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G a i n e s v i l l e - H a l l C o u n t y C h a m b e r o f C o m m e r c e

ECONOMIC DEVELOPMENT PROFILE



**GAINESVILLE - HALL COUNTY
CHAMBER OF COMMERCE**

Post Office Box 374
Gainesville, Georgia 30503
(404)532-6206
Fax (404) 535-8419

The mission of the Gainesville-Hall County Chamber of Commerce is to improve the overall business climate for its members through sponsorship of programs which stimulate economic growth, promote community development, facilitate political action, and enhance the quality of life.

This information was compiled through an internship arrangement between the University of Georgia Graduate School of Business Administration and the Gainesville-Hall County Chamber of Commerce. Data for this publication was compiled and updated in May 1992. For further information contact the Gainesville-Hall County Chamber of Commerce.

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GAINESVILLE & HALL COUNTY, GEORGIA

GAINESVILLE, the seat of HALL COUNTY, is located 52 miles northeast of Atlanta via I-985/GA 365 (Lanier Parkway), a four-lane limited access highway and 45 miles northwest of Athens. Other cities are Flowery Branch and Oakwood in southern Hall County, Clermont in north Hall, and Lula and Gillsville in east Hall. Lake Sidney Lanier, a 38,000 acre power lake built by the U. S. Army Corps of Engineers, is located in Hall County. Its 607 miles of shoreline form the boundary for the finest recreational center in Georgia. Hall County lies at the southern edge of the Chattahoochee National Forest at the foot of the Blue Ridge Mountains. With an inviting terrain of natural vegetation, abundant water resources and a good network of highways. Gainesville has become the trade, medical, educational, industrial, cultural and recreational center for more than 360,000 people of Northeast Georgia.

HISTORY

On July 12, 1733, James Oglethorpe landed at Savannah to establish the last of the 13 original colonies. In 1778, Georgia became the fourth state, the first southern state, to ratify the Federal Constitution and enter the Union. Eighty-four years were to pass before the story of Gainesville began. On July 18, 1817, the land where Gainesville stands was ceded as the 23rd Cherokee secession. On December 15, 1818, out of the land acquired from the Creeks and the Cherokees, Hall County was formed. The Lottery Act of 1818 divided the land into counties and plots of 202.5 acres. Citizens were given one chance to draw a title to a plot of land.

Hall County was named for Dr. Lyman Hall, one of the signers of the Declaration of Independence on behalf of Georgia, later a Georgia governor and a judge in Chatham County.

On April 21, 1821, an act was approved by Governor John Clark that chartered the town of Gainesville, formerly called "Mule Camp Springs." The first commissioners were Stephen Reed, John Stringer, John Finch, Jesse Clayton and Eli Sutherland. There are two ideas on the origin of the name Gainesville: one, that it was named for a pioneer family named Gaines; two, for General Edmund Gaines, who was instrumental in adjusting the matter between the state and the Cherokees. The county seat was organized here, due, it is said, to a spring located at the foot of Spring Street. Early traders used to gather there to trade with the Cherokee Indians.

In 1832, Gainesville had officially reincorporated, with Minor Brown, John W. Moore, James W. Jones, James Law and Larkin Cleveland as commissioners. In December of 1851, Gainesville was virtually destroyed by fire, but rebuilt a better and more attractive town.

Gainesville struggled through the War Between the States and its aftermath, but the struggle was upward and the town regenerated at the turn of the century as a prosperous trade and mill center.

Brenau College was chartered in 1878 as the Georgia Baptist Seminary, known late in 1890 as the Georgia Seminary and Conservatory of Music. In 1906, the name became Brenau College Conservatory. Brenau is a word formed from the German word "brennan," which means "to burn" and the Latin word "aurum," meaning "refined gold."

Riverside Military Academy was established in 1900, by Doctors A. W. Van Hoose and H. J. Pearce, co-presidents of Brenau. They operated it until the academy was sold to Sandy Beaver, who was elected president in 1913.

On January 1, 1903, a cyclone struck the city, leaving 106 dead, 300 injured and property damage estimated at \$750,000. On December 16, 1903, Hall County voted not to sell alcoholic beverages. On March 1, 1905, free mail delivery in the city began.

The General James Longstreet Chapter of the United Daughters of the Confederacy dedicated the statue of the Confederate soldier on the square on June 7, 1909. In November of the same year, the square and the streets adjoining it for one block were paved.

In August of 1919, the American Legion was organized and named for the first soldier from Gainesville that gave his life in World War I - Paul E. Bolding.

On April 6, 1936, Gainesville was struck by a tornado and again a bigger and more beautiful town was born. Beginning with the rebuilding after the tornado of 1936, Gainesville moved forward at a faster pace with a speeded economy based on war. Poultry became a major industry, and climate, resources, labor, and prosperity further facilitated economic growth. Today, there is a great diversification of manufacturing and service industries in Gainesville and Hall County.

Another milestone was marked with the lowering of the gates of Lake Lanier in 1958. It opened yet another avenue of growth, the tourist trade. Lake Lanier has a surface acreage in Hall County of 21,993 acres, and is the single most used water recreation area in the United States.

Over the last ten years, Gainesville/Hall County has enjoyed steady diversified growth. During this time, 53 quality industries have made the community home. These new industries have created over 5,200 new jobs in Hall County.

Currently, Gainesville is ranked 15th among the nation's best small communities in terms of places to live. Today, Gainesville and Hall county residents enjoy total personal income of over 1.5 billion dollars per year which ranks the area as the wealthiest non-metropolitan county in Georgia and the 27th wealthiest in the nation.*

* SOURCE: *Atlanta Journal & Constitution*

POPULATION

Gainesville's population according to the 1990 census was 17,885 and Hall County's population was 96,900. Currently, Hall County is growing at an annual rate of 2.6% with a projected growth rate of 2.75% over the next five years.

HISTORICAL POPULATION GROWTH

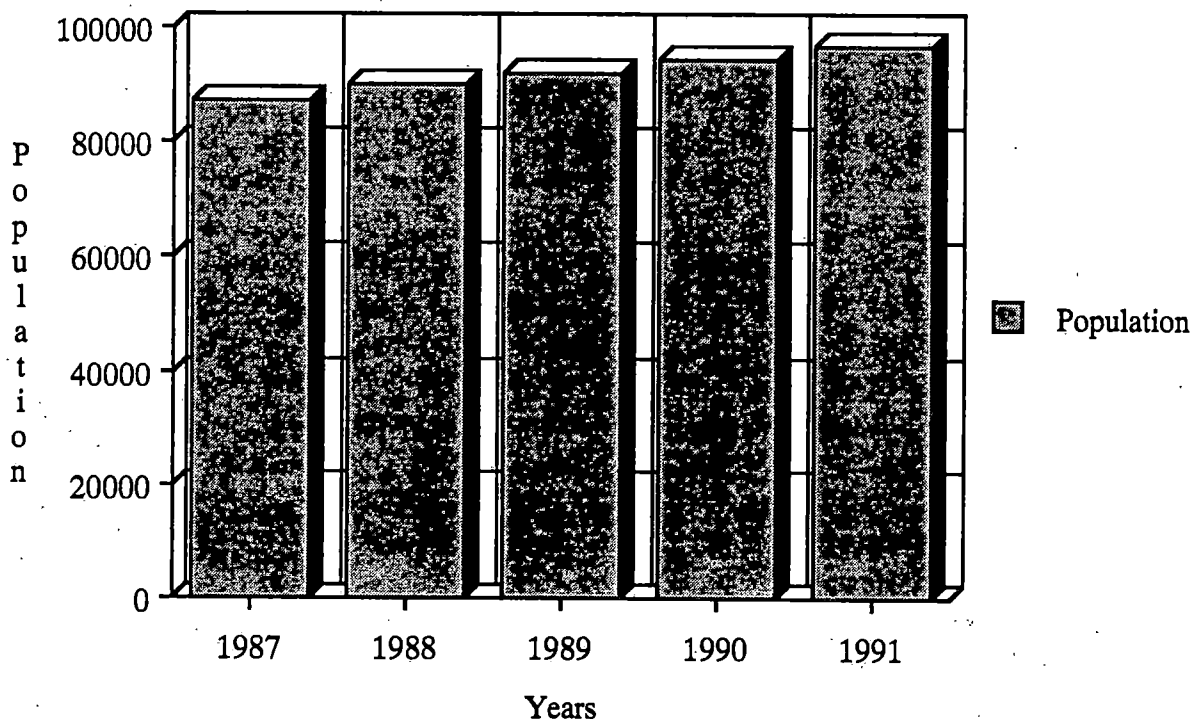
	<u>1970</u>	<u>1980</u>	<u>1990</u>	Projected <u>2000</u>
Gainesville	15,459	15,280	17,885	20,935
Hall County	59,405	75,649	94,200	109,639

CURRENT POPULATION CHARACTERISTICS

	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>
Total Population	87,200	90,000	92,000	94,200	96,900
Number of Households	31,200	32,400	33,300	34,300	35,300
Median Age of Population	32.3 yrs	32.6 yrs	32.9 yrs	33.2 yrs	32.4 yrs
Population by Age Group					
18 to 24 years	10.3%	10.0%	9.6%	9.4%	11.0%
25 to 34 years	17.3%	17.4%	17.3%	17.1%	17.8%
35 to 49 years	21.4%	21.9%	22.5%	23.0%	21.6%
50 & over	24.0%	23.9%	23.9%	23.9%	23.9%

SOURCE: Sales & Marketing Management, Survey of Buying Power Data Service. 1987-91.

Population Growth



CLIMATE

Gainesville is located in the foothills of the southern Appalachian Mountains in north central Georgia. The terrain is rolling and hilly while it slopes downward toward the east, west and south. Gainesville has a mean elevation of 1,279 feet above sea level.

The Gulf of Mexico and the Atlantic Ocean are approximately 300 miles south and southeast of the city, respectively. Both the Appalachian chain of mountains and the two nearby maritime bodies exert an important influence on Gainesville's climate. Temperatures are moderated throughout the year while abundant precipitation fosters natural vegetation and growth of crops. Summer temperatures in Gainesville are moderated somewhat by elevation but are still rather warm. However, prolonged periods of hot weather are rare. Afternoon high temperatures during summer equal or exceed 90 degrees less than one day in five, while 100 degrees heat is rarely experienced. The highest temperature ever recorded was 107 degrees on July 29, 1952. The mean temperature in the summer is 67.325 degrees F (May-September).

With the mountains to the north tending to retard the southward movement of Polar air masses, Gainesville's winters are rather mild. Cold spells are not unusual but they are rather short lived and seldom disrupt outdoor activities for an extended period of time. The lowest temperature ever recorded in Gainesville was -8 degrees F in January, 1966. March 24 is the average date of the last freezing temperature in the spring while November 12 is the average date of the first freezing temperature in the fall which gives an average growing season of 233 days. The mean temperature in the winter is 45.93 degrees F (November-February).

Monthly rainfall ranges from a mean of 3.43 inches in October to 6.89 inches in March with an annual precipitation average of 52.32 inches. Dry periods occur mainly during the late summer and early autumn with a maximum of thundershower activity during July.

The average annual snowfall is about 3.1 inches. However, a snow of 4 inches or more occurs about once every 5 years. Most snows melt in a short period of time due to the rapid warming which often follows the storm. Ice storms (freezing rain or glaze) occur about every 2 years, causing hazardous travel and disruption of utilities. Severe ice storms occur about once every ten years.

The Bermuda high pressure area has a dominant effect on Gainesville's weather, particularly in the summer months. Winds average only about 7.4 m.p.h. during the year with relatively small fluctuations of the barometric pressure. East or northeast winds produce the most unpleasant weather conditions although southerly winds are quite humid during the summer. The generally light wind conditions contribute to the formation of an occasional early morning fog. However, the number of clear to partly cloudy days far exceeds the number of cloudy days, making Gainesville a sunny place to live.

CLIMATE SUMMARY

Average Annual Temperature	60.5 degrees
Average Annual Rainfall	52.32 inches
Average Annual Snowfall	3.1 inches
Mean Annual Temperature(Nov-Feb)	45.925 degrees
Mean Annual Temperature(May-Sep)	67.325 degrees
Wettest Month	March
Driest Month	September
Altitude	1,279 feet above sea level

ACCOMMODATIONS

<u>HOTELS & MOTELS</u>	<u>UNITS</u>
Admiral Benbow Inn 4500 Oakwood Rd. (404) 531-9929	101
Comfort Inn 404 Mundy Mill Rd. (404) 287-1000	70
Days Inn/Days Lodge Hwy. 129 at Monroe Drive (404) 532-7531 - Restaurant & Lounge	136
Elite Motel 448 Jesse Jewell Parkway (404) 536-2351	37
Gainesville Motel 532 Jesse Jewell Parkway (404) 532-6327	54
Georgianna Motel 1822 Atlanta Highway (404) 534-7361 - Restaurant & Lounge	50
Holiday Inn 726 Jesse Jewell Parkway (404) 536-4451 - Restaurant & Lounge	185
Ramada Hotel at Lanier Centre 400 E. E. Butler Parkway (404) 531-0907 - Restaurant & Lounge	190
Shoney's Inn 520 Queen City Parkway (404) 535-8100 - Restaurant	100
Stouffer's PineIsle Resort Lake Lanier Islands, Holiday Rd (404) 532-4763 - Restaurants & Lounge	250
Lake Lanier Islands Hotel & Golf Club 7000 Holiday Rd Lake Lanier Islands (404) 945-8787 - Restaurant & Lounge	224
Travelodge 809 Jesse Jewell Parkway (404) 534-0303	40

ACCOMMODATIONS-Continued

Whitworth Inn
6539 McEver Road
Flowery Branch
(404) 967-2386

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MEETING FACILITIES

Brenau University (726)
Pearce Auditorium
Thurmond-McRae Lecture Hall (176)
(404) 534-6299

Chicopee Woods Agricultural Center (600)
Gainesville
(404) 531-6855

Chateau Elan Winery(250)
Braselton
(404) 867-8200

Days Inn Lodge (25)
Gainesville
(404) 532-7531

Elks Club (180)
Gainesville
(404) 532-6554

Holiday Hall (1,200)
Gainesville
(404) 536-4451

Road Atlanta (250)
Chestnut Mountain
(404) 967-6143

Stouffer's PineIsle (500)
Lake Lanier Islands
(404) 945-8921

Chattahoochee Country Club (500)
Gainesville
(404) 536-4461

Gainesville College (300)
Continuing Ed./Performing Arts Center
(404) 535-6318

Gainesville Civic Center (700)
Gainesville
(404) 532-6122

Elachee Nature Science Center (300)
Gainesville
(404) 535-1976

Georgia Mountains Center (2,600)
Gainesville
(404) 534-8420

Lake Lanier Islands Hotel (500)
Lake Lanier Islands
(404) 945-8787

Shoney's Inn (65)
Gainesville
(404) 535-8100

Lanier Centre Ramada (250)
Gainesville
(404) 531-0907

AREA ACTIVITIES

GEORGIA MOUNTAINS CENTER

The Georgia Mountains Center, completed in January, 1980, is located in the heart of Gainesville. The Center is part of a total development plan to revitalize the downtown area. The project was supported by a grant from the National Endowment for the Arts in Washington, D.C., and finished by General Revenue Sharing Funds.

The Center, which serves the 254,600 people in a nine county region, includes a theatre-style auditorium, with a seating capacity of 2,600. It is used for trade shows, exhibitions and concerts. Also included is a Galleria and a 300 seat theatre for the performing arts. For more information call (404) 534-8420.

RESTAURANTS

There are more than 135 eating establishments in Gainesville and Hall County offering a variety of menus. Some offer convention and meeting facilities. For further information, contact the Convention and Visitors Bureau (404) 536-5209.

RECREATION

Gainesville-Hall County offers recreational benefits to people of all ages and interests. It has become the recreational center for Northeast Georgia, and the single most used water recreation area in the United States.

Lake Sidney Lanier/Lake Lanier Islands

Lake Lanier is located in Gainesville-Hall County and was developed from an authorization by Congress. It was completed in 1957 and is managed by the U. S. Army Corps of Engineers. It covers 38,000 acres, with 607 miles of shoreline. It receives over 16 million visitors a year. There are seven commercial marinas and 60 recreational areas. Lake Lanier has more visitors per year than any other man-made lake in the United States.

Lake Lanier Islands is a 1,200 acre family recreation resort. Attractions include: Georgia's largest wave pool, WILDWAVES; one of the longest, most exciting tube rides in the nation, THE CHATTAHOOCHEE RAPIDS; seven water

slides including a 430' waterslide; a 260' speed slide; nearly a mile of sandy white beach with paddle-boats, canoes, sailboats, 18-hole mini-golf, restaurants, gift shop; picnicking, playgrounds, houseboat rentals, group boat rentals, pontoon rentals, ski boat rentals, riding stables; amphitheater; two resort hotels, rental cottages, campgrounds and two 18-hole championship golf courses. \$3 daily parking fee, \$15 annual parking fee. (404) 945-6701.

Chicopee Woods Area Park

Agricultural Center:

Located on 33 acres of a 231 acre park site on Calvary Church Road, the Agricultural Center's buildings, barns, multi-purpose hall, covered walkways, and three arenas cover more than 100,000 square feet. The Center is managed by the Hall County Department of Parks and Leisure Services as a public facility. The complex accommodates activities such as: a variety of equestrian events; cattle, sheep, and swine expositions; rodeos; festivals; large group outings; concerts; farm implement and gardening shows, just to name a few. (404) 531-6855.

Elachee Nature Science Center:

This Science Center in Chicopee Woods is a 11,300 square foot Natural History Museum located in the middle of a 1,200 acre preserve. Visitors will have the opportunity to view exhibits, explore botanical gardens, and hike the network of trails throughout the preserve. Special programs, open to the general public, are scheduled throughout the year. Groups can schedule programs and tours to meet specific needs and interests. The entire facility, which includes meeting rooms and a catering kitchen, may be rented for special events. (404) 535-1976.

Chateau Elan

Georgia's premier vintner has a winery visitors complex that includes tours, tastings, wine museum, restaurants and retail store, plus a 18-hole tournament quality golf course, picnic areas, pavillion for outdoor concerts (seasonal), and two nature trails. (404) 867-8200 or 1-800-233-WINE, Golf information (404) 658-1868.

PARKS & RECREATION DEPARTMENTS

Gainesville Parks & Recreation Agency This department of the City maintains 14 neighborhood parks, which cover 372 acres and feature playgrounds, 21 tennis courts, two swimming pools and outdoor recreational

equipment. Year-round programs are provided to the public. For more information call (404) 532-6122.

Hall County Parks & Leisure Services Department The County Recreation Department maintains 10 parks, which cover 440 acres and include two indoor/outdoor recreation centers, 13 tennis courts, lighted and unlighted athletic fields, gymnasiums, three football fields and vita course. Picnicking, covered pavilions, boat launching ramps and playgrounds are also available. For more information call (404) 535-8280.

Fishing

In Lake Lanier and nearby streams you can find large mouth bass, crappie, white bass, brim, catfish and trout. A fishing license is required.

Camping

Facilities are available at 23 U. S. Corps of Engineers Parks, 1 Hall county park and Lake Lanier Islands.

Day Camps

Are offered during the summer by the City and County Parks and Recreation Departments.

Golf

There are eight 18-hole championship golf courses available for play in the Gainesville-Hall County area.

Chattahoochee Golf Club - Gainesville - (404)532-0066

Chateau Elan Golf and Country Club - Braselton - (404) 658-1868

Chicopee Woods Golf Club - (404) 534-7322

Innsbrook Golf and Country Club - Helen - (404) 878-2100

Lake Lanier Islands Golf Club - Lake Lanier Islands - (404) 945-8787

Royal Lakes Golf and Country Club - Chestnut Mountain - (404) 967-4612

Skitts Mountain Golf and Country Club - Cleveland - (404) 865-2277

Stouffer's PineIsle Resort - Lake Lanier Islands - (404) 945-8922

Tennis

Tennis courts are available throughout the area at the following locations:

Alberta Banks Park	4 lighted
Laurel Park	2 unlighted
Central Park	2 lighted
Rafe Banks (Lula)	1 unlighted
Sardis Recreation Center	2 unlighted
Platt Park (Chestnut Mountain)	1 multi-purpose court
City Park	4 lighted
Butler Center	2 lighted
Wessell Park	2 lighted
Roper Park	1 lighted
Fair Street Park	1 lighted
Candler Street	2 unlighted
Longwood Park	8 lighted
DeSota Park	1 unlighted

Athletic Programs

Both City and County recreation departments offer adult and children seasonal programs in:

Baseball	Basketball
Softball	Gymnastics
Football	Soccer

Public swimming programs with instructional programs are available at Gainesville's Fair Street and Green Street pools. Swimming programs are also available at Brenau University and Gainesville College. Competitive swim teams are sponsored by Gainesville Parks and Recreation Department. Family participation is offered by Gainesville College in swimming, tennis, handball, exercise equipment and gymnastics.

For more information contact: Hall County Parks and Leisure Services (404) 535-8280; Gainesville Park & Recreation (404) 532-6122; Brenau University (404) 534-6299; Gainesville College (404) 535-6239; Boys Club of America (404) 532-8102; Fair Street School (404) 536-5295; South Hall Jr. High (404) 532-4416; Northeast Georgia Girl Scout Council (404) 536-8656.

CULTURAL ACTIVITIES

The Arts Council, Inc. The Council is an umbrella agency serving the various arts organizations in Gainesville and Hall County. Its purpose is to further the opportunities for the appreciation of, participation in, and enjoyment of the various arts; to encourage high standards and to enlist public interest and promote public understanding in the arts. Contact (404) 534-ARTS.

Pro Musica This organization offers a series of three or four classical music or dance concerts each year for subscribers. Reasonably priced season memberships are available, including special rates for families and senior citizens. For more information contact Pro Musica, P. O. Box 2196, Gainesville, GA 30503 or Francis Brown, (404) 532-6014.

