

Old National Merchants Association



Breaking New Ground

Progress Report

2010-2011

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Our People & Purpose

Boards of Directors

2010

Don Winbush, President, Winbush Editorial Services, Inc.
Bill Rasul, Vice President, McDonald's
Dionne Christopher, Secretary, American Cancer Society
Janita Green, Treasurer, Greener Solutions Accounting and Tax Services
Paulette Thweatt, Chair, Membership & Member Services Comm., Thweatt's Originals
Sigle Winbush, Chair, Image & Perception Comm., Atlanta Ballet
Donna Austin, Bethune Elementary School
Carmen Ferguson, Ponderosa Neighborhood Association
Vicki Hawkins, Georgia International Convention Center
Don Jennings, Associated Business Systems
Woody Johnson, Southeast Properties
Minister Avis Kimpson/Janelle Watkins, World Changers Church International
Don Miller, Quality Hotel & Conference Center
Leneva Morgan, Georgia Power Company
Mike Simpson, Print Graphics Services
Walter Vinson, Hartsfield-Jackson Atlanta International Airport
Juliette Warren, SunTrust Bank

2011

Don Winbush, President, Winbush Editorial Services, Inc.
Dionne Christopher, Vice President, American Cancer Society
Marva Bryan, Treasurer, Development Authority of Fulton County
Paulette Thweatt, Chair, Membership & Member Services Comm., Thweatt's Originals
Sigle Winbush, Chair, Image & Perception Comm., Atlanta Ballet
David Andes, Newburger-Andes Real Estate Investments
Carmen Ferguson, Ponderosa Neighborhood Association
Matrell Hawkins, Wyndham Garden Hotel
Woody Johnson, Southeast Properties
Warren Jones, Ever-Redi Exterminating
Chaieun Lee, World Fashion Beauty Supply
Kevin Smith, World Changers Church International
Juliette Warren, SunTrust Bank
James Williams, Williams Paint Recycling Company

MISSION

Provide leadership and service that . . .

- **Improve** the environment and culture for business
- **Promote** business success and sustainability
- **Guide** development of the Old National Corridor

VISION

Old National Merchants Association teams with others to create a thriving commercial district that supports quality business and economic development and expresses community pride and vitality.

President's Salute

Greetings, ONMA Members and Supporters:

Congratulations to all who stood with us and for us to make 2010 and 2011 two exceptional years for the Old National Merchants Association.

Thanks to you, ONMA continued to generate positive change for a retail corridor that has a rich history, a compelling story to tell, and a distinctively bright future.

I offer special tribute to ONMA Boards of Directors for a wonderfully productive period. To those who invested in ONMA through memberships and by hands-on support (where it counts most), please know that we are grateful beyond words.

Our vision is to make Old National an increasingly brilliant beacon of opportunity and community pride.

I am pleased to present this progress report, which highlights accomplishments and initiatives—many of them brand new—that made 2010 and 2011 so incredibly dynamic for both ONMA and the Old National corridor.

Just look at what we achieved—together!

Stay with us, please, as we build on these accomplishments. With your help, Old National's continued revitalization is assured.

Sincerely,
Don Winbush
President (2010- 2011)

Breaking New Ground

2010-2011 In Review

We expanded ONMA member benefits and gathered excitedly to snip shiny ribbons at business grand openings. We teamed with community organizations on beautification projects.

A 2010 Board of Directors spring retreat—**hosted by Georgia Power Co.**—kicked off an organizational reassessment. Later the Board adopted revised bylaws and condensed mission and vision statements (featured in this report). The new mission and vision express ONMA’s purpose more concisely. They also sharpen our focus, ensuring that our ambitions align with the organization’s core goals.

Bright smiles highlighted ONMA’s participation in Atlanta Celebrates Photography. **College Park City Council** adopted a proclamation saluting Old National’s events, providing a priceless photo-op for students from partner school, **Bethune Elementary**.

Monthly membership meetings centered on two central themes: connecting businesses to resources that can improve their profitability and sustainability; and rallying broad support for enhancing Old National’s climate for business.

ONMA also tangibly touched its neighbors—from partnering with **Banneker and Tri-Cities** high schools to joining corridor cleanups with **Old National Area Residents United (ONARU)**.

In 2010, the **College Park Business and Industrial Development Authority (BIDA)** named ONMA business **Organization of the Year**.

Late in 2011, a small group of community residents was invited to meet with **Wal-Mart** Store #3401 management team led by Sid Kebbay in a focus-group session. It was a harbinger of future business-community forums that will benefit us all.

Topping off the period, ONMA joined **Heritage Creek Development, LLC** and **Inland Atlantic Development Corp.** on a blustery December morning for the Grand Opening of Phase 1 of **Old National Market Place**. We worked closely with the developers in recent years to help usher to fruition one of the very few retail developments anywhere to be birthed during the extended economic downturn.

