



Community • Integrity • Prosperity

# DMA Gab-RRR

VOLUME 18 NO. 11 NOVEMBER 2006

Houston & Company, CPAs, is pleased to once again welcome Duluth Merchants Association members and guests to our offices for the November meeting! We hope you will join us for "A Salute to Entrepreneurship" at the DMA's meeting on Tuesday evening, November 7, at 6pm.

La Cazuela and their catering manager, Rich Daluga, will provide a delicious appetizer buffet. Please join us for a tour of our offices, meet our staff, and enjoy networking with your fellow DMA members and guests.

Donnie Houston, our firm's managing partner, and Kevin Hanville, a business coach with Action International, will inspire you to make early New Year's resolutions for your company as they present "*Your Best Year Ever: A Business Game Plan for 2007*".

Just as small businesses are the "heart" of DMA and the surrounding Gwinnett community, small businesses are the "heart" of Houston & Company, CPAs. We provide a full range of accounting, tax, and advisory services to help companies grow, prosper, and make the most of every opportunity. In addition, we assist individuals with financial planning and tax preparation services. We invite you to come meet our staff and learn more about what we can provide to you and your company. Please join us on November 7th, and please invite a guest!



**November DMA Meeting:**  
**Houston & Company, CPA's**  
1815 Satellite Boulevard  
Building 200  
Duluth 30097  
(770) 813-1033  
**Tuesday November 7**  
**6pm**

### **Directions:**

#### **From 85 North:**

Exit at Sugarloaf Parkway and turn right onto Sugarloaf Parkway West. Go under the I-85 overpass and continue through the light for 85 South access. At the next light, turn right onto Satellite Boulevard. Just past Legacy Academy, turn left into the Kroger shopping center entrance, then immediately turn right into the Sugarloaf Professional Park Condominiums complex. Our offices are in the second building on the left, #200.

#### **From 85 South:**

Exit at Sugarloaf Parkway/Old Peachtree Road to Sugarloaf Parkway and turn right. Turn right at the next light onto Satellite Boulevard. Just past Legacy Academy, turn left into the Kroger shopping center entrance, then immediately turn right into the Sugarloaf Professional Park Condominiums complex. Our offices are in the second building on the left, #200.



**Duluth Merchants  
Association**  
www.duluthmerchants.com

**2006 OFFICERS**

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RICHARD DALUGA  
Vice President

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JOHN MONK  
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from the desk of the  
*President*

DEAR DMA MEMBERS,

Here we are approaching the holiday season, can it be?? It seems as though we were taking it easy in the town green while watching "Flicks on the Bricks", and taking in the end of the summer moment.

Well, it has been a busy fall season in Duluth, with The Fall Festival and the opening of the Gwinnett Medical Center-Duluth. If you missed the October DMA meeting, hosted by **GMC-Duluth**, you really need to stop by this beautiful, state-of-art facility and see **Sunny Ramsay**, Volunteer Coordinator of GMC-Duluth and past board member of DMA, to become a volunteer. Traditionally, **Donny Phillips of Atlanta Flooring**, hosts the October meeting and graciously offered his month to the grand opening of GMC. Thank you Donny for your continued support to the community and the DMA.

Many thanks to **Sunny Ramsay, Kathryn Willis** and many others who were instrumental with providing a sit down delicious dinner, video presentation by Kathryn Willis, and a guided tour of the new hospital. What an exceptional accomplishment for the health care of our community!

The DMA has **four board member openings** for the year of 2007 to be voted on at the November meeting. Please call or email any board member or myself with a possible candidate.

As you all know, the DMA has a new logo, revised website, and now we have a new member application. Please make sure to pick up a handful of applications at the next meeting and give to those new business owners. We all meet new folks each and every day!! Many thanks to **Laura Heck** and **Lois Martin** for their time and energy to complete this task.

The November meeting will be hosted by Lois Martin of **Houston & Co., CPA's**, on **Tuesday, November 6th at 6:00PM**, an evening you do not want to miss!!

Enjoy this beautiful fall and look forward to seeing you in November.

