





The Edge Connection's Second Annual Champions for Change Breakfast Was A Great Success!

The Edge Connection's May 14 Champions for Change Breakfast had over 200 in attendance as we celebrated championing change in metro Atlanta. We welcomed our keynote speaker Rodney Bullard, Chick-fil-A's vice president of community affairs and executive director of the Chick-fil-A Foundation, as he shared his experience with his own champion for change — a grade-school teacher who helped him overcome reading challenges and inspired him to a lifelong love of learning, education, and service. Other dignitaries who spoke at the event included:

- **Brian M Wooten, executive director for community engagement at KSU**
- **Ken Huff, supplier diversity manager, Southern Company**
- **John Berry, CEO/Executive Director, Society of St. Vincent de Paul — Georgia**
- **Ellen Springer, business consultant, author, and entrepreneur**
- **Caesar Mitchell, attorney and Atlanta city council president**
- **Stepp Stewart, choreographer and TV personality, who served as master of ceremonies**

Special presentations were made by Edge Connection clients Christopher Goss, an insurance industry entrepreneur and Farmers Insurance agent, and Kezia Lasha, founder and president of Say What'Cha Mean, a purveyor of custom greeting cards and related printed material. Both Goss and Lasha were able to launch their own entrepreneurial initiatives as a result of the training they received from The Edge Connection.

Title sponsor for the Champions for Change breakfast was Southern Company. Other event sponsors included the Coles College of Business, Lockheed Martin, Mauldin & Jenkins, Blamtastic, Milton Park Partners, Innolect, and Stacey Key.

Many thanks to all of those who attended the Champions for Change Breakfast to support The Edge Connection's mission to alleviate poverty through entrepreneurship. For those of you who weren't able to attend- we look forward to seeing you next year!



Creating Jobs... Alleviating Poverty... Changing Lives...



"As the owner of my own business...

...I can be the mother I've always wanted to be."

Micro business development is a viable and sustainable poverty prevention and alleviation strategy that promotes economic growth for the individuals we serve and the communities in which they live. However, it is the stories of the people we help that communicate our true impact.

Creating Jobs...

Henry and his wife came to the Edge Connection after a series of failed businesses left them frustrated and in need of guidance. Intent on becoming successful business owners, they completed The Edge Connection's Plan for Profit program and took advantage of the resources offered to support sustainable business development. They opened a cleaning business and now no longer struggle to make ends meet. Today, Henry and his wife have a thriving business that employs 17 people.

Alleviating Poverty...

Malika was working in the massage therapy industry when the owner decided to close the business. Malika faced possible unemployment, but was given the opportunity to take over the business. She had no business experience and few resources of her own, so she came to The Edge Connection for assistance. Malika qualified in the lowest income bracket, operating at 100% of poverty. With determination and focus, she worked with our consultants to move her massage therapy business forward. With a growing client base, Malika's massage therapy business is now helping her achieve financial stability and self-sufficiency.

Changing Lives...

Genevieve was unemployed when she decided to start a family daycare center. She found her way to The Edge Connection while searching for a way to bring her business to fruition. Her income placed her in the lowest bracket, making less than 30% of the median. However her efforts combined with the support and guidance offered by The Edge Connection soon yielded the creation of Genevieve's early care and learning program. Focused on providing childcare that emphasizes exploration, problem solving, creativity, and growth, she aspires to leave a legacy offering hope, support, and holistic care to families who have children with behavior problems. In much the same way that the Edge Connection changed her life, Genevieve hopes to change the lives of others in her community, one child at a time.

"I created the job I always wanted..."

...and then provided jobs for my friends and neighbors."



Meet our Keynote Speaker - Rodney Bullard



RODNEY BULLARD

*Chick-fil-A - Vice President of Community Affairs
Executive Director of the Chick-fil-A Foundation*

Rodney Bullard is currently Vice President of Community Affairs at Chick-fil-A, Inc. and Executive Director of the Chick-fil-A Foundation where he leads the company's corporate philanthropic and social responsibility strategy, which is focused on fostering youth and furthering education. Before coming to Chick-fil-A, Rodney served as an Assistant United States Attorney prosecuting complex criminal cases. For his service, the United States Attorney General presented him with the Department of Justice Director's Award. Prior to this role, Rodney was selected as a White House Fellow, the nation's most prestigious public service Fellowship. As a White House Fellow, Rodney was placed at NASA working directly for the NASA Administrator. A decorated veteran, Rodney also served in the United States Air Force Judge Advocate General Corps eventually working at the Pentagon as a Congressional Legislative Liaison in the Office of the Secretary of the Air Force.