The Gainesville Theatre Alliance This is a joint program of Brenau University and Gainesville College. It is unique in that it is the only theatre to involve professional, community, and college theatre. The Theatre produces three main stage productions each year at the Georgia Mountains Center theatre and two to three Second Season shows at Gainesville College and/or Pearce Auditorium. Tickets are sold by subscription and general admission. For more information contact (404) 535-6206.

Gainesville Symphony Orchestra Conducted by Larry Sims, Lanier Symphony is a community orchestra composed of musicians from Gainesville and the surrounding area. The Orchestra was established in 1981 for the primary purpose of providing North Georgia musicians an opportunity to perform symphonic music for area citizens. For more information call (404) 534-ARTS.

Lanier Orchestra League This organization was established in 1981, for the two-fold purpose of providing support for the Lanier Symphony Orchestra and of urging local school boards to establish programs of instruction in the playing of violin, viola and cello in our public schools. For more information contact Col. Bill Buchly, Valley Road, Gainesville (404) 536-1846.

Lanier Symphonette This organization is composed of local musicians of school age and adults that range from beginners to advanced skill levels. The Symphonette is sponsored and encouraged by the Lanier Symphony Orchestra (404) 534- ARTS.

Georgia Mountains Museum This museum is a beneficiary organization of the Georgia Mountains Historical and Cultural Trust. Its purpose is to present the

history of the Georgia Mountains area on a scale understandable to all ages of residents and visitors, to serve as a resource center for scholars with interest in the area, to cooperate with other institutions for mutual benefit to the public and for reference services, and to present pertinent programs and events which encourage participation by those attending. The Museum includes a permanent collection of books and crafts by North Georgians, the Mark Trail Memorabilia Exhibit, the Railroad Museum, the Chief White Path Cabin, the Meaders Pottery and Brenau Room, and other historical exhibits. For more information contact Georgia Mountains Historical and Cultural Trust, Green Street Station, 311 Green Street, Gainesville, GA 30501 (404) 536-0889.

Gainesville Music Club This organization is open to women and men with musical qualifications and a willingness to participate in club activities. Associate memberships are open to men and women who are willing to participate in club projects. The club sponsors special music performances and a scholarship program for high school, college and graduate music majors. The Gainesville Music Club is a National Federated and a Georgia Federated Music Club. For more information call (404) 532-6014.

Gainesville Children's Theatre This group was organized in 1974 for the purpose of producing plays that meet the highest attainable standards of content, artistic value and theatrical excellence. The Theatre conducts live theatre and drama workshops. Each show is designed to appeal to a different age group. For more information contact Angela Stanley (404) 532-9147.

Quinlan Art Center This organization serves the North Georgia community with exciting exhibits in all areas of the visual arts and fine crafts with invitational opening receptions, lectures and film presentations, a complete schedule of classes and workshops, studio availability for group art experience and musical performances. For more information contact The Quinlan Art Center, 514 Green Street, NE, Gainesville, GA 30501 (404) 536-2575.

Georgia Mountain Crafts This is the only organization in Georgia recognized as a service organization for artist and crafts people. For more information call (404) 534-6080.

The Mark Trail/Ed Dodd Foundation This organization was created to honor the 40th anniversary of comic strip adventurer, conservationist, Mark Trail. The Foundation is a non-profit, public charitable organization and is supported in part by the Georgia Council for the Arts. For more information contact Rosemary Dodd (404) 531-2582.

Northeast Georgia Songwriters Association This group is affiliated with the Atlanta Songwriters Association and meets once a month. The purpose of the club is to promote interest in songwriting and to serve as a music critique group. The club is also available for various musical programs. For more information contact Gloria Colter (404) 534-3908.

Hall County Historical Society The purpose of this society is to support and maintain a local historical presence in the Gainesville-Hall County area. The society meets quarterly and is responsible for the plaques which mark local historical buildings. For more information contact Eula G. Pearce (404) 534-4536.

Elachee Nature Science Center The goal of Elachee (Cherokee for "New Green Earth") is to encourage understanding, enjoyment and protection of our natural environment. These objectives are carried out through innovative and participatory exhibits and programs for people of all ages. Programs include environmental education for schools, adult workshops and seminars, hikes, canoe trips, environmental day camp and others. For more information contact Elachee, P. O. Box 2771, Gainesville, GA 30503 (404) 535-1976.

Gainesville Ballet Co., Inc. The Ballet provides gifted area students and professional dancers opportunities to perform; conducts workshops with guest teachers and presents to the public a season of performances. The company is composed of three groups: dancers from the community and college make up Company I; younger girls, 11-13, make up Company II; and college ballet majors make up the Gainesville Concert Ballet. For more information contact Joan Hopkins, Gainesville Ballet Co., 710 Church Street, SE, Gainesville, GA 30501 (404) 534-6282.

The Gainesville Chorale This group was organized in 1967 by the Gainesville Music Club and is presently federated by the National Music Club. The Chorale is a choral organization of approximately 100 members drawn from the Northeast Georgia area. Membership in the Chorale is by audition or invitation of the director. Auditions are usually held during the last week of August. For more information contact April Fiedler (404) 535-1701.

Northeast Georgia Writer's Club Writers of north Georgia are encouraged to join the Writer's Club. Meetings are held monthly, with an honors banquet in the spring. A writer's conference is held in cooperation with the Southeastern Writer's Association, Gainesville College and Brenau University. Other events include guest authors, public readings and field trips. For more information contact Margaret Ellett (404) 532-6604

ARTS & EDUCATION

Brenau University This is a four year university offering degree programs in Art (Education, Commercial, Interior Design); Ballet (Pedagogy, Performance); Music (Piano, Voice and Strings, Music Education); and Theatre (jointly with Gainesville College). For more information contact Brenau University Fine Arts Department at (404) 534-6240.

Gainesville College This school offers two year degree programs in Art (Appreciation, Design, Drawing); Drama (Acting, Stagecraft, History and Literature); and Music (Vocal, Instrumental, Piano). For more information contact Gainesville College at (404) 535-6239.

High Schools Many area high schools offer art, band, chorus and drama classes. The City and County High Schools' theatre departments also produce several local community plays each year.

ENTERTAINMENT

Auto Racing

Road Atlanta is the South's premier motorsports facility. Located in Braselton, less than an hour north of downtown Atlanta in scenic North Georgia, the 2.5 mile road course is the site of 12 major race events each year, including the IMSA Camel GT for prototype sports cars, the AMA Camel Motorcycle races and the SCCA National Championship Valvoline Runoffs, which, with over 600 racing teams competing, is the largest motorsports event in the world. Road Atlanta also hosts cycling and triathlon events, is a favored site for automotive testing and corporate programs and is home to one of the most active street-driving and road racing schools in the nation. Contact (404) 967-6143.

Lanier Raceway is a 3/8 mile asphalt stock car racing track located in southern Hall County. It is sanctioned by NASCAR and holds events every Saturday night March thru October in the Winston Racing Series. Five divisions of racing compete with gates opening at 4 p.m. and racing starting at 7 p.m.

Major events include the Busch Grand National Series, the "Independence 200" with fireworks, and the "Budweiser Superbowl of Auto Racing." For more information please call (404) 967-2131.

Bowling

Gainesville Bowling Center - 2317 Browns Bridge Road, SW, (404) 536-5563.

Roller Skating

Skate Country of Georgia, Inc. - Old Oakwood Road, Oakwood, (404) 536-3151 and Thompson Bridge Road, Gainesville, (404) 532-3248.

Movie Theatres

Blue Ridge Cinemas (404) 536-9721.

3 theatres

Shallowford Road, Gainesville

Cinemas West (404) 536-0600.

4 theatres

Browns Bridge Road, Gainesville

Sherwood Theatre (404) 536-5012.

2 theatres

Sherwood Plaza, Gainesville

Lakeshore Mall Theatre (404) 534-1412.

4 theatres

Lakeshore Mall, Gainesville

COMMUNICATIONS

Newspapers

The Times' daily circulation is 22,000 with Sunday's circulation 23,511. *The Times* covers the Northeast Georgia area. For more information call (404) 532-1234.

USA Today is printed on a weekday basis. Circulation figures are not available. The paper is printed from material transmitted via satellite and gives Gainesville one of the most modern newspaper printing plants in the nation.

Mexico Lindo has a circulation of 1,000 in Gainesville and Hall County, and is published weekly. This publication is bi-lingual for English and Spanish speaking people.

RADIO

WDUN-AM	55 - frequency	5,000 Watts
WGGA-AM	1240 - frequency	1,000 Watts
WFOX-AM	97.1 - frequency	100,000 Watts
WYAY-FM	106.7 - frequency	100,000 Watts
WBCX-FM	89.1 - frequency	835 Watts
WKZD-AM	1330 - frequency	1,000 Watts
WLET-FM	106.1 - frequency	100,000 Watts

TELEVISION

Television broadcasts received from Atlanta stations:

WSB-TV	Channel 2	(ABC)
WAGA-TV	Channel 5	(CBS)
WXIA-TV	Channel 11	(ABC)
WETV-TV	Channel 30	(Educational)
WTBS-TV	Channel 17	(TBS)
WATL-TV	Channel 36	
WANX-TV	Channel 46	
WVEU-TV	Channel 69	
WGTV-TV	Channel 8	(PBS) Athens-Atlanta
WETV-TV	Channel 30	(PBS)
WNGM-TV	Channel 34	Athens-Gainesville

The following are BASIC cable channels available in the area. The channels listed as premium channels are at an additional cost above the BASIC cable price. For more information call Gainesville Cablevision at (404) 532-2253.

WSB	(Atlanta - ABC)
NASHVILLE	(Country)
USA Network	(Variety & Sports)
WAGA	(Atlanta - CBS)
HBO	(Premium channel)
CNN	(24 Hr. News)
WGTV	(PBS/Educational)
Discovery	(Documentary)
LOCAL & AP	(24 Hr. News)
WXIA	(Atlanta - NBC)
ESPN	(Sports)
CBN	(Family)
Nickelodeon	(Children)
FNN	(Finance)
WATL	(Atlanta)
Disney	(Premium Channel)
WTBS	(Superstation)
MTV	(Music)
WOR	(Superstation)
Cinemax	(Premium Channel)
Lifeline	(Today's Woman)
WGN	(Superstation)
CNN Headlin	(Atlanta)
AMC/CVN	(Bonus Premium)
WGNX	(Atlanta)
Weather Channel	(24 Hr. Weather)
WNEG	(Toccoa)
PTL	(Inspirational)
C-SPAN	(Informational)

HEALTH SERVICES

The Gainesville-Hall County area has excellent health care facilities and is considered to be the regional medical center for Northeast Georgia. There are over 190 medical doctors and 70 dentists in the Gainesville-Hall County area.

Northeast Georgia Medical Center

Medical advancements and community awareness have led to significant growth and expansion of the Medical Center over the past 25 years. Because of expanding services, and greater specialization offered by over 190 qualified physicians, the Hall County Hospital underwent a major construction program in 1976 and was dedicated and renamed the Northeast Georgia Medical Center.

The services provided by the NEGMC are inpatient and outpatient, nursing, diagnostic and support services. The hospital also has a new outpatient surgery center which offers a convenient alternative to the hospital setting.

The NEGMC is a regional referral center serving 20 counties and a seven county primary service area. The 348-bed facility has specialized services that range from a sophisticated cardiac catheterization laboratory to a modern and convenient outpatient services building. The Medical Center is continuing to grow with the progress of medical technology and the health needs of the area.

The NEGMC is administered by a director through a local hospital authority. For more information call (404) 535-3553.

Lanier Park Regional Hospital

Lanier Park Regional Hospital is a modern, fully accredited 124-bed acute care medical and surgical hospital. Lanier Park provides northeast Georgia residents with a full range of medical, diagnostic and support services, which include an outpatient surgery center, a 24-hour emergency care center, cardiopulmonary services, an intensive care unit, a nuclear medicine laboratory, and a non-invasive vascular laboratory.

Lanier Park's APPLE programs (A Positive Program of Life Enrichment) gives the communities of northeast Georgia the opportunity to make positive changes in their lifestyles and physical well being. Programs currently offered through APPLE include weight reduction, stress management, smoke cessation, cardiac and back rehabilitation, industrial health programs and a newly established mall walking program.

Lanier Park is an affiliate of Hospital Corporation of America, the leading health care company in the world. For more information call (404) 531-2300.

North Georgia Community Mental Health Center

Located behind the Northeast Georgia Medical Center, the Mental Health Center serves a 13-county area including Banks, Dawson, Forsyth, Franklin, Habersham, Hall, Hart, Lumpkin, Rabun, Stephens, Towns, Union and White. Operating as an outpatient facility, it has a contract with the Northeast Georgia Medical Center for inpatient care. For more information call (404) 535-5403.

Laurelwood Alcohol & Drug Treatment Facility

Laurelwood is located on the campus of Northeast Georgia Medical Center. The facility provides a broad range of services for adolescents and adults confronting emotional or substance abuse problems.

The medical staff at Laurelwood admits patients referred by physicians, mental health professionals, family members, clergy, employers, schools or community agencies. When determined that admission to Laurelwood is advisable, adults must voluntarily give consent. Consent for admission of adolescents may be given by the adolescent's legal guardian.

Upon admission, each individual is under the care of a treatment team including psychiatrists, psychologists, nurses, social workers, counselors, and other therapists.

The adults' alcohol and drug abuse program closely adheres to the recovery principles of Alcoholics Anonymous and Narcotics Anonymous with careful attention to each patient's special needs.

Laurelwood provides treatment for adolescents with drug and alcohol problems designed to break the pattern of use and return the individual to a life free of drugs or alcohol. Under the direction of a child psychiatrist, the team of professionals prepares a comprehensive treatment program from intervention to aftercare for each individual patient. For more information about Laurelwood services, call (404) 531-3800.

Hall County Health Department

Located in Gainesville in the Community Development Center at the corner of Prior and Church Streets, the Health Department offers the following services: child health (screening and physical assessment of preschool children and immunizations), chronic diseases (prevention and detection), dental hygiene, family planning, land use services, maternal care, sanitation services, tuberculosis control and venereal disease control. Services for indigent families include cancer control services, crippled children's services and maternal care.

The Health Department also provides laboratory services, health services, research and statistics, and keeps vital records of all births and deaths in the county. For more information call (404) 535-5435.

Convalescent and Nursing Homes

There are currently eight convalescent and nursing homes operating in Hall County.

Bell Minor Home

92 beds (404) 532-8581
Intermediate and skilled care
Physical therapy is available

Camelot Care	60 beds (404) 983-3771 Intermediate and skilled care Physical therapy is available
Flowery Branch Nursing Center	100 beds (404) 967-2017 Intermediate and skilled care Physical therapy is available
Gainesville Health Care	100 beds (404) 536-9835 Intermediate and skilled care Physical therapy is available
Lakeshore Heights	104 beds (404) 536-3391 Intermediate and skilled care Physical therapy is available
New Horizons (NEGA Medical Center Facility)	100 beds (404) 534-3565 Skilled-intermediate nursing care Physical therapy is available
Wauka Mountain Nursing Center	60 beds (404) 983-3771 Intermediate and skilled care Physical therapy is available

All facilities are staffed with registered and licensed practical nurses, and doctors are on call.

EDUCATION

Gainesville-Hall County is an educational center. A child may enter kindergarten and complete a master's degree without leaving the area.

SUMMARY OF SCHOOLS

2 Public School Sytems (30 schools)	18,031	students
5 Private Schools	1,287	students
2 Colleges	4,497	students
1 Vocational-Technical School	578	students

Partners in Education

The Gainesville-Hall County Chamber of Commerce has recently helped both Gainesville and Hall County School Systems and nearly 30 of our existing industries establish a Partners in Education Program designed to help businesses and educators work together for a better workforce in the future.

Gainesville City Schools

The City of Gainesville has its own school system that is independent of the County system. The school system is fully integrated and is accredited by the Southern Association of Colleges and Schools.

The Gainesville City School System is composed of five schools, each of which is responsible for certain grades. Kindergarten through third grades are covered by Enota Elementary School, which was named as a Georgia School of Excellence in 1989, and Centennial Elementary School. Currently, fourth and fifth grades are housed at Fair Street Elementary School, while Gainesville Middle School covers the seventh and eighth grades. Gainesville High School houses the ninth through twelfth grades and offers a complete range of Advanced Placement and Gifted Education courses, a four year language program, and comprehensive programs in both vocational and science/technological curricula. A complete computer program, including four computer labs, is also in use at the high school.

The Gainesville City School System has approximately 3100 students. Test scores at the schools rank in the top 15-20% of the state. The average SAT score for the 79% of seniors that go on to attend college is 1110, well above the state average of 844. In the lower grades, the test scores ranked the students in the top 15% of Georgia's students in both math and language skills.

For more information contact: Superintendent, Gainesville Board of Education, 200 Main Street S.W. Suite 100, Gainesville, GA. 30505 or call (404)536-5275.

Hall County Schools

The Hall County School System is a complete school system that serves the needs of students from kindergarten through the twelfth grade in Hall County. The Hall County School System is independent from the Gainesville City School System and covers Hall County areas that are not within the city limits of Gainesville. The system is fully accredited by the state of Georgia and the Southern Association of Colleges and Schools.

The Hall County School System is composed of 15 elementary schools that cover kindergarten through the fifth grades, three middle schools covering sixth and seventh grades, and four high schools covering eighth through twelfth grades. These schools currently enroll approximately 14,151 students, and offer a full range of gifted and college prep courses, vocational training, special education classes, and a computer sequence with four computer labs in place at the high schools.

Hall County School System teachers rank very high in their profession. The system currently employs over 912 teachers, counselors and administrators of which over 66% have graduate degrees. These professionals provide service to the students in academic, emotional, and career-related matters on a regular basis.

The system has been expanding in recent years. Among the additions were a new high school, featuring a CAE/CAD lab, and a new middle school to accommodate the county's growth. The system is currently exploring additional expansion needs for the coming years.

For more information contact: Superintendent of Schools, Hall County Board of Education, 711 Green Street, Gainesville, GA 30505, or call (404) 534-1080.

Lakeview Academy

Lakeview Academy is an independent, college preparatory school for grades kindergarten through twelve with a current student enrollment of 317. The school is fully accredited by the Southern Association of Colleges and Schools. Lakeview Academy is located on a 35 acre tract on Lakeview Drive, and has been in this location since its founding in 1970.

Lakeview offers an enriched curriculum that includes foreign language (grades 4-12), music, art, drama, and frequent cultural field trips and assemblies. The school also provides programs for creative and gifted children with limited learning disabilities.

Currently, 94% of Lakeview Academy graduates attend college after graduation. Lakeview students consistently score in the range of 100-150 points above the state averages in SAT testing. Among the colleges and universities attended by Lakeview graduates are Emory, Georgia Tech, Vanderbilt, Duke, and Hollins College.

Lakeview's athletic program includes soccer, basketball, tennis, and volleyball.

The school provides bus or van service to students that live in outlying areas. Currently, the bus routes include Buford, Cleveland, Cornelia, Cumming, Dahlonega, and Flowery Branch.

For more information, contact the Headmaster, Lakeview Academy, 796 Lakeview Drive, N.E., Gainesville, GA. 30505 or call (404) 532-4383

Maranatha Christian Academy

Maranatha Christian Academy is a Christian college preparatory school for grades pre-kindergarten through grade twelve with a current enrollment of 185. The school is fully accredited by the American Association of Christian Schools and all 14 teachers are state certified. The school currently follows the A Beka Curriculum.

For more information, contact the Headmaster, Maranatha Christian Academy, P.O. Box 877, Oakwood, GA. 30566 or call (404) 536-6334

Westminster Christian School

Westminster Christian School is a Christian school for grades pre-kindergarten through sixth with a current enrollment of 161 students. The school is fully accredited by the Georgia Accrediting Commission and all 12 teachers are state certified. Westminster is a member of the Association of Christian Schools International.

For more information, contact the Development Coordinator, Westminster Christian School, 201 Green Street, Gainesville, GA. 30501 or call (404) 534-1081.

Riverside Military Academy

Riverside Military Academy is a distinguished private military academy for young men. It is a preparatory school for grades 8-12, with approximately 600 cadets enrolled from all over the world. The cadets live on campus in the dormitories.

Riverside was established in 1907, and has consistently placed in the nation's highest category of ROTC units. The Academy is accredited by the Southern Association of Colleges and Schools, as well as the Association of Military Colleges and the State of Georgia.

Riverside has expanded its facilities in recent years with the construction of a \$6 million dollar facility. The most recent additions include a library / study complex, more dormitories, and several athletic additions such as the Field House and the Natatorium.

Riverside offers a curriculum of college preparatory courses and a special post-graduate curricula. The program has a college entry rate of over 95% in colleges all over the world. Also important is the Honor Code, which stresses integrity, honesty, and loyalty.

For more information, contact the Superintendent, Riverside Military Academy, 1941 Riverside Drive, Gainesville, GA. 30501, or call (404) 532-6251.

COLLEGES

Brenau University

Founded in 1878 as a privately owned institution for the education of women, Brenau continues to provide the challenging and superior educational programs for students enrolled in its three divisions - The Women's College, The Professional College, and The Academy.

The Women's College offers majors in over 30 fields and the assessment based curriculum ensures that all graduates have acquired specific knowledge, skills, and competencies, in core studies as well as academic disciplines before graduation. Brenau maintains a low faculty-to-student ratio to ensure that students receive individual attention in the classroom setting. The majority of students reside in residence halls or live in sorority houses. Brenau is one of two Women's Colleges in the United States to nationally affiliate sororities, and the only women's college with separate sorority housing. The students may also participate in over 40 clubs and organizations which give students the opportunity to explore areas of interest and to develop leadership skills outside of the classroom. The Women's College also attracts a number of international students and offers English as a second language for students that need additional assistance in developing their English skills.

