

MANUFACTURING SUCCESS IN GEORGIA

An Illustrated History



Celebrating Enterprise and Growth in Georgia

MANUFACTURING SUCCESS IN GEORGIA: *An Illustrated History* is a significant new, illustrated “coffee table” history book commissioned by the Georgia Manufacturing Alliance as a unique view of our state’s past and present as it looks toward a bright future.

THE AUTHORS

MANUFACTURING SUCCESS IN GEORGIA: *An Illustrated History* is a large-format, heavily illustrated volume being written in a collaborative effort by Jason Moss and Diane Dent-Wilcox.

Jason Moss is well known in Georgia Manufacturing circles as the founder and CEO of Georgia Manufacturing Alliance (GMA). Mr. Moss founded the organization in 2008 with a mission to help connect, educate, and promote the manufacturing community throughout the state of Georgia. In 2019 over 3,500 industry leaders attended the 120 events hosted by GMA. The *Georgia Manufacturing Directory*, Georgia Manufacturing Summit, BuyFromGA.com and *Georgia Manufacturing Calendar* are additional resources produced by GMA.

Diane Dent Wilcox is a professor of English at Georgia Military College in Eastman. She has written several books related to Georgia history. Her latest book, *Planes, Trains & Heroes: A Story of Warner Robins and the Robins Region*: a book about Warner Robins' history was published in 2020.

THE MANUSCRIPT

Georgia is one of America’s great hubs for manufacturing success. The state has 10,000 manufacturing facilities, which employ nearly 440,000 Georgians. Manufacturing generates almost 10% of the state’s economy, and there is a powerful story behind the booming manufacturing industry in Georgia.

Manufacturing has been a part of Georgia history since its early days when settlers began farming the rich Georgia soil. Cotton led the way to a booming agricultural economy and the invention of the cotton gin by Eli Whitney made the boom even bigger. Modern day Lummus, based in Savannah, is the leading full-line supplier of machinery and replacement parts for the cotton ginning industry. The production of cotton has led to Georgia being the world’s leader in carpet and textiles.

MANUFACTURING SUCCESS IN GEORGIA will tell the amazing story of how a manufacturing segment, rooted in agriculture, has evolved and touched every industry, from food and beverage (Coca Cola and Chick-Fil-A), to aerospace (Lockheed Martin, Gulfstream, and Thrush Aircraft), to automotive (KIA, Erdrich, and Mando) to pulp and paper (Georgia Pacific, International Paper, and KaMin) and many other manufacturing market segments.

Georgia’s governors and legislators have been great promoters of manufacturing, as shown by Georgia being the number one state to do business for six years in a row. A strong manufacturing workforce is also bolstered by manufacturing curriculum at Georgia Tech, The University of Georgia and at the 22 technical colleges located across the state. Georgia has many natural assets that make it the ideal location for a manufacturing hub. Among these are the location of the world’s busiest airport, the number 3 state for rail accessibility, interstate highways that link Georgia to 80% of the nation in two days or less, and the Port of Savannah, which is the largest single container terminal in North America.

But the people of Georgia are the biggest manufacturing asset. Living in the heart of the Bible Belt, Georgians combine a strong work ethic, with creative ingenuity, and a welcoming spirit to create a robust manufacturing community. These facts, and more, will be captured in **MANUFACTURING SUCCESS IN GEORGIA**.

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MANUFACTURING SUCCESS IN GEORGIA: AN ILLUSTRATED HISTORY IS IMPORTANT TO YOUR BUSINESS

YOUR STORY

- Your story, written to your specifications by a professional profile writer.
- Your story incorporated along with other outstanding businesses, supporting industries, and institutions in the manufacturing sector.
- Your story featured as part of a prestigious state history book.