Rodney is a an alumnus of the United States Air Force Academy, Duke University School of Law, the University of Georgia's Terry School of Business and the Harvard Business School. Rodney currently serves on several national and local boards of directors to include: the Salvation Army National Advisory Board of Directors, the University Of Georgia Terry School Of Business Board of Directors, the Junior Achievement USA National Board of Directors, the Professional Association of Georgia Educators (PAGE) Foundation Board of Directors, and the Leadership Atlanta Board of Directors.

A few of Rodney's recent recognitions include: Recognition by the Atlanta Business Chronicle as one of Georgia's top young Business Leaders for 2013; by the Atlanta Business League as one of the 2013 Men of Influence, The University of Georgia's 2013 listing of the 40 alumni leaders under the age of 40, The Georgia Trend Magazine's 2011 listing of the 40 Best and Brightest Leaders Under 40, The Leadership Atlanta Class of 2012, and as one of 10 Outstanding Young Leaders in Atlanta for 2010.



CEASAR MITCHELL

President | Atlanta City Council

Ceasar C. Mitchell serves as President of the Atlanta City Council. Prior to being elected Council President, Mitchell served two terms as a Citywide Post 1 Councilmember from 2001 to 2009. As a public official, Mitchell advocates for safer communities and has championed key legislation facilitating economic revitalization in underdeveloped areas. President Mitchell is also actively committed to the education and enrichment of Atlanta's youth.

ELLEN SPRINGER

President/CPA | Strategic Business Resources, Inc.

Ellen Springer is a business leader with over 30 years' experience in consulting. As a business consultant and accounting professional Ellen exemplifies the entrepreneurial spirit. In the last 25 years, she has founded and built two traditional CPA practices and a financial services firm, including general management, marketing and public relations, client acquisition, development of business systems, and hiring and development of personnel.



BRIAN M. WOOTEN

*Executive Director
KSU Community Engagement*

Brian M. Wooten is the Executive Director of Community Engagement at Kennesaw State University. Prior to serving in this role, he served as the Director of the Center for Student Leadership (CSL) and Assistant Professor for University Studies at Kennesaw State University. During his tenure, the CSL has developed programs that connect leadership development and applied research and scholarship with local, national and international civic engagement initiatives.

JOHN BERRY

CEO | Society of St. Vincent de Paul Georgia

John Berry is the Chief Executive Officer of the Society of St. Vincent de Paul (SVdP) Georgia; a nonprofit organization which since 1903 has supported people in need in their efforts to achieve self-sufficiency and stability. SVdP provided more than \$15.0 million in services to over 185,000 people in Georgia last year. The organizations' work is driven at the local level by over 5000 volunteers. SVdP Georgia operates 76 local volunteer service units, 38 food pantries, 12 thrift stores, and five full service Regional Family Support Centers.





SPONSORS

Pillar of Change



Ambassador of Change



Patron of Change



Supporters of Change



Stacey Key

Contributors of Change

Charles Jones
Karen Goodman
Amy & Ross Rosenthal
Deborah Schneider
Earl Marsh
Milton B. Edelson
Howard Silvermintz

Shana Gandal
Jay Weisman
John & Toby Bridendall
Gary & Sam Alexander
Melissa Pearlman
Cherri Ehrlich
Cindy Gibbs

Bonnie Beerman
Elizabeth Ziegler
Cheryl Haas
Dale Morris
Gravelly & Associates
Ace Loans

Thank You All and See You Again Next Year!



SPONSORS

Connor Strickland

Marketing & Graphic Design

Tim Samuel

Video Production

Von Creations

Event Planning

Exhibits South

Event Signage

SoVerse

Web Development

BREAKFAST SPONSORS

Bagelicious

Breakfast Sponsor

Cracker Barrel

Breakfast Sponsor

LIGHTING THE FLAME OF ENTREPRENUERSHIP PRIZE DONATIONS

My Supplies

Office chair

Marble Slab Creamery

Ice Cream for a year

Kennesaw State University

Two KSU Football Tickets (Coaches Suite)

Otter Box

Free Otter Box phone case

KSU Continuing Education

Gift Basket of Promotional Items

Cracker Barrel

Breakfast for two

Fireblossom Designs

Prizes - Sterling silver pendant

Thank You All and See You Again Next Year!