Sincerely,  
**Jennifer Ingalls**  
DMA President

# Do You Know Where Your Customers Are Today?

Submitted by Dennis Keller, Accent Mail

The United States Post Office has a requirement that any mail send first class claiming a bulk rate discount must be updated for move information. While the postal service does not have a consistent policing effort to certify this is being done, it still makes sense to check to see if your customers have moved recently. Accent Mail recently purchased software that will allow us to check for changes of addresses by persons and by businesses. We are limited to the last 18 months.

The process is very straight forward. Send us your file. We'll check it for addresses that are incomplete or inaccurate (based on files we purchase every 60 days) and where possible correct the addresses. We will then check with the Change of Address database that the Postal Service maintains in its Memphis facility. The report we return to you indicates the new address, the effective date of the change and whether it is an Individual or a Family move. We can return just the changed addresses or the entire file with the addresses changed. The total cost of this process is 1 cent for each record checked. Typically this can be accomplished in a day. Accent Mail also retains a copy of the certification on file should you need to prove to the Post Office that you have updated your address file. The postal service requires that the certification be within the past 6 months.

Another way of collecting address changes is to request address service on all your first class mail. The mail will be returned to you usually with the new address on a yellow sticker. You will then need to resend the mail using an additional envelope and an additional 39 cents

stamp. Of course, you will need to also update your database.

The information maintained by the Postal Service comes from the forwarding orders that companies and individuals file with the post office.

Any questions, please don't hesitate to call us at 678-473-4643.



**TOYS FOR TOTS**

**Legion Post 251  
Gwinnett County  
Central Dropoff**

**U.S. MARINE CORPS RESERVE**  
For more information visit [www.toysfortots.org](http://www.toysfortots.org)

Printing donated by Wells Fargo Financial, proud sponsor  
of the Marine Toys for Tots Foundation

## Introducing "Glory Road" – A New Musical

By Laura Heck



Please join me in welcoming our new theatre – the **Red Clay Theatre & Arts Center** - to Duluth! I would especially like to invite you to attend a performance of my husband's musical "**Glory Road**" at our new theatre. The show opens **March 1, 2007** and will run Wednesdays-Saturdays at 8pm and Sundays at 2pm for six weeks. The Red Clay Theatre is Duluth's brand new state-of-the art 250-seat theatre.

"Glory Road", featuring 16 original songs, written by **Jamie Heck, Greg Senf** and **Greg Max**, is the story of a family of televangelists from a small town in Kentucky who become media stars through the help of a mysterious stranger. They find that commercial success isn't all that it's cracked up to be and that those who

profess to help us are not exactly what they seem to be. "Glory Road" was first performed Off-Off-Broadway in the fall of 2000 at the famed **13th Street Playhouse** in New York City, where it was originally booked for 28 performances and finally closed after 65 performances. The show was then chosen for inclusion in the prestigious **Manhattan International Theatre Festival** in the summer of 2005, where it played to very enthusiastic audiences.

This Duluth production will be directed by **Jamie Heck**, with musical direction by **Greg Senf**. It will star **Beth Chiarelli**, who has performed in both of the New York City productions to outstanding reviews.

For tickets and information, please call the Red Clay Theatre & Arts Center at **770-622-1777** or visit **redclaytheatrearts.com** for a fun and exciting evening Made in Duluth.

## Medical Profession Confirms Effectiveness of Atlas Orthogonal Chiropractic

*Results Published in Peer Reviewed Medical Journal*  
Submitted by Dr. Maloof

As published in *Journal of Whiplash & Related Disorders*, a peer reviewed medical journal, Medical Doctors in emergency rooms around the country participated in a research project that involved referrals of patients who were involved in auto accidents to Atlas Orthogonal Chiropractors. A total of 221 patients were referred. Criteria to be included in the study were: head, neck and shoulder pain caused by MVA (motor vehicle accident) Patients who failed to complete study questionnaires or treatment were excluded. The equipment and techniques used were consistent with those used in the Atlas Orthogonal Program. Patients received an average of 2.76 treatment sessions over an 11.1 week period.