The Professional College was introduced in 1971 to meet the increasing educational needs of working men and women. Students enrolled in the Professional College can earn a bachelors or masters degree at the Gainesville campus or at several other locations in the state of Georgia. Classes are available in the evenings or on weekends for both undergraduate or graduate degrees. Students may transfer credit to either of the colleges and may also earn credit

through the College Level Examination Program (CLEP) administered by the Office of Career Planning and Placement.

Brenau Academy was founded in 1928 to prepare young women to enter college. Currently, the Academy is the only all-female, college prep, residential academy in Georgia. It continues to prepare young women in grades 9-12 to continue their education at the college level. The Academy maintains a student/faculty ratio of 9:1. Students find opportunities for developing their leadership skills in a variety of extracurricular activities, while all classes are oriented in computers, physical education, and fine arts in addition to their college prep classes.

For more information, contact the Office of Admissions, Brenau University, One Centennial Circle, Gainesville, GA. 30501, or call (404) 534-6299

Hall School of Nursing at Brenau University

Founded in September, 1960, the Hall School of Nursing merged with Brenau College in 1978, for the purpose of developing a four-year baccalaureate program leading to the Bachelor of Science degree in Nursing. The Nursing School is fully accredited by the Georgia Board of Nursing and is accredited by the National League for Nursing.

The purpose of the program is to prepare a nursing generalist for beginning positions in professional nursing practice in a variety of health care settings, and for graduate study in nursing. Upon satisfactory completion of the program, graduates are eligible to write the State Board of Nursing Examination for licensure as a Registered Nurse (R.N.). For additional information contact Director of Admissions, Brenau University, Hall School of Nursing, Gainesville, GA 30501, or call (404) 534-6260.

Gainesville College

Gainesville College is the only two-year unit of the University System of Georgia that is located northeast of Atlanta. The school is located six miles southwest of Gainesville at Exit 4 near Lanier Parkway. The college is a nonresidential institution that opened in the fall of 1966. In the fall quarter of 1991, 2681 students were enrolled (an all time high) from 54 Georgia counties, 16 states, and 15 foreign countries. The college provides a wide range of programs that lead to the Associate of Arts or the Associate of Science degree. The college also offers continuing education, including personal enrichment, practical, career, and professional courses.

The college has recently opened the Continuing Education/Performing Arts Center that serves as a valuable resource from a continuing education point of view for area industries and business organizations.

Gainesville College also provides continuing education at different schools. Students may elect to earn a Bachelor of Business Administration degree in joint enrollment with North Georgia College or a Bachelor of Science in Nursing from the Brenau/Hall School of Nursing. A joint enrollment program in technical classes is also available with Lanier Technical Institute.

For more information contact Gainesville College, P. O. Box 1358, Gainesville, Georgia 30503, or call (404) 535-6239.

Lanier Technical Institute

One of the newest and most modern of the technical schools in Georgia, Lanier Tech is located on a 24-acre campus approximately seven miles south of Gainesville, just off I-985/GA 365 at Exit 4.

The philosophy of Lanier Tech is that quality vocational-technical training should be provided on a non-discriminatory basis to those individuals who are seeking employment, advancement, or upgrading their skills. Lanier Tech believes that training should be made available on the basis of industrial and business needs throughout their service area.

Lanier Tech provides training in vocational, technical, and business skills. Courses are offered in electronics, maintenance, mechanics, carpentry, construction, and medical technology. Laboratories provide equipment and training that are as close as possible to real working conditions. Graduates receive a two year job placement warranty with their diploma. Courses in continuing education allow individuals to improve their skills, or add new ones to increase their chances of employment. The school also provides developmental studies and GED testing to interested individuals.

Lanier Tech offers financial aid, guidance, counseling and career evaluation along with job placement. The Economic Development Services at Lanier Tech help northeast Georgia industries meet the high levels of demand for technology and productivity through resources and training courses. These services benefit the community as well as the students of the school.

Lanier Tech is fully accredited by the Southern Association of Colleges and Schools, Commission on Occupational Education Institutions.

For more information contact Lanier Technical Institute, P. O. Box 58, Oakwood, GA 30566, or call (404) 536-8884.

Chestatee Regional Library

Located one block north of the town square, Chestatee Library has a 136,233 volume collection which includes an outstanding genealogy collection, a circulating print and record department, an audiovisual department and three book-mobiles. The Library has affiliate branches in Dahlonega, Lula, Clermont, and Oakwood. The Library is also the regional depository for talking books for the blind and physically handicapped. For more information call (404) 532-3311.

Blackshear Place Library

The Blackshear Place Library was recently completed and operates as a unit of the Chestatee Regional Library. The Blackshear Place Library is located in south Hall County and offers extensive services for reading and business information. The Library has CD-ROM facilities for Moody's business guides as well as other business data sources. For more information call (404) 287-3654.

CHURCHES

Gainesville-Hall County has over 100 Protestant churches, representing more than 30 denominations. There is one Roman Catholic church. Jewish congregations are located in Atlanta and Athens.

A listing of churches is located in the yellow pages of the local telephone directory.

HOUSING

GAINESVILLE

Gainesville uses the Standard Plumbing Code, National Electrical Code and the Standard Mechanical Code. In 1979, it adopted the Standard Building Code.

HALL COUNTY

Hall County has adopted the Standard Plumbing Code, the National Electrical Code and the Standard Mechanical Code. By resolution, the county has adopted the Southern Housing Code as the rehabilitation standard for all housing units utilizing Community Development funds.

The Gainesville-Hall County area offers a wide range of housing styles and prices. Within the Gainesville city limits small new subdivisions being developed. Information on these lots/subdivisions can be obtained from a local realtor. The average priced home sold as of May 1992 was \$110,500.

Homes bordering U. S. Army Corps of Engineers land on Lake Lanier are very desirable. Because of the limited nature of this type of land, the homes command a premium price, from \$180,000 and up.

For more information on area housing, contact the Chamber of Commerce for a listing of realtors and contractors.

Rental Units

Non-Assisted	2,612
Federally Assisted	998

Contact a local realtor for more information on available rental units.

EMPLOYMENT

ANNUAL AVERAGE LABOR FORCE ESTIMATES*

HALL COUNTY

	<u>1990</u>	<u>1991</u>
Civilian Labor Force	48,027	47,654
Employed	44,909	45,290
Unemployed	3,118	2,364
Unemployment Rate	6.5%	5.0%
Unemployment Rate for April 1992	5.5%	

NUMBER OF GRADUATING HIGH SCHOOL STUDENTS*

	<u>Gainesville</u>	<u>Hall County</u>	<u>Total</u>
1991	170	652	822

SOURCE: *Georgia Department of Labor; Georgia Department of Education

Future employment projections assume that the rate of new industrial development will continue through the year 2000 and that the local economy will continue to diversify into a balanced urban economy with heavy growth in the service sector. The growth in service employment will be due mainly to tourism oriented development around Lake Lanier and the urbanization of the southern part of the County.

**CURRENT INDUSTRY MIX
GAINESVILLE & HALL COUNTY**

<u>INDUSTRY</u>	<u>1990 Average Employment*</u>	<u>Percentage of Employment</u>	<u>Average Weekly Wages</u>
Manufacturing	13,334	31%	\$411
Services	10,697	25%	\$377
Retail Trade	6,889	16%	\$230
Wholesale Trade	2,533	6%	\$454
Finance, Real Estate, Insurance	2,184	5%	\$432
Construction	1,873	4%	\$379
Transportation & Utilities	1,445	3%	\$520
Agriculture, Forestry, Fishing	1,001	2%	\$332

Source: Georgia Department of Labor, *Georgia Area Labor Profile 1990*

**UNIONIZED MANUFACTURING COMPANIES
GAINESVILLE & HALL COUNTY**

<u>Std Ind Code</u>	<u>Company</u>	<u>Employment</u>		<u>Established</u>		<u>UNION</u>
		<u>Firm</u>	<u>Union</u>	<u>Firm</u>	<u>Union</u>	
20	ConAgra Broiler Co	1500	42	1974		Teamsters (IBT)
20	Purina Mill, Inc.	32	7	1954	1973	Teamsters (IBT)
20	Wayne Poultry Co.	28	15	1957	1976	Teamsters (IBT)
27	SCM Allied/Egry	74	32	1974	1982	Graphic Com (GCIU)

Source: NLRB Reports, *Georgia Manufacturing Directory 2/5/92*

HALL COUNTY'S TOP TEN MANUFACTURING EMPLOYERS

<u>FIRM</u>	<u>PRODUCT</u>	<u>EMPLOYEES</u>
ConAgra Poultry Companies Gainesville	Integrated Poultry Operations	1500
Chicopee Division of Johnson & Johnson Gainesville	Industrial Fabrics	500
Fieldale Corporation Murrayville Plant Murrayville	Poultry Processing	600
Peachtree Windows & Doors, Inc. Gainesville	Windows & Finished Door Components	500
Moreno Press Oakwood	Commercial Printing	600
Mar-Jac, Inc. Gainesville	Poultry Processing	525
Warren Featherbone Company Gainesville	Plastic & Fabric Accessories	460
William Wrigley, Jr., Company Gainesville	Chewing Gum	450
New Holland Plant Div. of Milliken and Company New Holland	Textiles	411
Fieldale Corporation Gainesville Plant Gainesville	Poultry Processing	380

NEW MANUFACTURERS & PROCESSORS SINCE JANUARY 1980

HALL COUNTY

<u>FIRM</u>	<u>PRODUCTS</u>	<u>EMPLOYEES</u>
Ace Hardware Gainesville 1988	Distributes Hardware Items	130
BBS of America Chestnut Mountain 1990	Distributes automotive wheels	14
Barbe-America Flowery Branch 1985	Anti-Adhesives for rubber industries	19
Best Canvas Products & Supplies Flowery Branch 1983	Tarpaulins & Accessories	7
Carmet Company Div. of Allegheny Int'l., Inc. Oakwood 1982	Carbide Products	45
Chesebrough Pond's, Inc. Gainesville 1989	Distributes Health Care Products	19
Combustion Technologies, Inc Piston Ring & Seal Division Flowery Branch 1982	Piston Rings	270
Country Craft Furniture, Inc. Flowery Branch 1981	Bedroom Furniture	30
Elan Pharmaceutical Research Corp. Gainesville 1981	Pharmaceutical Research	30
Fieldale Corporation Murrayville Plant Murrayville 1983	Poultry Processing	360

Fudgery, The Gainesville 1987	Confectionary Retail	9
Gainesville Printing Post Gainesville 1985	Printing, Postal Service	2
Georgia Boat Lift Incorporated Gainesville 1984	Assembly & Distribution of "Hydrohoist" boatlifts	
Georgia Freezer Gainesville 1989	Blast Freeze Poultry	100
Glidden Company, The Oakwood 1982	Water Soluble Latex Paint	85
H & W Manufacturing Company Gainesville 1983	Ladies Clothing	50
ISA Vedette Division of ISA Breeders, Inc. Gainesville 1980	Primary Poultry Breeding	40
Indalex Gainesville 1987	Aluminum Extrusion	150
Orbit/ Betsy Kelly Division Lula 1984	Shipping of Ladies Sportswear	9
JJC International, Inc. Gainesville 1985	Export Management & Brokers	3
Joseph Markovits, Inc. Gainesville 1985	Artificial Flowers	40
Kubota Manufacturing of America Corporation Gainesville 1988	Assembly of front-end loaders	53

Lanier Technologies Gainesville 1985	Satellite Components	5
Leon Farmer & Company Gainesville 1982	Distributor for Anheuser-Busch	33
Lindsay Forest Products Gainesville 1985	Ring Debarker Arms & Tips	5
M & D Electrical Parts Gainesville 1986	Remanufacture Starters and Alternators & Water Pumps	30
Mega Print Printing Center Gainesville 1982	Printing and Binding	7
Moreno Press Oakwood 1982	Commercial Printing	500
Mulberry Farms, Inc. Gainesville 1981	Beef Patties	32
Mumpower Poultry Equipment Gainesville 1983	Distributor of Poultry Equipment	8
Neotronics Gainesville 1982	Gas Detection Instrumentation	60
Packaging Specialties of Georgia, Inc. Gainesville 1983	Print on PVC Stretch Film	33
Peachtree Windows & Doors, Inc. Gainesville 1980	Windows & Finished Door Components	550
Piedmont Laboratories Gainesville 1985	Aerosol Packaging	160
Primex Plastics Corporation Oakwood 1981	Custom Plastic Sheets	140

Queen City Foods, Inc. Division of Fieldale Corp. Gainesville 1981	Further Poultry Processors	230
Rudolf Albert Company Gainesville 1989	Vinyl Injection Molding	15
R. C. - Canada Dry Company Gainesville 1981	Sales Distribution of Soft Drinks	9
Reeves, Inc. Gainesville 1984	Wholesale Florist	12
Schwitzer U.S., Inc. Gainesville 1992	Fan Components	65
SKF USA, Incorporated Flowery Branch 1991	Bearings	125
Shasta Beverages, Inc. Division of National Beverage Co. Gainesville 1983	Can, Bottle and Distribute Soft Drinks	100
Tara Windows Flowery Branch 1989	Windows	42
Tri-State Saw & Tool Company Gainesville 1983	Saw & Circular Cutters	17
Tunco Manufacturing, Inc. Flowery Branch 1981	Crushed Tungsten Carbide Cutting Tools	35
Web Inserts/Atlanta, Inc. Gainesville 1984	Catalog Inserts	30
Whitehead Die Casting Oakwood 1990	Aluminum and Zinc Die Castings	80
ZF Transmissions, Inc. Gainesville 1986	Assemble Transmissions	130

ZUA Auto Parts, Inc.
Oakwood
1990

Power Steering Pumps

120

GEORGIA POULTRY FACTS

Georgia has been the number one poultry state in the nation since 1957. Poultry is the largest segment of Georgia agriculture and agribusiness, and has been since 1955. Farm income from all chickens, eggs and turkeys amounts to over \$2.19 billion a year.

Georgia's gigantic poultry industry now has an average daily production of more than 12 million pounds of chicken, 17 million eggs and 131 tons of turkey.

With Georgia as the number one poultry state, numerous allied industries locate here to manufacture and distribute their related products throughout the state, the nation and across the world. Poultry brings more agribusiness dollars to Georgia than any other agricultural commodity.

Millions of tourist dollars come to Georgia because of the poultry industry. Visitors and people seeking information come from all over the world, and national and regional meetings and seminars are held here throughout the year.

For more information on the poultry industry, contact the local office of the Georgia Poultry Federation, Inc., P. O. Box 763, Gainesville, GA 30503, or call (404) 532-0473.

AGRICULTURE

The farming in Hall County is diversified. The leading type is poultry farming. Other crops include corn, sorghum, soybeans, wheat, rye, oats and grapes. Row crops of corn and sorghum are grown for silage used in dairy feed. Grapes, including wine grapes, are making a comeback with several wineries being located in the County. The bulk of the open land is in pastures for both dairy and beef cattle. Hall County is the first county in the State to adopt a farm zone.

In 1990, there were 891 farms in Hall County with a total of 11,256 harvested acres. There is minimum irrigated farm land.

SOURCE: Hall County ASCS (404) 536-0549

Forest Products

As of 1990, Hall County produced 9,606,000 bd/ft of sawlogs and 35,412 cords of pulpwood with a total income of 9.1 billion dollars for the State of Georgia.

SOURCE: Hall County Forestry Commission

Minerals

As of 1990, 341 acres were being mined to produce granite and limestone.

SOURCE: Georgia Geological Survey

PUBLIC UTILITIES

ELECTRICITY

Georgia Power Company - serves 32,190 customers in the Gainesville-Hall County area. (404) 535-1525

Jackson EMC - serves 21,000 customers in the Gainesville-Hall County area. (404) 536-2415

NATURAL GAS

Georgia Natural Gas - serves 9,700 customers in Hall County. (404) 532-1256

United Cities Gas - serves 10,000 customers in the Gainesville-Hall County area. (404) 534-3655

WATER AND SEWER

City of Gainesville's Water Works facility on Riverside Drive has a capacity of 20 million gallons of water per day, yet is allocated only 18 million gallons per day.

City of Gainesville's Water Department serves a total of 27,000 customers. The department's largest portion of customers are outside of the city limits totaling 16,000 customers. (404) 535-6893

Average gallons of water used per day:

Winter:	11 million/day
Summer:	13 million/day

City of Gainesville's wastewater system serves 5,900 customers.

Wastewater capacity per day:

WPC #1 - Flat Creek -	7 million gallons
WPC #2 - Linwood Drive -	3 million gallons

Average wastewater treated per day:

WPC #1 - Flat Creek -	4.7 million gallons
WPC #2 - Linwood Drive -	1.5 million gallons

City of Flowery Branch water department serves 750 customers. The water treatment facility has a capacity of 245,000 gallons of water per day. Currently, the City uses 185,000 gallons of water per day. The City of Flowery Branch wastewater system serves 708 customers. Wastewater capacity of 200,000 gallons per day. The average wastewater treated per day is 153,300 gallons.

Rates and policy information on all utilities can be obtained at each local office and the Chamber of Commerce.

TRANSPORTATION

HIGHWAYS

I-985/GA 365 Lanier Parkway
Four lane limited access to I-85 and Atlanta.
U. S. Hwy. 23 and 129
GA Hwy. 13, 53, 60, 369,283,254,52,323,
11,136,284,115,51,332,211,347

A Gainesville-Hall County Transportation Plan, prepared by Traffic Planning Associates, was completed in March, 1976, and was updated and adopted in fall 1987. Using population and employment projections, it analyzed the present transportation and highway system and made recommendations for the future. Cooperative sponsors of the study were City of Gainesville, Hall County, Georgia Department of Transportation, Georgia Mountains Planning and Development Commission and the Federal Highway Administration. Repairs and resurfacing are constantly being done to keep the highways in the best possible condition.

RAIL

Norfolk-Southern Railway This rail system is on the main line from Atlanta to Washington, DC. For information contact the Freight Office, (404) 536-9844.

CSX This rail system is a wholly-owned subsidiary of CSX Transportation, Inc. It operates daily freight schedules to and from Athens at which point they connect with the main line of CSX. (404) 534-5367.

Amtrak This rail system provides rail service at the Gainesville Depot on Industrial Boulevard. One passenger train stops here northbound and southbound each day. For service information and reservations call (800) 874-2800. Passenger timetables are also available by calling (404) 532-1221.

**MOTOR FREIGHT CARRIERS
OPERATING IN
GAINESVILLE & HALL COUNTY**

CARRIER SUMMARY

26 Inter/Intrastate Carriers
12 Interstate Only
0 Intrastate Only
7 Local

INTER/INTRASTATE CARRIERS**LOCATION OF TERMINAL**

AAAC Cooper Transportation	Atlanta
American Freight System, Inc.	N/A
American Way Transport, Inc.	N/A
Atlanta Motor Lines, Inc.	Local
Bailey's Express, Inc.	N/A
Cedartown-Atlanta Freight Lines	Atlanta
Churchill Truck Lines	Atlanta
Consolidated Freightways	N/A
FFE Transportation Services	Atlanta
Floyd & Beasley Transfer Co., Inc.	Atlanta
Greenwood Motor Lines, Inc.	Greenwood
Jones Truck Lines, Inc.	Atlanta
MCO Transport, Inc.	Savannah
Overnite Transportation Co.	Local
P.D.C. Trucking	Charlotte, NC
Roadway Express, Inc.	Local
Ryder/P.I.E. Nationwide, Inc.	Local
Smalley Transportation Co.	N/A
Smith's Transfer	N/A
Southeastern Freight Lines	Atlanta
Spartan	Atlanta
TSC Express	Local
Transportation Systems Int'l., Inc.	N/A
Watkins Motor Lines, Inc.	Athens
Wilson Trucking Corp.	N/A
Yellow Freight System, Inc.	Atlanta

INTERSTATE ONLY

ABF Freight System	Athens
Bowman Transportation, Inc.	Local
Brown Transport Corp.	Athens
Busko Lines, Inc.	N/A
Carolina Freight Carriers Corp.	Duluth
Estes Express Lines	Atlanta
Great Coastal Express, Inc.	Atlanta
Old Dominion Freight Line, Inc.	Atlanta
Priority Freight Systems	Winston-Salem, NC
TNT Pilot Freight Carriers, Inc.	Atlanta
Thurston Motor Lines, Inc.	Athens
Transus	Atlanta

SOURCE: American Motor Carrier Directory, 1991
(MFCGNV.LA 87)

AIR TRANSPORTATION

Lee Gilmer Airport is located one mile south of downtown Gainesville. This FAA approved facility has one 4,000 foot runway and one 5,000 foot runway, rotating beacon, runway lighting and Instrument Landing System. A full range of typical airport services is provided. The services include instruction and aircraft rental, charter, maintenance, storage, sales, transient parking and car rental. A conference room is available for meetings with a seating capacity of 10-12 people. The Airport has 100 octane and jet fuel available. The Airport is operated by Blue Ridge Aviation, Inc. For more information contact (404) 532-4136.

Hartsfield-Atlanta International Airport is located just 60 miles southwest of Gainesville in Atlanta via I-985/GA 365 and I-85. Driving time is approximately 60 minutes to the Airport

Airlines Serving Atlanta at Hartsfield International Airport:

Air Jamaica	Japan Airlines	Sabena
American	KLM	Swissair
Atlantic Southeast	Lockheed	TWA
Braniff	Lufthansa	United
British Airways	Midway	USAir
Cayman Airways	Midwest Express	
Continental	Northwest	
Delta	Pan Am	

GOVERNMENT

Gainesville - Mayor, selected from a five member Council elected for three year terms. A City Manager is appointed by the Council.

Hall County - Five member Board of Commissioners elected for four year terms. A County Administrator is appointed by the Commission. The County Commission Chairman is elected by voters.