BENEFITS

- Never thrown away, unlike traditional print media.
- Your profile will be read and re-read for decades to come.
- Books, with your profile, will be in public and school libraries as well as in waiting rooms of many professionals.
- Books will be sold through retail bookstores and online at Amazon.com.
- Placed into the hands of top executives and other community leaders.
- Can be a tribute to a founder.
- A legacy for future generations.
- Participation dramatically shows your active role in industry leadership.
- Helps to promote economic and cultural development.
- A “soft marketing” piece that can be used as a gift for employees, customers, investors, and others.

**More than 40,000 people will see and read
*MANUFACTURING SUCCESS IN GEORGIA.***

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ABOUT YOUR PROFILE

Your profile is the story of your company, organization, or family. We will have a professional profile writer create your story. It can be told best if our writer can obtain specific information. To save you time during the interview, it may be helpful to start gathering information now.

With a story, your historical background will add interest and tie into the theme of *MANUFACTURING SUCCESS IN GEORGIA*. Some areas to consider:

CORPORATIONS

- The background & history of the company
- Product development
- The future of the company
- Corporate vision & trends
- Company and employee community outreach

ORGANIZATIONS & FOUNDATIONS

- Why & how the organization was founded
- The organization’s mission
- The organization’s fundraising projects
- Volunteers and supporters
- The organization’s future efforts

FAMILIES & INDIVIDUALS

- A tribute to a family member, patriarch or matriarch
- Notable family accomplishments
- The family tree
- Family causes and activities
- The future

Your contributions are welcome. Please use these suggestions as a general guideline of the kind of information suggested for your business profile. You also may do some “brainstorming” prior to communicating with the writer. And, remember, you have complete editorial control of your story.

YOUR STORY, YOUR WAY.

PHOTOGRAPHS

TELL YOUR STORY IN COLOR!

Appropriate photographs can enhance your business profile.

Photographic Sources

High-quality digital images are the preferred photographic medium for reproduction.

Photo Credits

Credit will be given for any photograph which is used. All materials will be returned upon publication.

Photo Guidelines

You are permitted to have two images per page. Please have these materials ready and identified with captions and labeled with your company’s name and address. Thank you for your assistance—photographs will greatly contribute to your section of the book.

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BUSINESS HISTORICAL PROFILE INFORMATION

Our state's most respected and diverse companies and support organizations are invited to participate in an exciting new publication entitled *MANUFACTURING SUCCESS IN GEORGIA*. This publication will chronicle our manufacturing sector's history and strong entrepreneurial spirit.

In addition, this 9" X 12" "coffee table" book will feature History/Profiles of top companies, organizations, and families. As a participant, your company, organization, or family will be recognized as one of the economic and civic leaders in our industry.

Publication target: Fourth Quarter 2020*

Projected number of copies: 1st Edition - 4,000

Future printings: As required

Distribution and Readership:	Georgia Manufacturing Alliance	Economic Development Agencies
	City Government Offices	Historical Societies and Museums
	State Government Offices	Real Estate Offices
	Bookstores and Amazon.com	School and Public Libraries
	Visiting Business and Political Dignitaries	Chambers of Commerce
	Available online in an eBook format	

MANUFACTURING SUCCESS IN GEORGIA will be the first book in the "Industrial Heritage" Series of books to be marketed nationally.

"SHARING THE HERITAGE" HISTORY/PROFILE SELECTION

Qualifications: Participation is by invitation only, subject to immediate reservation.

	<u>Before July 31, 2020</u>	<u>After July 31, 2020</u>
Profile Rates: One page	\$2,550	\$3,185
2-page spread	4,665	5,830
Three pages	6,735	8,420
4-page layout	8,315	10,395
6-page layout	11,475	14,110

Four- and six-page layout includes logo placement on the back cover.

Photographs: Includes two photos per page and production.

Profile Production: Profile written to your specifications. Proof provided prior to publication.

*Delivery date will be set upon manuscript completion.

A publication of the Georgia Manufacturing Alliance.

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ORDERING BOOKS

The publisher will not stock or warehouse these books for reorders, so please order the needed quantity now.