**RESULTS:** Upon entry, patients had significant debilitating pain and complications from neck injuries secondary to MVA. After application of the atlas orthogonal technique, 84% of the patients experienced complete or near complete resolution of their pain and other neck related complications. All patients reported significant improvement in their conditions with 53% of those patients experiencing complete recovery. Range of motion among other measurements of cervical spine function also improved significantly.

**Atlas Orthogonal is the primary technique at Maloof Family Chiropractic.** Dr. Maloof is a board certified atlas orthogonist specializing in adjusting the spine without manipulation.

Feel free to contact **Dr. Maloof** at **(770) 923-1111** or **www.doctormaloof.com**

# OPERATION ONE VOICE



Special Operations Forces run kick-off mile  
Join the SOF Runners for the first mile  
of the 625 mile run from Duluth to Tampa  
Supporting Children of fallen Special Operations Forces



The 5K Run benefits  
Operation One Voice:  
Supporting the Children of Fallen  
Special Operations Forces

Date: November 7, 2006

Time: 7:00am in front of Medieval Times (Entry 5)

Discover Mills will provide parking and transportation from the mall to the Arena at Gwinnett Center, where kick-off runners will join the SOF Run Team for the first mile of their 625 mile journey from the Arena to Busch Gardens Tampa, Florida. Discover Mills will open their doors early and provide breakfast and t-shirts for those who are registered for the kick-off mile.

Return completed entry form and \$10 entry fee with check made payable to Operation One Voice to:

Duluth Police COPS Division  
3276 Buford Hwy.  
Duluth, GA 30096

Entry must be received before November 1, 2006.



WHERE DISCOVER CARD IS THE SMART CHOICE™



GWINNETT COUNTY TRANSIT

Register on-line at [www.operationonevoice.org](http://www.operationonevoice.org)

Last Name: \_\_\_\_\_  
First Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Home Phone: \_\_\_\_\_  
Age (on race day): \_\_\_\_\_  
Sex:  Male  Female  
T-Shirt Size:  
 Youth M  Youth L  
 Adult S  Adult M  Adult L  Adult XL

Entry Fee	
Run Fee:	
Total:	

Waiver: I understand that road racing is a strenuous sport and potentially hazardous activity, and that I state I am proper physical condition for this event. I also accept any and all other risks associated with running in this event, including, but not limited to falls, contact with other participants, the effects of weather and condition of the roads. Knowing these facts, and in consideration of your accepting my entry, I hereby for myself, heirs, executors, administrators or anyone else who might try to claim on my behalf, covenant not to sue, and waive, release and discharge all officials, sponsored, volunteers, Operation One Voice Inc., SOS 5K from any and all claims of liability for death, personal injury or property damage of any kind or nature arising out of or in the course of my participation in this event. This release and waiver extends to all claims of every kind and nature, foreseen or unforeseen, known or unknown. Minor's participation will be accepted only with a parent or guardian's signature. I give full permission for the use of my name and/or picture in any broadcast, telecast, or any other public account of this event. The race Directors reserve the right to reject any entrant.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Parent/Guardian Signature \_\_\_\_\_ Date \_\_\_\_\_  
(if under 18 years old)

Operation One Voice, Inc. is a not-for-profit corporation dedicated to raising funds and awareness for the financial needs of the children of fallen Special Operations Forces (SOF).

## Mission Statement

Operation One Voice is a program designed by police officers, firefighters and community leaders to raise funds to help support the children of fallen Special Operations Forces. Special Operations Forces consist of; Army Rangers, Green Berets, Spec Op Aviators, Navy Seals, Air Force Special Operations pilots, para-rescue and Marine Force Recon.

# Welcome

## NEW MEMBERS

### Riverside Paint & Decorating Roy & Rebecca Dumas

Owners  
770-277-2600  
bmoorpaint@bellsouth.net  
riversidepaintandflooring.com

2100 Riverside Pkwy.  
Ste. 109A  
Lawrenceville 30043

*Benjamin Moore paint and decorating store. Extensive flooring department, as well as wallpaper, window treatments, tile and granite.*

Have You Recently Joined the DMA?  
We'd like to get to know more about you and your business!  
Consider being the focus of our New Member Section in the Gab-rrr.  
If interested, send a short article about your business to [gabrrr@duluthmerchants.com](mailto:gabrrr@duluthmerchants.com) and we'll publish it in the next newsletter!