Oakwood, Flowery Branch, Clermont, Lula, Gillsville and Gainesville - have elected mayors and councils.

Chestnut Mountain, Chicopee, Murrayville and New Holland - are all unincorporated towns.

CITY AND COUNTY GOVERNMENTAL SERVICES

In 1979, construction was completed on the 42,000 square foot, joint City-County Administration Building. The complex houses government departments that were housed in several City-County Annexes. This permits centralization of service agencies, increased efficiency and accessibility. The construction created a quadrangle with City Hall, the Courthouse and the Georgia Mountains Center.

Joint services presently include a Joint Planning Director, Joint Personnel Director, Civil Defense Director, Chief Registrar, Tax Commissioner, Chief Tax Appraiser, Chief Tax Assessor, Inspection Department, Business License, Water Department, Community Development, Housing and Relocation Department. Other government services operate separately.

County government offices and the Hall County Board of Education are located in the Government Education Building at 711 Green Street. The Hall County Commission, Hall County Parks & Leisure Services, Finance, Purchasing, Internal Audit, and several State agencies are also located in the building.

City government offices are located at 300 Green Street. The Gainesville City Board of Education is located at 850 Woods Mill Road and the City Parks and Recreation Department offices are in the Civic Building on Green Street.

GOVERNMENT SERVICES

FIRE PROTECTION

GAINESVILLE
(404) 534-3613

2 stations, 55 full-time fire personnel.
Underwriters insurance rating - 4.

HALL COUNTY
(404) 535-5362

8 stations, 104 full-time fire personnel, 24
volunteer fire personnel, 8 ambulances.
Underwriters insurance rating - 5 & 6.

POLICE PROTECTION

GAINESVILLE
(404) 534-3237

81 full-time police personnel. Station
at Public Safety Complex.

HALL COUNTY
(404) 534-3021

Sheriff's Department - 101 full-time
officers. Office located in Hall County
Court House.

Precincts in following cities:

Clermont - Main Street, (404) 983-9872

Flowery Branch - Main Street, (404) 967-
2803

Oakwood - Railroad Street, (404) 534-2365

OAKWOOD POLICE
(404) 534-2364

6 Officers, with one officer on duty 24
hours a day

COUNTY MARSHAL
(404) 536-6681

3 Marshals. Located in Joint
Administration Building.

AMBULANCE SERVICE

The Hall County Fire Department operates eight ambulances for the County and City. Private ambulance and emergency ambulance service is also available.

911 SERVICE

This is the main emergency number for fire, police or ambulance assistance in Hall County. The emergency number for the extreme southern most end of the County is (800) 282-7514.

GEORGIA STATE PATROL

Post #6 was built in 1966. Located at 2000 Cleveland Highway, the station covers the following counties: Banks, Dawson, Hall, Lumpkin and White. Traffic enforcement is the main objective. Automobile licenses are issued at this office. (404) 532-5308 or (404) 532-5051

GEORGIA BUREAU OF INVESTIGATION

Region #8 building was built in 1974. The station is located at 2000-A Cleveland Highway. It covers the following counties: Cherokee, Dawson, Fannin, Forsyth, Gilmer, Habersham, Hall, Lumpkin, Pickens, Rabun, Stephens, Towns, Union and White. (404) 535-5423

The new G.B.I., Gainesville Regional Drug Enforcement Office is located at 164 Enota Avenue. The Gainesville RDEO is a part of the Drug Enforcement Section of the G.B.I. that covers 26 counties in Northeast Georgia. (404) 535-5421

OTHER GOVERNMENT AGENCIES

Agencies housed in the Federal Building in Gainesville:

Probation Office, 535-5710
 Federal Bureau of Investigation, 534-5111
 Agricultural Stabilization & Conservation, 535-5429
 Farmers Home Administration, 536-0547
 Soil Conservation, 536-6981
 Senator Sam Nunn's Office, 532-9976
 District Court Clerks Office, 534--5954
 Internal Revenue Service, 1-800-829-3676
 Wage and Hour Division, 534-5320
 General Services Administration, 535-2155
 Social Security Office, 532-7506

Other agencies frequently used are:

Georgia Department of Human Resources, 535-5445
 Georgia Department of Natural Resources, 535-5498
 Georgia Department of Industry, Trade & Tourism, 535-5757
 Georgia Department of Labor , 535-5484
 Small Business Development Center, 531-5681
 Georgia Tech Research Institute, 531-5728

TAXES

GAINESVILLE

The city tax rate for 1991 is \$10.89 per \$1,000 of assessed value based on 100% of fair market value. City taxes may be paid in the Tax Commissioner's Office located in the City Hall Building. Call (404) 531-6950.

Example: \$75,000 home x 100% = $(\$75,000/\$1,000) \times \$10.89 = \816.75

The county tax rate for property inside the City of Gainesville in 1991 is \$7.90 per \$1,000 of assessed valuation based on 40% of fair market value.

Example: \$75,000 home x 40% = $(\$30,000/\$1,000) \times \$7.90 = \237.00

Total = \$816.75 city taxes + \$237.00 county taxes

Total due = \$1,053.75

Note: The above examples do not include homestead exemption.

HALL COUNTY

The county tax rate for 1991 is \$24.11 per \$1,000 of assessed valuation for state, county, school and school bond taxes based on 40% of fair market value. For information call (404) 531-6720.

Example: \$75,000 home x 40% = (\$30,000/\$1,000) x \$24.11 = \$723.30

Note: The above example does not include homestead exemption.

FLOWERY BRANCH

The 1991 county tax for property in Flowery Branch is \$26.88 per \$1,000 of assessed valuation calculated on the same basis as other county property.

The city tax rate for Flowery Branch for 1991 was \$4.00 per \$1,000 of assessed valuation based on 40% of fair market valuation. (404) 967-6371

OAKWOOD

The 1991 county tax for property in Oakwood is \$29.77 per \$1,000 of assessed valuation calculated on the same basis as other county property.

The city tax rate for Oakwood for 1991 was \$4.00 per \$1,000 of assessed valuation based on 40% of fair market valuation.

Both City and County tax returns must be filed before March 1, at the Office of the County Tax Commissioner, located in the Joint City-County Administration Building, 301 Green Street, Gainesville, (404) 536-6681. Taxes are payable in two installments - 60 days from the date of the postmark on the first notice (approximately August 1st), and December 1st.

HOMESTEAD EXEMPTION

If you own the home you live in, in the City of Gainesville or Hall County, you are eligible for homestead exemption that reduces your tax base by \$2,000. You must file for the homestead exemption to reduce your tax liability at the Hall County Tax Office.

SENIOR CITIZENS

To qualify for a school tax exemption, senior citizens who are 62 years old or older and have an income less than \$12,000 excluding Social Security and retirement may file a request for exemption in the City Tax Office or in the Hall

County Tax Office depending if you live in the City of Gainesville or Hall County.

To qualify for a Homestead Exemption, you must be 65 years old or older and have an income less than \$8,000, excluding Social Security and retirement. The City Tax Office is located in the City Hall Building, (404) 534-7321. The Hall County Tax Office is located in the Joint City-County Administration Building,(404)536-6681

FINANCIAL

COMMERCIAL BANKS

Gainesville offers seven commercial banks with total assets in excess of \$19.2 billion dollars. Total deposits amounted to more than \$14.1 billion dollars. The breakdown is as follows:

	<u>DEPOSITS</u>	<u>ASSETS</u>
The Citizens Bank Locations: 7 Member FDIC and Federal Reserve System Statement Date: April 30, 1991	\$107,660,000	\$115,157,000
Wachovia Locations: 5 Member FDIC and Federal Reserve System Statement Date: December 31, 1991 (This Statement is for the entire Wachovia system.)	\$23,006,290,000	\$31,158,320,000
First National Bank Locations: 6 Member FDIC and Federal Reserve System Statement Date: June 30, 1992	\$726,000,000	\$882,000,000
Georgia First Savings Bank Locations: 2 Member FDIC and Federal Reserve System Statement Date: June 30, 1992	\$47,766,000	\$53,215,000
Gainesville Bank & Trust Locations: 2 Member FDIC and Federal Reserve System Statement Date: March 31, 1992	\$57,780,000	\$67,860,000
Lanier National Bank Locations: 2 Member FDIC and Federal Reserve System Statement Date: April 30, 1992	\$39,431,943	\$44,746,728
Home Trust Bank Locations: 9 Member FDIC and Federal Reserve System Statement Date: April 30, 1992	\$285,577,000	\$313,814,000

LAND BANK

Federal Land Bank	\$5,366,015
Locations: 1	
Statement Date: June 30, 1990	
Farm Credit Service of North Georgia	\$254,000,000
Locations: 1	
Statement Date: June 30, 1992	

INDUSTRIAL FINANCING

The Gainesville-Hall County Chamber of Commerce and the Gainesville and Hall County Development Authority are available to assist industry in locating sites and securing financial assistance.

The Gainesville and Hall County Development Authority was created by an act of the Legislature and offers financing with certain certificates. This has been a means for constructing several manufacturing plants. Other industrial financing programs are available, including Industrial Revenue Bonds.

GAINESVILLE & HALL COUNTY MARKET DATA

EFFECTIVE BUYING INCOME

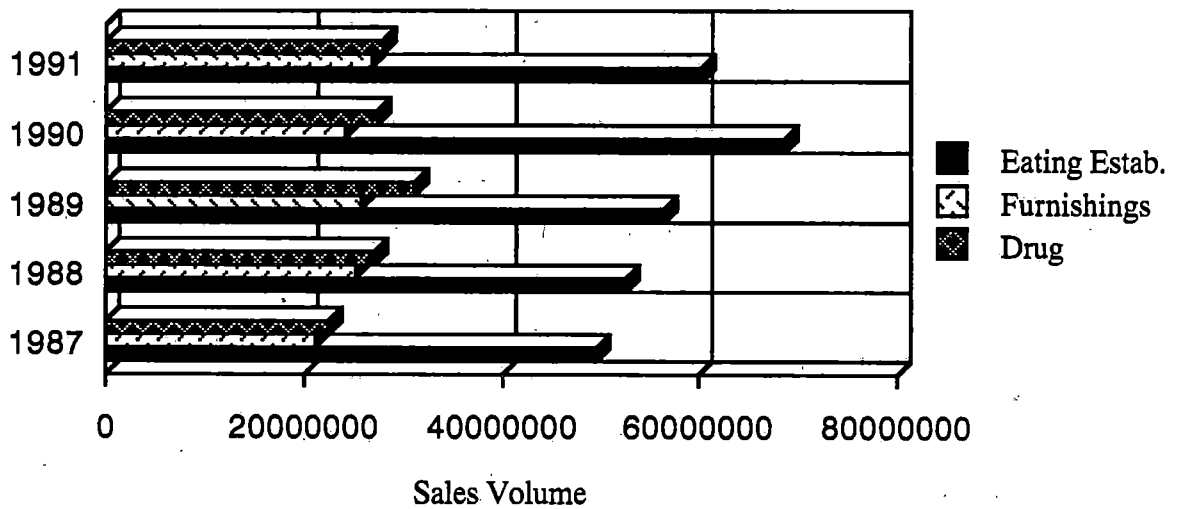
	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>
Effective Buying Income	1,007,194,000	1,082,131,000	1,088,504,000	1,193,182,000	1,284,772,000
Median Household EBI	25,420	26,150	25,816	27,470	28,738
Households by EBI group					
\$10,000 to \$19,999	22.1%	21.5%	21.7%	20.4%	19.3%
\$20,000 to \$34,999	28.7%	28.2%	28.4%	27.5%	26.9%
\$35,000 to \$49,999	17.4%	17.9%	17.5%	18.2%	18.7%
\$50,000 & over	15.4%	16.5%	16.1%	18.7%	20.8%

RETAIL SALES BY STORE GROUP

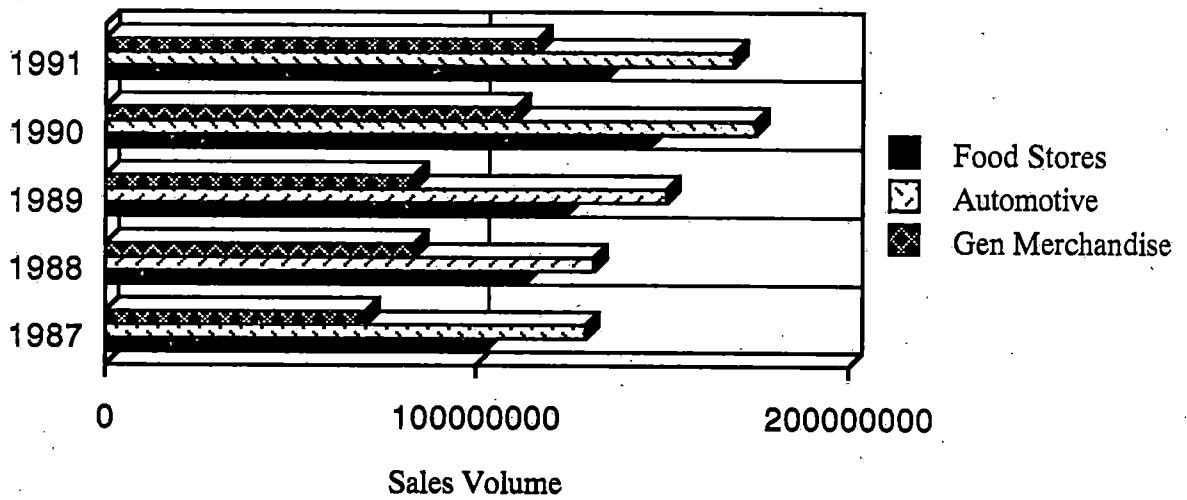
	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>
Total Retail Sales	\$501,513,000	\$543,368,000	\$590,220,000	\$729,971,000	\$741,459,000
Food Stores	101,757,000	112,879,000	123,744,000	145,905,000	134,287,000
Eating/Drinking	49,553,000	52,505,000	56,502,000	68,685,000	60,126,000
General Merchandise	69,972,000	83,191,000	82,726,000	110,148,000	116,578,000
Furnishings/ Appliances	21,277,000	25,299,000	25,842,000	24,113,000	26,753,000
Automotive	129,123,000	131,069,000	150,648,000	174,502,000	168,979,000
Drug	22,568,000	27,244,000	31,091,000	27,326,000	27,830,000

SOURCE: *Sales & Marketing Management*, Survey of Buying Power Data Service. 1987-91.

Retail Sales



Retail Sales



BUILDING PERMITS

	<u>1989</u>	<u>1990</u>	<u>1991</u>
<u>GAINESVILLE</u>			
Residential-Single Family	36	18	18
Commercial & Industrial	49	27	15
Apts., duplexes, etc.	11	3	2
Total	96	48	35
Estimated Total Cost:	\$53,552,600	\$27,464,150	\$30,106,077
<u>HALL COUNTY</u>			
Residential-Single Family	679	592	580
Commercial & Industrial	61	41	17
Apts., duplexes, mobile homes, etc.	626	560	455
Total	1366	1193	1052
Estimated Total Cost:	\$81,686,467	\$71,200,646	\$60,562,467

BUSINESS LICENSES

	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>
1. Gainesville		2548	3006	3200	2951
	2894				
Hall County	3379	3113	3212	3126	3021

SOURCE: Hall County Building Inspector's Office, Hall County Business License Office



*A Golden
Opportunity!*

WELCOME

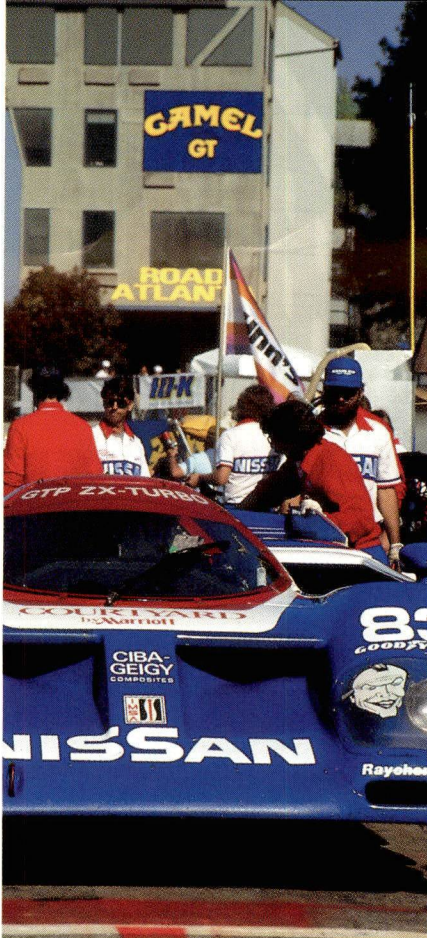


GAINESVILLE

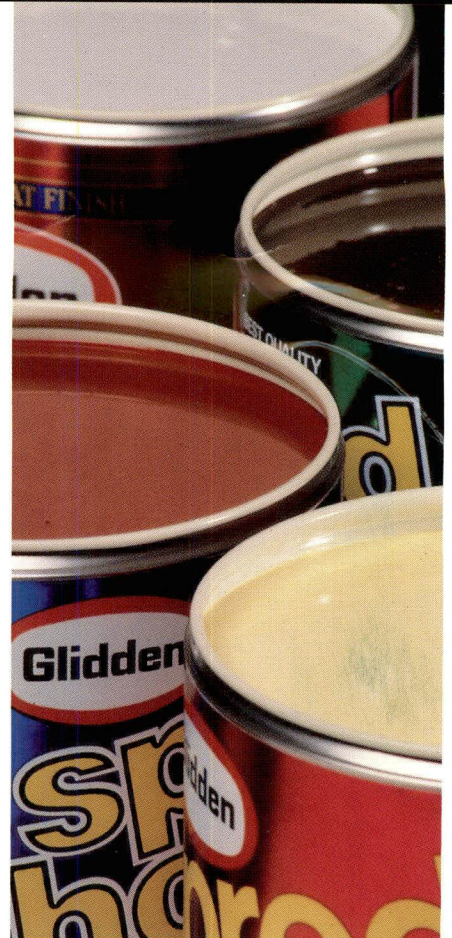
HALL COUNTY, GEORGIA



Crystal Farms



Road Atlanta

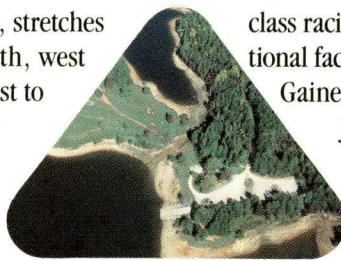


Glidden Paints

Our Service Area Is Unique. So Is Our Commitment To It.

The Golden Triangle, at the heart of Jackson EMC's service area, stretches from Gainesville in the north, west to Gwinnett County and east to Athens. It is an area rich in the variety of businesses, industries and educational institutions.

Nestled on the shores of scenic Lake Lanier, Gainesville is recognized internationally as the poultry capital of the world. It is also home to manufacturing plants such as the Glidden Company's



state of the art paint-making facility, world-class racing at Road Atlanta, and educational facilities including Brenau College, Gainesville College and Lanier Tech.

Jackson EMC is proud to supply power to the progressive and growing Gainesville area. We understand that the cost and quality of our service is vital to the development and improvement of the quality of life in our service area. Jackson EMC, a member of the Oglethorpe Power System.

JACKSON

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**Northeast
Georgia
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GAINESVILLE, GEORGIA 30503
(404) 536-3007

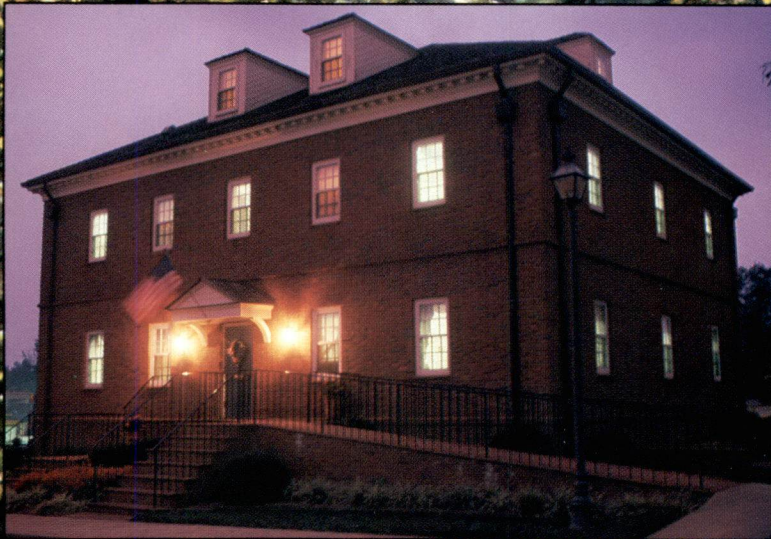


MULTIPLE LISTING SERVICE

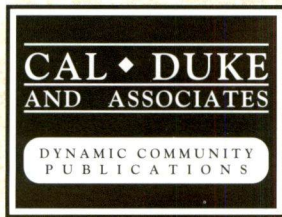
MLS



EQUAL HOUSING
OPPORTUNITY



This Chamber Magazine
Proudly Produced By:



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Americus, GA 31709
(912) 924-4000

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Joe Carney & Mike Sutton.....

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We gratefully acknowledge the outstanding cooperation of the staff and membership of the Gainesville/Hall County Chamber of Commerce.

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WHEN QUALITY COUNTS



COUNT ON US!

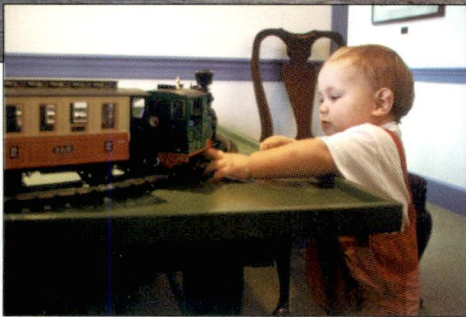
YOUR COMPANY'S IMAGE IS MORE IMPORTANT THAN EVER IN THIS MODERN, COMPETITIVE WORLD...Does your logo, brochure or advertising stand out in the crowd? If not, let our staff of dedicated professionals go to work for you. We serve clients throughout the tri-state area and will be happy to discuss our multiple services with you.