ONMA Monthly Membership Meetings At a Glance

January

Creating a Safer Old National/Bob Carter, Iron Sky (2010)
Get Organized . . . Think Clearly/Productivity Expert Peggy Duncan (2011)

February

Doing Business With Government/Brian Jones, FC, Charles Hunter, CP ('10)
Transportation Investment Act/Roussan Francois, FC ('11)

March

We'll Show You the Money/Eugene Merriday, Eco Dev Corp. FC ('10)
Marketing in the Digital Age/Lee Judge, Judge Media & Technology ('11)

April

Old National Mystery Shopper Report/Barkley Russell, Wanda Edwards ('10)
Focus on ONMA: Our Purpose, Our Plans, Our Appreciation ('11)

May

Fulton County Commission Chairman John H. Eaves ('10)
Making the Grade: Restaurant Inspection Scores/Edna Stigger, FC Public Health ('11)

June

Salute South Fulton High Schools' Valedictorians & Salutatorians (2010-'11)

July

Red Carpet Welcome to New Businesses/William E. Johnson, CP (2010-'11)

August

Counseling for Old National's Small Businesses/Verona Eaton, SCORE ('10)
Incorporating Social Media in Your Marketing/Various Businesses ('11)

September

Fulton County District 7 Commissioner William "Bill" Edwards ('10)
SPLOST IV Referendum/Fulton County Schools ('11)

October

Truancy Reduction Intervention Project (T.R.I.P.)/Beverly Ferguson ('10)
Better Business Decisions Through Research/Gwen Hanks, Univ. Georgia ('11)

November

Business Safety for the Holidays/Cpl. S. McCrary, CP ('10)
Welcome, Old National Market Place/John DiGiovanni, Wayne Kendall ('11)

December

Merchants Holiday Mixer/Toys for Tots (2010-'11)

Fulfilling the ONMA Mission

The Old National Merchants Association provides **leadership and service in three areas** that directly affect the Old National corridor. Here are ONMA program highlights for 2010-'11 and how they related to the three pillars of ONMA's mission.

• Improve the environment and culture for business

Is the Old National corridor clean? Safe? Welcoming? Attractive? Motivated by a collective sense of pride and ownership of the corridor ONMA sought to effect "yes" answers through monthly meetings, public initiatives and collaborative activities.

Our actions included:

- Created the Clean & Green Crew to partner with others on aesthetics goals
- Hosted Old National Celebrates Photography for 2nd and 3rd consecutive years
- Lobbied Fulton County for a public safety Camera Surveillance Program
- Participated in Fulton County's Truancy Reduction Intervention Project (T.R.I. P.)
- Maintained Old National Landscape Project at I-285
- Organized a "Business Safety for the Holidays" presentation
- Joined corridor cleanups and participated in GDOT Adopt-a-Highway program
- Provided scholarships to south Fulton high school valedictorians and salutatorians
- Collaborated with police and code enforcement departments, CP and FC

Fulfilling the ONMA Mission (continued)

- ***Promote business success and sustainability***

At the core of ONMA's mission is the imperative to help businesses flourish long-term. Among other things, our membership meetings provided a forum to network; to exchange ideas and best practices; to meet government representatives; to connect with support resources; and to foster camaraderie and community.

Our actions included:

- Featured speaker Verona Eaton, SCORE, counselors to America's small businesses
- Arranged a presentation from the Georgia Work Ready program
- Featured "Doing Business With Government" with FC and CP representatives
- Hosted a presentation on business financing opportunities with the Economic Development Corporation of Fulton County
- Rolled out a red carpet welcome to new businesses on the corridor
- Offered Spotlight Business opportunities for ONMA members at monthly meetings
- Supported new-business grand openings and other special events
- Collaborated with Wal-Mart store # 3401 on a consumer focus group session

Fulfilling the ONMA Mission (continued)

- ***Guide development of the Old National Corridor***

Influencing how the Old National corridor looks, feels and trends in its development is key to ONMA's mission. Issues of architecture, landscaping, lighting, building colors and materials, property upkeep—even the diversity of businesses—directly affect the corridor's character, curb appeal and stability, and inform our actions.

Our actions included:

- Addressed planning, zoning and code enforcement issues with local governments
- Took positions on zoning petitions filed by developers and property owners
- Launched Economic Development Task Force to proactively market Old National
- Participated at International Council of Shopping Centers conferences

ONMA Financials

December 31, 2011

ASSETS

Current Assets

Regular Checking Account	\$47.18
Wachovia Anniversary Gala	3,417.54
Bus Shelter	15.00
Wachovia SB MM	201.48

Total Current Assets	3,681.20
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Total Assets	\$3,681.20
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LIABILITIES AND CAPITAL

Total Liabilities	0.00
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Capital

Retained Earnings	\$5,282.76
Net Income	(1,601.56)

Total Capital	3,681.20
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Total Liabilities & Capital	\$3,681.20
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Submitted by Marva Bryan, ONMA Treasurer

Special Thanks to Our Partners

The collaborative spirit of our government, civic and community partners contributed immeasurably to the success of the Old National Merchants Association. We gratefully acknowledge their timely reports, votes of confidence, financial support and event support.

Business and Industrial Development Authority of College Park City of College Park

Office of the Mayor, Jack Longino
City Council
Office of Councilman Tracey Wyatt
Office of Councilman Joe Carn
City Manager's Office
Economic Development
Code Enforcement
Police Department
Fire Department
Planning Department
Public Information Office
Public Works Department

Development Authority of Fulton County

Fulton County Government

Board of Commissioners
Office of District 7 Commissioner William "Bill" Edwards
Environment and Community Development
Public Works
Police Department
Code Enforcement
Fire Department
Office of the District Attorney

Fulton County Schools

Banneker High School
Bethune Elementary School
Heritage Elementary School
Tri-Cities High School

Georgia Department of Transportation

Georgia State Legislature

Office of 35th District Sen. Donzella James
Office of District 66 Rep. Virgil Fludd

Hartsfield-Jackson Atlanta International Airport

MARTA

Old National Area Residents United

Old National Community Alliance

Old National Area Faith Community

SCORE

Southeast Properties

South Fulton Chamber of Commerce

Toys for Tots

Wells Fargo Foundation

Wyndham Garden Hotel

Old National Merchants Association

5495 Old National Highway, Suite B-4
Atlanta, GA 30349

onma1989@gmail.com

Website: www.onma.us



ONMA 1989

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