledge in retaining and expanding existing businesses in a given region.

Who attends? Hundreds representing various private and public organizations, universities, private consultants, utilities, and economic development practitioners from local, provincial, state, and national governments.

Register today at www.brei.org

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**Executive Recruitment**

At J&A, we specialize in executive placement services for City Managers, Professional Chamber Executives and Economic Development Professionals. Our network is worldwide and our strong reputation helps fuel our repeat customer base.

Executive Recruitment has been the foundation of our business at J&A and we find ways to improve the process a bit every year. We go to great lengths to identify qualified applicants for your position, screen them for your selected criteria, present you with ideal candidates, and orchestrate the interview process to meet your needs. At J&A, we recognize every client has different needs and we tailor our services to exceed your expectations. You can see from our website at [www.jatoday.com](http://www.jatoday.com) the testimonials from happy clients. Call J&A today to learn about our unique process and very affordable rates.

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**Johnson & Associates, A Full Service  
Community Economic Development Provider  
We deal in futures ..... yours!**

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