CAL DUKE & ASSOCIATES

132 Taylor Street • Americus, GA
(912) 924-4000



Home Federal Savings Bank, Sherwood Office



Adam Edenfield, 18 months old and a valued Home federal customer

For thirty-four years, Home Federal has been a financial leader in the communities we serve. We are committed to giving the people of Northeast Georgia the quality banking services they require...and deserve. From business, installment, and mortgage loans to Pinnacle 50 Checking designed for people fifty or over, Home Federal offers a complete line of products.

Back in 1957, when we first opened our doors to do business, we made a firm commitment to our community. Whether it be a fund-raiser for the March of Dimes, sponsoring local organizations, or volunteering our time, we have dedicated our efforts to helping North Georgia grow.

Please stop by our Sherwood or College Square offices for a closer look at the colorful history of Gainesville, Hall County, and our natural world as depicted by artworks commissioned by local artists and historians. We are ready to help you with any of your family's banking needs.

MAIN OFFICE
104 Green Street
535-9600

SHERWOOD PLAZA
600 South Enota
535-9609

BROWNS BRIDGE
1804 Browns Bridge Road
535-9605

COLLEGE SQUARE
3626 Mundy Mill Road
535-9607

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FEDERAL**
SAVINGS BANK
OF GEORGIA

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Also conveniently located in Clarkesville, Cumming, Duluth, Cleveland, and Blue Ridge.

A Sincere Welcome

The Gainesville/Hall County Chamber of Commerce has provided a "commitment to quality" for over 80 years.



1991 Board of Directors (Left to right):

Row 1: Bert Ayers, Alan Zubay, Sissy Lawson, Mary Watkins, R. Reppard Bennett, John Cleveland, Joyce Stephens, Ben Easterling.

Row 2: Jean Sawyer, Henry House, Rich White, John Byrd, H.F. Johnson, Frank Henry, Kelly Miles, Jim Hardman.

Row 3: Lee Chapman, Fred Kelly, John Nix, Richard Hunt, Frank Norton, Jr., Sam Oliver, John Ferguson, Andy Walker, Jim Copeland.

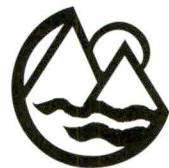
Row 4: Clifton McDuffie, Steve Heinen, Foster Watkins, Jim West, Robert Thorpe, Al Crego, Miller Watkins, Tread Syfan, Thomas Calkins, Bill Koch.

Not pictured: Philip Wilheit, Tom Oliver, Frances Brock, Harold Caudell, Joe Hill, Steve McKibbon.

The Gainesville-Hall County Chamber of Commerce has been busy leading our prosperous community for over three quarters of a century. By putting plans into action with the help of qualified committees and attentive members, the Chamber leadership has provided a "commitment to quality," resulting in a standard of living that is well noted in the Southeast.

Chamber membership services provide the business community with a definite advantage, allowing members to succeed. Newcomers will find our community research information helpful — listing population, income, agricultural and economic data. Site location assistance and the Small Business Resource Center will assist prospective, as well as new industries and businesses in the area. Established and prospective businesses alike benefit with informal functions called "Business After Hours." The Convention and Visitors Bureau, along with the Welcome Center, allows tourists to take advantage of our extraordinary facilities and attractions in Gainesville and Hall County. These services and much more are explained in the Chamber of Commerce "Program of Work" publication.

To find out more about Gainesville and Hall County, Georgia and how you can become more involved in the Chamber of Commerce, call or write the Gainesville-Hall County Chamber of Commerce. From Islands to Highlands, we've got it all!



Gainesville Hall County
Chamber of Commerce
P.O. Box 374, 230 E.E. Butler Parkway
Gainesville, Georgia 30503
(404) 532-6206
FAX (404) 535-8419



From Islands To Highlands,
We've Got It All!

Community Lifestyles

Hall Countians enjoy an unsurpassed quality of life and have a deep appreciation for their heritage.

For the 100,000 residents who call Hall County home, its greatest appeal is the peacefulness and tranquility found on Lake Lanier and the forests surrounding it.

Although many people reside on the lake or in secluded neighborhoods, Hall Countians enjoy an endless variety of homes—from rustic mountain-view hideaways or lakeside retreats, to the Victorian or neo-classical homes which ornament Gainesville's impressive historic district, to popular apartments and condominium developments which have sprung up in recent years. Hall County boasts several award winning contractors and an extremely helpful Board of Realtors.

The communities of Hall County believe in family values and support worthwhile community projects centered around the development of their greatest natural resource—the children who will become the leaders of tomorrow. Whether it be scouting, recreational programs or school activities, young and old alike take the time and effort to stay involved.

One of the most outstanding measurements of any community centers around the involvement of its churches. For this, Hall County receives high marks with more than 109 active Protestant churches representing 31 denominations. Saint Michael's Catholic Church also serves the area. The volunteer spirit of the community is possibly best demonstrated by the churches and local citizens in supporting such worthwhile causes as the Salvation Army, Meals on Wheels, the Eagle Boys Ranch, the Gateway House and special fund raisers for the needy.

Civic pride is reflected in community involvement through more than 100 civic and service clubs which keep activity at an invigorating pace.

MEET OUR COMMUNITIES

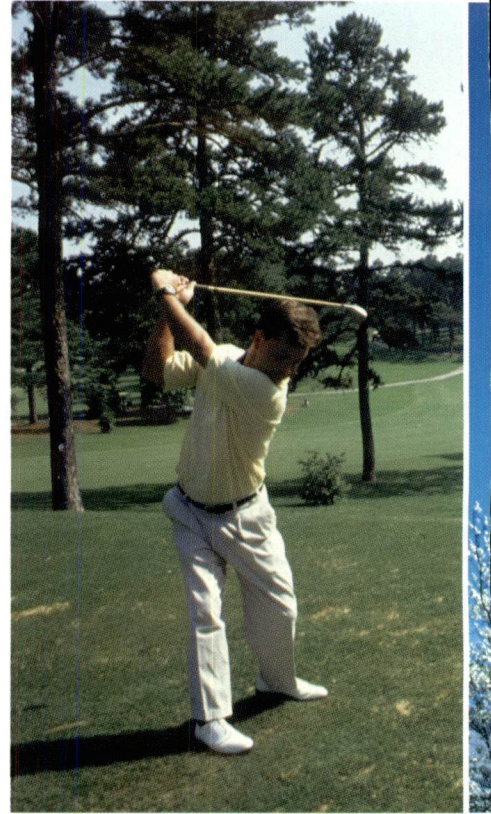
Here's a quick glimpse of the communities making up Hall County...

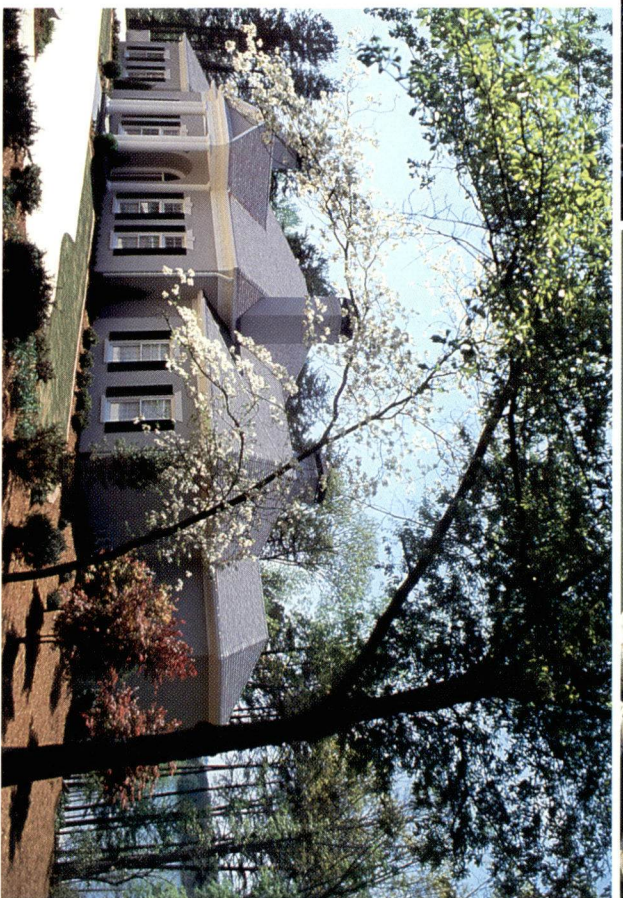
Gainesville, the county seat, is the undisputed business, commercial and healthcare leader for Northeast Georgia which has a "drawing power" of more than 196,000 people in a 40-mile radius. Only 17,885 reside in Gainesville. The community boasts a dynamic shopping district and an impressive "Roosevelt Square" government complex in the heart of town which is adjacent to the Georgia Mountains Center, an important regional, cultural and social center for conventions.

The Green Street Historic District and such beloved landmarks as Brenau College (established in 1878) add a sense of charm and tradition to this handsome community which is administered by a commission/manager system. The multiple cultural, recreational and educational amenities of Gainesville are thoroughly covered elsewhere in this publication. Gainesville is located 53 miles northeast of Atlanta, with easy access via I-985, a four-laned corridor which connects with I-85.

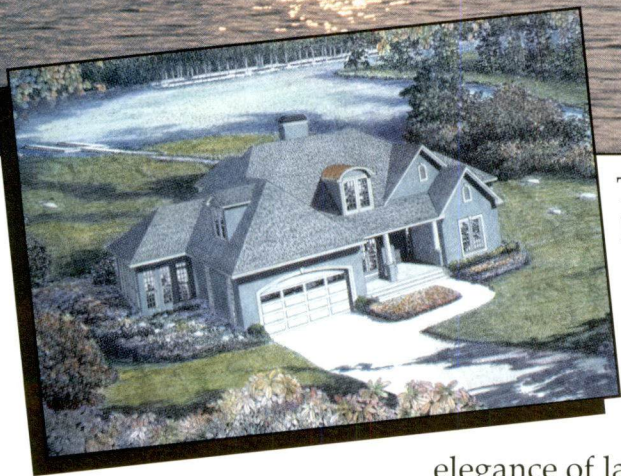
Flowery Branch is located on exit three off the four-laned I-985 heading into Hall County from Atlanta. The nearby pleasures of Lake Lanier create interest in this peaceful community which received its name from the Cherokee Indians. The 1,251 citizens of Flowery Branch worship at three churches and maintain their own volunteer fire department.

In early years when the railroad emerged as a major factor, entrepreneurs who started the town in 1874 developed several interesting businesses including a tannery, a wagon and buggy manufacturing firm, an impressive hotel and a major cotton gin and fertilizer operation. A bank was established in 1896. In that same vein in





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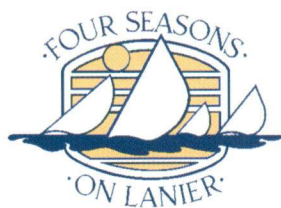


There's a Lake Lanier address that gives you all the luxury and prestige of Atlanta's best, with the casual elegance that only lakeside living affords.

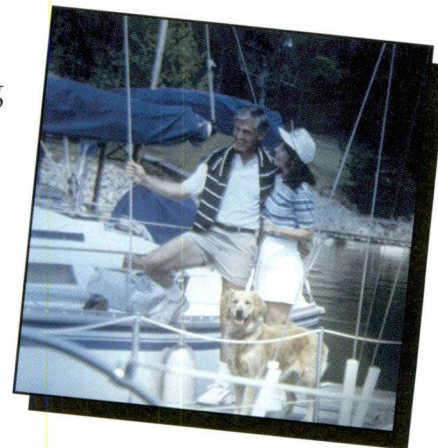
Four Seasons On Lanier. *A premier residential development.* Each home in Four Seasons On Lanier will be one-of-a-kind. Custom designed to reflect the owners' individuality and showcase the natural

elegance of lakeside living. There's also a private swim and tennis

club. And golf is just minutes away at the Lake Lanier Islands. *A premier boating community.* Four Seasons On Lanier neighbors the University Yacht Club, Atlanta Athletic Yacht Club, and Holiday Marina. Four Seasons On Lanier is bounded by deep water perfect for sailing. Now, we've created two new seasons—Autumn Chase and Summer Crest. Autumn Chase is just five minutes from the waters of Lake Lanier; Summer Crest overlooks the University Yacht Club and is across the bay from Holiday Marina and Stouffer's PineIsle Resort. *Four Seasons On Lanier.* Natural beauty. Casual elegance. And a lifestyle you thought you'd have to leave behind. So if you've been harboring thoughts about moving to Lake Lanier, it's time to start making waves.



Stonebridge Development Company
6611 Gaines Ferry Road, Flowery Branch, GA
30542. Atlanta direct 584-6463. Go north on
Peachtree Industrial/ McEver Road, left on Gaines
Ferry Road.



this century, local entrepreneurs such as Mooney Furniture Manufacturing Company have emerged in keeping Flowery Branch's name on the map. More recently, several national and international plants have located nearby, ranging from Reliance Electric and Avery Dennison Label Company to Winsmith, Glidden and Wrigley's.

Residential development near Lake Lanier has skyrocketed over the past decade in both the Flowery Branch and Oakwood areas. Homes range from simple lakeside cottages to exclusive two-story mansions representing a variety of architecture.

Oakwood is one exit up from Flowery Branch and is by far the fastest growing community of Hall County. Gainesville College and Lanier Tech are located in Oakwood, in addition to an Urgent Care Health Center. The 1,464 residents of Oakwood have seen a tremendous surge in commercial development including motels, restaurants and retail establishments. This trend is likely to continue, based on Oakwood's strategic location in South Hall County off exit four of the Lanier Parkway. Incorporated in 1903, Oakwood's name was derived from the large amount of timber it shipped out during its earlier years.

Road Atlanta and Lanier Raceway are nearby attractions, only three miles away. Oakwood is conveniently located near Lee Gilmer Memorial Airport and major industrial parks.

Lula is another municipality of Hall County preparing for new growth on the northeastern flank of the county. The majority of the 1,018 citizens commute to work in surrounding towns. An early Cherokee Indian settlement marks the spot near where Lula sits today. The town emerged as a mining and agricultural center and was chartered in 1877. Lula was built on parcels of land deeded to the Northwestern Railroad, which was built to connect Athens with the Atlanta and Richmond Air-Line Railroad in northwestern Hall County. Lula was re-chartered in 1905 and consolidated with the small neighbor of Belton in 1955. Many of the original buildings in town remain, and an effort is underway to revitalize Lula. On the second Saturday in May, the town celebrates with a "Railroad Day" festival which draws thousands each year.





Gainesville's heralded salute to the poultry industry.

Gillsville is located just five miles south of Lula along the old railroad line which splits the town geographically between Hall and Banks County. Most of the citizens in this sleepy little community have lived there since birth. Reputedly, an old Indian church was established in the area in the early 1800's. It is still being used today. Gillsville was once a trading post and had a strong enough economy to need a bank. Today the bank is used as the local post office. Chartered officially in 1901, Gillsville is the home of a couple of major pottery manufacturers, and connoisseurs come from miles around to check out the wares. Several of the town's 113 citizens work at the pottery or at a local sewing plant.

Clermont dates back to an 1820 settlement which was later rejuvenated with the emergence of the railroad in 1911. The town was incorporated in 1913, and Clermont became a lumber trading center and tourist destination for Atlantans who would stay in the local hotel which featured the "clear view of the mountains" and a passenger train ride. Today the community is a stopping point along U.S. Route 129, just a short jump away from neighboring Cleveland and White County. Dip was the original name of this peaceful farming community which today boasts a population of 402.

Murrayville is another unincorporated community in northern Hall County which sits on Georgia Highway Route 60 leading to Dahlonega and Lumpkin County. North Hall High School is located nearby. The town was named for P.J. Murray who owned a store, hotel and boarding house in the early 1830's. A tiny commercial district serves area citizens and travelers en route to the mountains.

Chicopee is named for one of Gainesville's leading corporate citizens, Chicopee Manufacturing, a division of Jonson & Johnson, which began operation in Gainesville in 1927.

They constructed a modern one-story cotton textile mill and a self-contained village with homes, schools, churches, medical facilities and retail stores.

The rolling hills and winding streets of Chicopee village today reflect the pride Chicopee Manufacturing felt when they laid out the community back in the 20's.

Today, over 960 people reside in Chicopee which is located in south Hall County. Chicopee Woods Golf Club is a beautiful new recreational addition to the area.

New Holland sprang-up in 1907 and was created by Pacolet Manufacturing Company. Homes were built for 225 families who worked for the textile firm. Descendants of several of the original employees still reside in the area today.

The architectural integrity of New Holland's unincorporated community and mills have been retained for the benefit of future citizens. One of the original three schools built by the firm today serves as a Girls Club.

The textile industry was a major factor in Hall County's growth during the early part of the century and remains a vital element today.

Chestnut Mountain is another unincorporated community situated off the I-985 connector on Highway 53. It was founded around the turn-of-the-century and drew its name from the large number of chestnut trees which graced a large hill — a blight destroyed the trees in 1927, but the name remains



Chicopee Woods Agriculture/Exhibition Center opened in 1990 and boasts three arenas covering 100,000 square feet. Equestrian events, expositions, festivals, concerts and other activities occur at the center.

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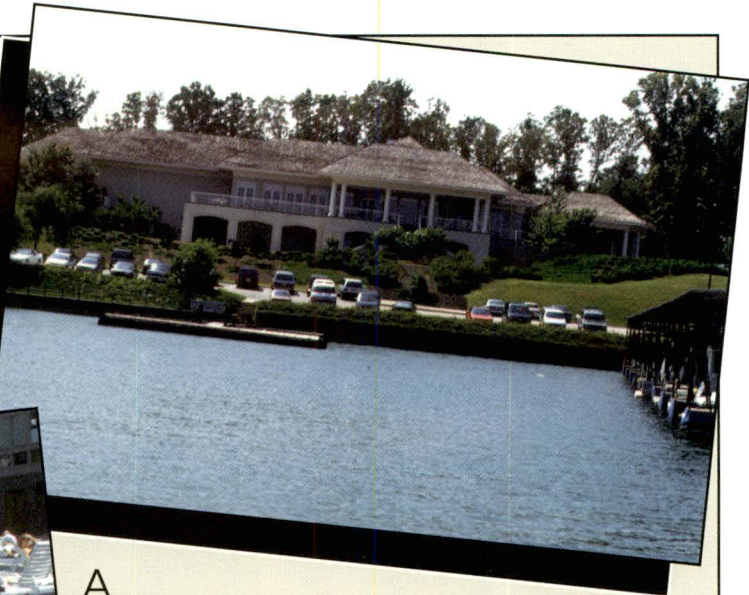
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Gainesville, Georgia 30505

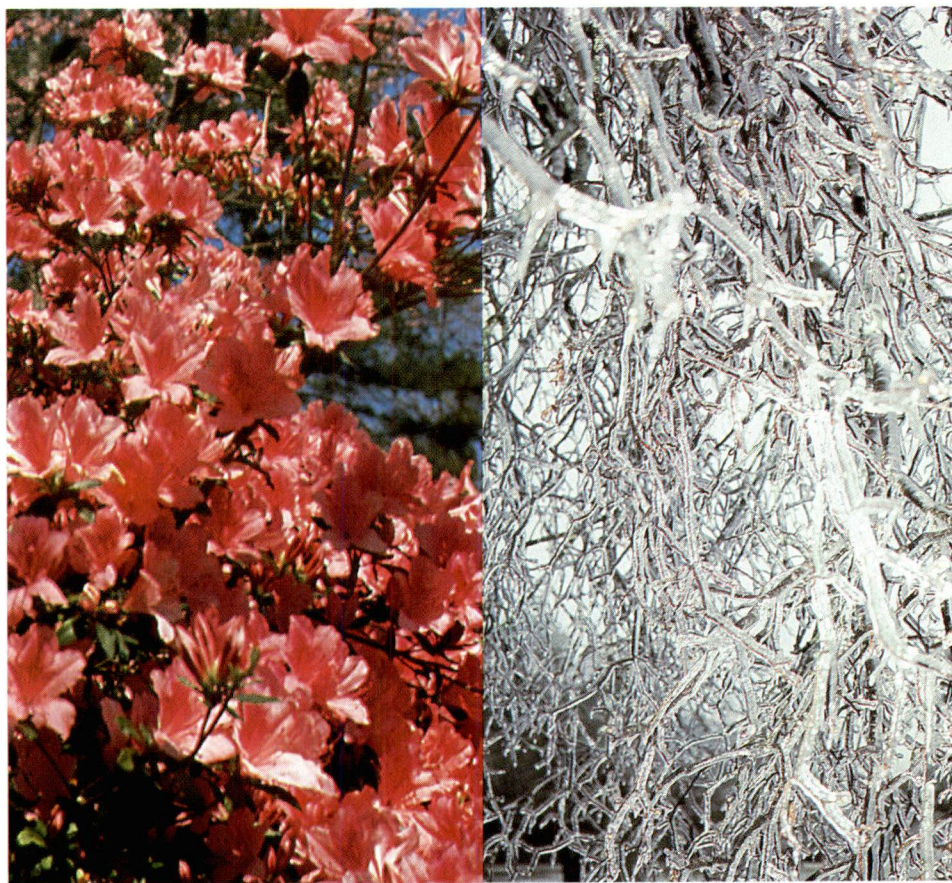
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Distinct seasonal changes keep life interesting in the Northeast Georgia area.

the same.

Two egg-related industries provide most of the jobs in the area although Lanier Raceway and Road Atlanta bring thousands of visitors by Chestnut Mountain during racing events.