- (1) By ordering your books now, at pre-publication prices, you can save 10% to 50% off the bookstore retail price of \$49.95. **ORDERS RECEIVED AFTER PUBLICATION WILL BE BILLED AT FULL RETAIL PRICE.**
- (2) By ordering 20 copies or more you will receive FREE Parchment Presentation Pages and special bookmarks so you may personalize the books for gift-giving.
- (3) By ordering 250 copies or more, you will receive FREE Imprinted Parchment Presentation Pages custom-designed with your company logo and special bookmarks.

BOOK PACKAGES MOST PREFERRED*

Rates below are for participants only.

	Retail Price:	\$49.95 ea.
	1-10 Books:	\$44.96 ea.
	11-49 Books:	\$37.46 ea.
(1)	50 books — “Director’s Package” ideal for a smaller company:	\$34.97 ea.
(2)	100 books — “President’s Package” ideal for companies a little larger:	\$32.47 ea.
(3)	250 books — “Executive’s Package” ideal for large companies:	\$29.97 ea.**
(4)	500 books — “Corporate Package” ideal for larger companies:	\$27.47 ea.**
(5)	1000 books — “Georgia Package”	\$24.98 ea.**

* Some companies prefer to design their own packages. It is strongly suggested that enough books be ordered to cover the normal 4-5 year distribution period.

**These book packages include free shipping and handling.

SPECIAL RECOGNITION PACKAGES

◆ CONTRIBUTOR ◆

Be a “Contributor” and donate a minimum of \$500 to help enhance and complete the book project. You receive:

- Your Company Name, Address, Phone and Website printed under “Book Contributors” on the opening page of the “Sharing the Heritage” Section.

Prices are plus shipping and handling and sales tax except where indicated.

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MANUFACTURING SUCCESS IN GEORGIA LEGACY PROGRAM

A limited number of companies and organizations can further highlight their unique accomplishments and contributions to the growth and success of our industry by participating in the Legacy Program, which includes the following:

MANUFACTURING SUCCESS IN GEORGIA LEGACY OPTIONS

- Your company’s profile will appear in the publication’s second section, **Sharing the Heritage**.
- A special legacy listing in the opening section of the book, recognizing your organization as a significant participant in your industry or profession and as having taken a major role in this publication.
- Books and profile reprints, for your own use, in one of the following options:

Option A:

- 200 copies of the book
- Customized parchment presentation pages with your corporate logo
- The PDF of your corporate profile

Option B:

- 100 copies of the book
- Customized parchment presentation pages with your corporate logo
- 1,500 profile reprints
- The PDF of your corporate profile

Legacy Program Participation

Legacy Program pricing is substantially lower than options purchased separately.

❖ Two-page Profile:	\$ 9,145
❖ Three-page Profile:	\$11,425
❖ Four-page Profile:	\$13,325
❖ Six-page Profile:	\$15,495

PROFILE REPRINTS - QUANTITIES & PRICING

Reprints of your profile can serve as a valuable image-building tool for promoting your organization’s products or services while showcasing its accomplishments and plans for the future. Reprints can be used by your facility as an insert in your promotional material and as a tool for your sales force. For all profiles, HPNbooks will reproduce the book’s dustjacket as the reprint cover. Or, if you prefer, you may provide your own high-resolution artwork for the cover and any blank pages.

QUANTITIES	500	1,500	2,500
1-Page Profile	\$ 875	\$1,815	\$2,200
2-Page Profile	\$1,015	\$2,250	\$2,700
3-Page Profile	\$1,125	\$2,715	\$3,750
4-Page Profile	\$1,625	\$4,125	\$5,625
6-Page Profile	\$1,250	\$3,630	\$4,400

Contact your project manager about ordering higher quantities

Reprint prices apply to the profile and cover as they appear in the book. Production charges will apply to changes to the profile and/or to a custom cover design. Prices do not include sales tax (where applicable).