### Complete Healthcare Dr. Stephanie Burry Chiropractor 770-813-0087 steffburry@hotmail.com

3460 Summit Ridge Pkwy Suite #103  
Duluth 30096

*Complete Healthcare Medical Center offers Chiropractic, Medical, Physical Therapy and Massage Therapy services.*

# 2006 DMA meetings Calendar

Most Meetings begin at 6:00pm on the first Tuesday of each month (although this can vary). Locations vary monthly. Dates subject to change.

- JANUARY 10: Enhancing Health
- FEBRUARY 7: Maloof Chiropractic
- MARCH 7: Gwinnett Community Bank
- APRIL 4: Accent Mail
- MAY 2: Gwinnett Nissan
- JUNE 6: Duluth Fine Wine & Spirit Superstore
- JULY 11: The Printing Trade Co.
- AUGUST 1: Duluth Fall Festival
- SEPTEMBER 12: Century Security Bank
- OCTOBER 3: Gwinnett Medical Center- Duluth
- NOVEMBER 7: Houston & Company, CPAs
- DECEMBER 4 (Monday): Red Clay Theatre

# Marketplace

Member to Member



**Unlock Your Online Identity**  
Start advertising for yourself by obtaining a custom domain name & corresponding email accounts

**BizSiteNames**  
A Division of BizLynks

There's more to a domain than just the name!  
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- Complete 25M Email Account
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Don't forget about your hosting plan...  
Dollar for dollar, feature by feature, the Web's best hosting plans are right here!

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Call us today for a FREE 30 minute phone consultation.  
Contact Pamela Adams at (770) 584-0878 or [info@BizLynks.com](mailto:info@BizLynks.com)  
Linking Technology to Business Growth  
Web Design & Hosting, eMarketing, Internet & Software Training

**FULL COLOR  
BANNERS**  
\$6 per sq ft  
to DMA members.

We can help with  
artwork too

**Mark Williams  
Printing Trade  
Company**  
770.441.0529

In order to encourage DMA members to get to know other DMA Members and their businesses, we have created this special member offer section. If you are a member and can make a special offer for other members, you may submit it to [Gabrrr@duluthmerchants.com](mailto:Gabrrr@duluthmerchants.com). Questions? Call Gab-rrr Editor **Terry Palmer @ (404) 502-5531**.



**Dear Digital Diva: I noticed that you redesigned the DMA website; it looks great by the way. One major change that I noticed was the color. I'm in the process of redesigning my website and wanted to know if the colors I choose really make a difference or is it just a matter of personal preference? -- Changing my spots**

**Dear Changing Spots:** The color scheme you choose to use for your website is a very important design element and can make a difference in how your audience feels when they visit your site. While many people select their color scheme based only on their favorite color, remember that it's not about you but about what entices your audience to choose your company or product.

If you have a logo, you've already decided on the basic branding colors for your company. The first consideration for your website's color scheme should always be colors that will match or blend well with your logo. Your second consideration should be your target audience. What are the age differences, gender differences and current color trends? If your site targets children, you should use bright primary colors like reds, blues and greens; however, if you are targeting older adults, muted or darker colors and neutrals are better selections. Women prefer warmer tones, reds and oranges, while men gravitate towards cool tones like blues and greens. If you want a site that stands the test of time, you should choose more traditional colors; however, selecting colors based on what is currently popular works well for some sites and products.