EARLY HERITAGE

Long before the first white settlers arrived, villages of the Cherokee nation dotted the ridges and river beds of Hall and surrounding counties. Hunting was plentiful in the thick forests and water and fishing provided for the basic needs of the primitive people. Little of permanence has remained from this early settlement, however, except for names given to the natural features which sustained life: the Chattahoochee, Oconee, Chestatee, Chattooga, Etowah and Tugaloo rivers, Yonah Mountain, Lake Chatauga, Tallulah and Amicalola Falls; and places with names like Dahlonega, Toccoa, Hiawassee, Sautee and Nacoochee.

In time, the Indians left the territory, pushed off by a combination of the

newcomers' desire to establish their own nation and a greed for land and gold. Federal treaties of 1817 and 1819 allowed Indians to become citizens of the United States, but by late 1820's Georgia had begun to ignore these agreements and, through the adoption of repressive legislative acts, moved the Cherokees out of the state. By 1831, Cherokee lands were given to the white settlers by the state and seven years later, the Cherokees left Georgia en masse for the West on the infamous "Trail of Tears."

Hall County was organized under an act of the Georgia Legislature and signed by Governor William Rabun on December 15, 1818, from land obtained in the Cherokee secession of 1817. Parts of two existing counties, Jackson and Franklin, were also included in the new county. Lands were then distributed by lottery to those lawful citizens of the United States who were at least 18 years old, were residents of the state for the years immediately preceding the passage of the act, and had served as "drafted men or volunteers" in the late Indian War. The county was named in honor of Lyman Hall, one of the signers



Spirited fun at the annual Corn Tassel Festival, an October spectacle featuring something for everyone.

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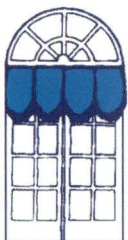
Pearce Auditorium, an elegant architectural gem on the Brenau College campus.

of the Declaration of Independence.

Hall County and its county seat grew slowly during early years. The discovery of gold nearby, in what is now Lumpkin County, briefly stimulated trade and construction, but the interest in mining diminished during the 1830's. By the 1850's, however, Hall County had a population of 8,600 persons (including 1,400 slaves), attracted by opportunities in mining, trading, services to a scattered farming population and by jobs provided in a few mills.

The arrival of the area's first railroad, the Atlanta-Charlotte Airline Railroad in 1871, caused the economic fortunes of Gainesville to expand. The community, which had been incorporated as a city in October, 1870, became a resort center. Patrons were drawn to the area by the cool summer climate and healing springs nearby. Numerous springs in and around the city were marketed for their beneficial qualities: Iron Springs in City Park (for dyspepsia and headaches), Gower Springs (for kidney troubles and indigestion), Deal Springs (for teething children) and Limestone Springs (with its blue flint

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lime water.) New Holland Springs had a resort hotel, as did White Sulphur Springs. As early as 1849 and prior to the Civil War, White Sulphur Springs was the resort where the wealthy and fashionable of the state gathered. Tourists brought with them economic demands for stores and places of entertainment in Gainesville, as well as boarding houses and hotels, the most prominent of which was the Piedmont Hotel owned by General James Longstreet. Gainesville was reported to be the first city south of Baltimore to have electric street lights.

New manufacturing activities were to be established in the latter decades of the century: shoe factories, tanneries, carriage makers, corn mills and cotton gins. Churches were built, as well as seminaries and academies. Brenau College was established in 1878 and quickly became a major community asset.

Although the Depression halted the industrialization of America's economy, during which Hall County cut back its own levels of production, a new manufacturing process appeared which



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continued to add industrial jobs to the local work force. Jesse Jewell introduced a technique for the mass processing of chickens which, in time, was to make Hall County a national leader in the production of frozen broilers. After World War II, other large poultry processors appeared in addition to Jewell: Georgia Broilers, Swift, Poultry Enterprises, Gainesville Fryer, Marrell Farms, and MarJac. Processing of chickens attracted related industries producing feed and poultry machinery. By 1950, 63 percent of all Hall County workers were employed in manufacturing plants, with two-thirds concentrated in textiles, apparel and food products.

Without question, the most significant historical event in the twentieth century in Hall County is the construction of Lake Sidney Lanier by the U.S. Army Corps of Engineers. The lake, created in 1957 by damming the Chattahoochee River at the southern tip of the county, covers approximately 38,000 acres, 25,000 of which are located in Hall County. Of the more than 600 miles of shoreline, 380 miles lie in Hall County. Just six years after

completion, Lake Lanier became the Corps of Engineers' most popular water-oriented recreation facility in the U.S. Today the lake has around 16 million visitors every year, many of whom come to or pass through Hall County to use the lake. One of the major attractions on Lake Lanier is Lake Lanier Islands, a 1,200-acre resort developed under the guidance of a state-created development authority. Lake Lanier Islands has two golf courses, two resort hotels with conference facilities, swimming beaches, cabins and campground, a marina with boat rentals, picnic grounds and an outdoor amphitheater. In addition to recreation, the lake and Chattahoochee River below the dam serve as the primary water resource for much of central and western Georgia and southeastern Alabama. It is also a flood control reservoir.

SOURCES:

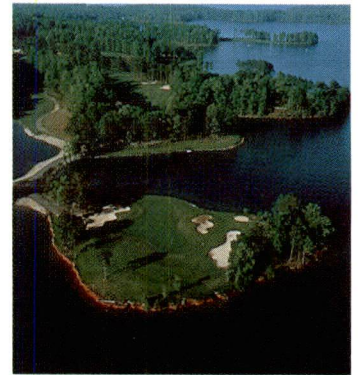
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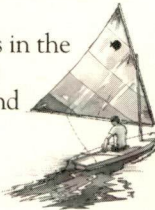
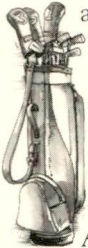
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Lake Lanier Islands
Hotel and Golf ClubSM

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Hall County Boasts Progressive Leadership And A Community Infrastructure To Fully Serve All Citizens

Governmental leaders help to guide the progress of Northeast Georgia's most dynamic county.



In the center of Gainesville stands Gainesville and Hall County's impressive government buildings...their adjoining locations and strong architectural lines symbolizing cooperative spirit and a foundation of strength that are long-standing traditions in the community.

Centering the four buildings is Roosevelt Square, a picturesque courtyard illuminated by an eternal flame which reflects the bright future of the region. The traditional designs of the county courthouse and the city hall blend beautifully with the more modern architecture of the joint city-county administration building.

The fourth building—the Georgia Mountains Center—is an integral part of Gainesville's downtown revitalization program. Throughout the year, it is the site of banquets, meetings, dances and

regional events. The arena area can accommodate up to 2,597 people and a plush 300-seat theatre offering the most modern sound and lighting equipment, is also available.

GOVERNMENT SERVICES

Newcomers arriving in Hall County will want to drop by the city/county administration building (300 Green Street) and register to vote. Residency is required for local elections.

Hall County has a commissioner-administrator system. A county commission chairman is elected at large. Other commissioners are elected for staggered four-year terms. A county administrator is appointed by the commission to execute policy.

Oakwood, Flowery Branch, Clermont, Lula and Gillsville have elected mayors and councils.

Chestnut Mountain, Chicopee, Murrayville and New Holland are all unincorporated towns in the area.

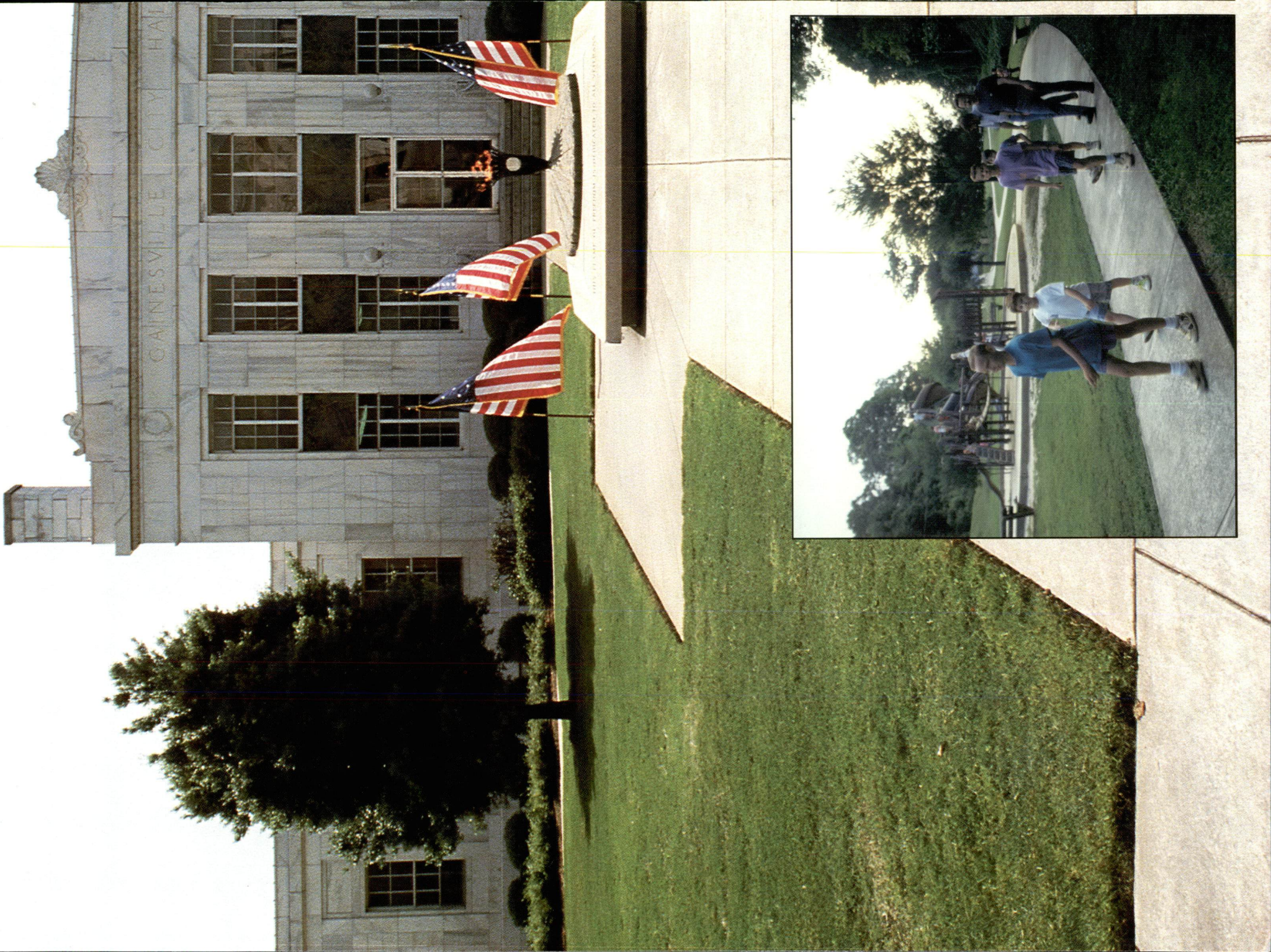
The City of Gainesville has a council-manager system. A mayor is selected from five council members elected for staggered four-year terms. A city manager is appointed by the council to execute policy.

The municipalities maintain their own fire and police departments. The smaller communities come under the umbrella of county services, and several have a volunteer fire department which functions in cooperation with the county. The county also provides a sheriff's department with a full-time staff.

The City of Gainesville has been heralded as one of the most effective in the state regarding public safety ratings.

Hall County is also home for the







Gainesville City Government— A Going Concern For a Growing Community

To the abundant natural beauty, healthful, pleasant climate, and strategic location that are the legacies of its residents, Gainesville City Government has added a full range of efficient, responsive public services and outstanding public facilities. We seek continually to refine and expand upon these with innovative, vigorous programs and projects to more fully serve our citizens, neighbors, and visitors, and attract, accommodate, and serve new citizens—*individual and corporate*.

Toward these goals, Gainesville City Government works in close partnership with other governments, with the commercial sector, and with volunteer community leadership to build for a greater, more abundant future while preserving and enhancing those factors of physical environment and social character that have claimed the hearts of generations of native sons and daughters, and have impelled so many newcomers to put down permanent roots here.

It has been, and remains our commitment to operate Gainesville City Government on the basis of thorough planning and fiscal responsibility, and total openness to those we serve. We welcome you. We look forward to serving you. And we solicit you—and *your assistance*—in making Gainesville an even better place in which to invest your resources—and *your future*.

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As the "Gateway to the North Georgia Mountains," Hall County is uniquely positioned for growth while maintaining the traditions and family values the residents of this county have come to love and protect. Through innovative government, visionary community leadership, and solid business practices, the Hall County Board of Commissioners has been able to preserve and enhance the quality of life while integrating rapid growth.

HALL COUNTY

"A Matter of Pride"

The Hall County Board of Commissioners Extend A Hearty Welcome...



First row, left to right: Mike Bryant (County Administrator), Jane Hemmer, A.N. "Newt" Stepp, Curtis Segars (Chairman), Tom Oliver, and Don Whitmire. Second row, left to right: William House (County Attorney), Sylvia Cooper (Clerk to Commission), and Harry Hayes (Assistant Administrator).

district headquarters of the Georgia State Patrol.

TRANSPORTATION

Charter flights are available at Lee Gilmer Memorial Airport, one mile south of Gainesville on Aviation Way. The full-service airport is operated by Blue Ridge Aviation and utilizes both a 5,000-foot and 4,000-foot lighted runway. For more information call 404-532-4136.

International connections are available to world-wide destinations in Atlanta at Hartsfield International Airport.

The Gainesville Bus Depot makes Greyhound connections by calling 404-532-2641. The address is 400 Myrtle Street, S.E.

Amtrak's main line from New Orleans to Washington, D.C. passes through Gainesville. One passenger train stops here northbound and southbound each day. For service information and reservations call 1-800-874-2800. The passenger station in Gainesville is located at 116 Industrial Blvd. and may be reached at 404-532-1221.

There are several private taxicab companies, a limousine service and a

charter bus rental company in Gainesville.

MEDIA

An active news media consists of seven radio stations and five newspapers, including a regional division of *USA Today*, which is headquartered in Gainesville.

The following is a list of local media.

NEWSPAPERS

- *The Times*—345 Green St., N.W.; circulation of 22,000 daily and 24,000 on Sunday; (404) 532-1234.
- *The Poultry Times*—347 Green St.; weekly on Mondays with a circulation of 13,700; (404) 536-2476; covers topics of interest to the poultry industry.
- *The Eagle*—345 Green St., N.W.; weekly on Wednesdays with a circulation of 18,000; (404) 532-1234.
- *USA Today*—345 Green St., N.W.; Daily Monday-Friday; circulation of 1.3 million; (404) 532-1234.

RADIO STATIONS

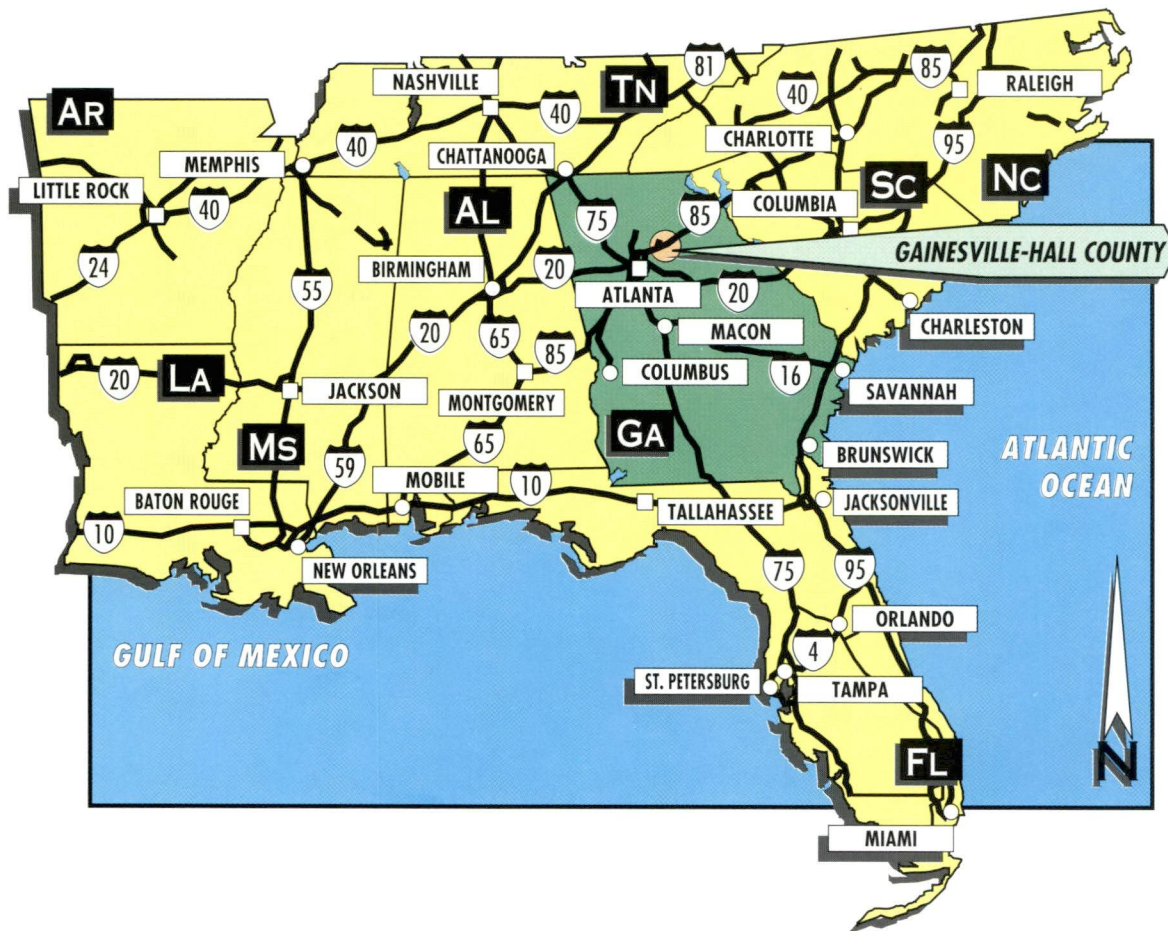
- *WBCX-FM*—Brenau College campus station; classical and easy

listening; 835 watts; 89.1 FM; (404) 534-6187.

- *WDUN-AM*—Adult contemporary; 5000 watts (day); 2500 watts (night); 55AM; (404) 532-9921 .
- *WFOX-FM*—Adult contemporary (oldies); 100,000 watts stereo; 97.1 FM; (404) 536-9948.
- *WGGA-AM*—Middle of the road format; 1,000 watts; 1240AM; (404) 532-6211.
- *WKZD-AM*—Adult contemporary; owned by Mtn. Communications; 1,000 watts; 1330AM; (404) 531-1330.
- *WLBA-AM*—Contemporary Country; 10,000 watts; 1130AM; (404) 532-6331.
- *WMJE-Magic 103 FM*—Popular favorites and oldies; (404) 532-9921.
- *WZLI-FM*—Country favorites; 100,000 watts; 106.1FM; (404) 886-2191.

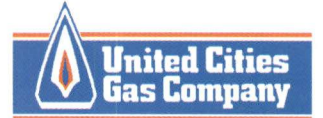
TELEVISION

- *Gainesville Cablevision*—1102 Thompson Bridge Road, N.E.; (404) 532-9961.
- *WNGM TV34*—4619 Smithson Blvd., Oakwood; (404) 532-6338.





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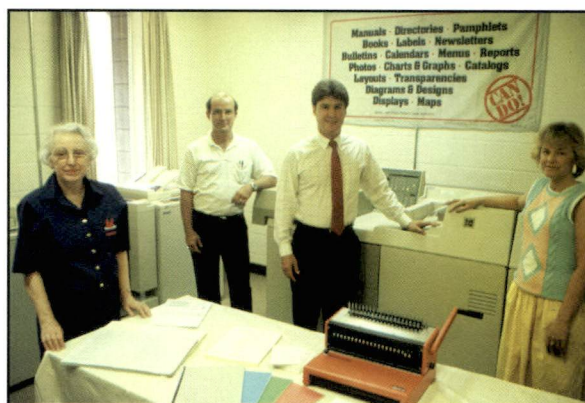
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Marketing The Best!

The Gainesville-Hall County Convention and Visitors Bureau spearheads a \$38 million industry in Hall County.



Lake Lanier is far from being the only major attraction to Hall County. The Elachee Nature Center (below) is a wonderful 1,200 acre nature preserve.



Gainesville and Hall County's array of leisure activities, area attractions and beautiful scenery—combined with excellent meeting and convention facilities—make it the ideal destination for leisure travelers as well as large groups. The Gainesville-Hall County Convention and Visitors Bureau lends its commitment to both the community and visitors.

Dwight Hutchins, Director of the Bureau, says "Gainesville and Hall County have a variety of facilities and services available for individuals and families as well as for corporate and association meetings. It is our desire to make each visitor's stay in our community an enjoyable and memorable one."

Since 1983 when the Chamber of Commerce contracted with the City of Gainesville to create a full-service convention and visitors program, the Convention and Visitors Bureau has coordinated community efforts to position Gainesville and Hall County as a desirable meeting destination. Although the Bureau is funded by the City of Gainesville, Hall County, the Gainesville-Hall County Chamber of Commerce, and the Georgia Department of Industry, Trade and Tourism, the entire county has benefited from the program's record of success.

The Bureau identifies potential markets and serves as an umbrella organization, providing leadership for the many independent elements within the community which are available to visitors. To achieve its goals, the Bureau meets with associations and corporations to encourage them to hold meetings and conventions in Gainesville, ultimately assisting them in everything from coordinating meetings to obtaining transportation, housing and registrations.

The response has been dramatic! In



The Georgia Mountains Center, in the heart of Gainesville, can accommodate as many as 3,000 people.





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A trip to Gainesville is not complete without a stop at the Dunlap House, on historic Green Street, offering pampered luxury at affordable prices.

