Lights, Camera, **Education**!

GSBAtv is keeping it real. What goes on at the conference is not meant to stay at the conference. View highlights and interviews at [youtube.com/georgiaschoolboards](http://youtube.com/georgiaschoolboards)

**What's Inside:** GSBA Wins Business Award • Exhibitors and Other Supporters • Marketing with Mascots
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GSBA received the 2017 Pinnacle Small Business Award of the Year in the non-profit category during a luncheon hosted by the Gwinnett Chamber of Commerce in October. Simply being a finalist among others who are doing great work in our community was an honor. The GSBA Board of Directors and staff were recognized for passionately serving the association’s members to improve the educational opportunities for Georgia’s 1.7 million public education students.

The companies and organizations that appear in this new publication have also shown their support for GSBA. There has always been a natural connection between the education and business sectors in the preparation of students for adult life, right? Such partnerships were discussed this summer on GSBAtv when Michael Dunham, CEO of the Associated General Contractors of Georgia, and Armando Garcia, Senior Vice-President of YouScience, LLC discussed how their organizations work with schools to help students identify in-demand jobs and careers that suit their aptitude. In a separate GSBAtv interview, Carrol County Superintendent Scott Cowart talked about how Southwire stepped forward to help the school district improve its graduation rate. We would like to hear more stories about great connections and great partnerships with businesses. Watch and comment on these interviews and more on YouTube: youtube.com/georgiaschoolboards.
Exhibits

Renaissance Atlanta Waverly Hotel & Convention Center
2450 Galleria Pkwy
Atlanta, GA 30339

Exhibit Area – Garden Court
November 30, 2017: 9:30 a.m. – 5:30 p.m.
December 1, 2017: 7:00 a.m. – 2:15 p.m.
<table>
<thead>
<tr>
<th>No.</th>
<th>Exhibitor Name</th>
<th>Booth Number</th>
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<tbody>
<tr>
<td>1</td>
<td>Altman + Barrett Architects</td>
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<td>PowerSchool</td>
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<td>Sheridan Construction</td>
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<td>Interquest Detection Canines of Georgia</td>
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<td>Terrazzo Promotion Comm.</td>
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<td>Tectum, Inc.</td>
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<td>8</td>
<td>James W Buckley &amp; Assoc.</td>
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<td>Hecht Burdeshaw Architects</td>
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<td>Kimco Facility Services</td>
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<td>Carroll Daniel Construction</td>
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<td>Mallory &amp; Evans Service</td>
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<td>37</td>
<td>YouScience, LLC</td>
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<tr>
<td>38</td>
<td>R.K. Redding Construction, Inc.</td>
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</tr>
<tr>
<td>39</td>
<td>Joe Burton Company</td>
<td></td>
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</tbody>
</table>