There are no design absolutes however here are a few other guidelines to help you make a decision. Bright colors project contemporary, optimistic images and washed-out bright colors project a contemporary, informal image. Darker colors on white backgrounds project conservative, serious images and dark colors on cream backgrounds project a conservative, elegant image. Gradated colors (colors that make a gentle transition from solid to white) project contemporary, creative images. Light or pastel colors project peaceful images and natural colors project a wholesome or environmentally-friendly approach. Purples and dark reds project an expensive, upscale (almost extravagant) look and gray and tan backgrounds project a serious, business-like image. Simple designs project restraint and elegance, while complicated designs can project creativity and enthusiasm. Simple designs can also project optimism when

accompanied by bright colors. Symmetrical (or balanced) designs with strong borders project a classic or conservative image when used with a cream or gray background; however, the same backgrounds project a contemporary image when accompanied by bright accent colors. As I said at the beginning of this paragraph, there are no absolutes. Select one or two main colors and no more than two accent colors. Remember the end result is for your target audience to choose your company or product so your color palette must appeal to them.

One last thing to remember, different monitors and printers can display colors differently so don't expect all colors to render the same on screen and/or in print. The key thing that you want to convey is consistency. What ever colors you choose, be sure to present a consistent brand and utilize your colors in all of your marketing materials; website, e-newsletters, brochures, business cards, etc.

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#### More on colors:

Colors are lumped into three main categories: cool, warm and neutral. You can select colors from the same category; however, you may obtain a more powerful effect by introducing a color from one of the other groups. Below are some positive feelings colors can provoke:

**Cool colors:** blue = tranquility, loyalty, security, trust, intelligence; green = money, growth, fertility, freshness healing; purple = royalty, spirituality, luxury, ambition; turquoise = spiritual, healing, protection, sophistication; silver = glamorous, high tech, sleek

**Warm colors:** red = love, energy, power, strength, passion; pink = healthy, feminine, compassion, playful; yellow = bright, energy, creativity, intellect, happy; orange = courage, confidence, warmth, friendliness, success; purple = also found in cool color group, see above; gold = wealth, prosperity, valuable, traditional

**Neutral colors:** black = protection, dramatic, serious, classy, formality; gray = security, reliability, intelligence, conservative; brown = friendly, earth, outdoors, longevity, conservative; tan (beige) = dependable, flexible, crisp, conservative; ivory = quiet, pleasantness, pureness, warmth; white = goodness, innocence, purity, fresh, easy, clean

Ask the Digital Diva is brought to you by our webmaster, Pamela Adams, 770-564-0876. Send your questions to [info@askthedigitaldiva.com](mailto:info@askthedigitaldiva.com)

[www.BizLynks.com](http://www.BizLynks.com)  
[www.AskTheDigitalDiva.com](http://www.AskTheDigitalDiva.com)



Duluth Merchants Association  
 P.O. Box 559  
 Duluth GA 30096

**IS YOUR COMPANY MAKING NEWS?**

If it is, we want to spotlight you in the DMA Gab-RRR. If you have any significant news about your business: awards, big wins, new expansions, relocating, please e-mail them to Terry Palmer at **[gabrrr@duluthmerchants.com](mailto:gabrrr@duluthmerchants.com)**



**ARE YOU NEXT?**

We want to showcase our DMA members in our meetings. If you would like to host a meeting or if you have an educational 30 minute presentation that you believe would be of benefit to our members, please

call Jennifer Ingalls at **770.490.0812.**

**ARE YOU USING YOUR ASSOCIATION'S WEBSITE TO THE FULLEST?**

Add your web address and a business description to your entry in the online membership directory. Send an e-mail to **[webmaster@duluthmerchants.com](mailto:webmaster@duluthmerchants.com)** with your updates



**CHANGE OF ADDRESS**

Please e-mail address changes to Dennis Keller at

**[accentmail@bellsouth.net](mailto:accentmail@bellsouth.net)** or call him at 678.473.4643

**ALL NEWSLETTER ENTRIES** must be submitted by the 12th of each month for the next issue.

**THE NETWORK TABLE IS AVAILABLE!**

Yes, we want to invite all of you to bring your literature (in small quantities) about your products and services to our DMA meetings so fellow members can learn more about you. BUT, FAIR WARNING: at the end of the evening, you must take your literature with you, or it will be thrown away.

*Duluth Merchants Association*

**Welcome to The Duluth Merchants Association!**

*The DMA was conceived with the idea that as business people we can best accomplish together what no one could do alone.*

*It is an association for members to participate in and improve the Duluth Community.*