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- Country continental breakfast
- Complimentary beverages
- Corporate rate
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Serving lunch, dinner, and Sunday brunch

Rudolph's is a dining experience you will long remember. The award-winning cuisine can only be matched by the friendly, efficient service delivered in an atmosphere of casual elegance.

The dinner fare ranges from succulent *Prime Rib* to such tantalizing specialties as *Scallops en Papillote*, *Alaskan King Crab Legs*, *Chicken Oscar*, *Steak Rudolph*, and fresh *North Georgia Trout*, just to name a few dishes.

Save room for "great endings" such as the *Rudolph's French Fried Ice Cream*, *Marcia's Brownie*, or *Green Street Cheese Cake*.

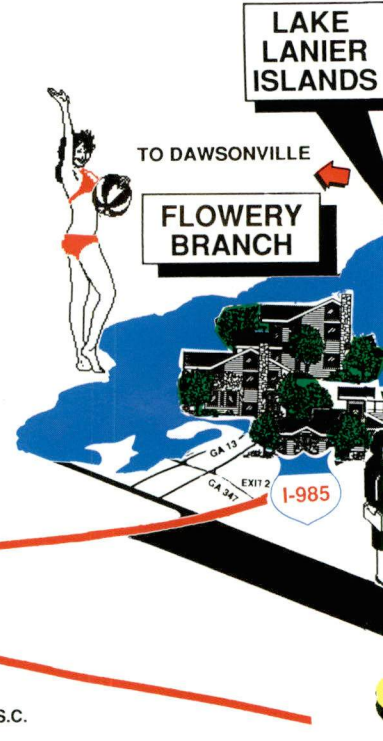
Come and indulge in an experience in good taste.

Casual attire • handicap access • Major credit cards accepted • Catering Special food fax line (404)536-8261

Welcome To Dynamic Hall County...

*From Islands To Highlands,
We've Got It All!*

MILEAGES TO SELECTED CITIES FROM GAINESVILLE	
Albany.....	227
Athens.....	39
Atlanta.....	53
Augusta.....	140
Brunswick.....	298
Columbus.....	162
Dalton.....	93
Macon.....	120
Rome.....	99
Savannah.....	252
Valdosta.....	275
Waycross.....	265



Call the Gainesville-Hall County Convention and Visitors Bureau at (404) 532-6206 for assistance in planning your next meeting.

1990, the Bureau generated 239,800 "delegate-days," which resulted in an estimated overall economic impact of \$37,499,000 on the local economy and an estimated \$428,560 in local option sales taxes. More than 18,506 visitors were welcomed at the local welcome center, a 15.6% increase over 1989. These figures tell only part of the Bureau's success story. Participation by the Bureau in cooperative advertising campaigns produced over 12,000 inquiries for local information. The

Bureau provided meeting information through various events to more than 200 meeting planners and developed a new community map, attractions guide and a dining/lodging brochure.

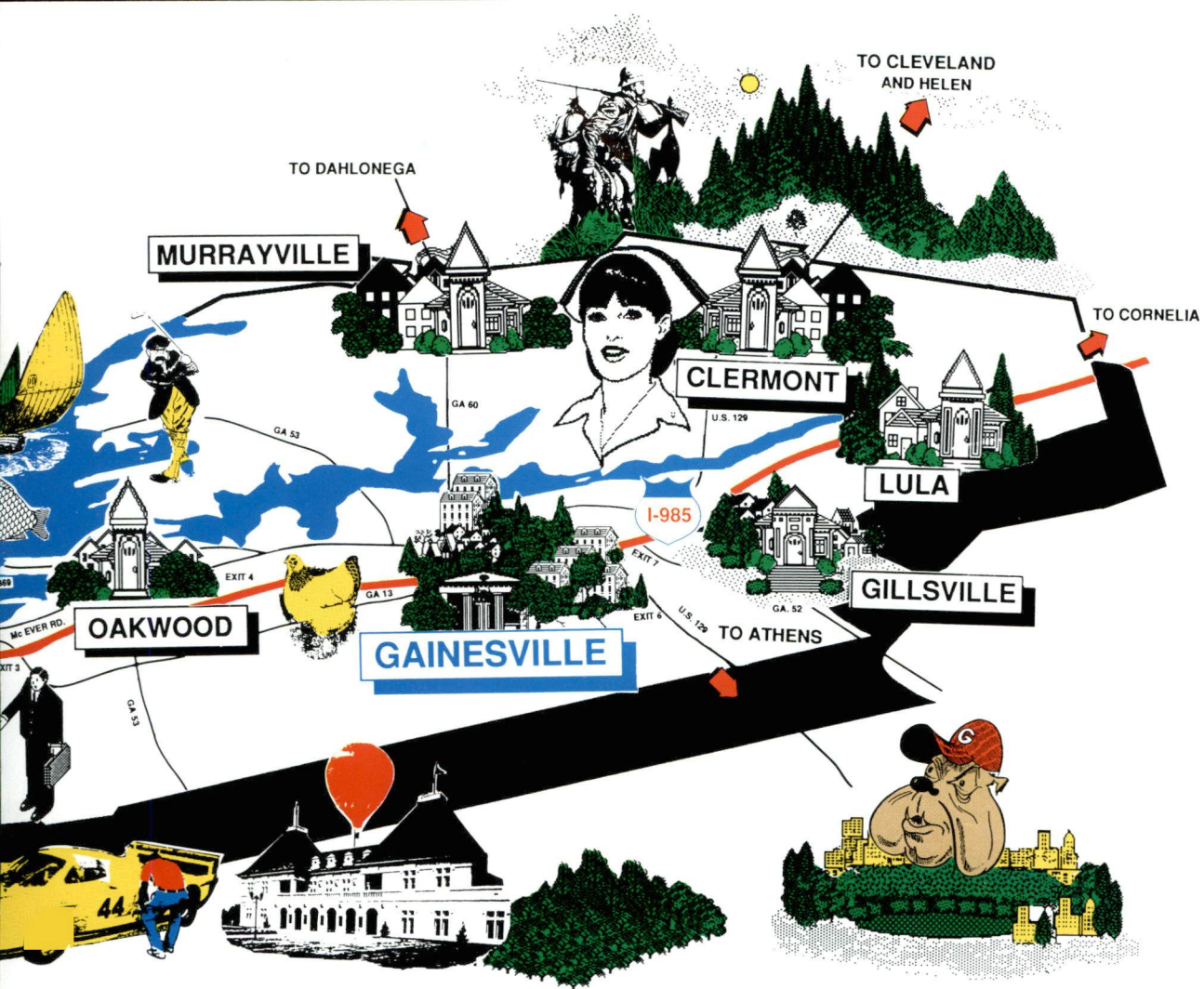
Another outstanding achievement was the production of a brochure entitled "Meetings,— Potentials of Gainesville, Hall County and Lake Lanier" and the printing and distribution of 7,000 "Holidays in Gainesville-Hall County, Georgia." Other Bureau activities included: staffing the

Welcome Center; conducting group-leader or group familiarization tours of Gainesville and Hall County; publishing a monthly calendar of special events; and soliciting for leisure events such as softball or fishing tournaments and other special interest activities.

Many factors contribute to the county's desirability, according to meeting and convention planners. Various facilities offer excellent accommodations, meeting rooms and banquet facilities. The Georgia Mountains Center, a 50,000 square foot facility in the heart of downtown Gainesville, can accommodate a group of up to 3,000 people; while the Holiday Inn with 10,000 square feet can handle 600-700 people in its convention center. The Ramada Inn, Shoney's Inn and Days Inn also provide meeting rooms.

Potential is unlimited with the Convention and Visitors Bureau continuing to develop the community's image, enhancing the outstanding services already available to visitors, and highlighting Gainesville and Hall County as the perfect destination.

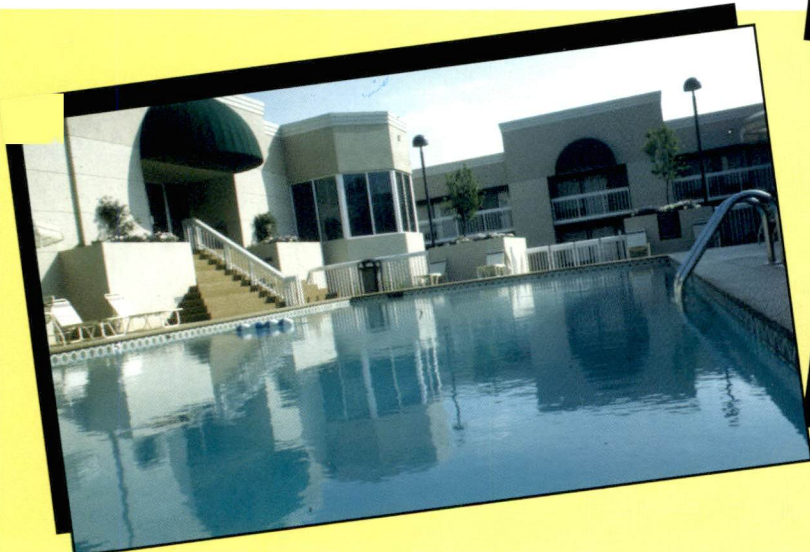




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- Baxter's Lounge
- Holiday Hall Convention Center



The Unending Appeal

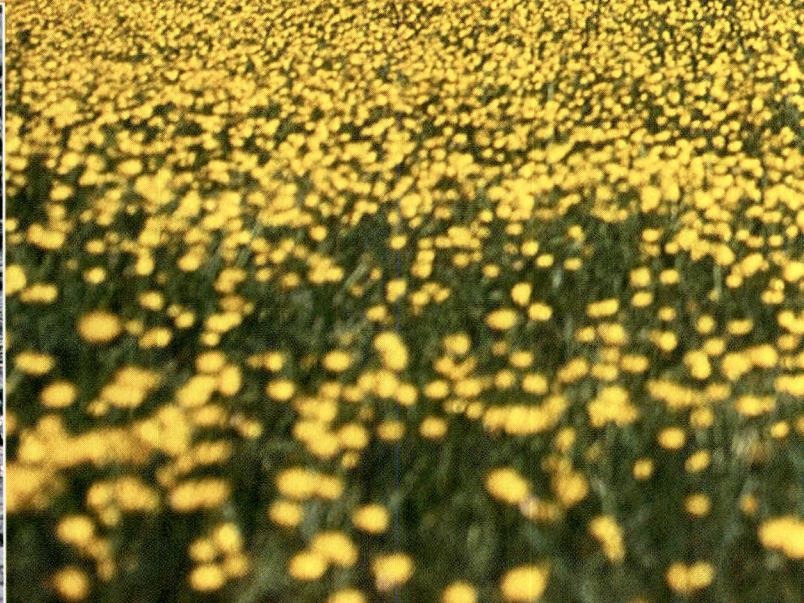
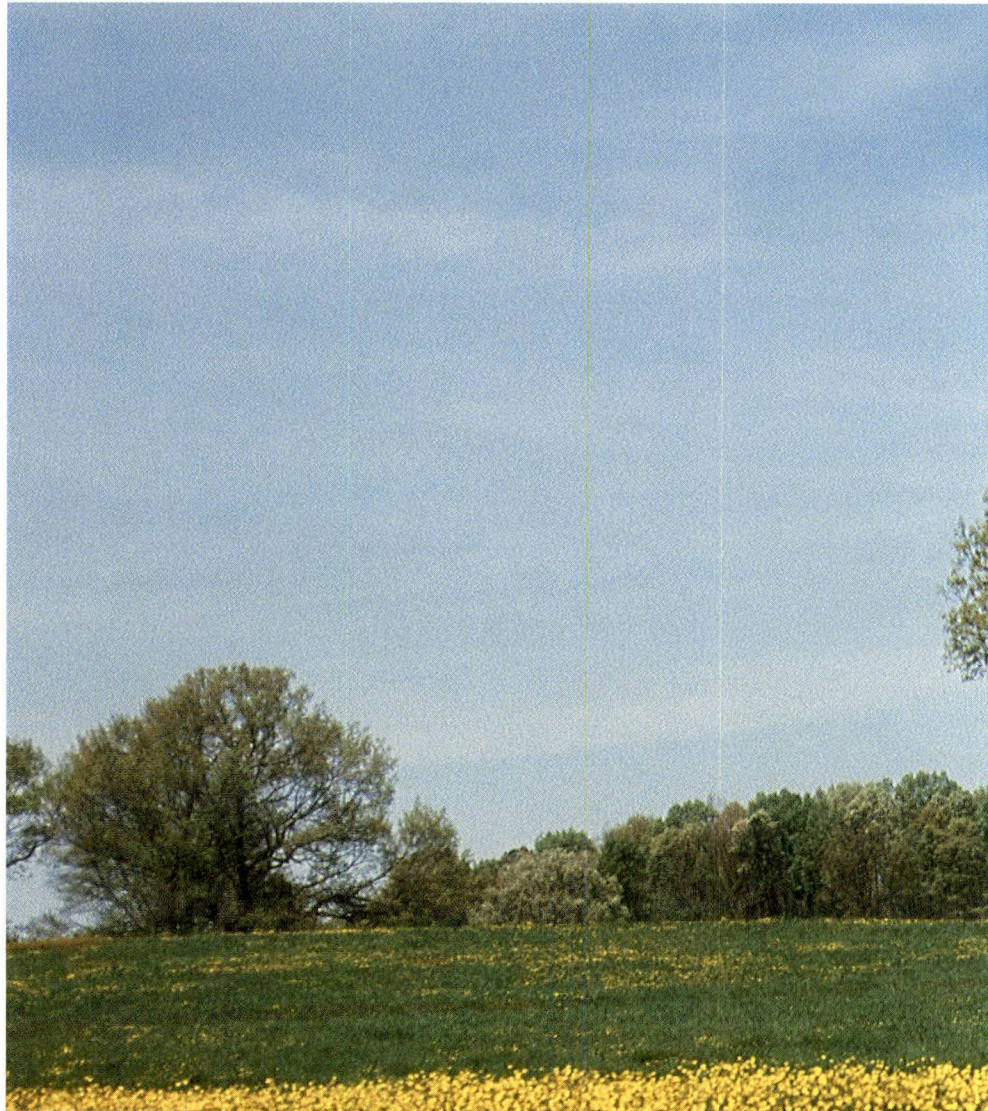
of the hills and valleys of Hall

Poet Sidney Lanier captured the beauty of Hall County perfectly in his eloquent poem, *The Song of the Chattahoochee*, written in 1877. The following excerpt from the poem is still treasured by Hall Countians and describes the irresistible attraction of the hills of Habersham and the valleys of Hall.

*Out of the hills of Habersham,
Down the valleys of Hall,
I hurry amain to reach the plain,
Run the rapid and leap the fall,
Split at the rock and together again,
Accept my bed, or narrow or wide,
And flee from folly on every side
With a lover's pain to attain the plain
Far from the hills of Habersham,
Far from the valleys of Hall.*

*All down the hills of Habersham,
All through the valleys of Hall,
The rushes cried Abide, abide,
The willfull waterweeds held me thrall,
The laving laurel turned my tide,*

*The ferns and the fondling grass say
Stay,
The dewberry dipped for to work delay,
And the little reeds sighed Abide, abide,
Here in the hills of Habersham,
Here in the valleys of Hall.*





The Forecast For Fun

Outdoor activity is confined to nearly 365 days a year!

From islands to highlands, *we've got it all*. Hall County's promotional slogan describes perfectly the abundance of recreational resources available to residents and visitors on a year 'round basis.

You can truly enjoy a sudden change of pace ranging from genteel aquatic pleasures on 38,000-acre Lake Lanier to viewing world-class road racing at Road Atlanta...Try horseback riding with a panoramic view of the Blue Ridge Mountains or test your golfing skill on our five championship courses...Take a stroll through our elegant Green Street historic district or through the 1,200-acre preserve of the Elachee Nature Center...Picnic with your family at one of our 47 parks or take a 430-foot plunge on the water slide at Lake Lanier Islands...Got the picture? It all adds up to fun in Gainesville and Hall County!

The pleasing climate of the area gives local residents ample opportunity to take to the woods and streams in pursuit of

turkey, deer, squirrel, quail, dove, rabbit, bass and trout.

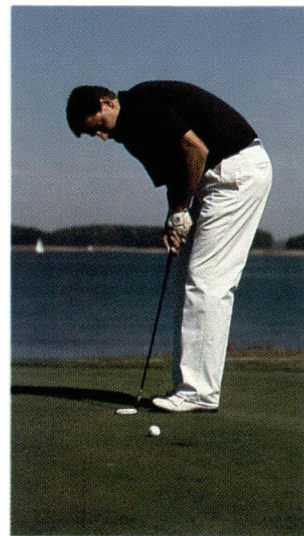
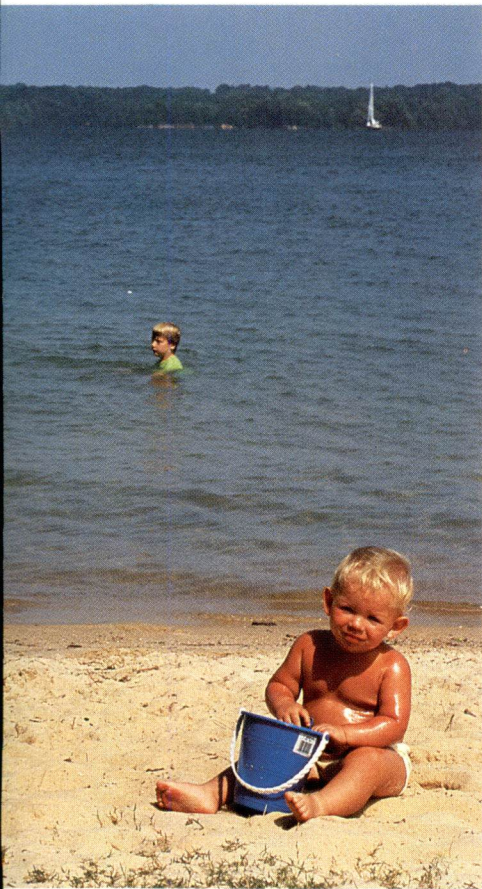
Gainesville's strategic location forms a triangle between the mystical mountain pleasures of North Georgia, big league sports and entertainment in Atlanta, and exciting University of Georgia Bulldog action at Athens. All are an easy one-hour drive away!

Golfing enthusiasts will be pleased to discover two beautiful municipal 18-hole championship golf courses, the Chattahoochee Golf Club and the recently completed Chicopee Woods Golf Club. Lake Lanier Islands is the site of two championship golf courses on the shores of the lake, Stouffer's Pinelsle Resort and the Lake Lanier Islands Hotel and Golf Club. The challenging Royal Lakes Golf and Country Club opened in late 1989, making a total of 90 holes available for play in Gainesville and Hall County.



Lake Lanier (above) with 607 miles of scenic shoreline lures over 16 million visits each year. The Chattahoochee County Club (left) is one of the most impressive "full service" clubs in Georgia.





We knew eventually you and thousands of others could no longer resist tasting the many wonders of life in Hall County. With Lake Lanier at our doorsteps, the Blue Ridge Mountains in our backyard and the many fascinations of Atlanta just far enough away to still be convenient, it was inevitable that you'd discover the quality of life here sooner or later.

We've been working since 1889 for the growth we're now experiencing. And we'd like to offer you a sampling of what's available to you here.

Year After Year We've Given People Like You A Taste Of Hall County.

So if you're ready, clip out the coupon below and send for our free Newcomer's Guide, prepared with you in mind, or call 1-800-765-6530.

Get your first taste of North Georgia...with our free guide.

For your free Newcomer's Guide, clip and return this coupon to:
First National Bank
Newcomer's Guide
Marketing Dept.
P.O. Drawer 937
Gainesville, GA 30503

NAME: _____

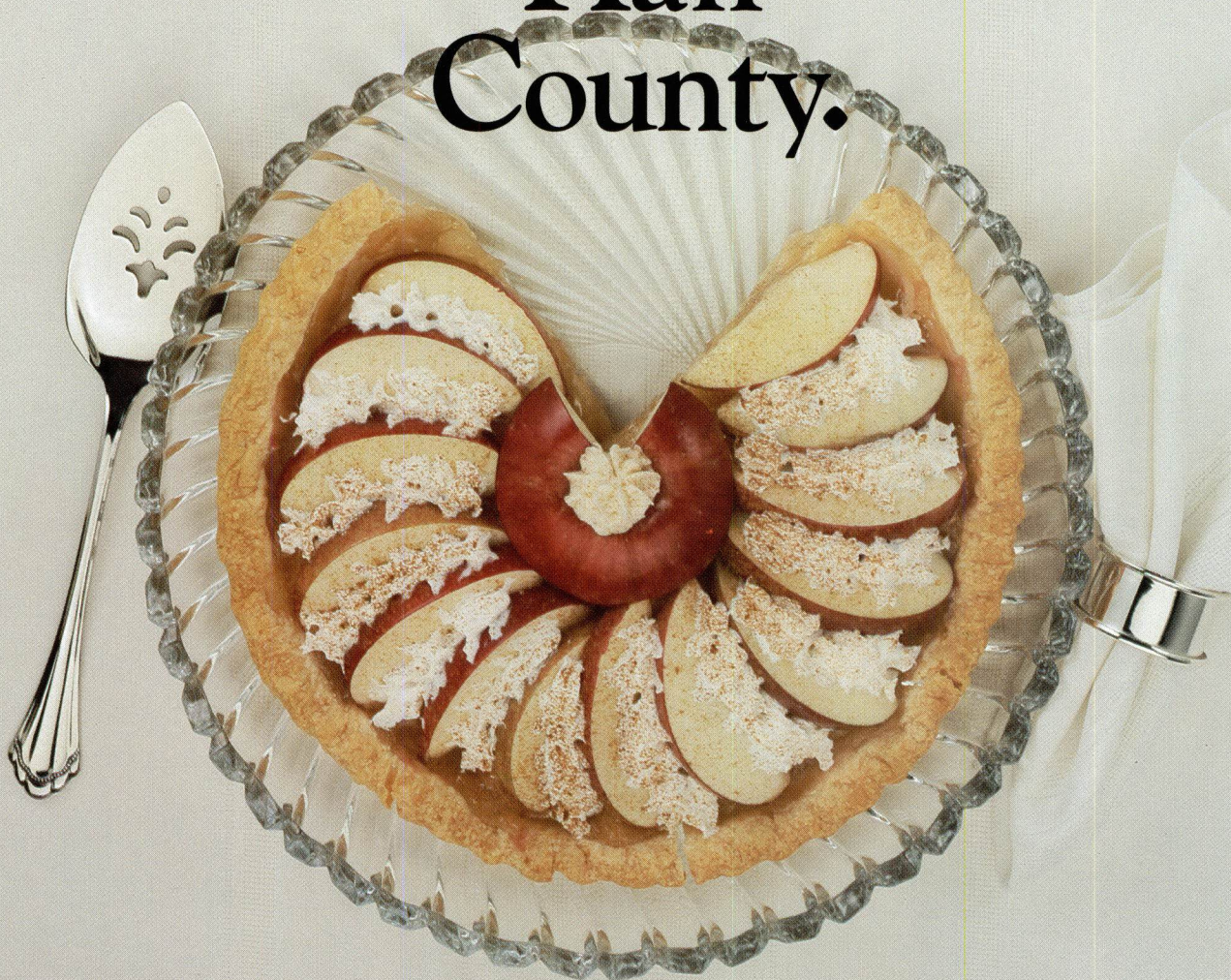
ADDRESS: _____

CITY: _____

STATE: _____

ZIP: _____

PHONE: _____



FIRST NATIONAL BANK

Both the city and county maintain splendid recreational programs for citizens of all ages in a variety of team sports. Superb tennis facilities, jogging trails and playgrounds are maintained throughout the community.