*Exhibitor Listing by Booth Number*
<table>
<thead>
<tr>
<th>Exhibitor Name</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABM Education Services</td>
<td>Randy Gehman, 404.333.9041, <a href="mailto:randy.gehman@abm.com">randy.gehman@abm.com</a>, abm.com</td>
</tr>
<tr>
<td>ADDO</td>
<td>Elizabeth Jay, 404.902.5548, <a href="mailto:elizabeth@addo.is">elizabeth@addo.is</a>, TheVoyageForSchools.com</td>
</tr>
<tr>
<td>ALERTPOINT</td>
<td>Paul Sanfilippo, 404.569.4134, Pauls&gt;alertpoint.com, edcoeducation.com</td>
</tr>
<tr>
<td>Altman + Barrett Architects</td>
<td>Leah Finklang, 229.585.9018, <a href="mailto:lfinklang@altmanbarrettarchitects.com">lfinklang@altmanbarrettarchitects.com</a>, altmanbarrettarchitects.com</td>
</tr>
<tr>
<td>American Fidelity Assurance</td>
<td>James Jackson, 800.639.0850, <a href="mailto:james.jackson@americanfidelity.com">james.jackson@americanfidelity.com</a>, americanfidelity.com</td>
</tr>
<tr>
<td>Audio Enhancement</td>
<td>Brent Coleman, 678.333.4183, <a href="mailto:brent.coleman@audioenhancement.com">brent.coleman@audioenhancement.com</a>, AudioEnhancement.com</td>
</tr>
<tr>
<td>Authors Corner</td>
<td>Pop Up Book Store/Various Authors</td>
</tr>
<tr>
<td>BMS CAT</td>
<td>Amanda Daniels, 678.231.5024, <a href="mailto:adaniels@bmsmanagement.com">adaniels@bmsmanagement.com</a>, bmscat.com</td>
</tr>
<tr>
<td>Boiler Supply Company</td>
<td>Eric Anderson, 865.388.3247, <a href="mailto:eanderson@boisco.com">eanderson@boisco.com</a>, boisco.com</td>
</tr>
<tr>
<td>Breaux &amp; Associates</td>
<td>Doug Breaux, 678.585.4508, <a href="mailto:dbreaux@bxarch.com">dbreaux@bxarch.com</a>, BXArch.com</td>
</tr>
<tr>
<td>Campus Benefits</td>
<td>Steven Johnson, 678.990.3694, <a href="mailto:SJohnson@campusbenefits.com">SJohnson@campusbenefits.com</a>, campusbenfits.com</td>
</tr>
<tr>
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<td>Melissa Cantrell, 770.616.8353, <a href="mailto:melissa.cantrell@cdhpartners.com">melissa.cantrell@cdhpartners.com</a>, cdhpartners.com</td>
</tr>
<tr>
<td>Classworks</td>
<td>Todd Williford, 912.536.9648, <a href="mailto:Twilliford@classworks.com">Twilliford@classworks.com</a>, classworks.com</td>
</tr>
<tr>
<td>ClearGov</td>
<td>Lena Pelekoudas, 781.535.2928, <a href="mailto:lena@cleargov.com">lena@cleargov.com</a>, cleargov.com</td>
</tr>
<tr>
<td>Compass Group - SSC &amp; Chartwells</td>
<td>Chartwells K-12 Dining Services: Lisa Ramos, 407.773.3765, <a href="mailto:Lisa.Ramos@compass-usa.com">Lisa.Ramos@compass-usa.com</a>; SSC K-12facility Services: Jim Hagenburger, 803.665.3182, <a href="mailto:Tim.Hagenburger@compass-usa.com">Tim.Hagenburger@compass-usa.com</a> ssccserv.com</td>
</tr>
<tr>
<td>Dukes, Edwards &amp; Dukes</td>
<td>Vanessa Williams 229.883.8537, <a href="mailto:vanessa.williams@dukesedwardsdukes.com">vanessa.williams@dukesedwardsdukes.com</a>, dukesedwardsdukes.com</td>
</tr>
<tr>
<td>Enovative Technologies</td>
<td>Chelsea Nichols, 800.742.5129, <a href="mailto:info@enovativetech.com">info@enovativetech.com</a>, epulsemassage.com</td>
</tr>
<tr>
<td>ESS/Source4Teachers</td>
<td>Liz Strunk, 704.770.6719, <a href="mailto:LStrunk@ESS.com">LStrunk@ESS.com</a>, ess.com</td>
</tr>
<tr>
<td>FEV Tutor</td>
<td>Pamela Drescher, <a href="mailto:pamela.d@fevtutor.com">pamela.d@fevtutor.com</a>, 770.539.0901, fevtutor.com</td>
</tr>
<tr>
<td>Georgia Campaign for Adolescent Power and Potential</td>
<td>Bobby Brewington, 404.316.9500, <a href="mailto:Bobby@gcapp.org">Bobby@gcapp.org</a>, gcapp.org</td>
</tr>
<tr>
<td>Georgia Music Educators Assoc.</td>
<td>Cecil Wilder, 678.289.9299, <a href="mailto:cecilw@gmea.org">cecilw@gmea.org</a>, gmea.org</td>
</tr>
<tr>
<td>Georgia Parent Teacher Association</td>
<td>Tye Barnett, 404.659.0214, <a href="mailto:tye@georgiapta.org">tye@georgiapta.org</a>, georgiapta.org</td>
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</table>
Georgia Power Energy Services (20)
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Georgia Propane Gas Association (70)
Bill Moore, 229-389-8743; billmoore@congerlpgas.com, congerlpgas.com

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Georgia School Boards Association (30)
Charlie Rigby (Simbli), 770.822.3626, crigby@eboardsolutions.com; Cliff Cole (Risk Management Services), 770.995.4370, ccole@gsba.com

Goodwyn Mills & Cawood, Inc. (63)
Amy Bell, 770.919.5038, amy.bell@gmcnetwork.com,

GSBAtv - Spark Stage (64-65)
Justin Pauly, 770.962.6856, jpauly@gsba.com, gsba.com

Hogan Construction Group (50)
Robert Cofer, 404.414.2249, rcofer@hoganconstructiongroup.com, hoganconstructiongroup.com

Interquest Detection Canines of Georgia (4)
Ashley Marratt, 404.891.1432, amarratt@interquestga.com, interquestk9.com

James W Buckley & Assoc. (8)
Amy Toler, 912.447.1080, apt@jwbuckley.com, jwbuckley.com

GMEA Student Performances (81) - Student groups perform for your pleasure.

<table>
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<tr>
<th>Date</th>
<th>Time</th>
<th>Performance</th>
<th>Performer(s)</th>
<th>School</th>
<th>County</th>
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</thead>
<tbody>
<tr>
<td>11/30</td>
<td>9:45 A.M. - 10:00 A.M.</td>
<td>Rockdale County High School Flute Quartet</td>
<td>R. Kevin Brown &amp; John L. Williams</td>
<td>Rockdale County High School</td>
<td>Rockdale County</td>
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<tr>
<td>11/30</td>
<td>12:00 P.M. - 12:15 P.M.</td>
<td>Creekview Girls Trio</td>
<td>Scott L. Martin</td>
<td>Creekview High School</td>
<td>Cherokee County</td>
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<td>11/30</td>
<td>12:30 P.M. - 12:45 P.M.</td>
<td>Ware County HS Saxophone Quartet</td>
<td>Albert Bussey</td>
<td>Ware Co High School</td>
<td>Ware County</td>
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<td>11/30</td>
<td>2:15 P.M. - 2:30 P.M.</td>
<td>East Jackson HS Men's Quartet</td>
<td>Todd Chandler</td>
<td>East Jackson High School</td>
<td>Jackson County</td>
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<tr>
<td>11/30</td>
<td>4:00 P.M. - 4:45 P.M.</td>
<td>Saxophone Ensemble</td>
<td>Zachary Bradley</td>
<td>Evans High School</td>
<td>Columbia County</td>
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<tr>
<td>12/01</td>
<td>9:15 A.M. - 10:00 A.M.</td>
<td>Drew High School Guitar Quartet</td>
<td>Jennifer Bain</td>
<td>Drew High School</td>
<td>Clayton County</td>
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<td>12/01</td>
<td>11:45 A.M. - 12:00 P.M.</td>
<td>Hightower Trail Midle School Girls's ensemble</td>
<td>Suzanne Logue</td>
<td>Hightower Trail Middle School</td>
<td>Cobb County</td>
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<td>12/01</td>
<td>12:30 P.M. - 12:45 P.M.</td>
<td>Hull MS Chamber Ensemble (Ballroom)</td>
<td>Amanda McClellan</td>
<td>Hull Middle School</td>
<td>Gwinnett County</td>
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<td>12/01</td>
<td>12:30 P.M. - 12:45 P.M.</td>
<td>Hull MS Quartet Ensemble</td>
<td>Amanda McClellan</td>
<td>Hull Middle School</td>
<td>Gwinnett County</td>
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<tr>
<td>12/01</td>
<td>1:50 P.M. - 2:05 P.M.</td>
<td>Hillgrove Woodwind Quintet</td>
<td>Patrick Erwin</td>
<td>Hillgrove High School</td>
<td>Cobb County</td>
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</table>

Connections Magazine | A Guide to Supporters of Public Education | Pg. 06
JCI Contractors (31)
Jack Loyd, 229.985.4444, jloyd@jcicontractors.com, jcicontractors.com

Joe Burton Company (49)
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Musco Sports Lighting (73)
Jeremy Jordan – 678.428.7700, jeremy.jordan@musco.com

Oh, Snap! (10)
Take your selfie and group photo here!

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PowerSchool (2)
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Precision Turf, LLC (25)
William Pronevitch, 470.686.1921, bill@pturf.com, pturf.com

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SES (56)
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SFE - Southwest Foodservice Excellence (59)
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Sheridan Construction (3)
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SmithfieldSchoolapp.com (82)
Pat Barry, 513.813.0245, Pat@moblworks.com, SmithfieldSchoolapp.com

Social Issues Affecting Our Children (80)
A thought provoking display by GSBA

Sodexo School Services (51)
Chas Harris, 901.846.8316, chas.harris@sodexo.com, sodexoUSA.com

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Marketing with Mascots

Businesses, schools, sports teams, and even military units use mascots for a common public identity, a fanatical spirit, and a morale boost. Mascots evoke emotion and are memorable. Most students will remember their school mascot’s name even if they forget their homework.

In business, mascots are brand enthusiasts that communicate a complex message to increase awareness and turn inspired fans into customers. Marketers at Simbli by eBOARDsolutions created a mascot appropriately named “C4” to personify Simbli’s ‘Core Four’ integrated modules that help boards maximize productivity, bringing together meetings, planning, policies, and evaluations into one, easy to use board management software solution. Now, that’s really a mouthful to say but C4 communicates extremely well without a mouth!

In future issues of Connections, we will explore how mascots make a difference in our world, in our schools and businesses. Send your pictures and stories to pharrison@gsba.com with the Subject: Mascot.
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