If you are new to the area, your first stop should be the Chamber of Commerce Welcome Center at 230 E.E. Butler Parkway. Here you might request a current attractions and recreation guide which will give you detailed information regarding public marinas, tennis courts, city parks, county parks and U.S. Army Corps of Engineers parks.

GAINESVILLE PARKS AND RECREATION AGENCY

The city of Gainesville maintains 16 parks which cover 687 acres and feature playgrounds, 21 tennis courts, two swimming pools and outdoor recreational equipment.

The newest addition, Lanier Point Park, is North Georgia's premier softball complex, featuring four fenced softball fields, modern lighting, P.A. system, a two-story control center, electronic scoreboard, meeting rooms and restrooms. The Gainesville Parks and Recreation Department recently received the Georgia Recreation and Parks "Agency Award" as the outstanding agency, in its population and class size, for the second time in three years. Year 'round programs are provided to the public including hobbies, arts, crafts, music, dance, drama, athletics and special senior-citizens programs. For more information, contact the agency at (404) 532-6122.

- Butler Center Park.....Old Athens Hwy.
- City Park.....830 Green St.
- DeSota Park.....DeSota St.
- Engine 209 Park.....W. Academy St.
- Fair Street Park.....Fair St.
- Glenwood Park.....Glenwood Dr.
- Holly Park.....Holly Park Drive
- Ivy Terrace Park.....Ivy Terrace
- Lanier Point.....Lanier Valley Rd.
- Longwood Park.....West By-pass
- Pine Street Park.....Pine St.
- Poultry Park.....Broad Street
- Riverside Park.....Riverside Dr. & Yonah
- Roper Park.....Thompson Bridge Rd. & Virginia Circle
- Wessell Park.....Wessell & Holly
- Wilshire Trails.....Wilshire Rd.

HALL COUNTY PARKS AND LEISURE SERVICES

The county recreation department maintains 11 parks which cover 387 acres and include 3 indoor-outdoor recreation centers, 13 tennis courts, lighted and non-lighted athletic fields, gymnasiums, 3 football fields and a vita course. For camping, picnicking, covered pavilions, boat launching ramps, playgrounds, a beach and fishing pier, try River Forks Park situated on Lake Lanier with over 100 campsites. For information contact the recreation office at (404) 535-8280.

- Alberta Banks Park.....McEver Rd. & Jim Crow Rd.
- Central Park.....Calvary Church Rd. Candler Rd.
- Clermont Recreation Ctr.....Hwy. 129 North
- Gainesville College.....Mundy Mill Rd.
- Laurel Park.....Hwy. 129 North
- Murrayville ParkBark Camp Rd.
- Platt Park.....Strickland Rd.
- Rafe Banks Park.....off Cornelia Hwy. in Lula
- Rivers Forks Park.....Keith Bridge Rd.
- Sardis Recreation Ctr.....Sardis Rd.
- Tadmore Park.....Hwy. 323

CORPS OF ENGINEERS DAY-USE PARKS

The U.S. Army Corps of Engineers operates 23 lake front parks in Hall County. Picnicking, water sports, swimming and camping are all available at the parks. 569 campsites with electrical and water hook-ups, laundry rooms, dump stations, playgrounds and security are available. Several of these parks are open for camping only. For information contact the Corps Office at (404) 945-9531.

- Balus Creek Day-Use.....Mountain View Rd.
- Belton Bridge Day-Use.....Belton Bridge Rd.
- Big Creek Day-Use.....Big Creek Rd.
- Bolling Mill Campground.....Chestatee Road
- Bolling Mill Day-Use.....Chestatee Rd.
- Chestnut Ridge Campground.....Chestnut Ridge Road
- Clarks Bridge Day-Use.....Clarks Bridge Road
- Duckett Mill Campground.....Duckett Mill Road
- Little Hall Day-Use.....Dawsonville Hwy.

- Little River Day-Use.....Shirley Rd.
- Lula Day-Use.....Lula Rd.
- Mountain View Day-Use.....Browns Bridge Road
- Old Federal Campground.....Old Federal Road
- Old Federal Day-Use.....Jim Crow Rd.
- Robinson Campground.....Robinson Rd.
- Sardis Creek Day-Use.....Antioch Church Road
- Shoal Creek Campground.....Shadburn Ferry Road
- Shoal Creek Day-Use.....Shadburn Ferry Road
- Simpson Day-Use.....Simpson Park Road
- Thompson Bridge Day-Use.....Dunlap Landing Road
- Wahoo Creek Day-Use.....Mt. Vernon Road
- Van Pugh Campground.....Gaines Ferry Road
- Van Pugh Day-Use.....Gaines Ferry Road

OTHER ENTERTAINMENT

The area also boasts four different movie theaters, two public swimming pools, two skating rinks, two miniature golf facilities, a bowling center, three boat rental firms and scores of RV parks and campground sites.

LAKE LANIER

Lake Sidney Lanier, with its 607 miles of scenic shoreline, lures 16 million visitors each year and is the most popular Corps of Engineers lake site in the United States. Skiing, fishing, sailing, beachcombing and camping are enjoyed with considerable fervor. Built over a 10-year period at a cost of over \$445 million, the project was dedicated in 1957. Needless to say, it has been a tremendous economic and recreational boost to Northeast Georgia and especially Hall County.

Located on Lake Lanier Islands' 1,200 acres are picnic sites, playgrounds, a mini-golf course, waterslides, rental boats, horseback riding and trout ponds. Coupled with the accommodations of Lanier Island Cottages, Lake Lanier Islands Hotel, and Stouffer's Pinelsle Resort Hotel, Lanier Islands offers "Everything you could want—all in one place."

Lake Lanier Islands are located 18 miles southwest of Gainesville via Interstate 985 and Georgia 347. A \$3

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You wouldn't think of selecting a home that was too small or built on a shaky foundation, so why use less care in picking a lender?

Pick one with credentials and you'll settle on The Mortgage Source. As the mortgage division of the largest, strongest bank in North Georgia, our tradition goes back over 100 years. We're the largest FNMA lender in Georgia, servicing over \$1 billion in loans for investors like "Fannie Mae." And we've helped over 2200 families like yours get into homes just in the last three years.

Our originators and underwriters have the kind of lengthy experience that will give you confidence during the entire loan process. We'll guide you step by step to help make your move as easy as possible. And the loan process short and sweet.

Call us toll-free and let us get you started on your home buying experience. Call now!

PHONE TOLL-FREE

in-state or out-of-state

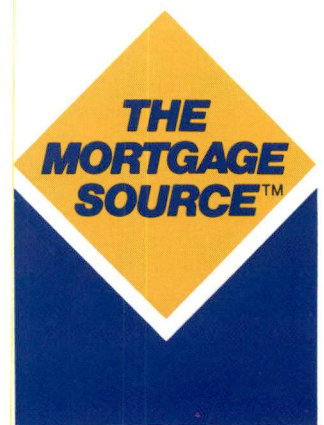
1-800-765-6520

Gainesville Office:

404-531-6100

Atlanta Office:

404-850-7400



FIRST NATIONAL BANK
OF GAINESVILLE

parking fee is charged at the gate. Annual parking permits are available for \$15. Beach passes and permits can be purchased at the Islands or at the Gainesville-Hall County Chamber of Commerce. For information, contact the Chamber at (404) 532-6206 or Lake Lanier Islands at (404) 945-6701.

AREA LEISURE ATTRACTIONS

The following scenic and recreational attractions are being labeled on a map which appears on pages 98 and 99 in this publication. Please phone (404) 532-6206 if you need further information. The Convention & Visitors Bureau will be glad to lend assistance.

Lake Sidney Lanier (location J) is named for 19th Century Georgia Poet Laureate Sidney Clopton Lanier. The Chattahoochee River, made famous by Lanier's "Song of the Chattahoochee," is the main tributary into the lake. Lake Lanier (38,000 acres and 607 miles of shoreline) is the most visited Corps of Engineers lake in the U.S., hosting more than 16 million visitors annually.

Lake Lanier Islands (location H), a 1,200-acre family recreation resort. Attractions include: Georgia's largest wave pool, *Wildwaves*; one of the longest, most exciting tube rides in the nation, *The Chattahoochee Rapids*; seven water slides, including a 430' waterslide and a 260' speed slide; nearly a mile of sandy white beach with paddleboats, canoes, sailboats, 18 hole mini-golf, restaurants, gift shop, picnicking, playgrounds, houseboat rentals, group boat rentals, pontoon rentals, ski boat rentals, riding stables; amphitheater; two resort hotels, rental cottages, campgrounds and two 18-hole championship golf courses. \$3 daily parking fee, \$15 annual parking fee. (404) 945-6701.

Brenau College and Academy (location A). The stately and elegant campus, which dates back over a century, features some of the finest historical architecture in Northeast Georgia. Listed on the National Register of Historic Places are: Bailey Hall (Second Empire style), the most prominent building on campus overlooking the front lawn; Pearce Auditorium, a Victorian theatre featuring a dress circle, boxes, stained glass windows and a ceiling fresco; Wilkes Hall

It's as good as done!



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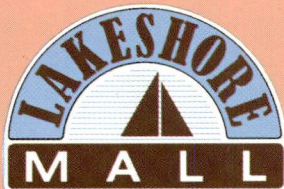


LAKE SHORE MALL—

A carousel of choices are available at Lakeshore Mall. We feature Belk, JCPenney, Roses, Sears, 90 other shops and services, including a food court and four-screen theater.

Lakeshore Mall serves a 10-county area in North Georgia—a region that is growing faster than the state as a whole.

Come visit us at Lakeshore Mall where you'll always find what you need in our selection of merchandise and services.



(Queen Anne style); Yonah Hall (Georgian Revival); Simmons Memorial Hall (Beaux-Arts Classical); Overton Hall (Neo-Georgian Revival); Alumnae House (Georgian Revival); Delta Delta Delta House (Beaux-Arts Classical); and Butler Hall (Neo-Georgian Revival). A wide variety of cultural and educational programs, concerts and fine arts exhibits are offered throughout the year. (404) 534 6299.

Chicopee Woods Agriculture/Exhibition Center (location B) is located on 33 acres of a 531-acre park site on Calvary Church Road. The Agricultural Center opened in 1990 and boasts three arenas covering 100,000 square feet. The complex accommodates activities such as: a variety of equestrian events, cattle, sheep, and swine expositions; rodeos, festivals; large group outings; concerts; farm implement and gardening shows; just to name a few. For information and scheduling call (404) 535-8280.

Elachee Nature Center at Chicopee Woods (location C) is an 11,300-square-foot Natural History Museum located in the middle of a 1,200-acre nature preserve. Visitors have the

opportunity to view exhibits, explore botanical gardens, and hike the network of trails throughout the preserve. Special programs, open to the general public, are scheduled throughout the year. Groups can schedule programs and tours to meet specific needs and interests. The entire kitchen, which includes meeting rooms and a catering kitchen, may be rented for special events. For information and scheduling call (404) 535-1976.

Gainesville Civic Center (location D), originally constructed in 1947, is a beautiful colonial facility. It is currently undergoing a \$2 million renovation and is scheduled to re-open in January of 1992. For future reservations and information call (404) 532-6122.

Georgia Mountains Center (location E) is the convention complex for the City of Gainesville which houses concerts, plays, trade shows and conventions and seminars. Opened in 1980, the 26,000-square-foot facility is open 7 days a week. For information and schedule of events call (404) 534-8420.

Green Street Historic District (location F), 19th and 20th century Victorian and Neoclassical residences and businesses line Green Street, a one-

half mile corridor which is on the National Register of Historic Places.

Green Street Station (location G), where the old and new come together as a tribute to Gainesville's past and present. The Station houses the Georgia Mountains Museum, Elachee Nature Science Center and Museum, the Mark Trail Memorial Exhibition and the Georgia Mountains Crafts "Galleries"—a retail shop of regional artists selected to be featured in the station. For more information call (404) 536-0889 or 534-6080.

Lanier Point Softball Complex and Park (location J), North Georgia's premium softball complex located on Lake Lanier, opened in the fall of 1989. The complex hosted a number of major softball tournaments during 1990 and attracted several thousand tourists. For information call (404) 532-6122.

Lanier Raceway (location K), a 3/8 mile asphalt stock car racing track located in southern Hall County. It is sanctioned by NASCAR and holds events every Saturday night March through October in the Winston Racing Series. Five divisions of racing compete with gates opening at 4 p.m. and racing

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BY
CORNEL, INC.

starting at 7 p.m. Major events include the Busch Grand National Series, the "Independence 200" with fireworks, and the "Budweiser Superbowl of Auto Racing". For more information call (404) 967-2131.

Poultry Park (location L) is a tribute to the poultry industry in Gainesville that has earned the city the title of "Poultry Capital of the World."

Quinlan Art Center (location M) showcases traveling exhibits of regional, state and nationally recognized artists. Open Monday-Friday 10 a.m.- 12 noon and 1-4 p.m. and Sundays 2-4 p.m. For information and schedule call (404) 536-2575.

Railroad Museum (location N) is a satellite of the Georgia Mountains Museum which houses memorabilia and exhibits the role of the railroads in Gainesville's history. The exhibits are displayed in a renovated baggage car. For more information call (404) 536-0889.

Road Atlanta (location P) is the South's premier motorsports facility. The 2.5-mile road course is the site of twelve major race events each year, including the IMSA Camel GT for prototype sports cars, the AMA Camel Motorcycle races and the SCCA National Championship

Valvoline Runoffs, which—with over 600 racing teams competing—is the largest motorsports event in the world. Road Atlanta also hosts bicycling and triathlon events. It is a favored site for automotive testing and corporate programs and is home to one of the most active street driving and road racing schools in the nation. Located in southern Hall County just 15 minutes from Gainesville and 10 minutes from Lake Lanier. For information and schedule call (404) 967-6143.

Annual Events In Hall County and Northeast Georgia

HALL COUNTY

April—IMSA-Camel-GT-Nissan Grand Prix, Road Atlanta, (404) 967-6143.

Mid October—Sports Car Club of America National Championships, Valvoline Runoffs, Road Atlanta, (404) 967-6143.

October—Corn Tassel Festival, Gainesville area, (404) 532-6206.

Early December—Festival of Trees, Tour of Homes, (404) 536-6206.

Mid December—Spirit of Christmas Parade, Downtown Gainesville, (404) 532-6122.

For a monthly calendar of special events in Hall County, contact the Convention and Visitors Division at (404) 532-6206 or pick up a copy at the local welcome center at E.E. Butler Parkway.

NORTHEAST GEORGIA

Mid January through Mid February—Fasching Masquerade Karnival, Helen.

Mid February—Fireside Arts/Crafts Show, Helen.

Early June—Helen to the Atlantic Ocean Balloon Race, Helen.

Mid June—Curahee Arts/Crafts Festival, Toccoa.

Early August—Georgia Mountain Fair, Hiawassee.

Lake August—Chattahoochee Mountain Fair, Clarkesville.

Early September through Mid October—Oktoberfest, Helen.

Mid October—Fall Country Music/Bluegrass Festival, Hiawassee.

Mid October—Gold Rush Days, Dahlonega.

Mid October—Sorghum Festival, Blairsville.

For a complete calendar of Northeast Georgia events, write:

Calendar
P.O. Box 1776
Atlanta, Georgia 30301

NORTHEAST GEORGIA ATTRACTIONS

WHITE COUNTY CLEVELAND

BabyLand General® Hospital—Home of the world-renowned Cabbage Patch Kids®, visit the Furskins® at the Moody Hollow General Store™, and then meet the Bunnybees™.

HELEN

Anna Ruby Falls—a 1,600-acre scenic area next to Unicoi State Park, Anna Ruby Falls features twin waterfalls of 50 feet and 153 feet, an observation platform, fishing, hunting, picnic facilities and a 5-mile trail to the falls from the



- Winston Racing Series
- III Nascar®



One of America's racing showplaces with weekly racing action every Saturday & Tuesday night March through October, Lanier Raceway is located on Highway 53 south of Gainesville, 4 1/2 miles west of I-85 exit 49. For more information, call (404) 967-2131.

Complete Auto Parts, Inc.

A Subsidiary of **Gainesville Auto Parts Warehouse, Inc.**

We have been serving North Georgia for over 32 years with a complete line of nationally-known brand-name automobile parts and accessories, and body shop paint, supplies, and tools. Why search all over town? Our stores have computer access to five area locations!

407 ATLANTA HIGHWAY

534-3631 Open Monday-Saturday
8 am- 6 pm and Sunday 10 am- 5 pm

4332 MUNDY MILL ROAD

536-1055 Open Monday-Saturday
8 am- 6 pm and Sunday 12 n- 5 pm

1681 PARK HILL DRIVE

531-0232 Open Monday-Saturday
8 am- 6 pm

PARTS DEPARTMENT

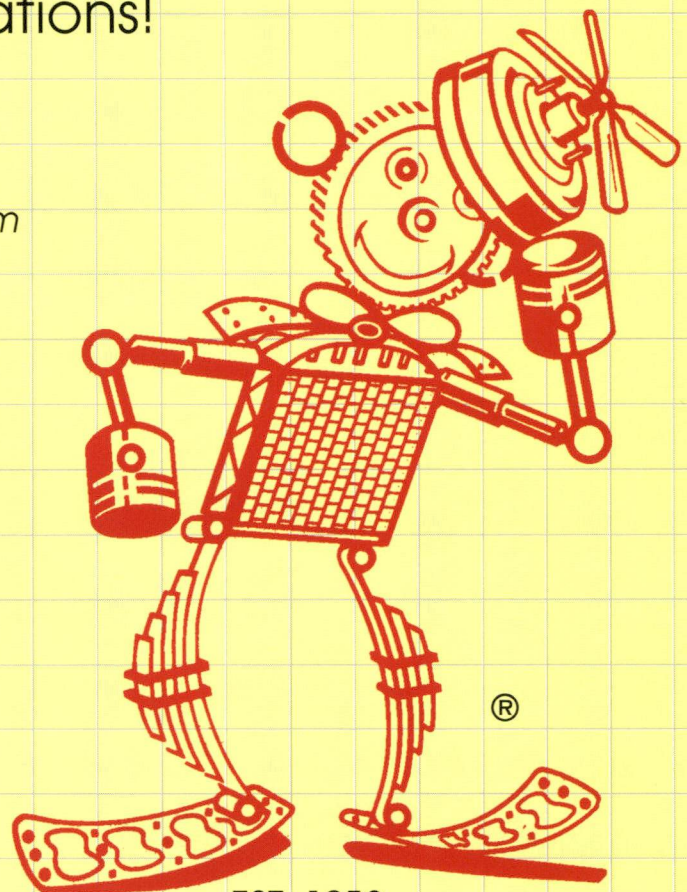
1010 WASHINGTON ST.

534-6684 Open Monday-Saturday
8 am- 6 pm

PARTS DEPARTMENT

HIGHWAY 365 & 52, LULA

869-3217 Open Monday-Saturday
8 am- 6 pm



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Coming soon...our newest location, at the McEver Road extension

parking area.

Bavarian Alpine Village—A quaint little flower-laden city with cobblestone plazas and Bavarian style shops and restaurants, Helen celebrates Oktoberfest with weekend festivals from September through mid-October. A Fasching Carnival is held in February and the Helen-to-the-Atlantic Hot Air Balloon Race is held annually in May.

Old Santee Store—located off GA 17 and 255, this attraction features an unusual collection of old store merchandise from the 19th and 20th centuries.

Santee-Nacoochee Indian

Mound—The final resting place of two tragic young lovers from warring Cherokee and Chickasaw tribes, legend has it that Santee was thrown off nearby Yonah Mountain by Nacoochee's angry father and Nacoochee leapt after him.

Stoval Covered Bridge—Located 3 miles south on GA 255, the bridge is Georgia's smallest covered bridge. Built in 1895 in Kingspost design, the bridge is 33 feet long.

Unicoi State Park—Located 2 miles north of Helen on GA 356, the park offers a 100-room lodge, 25 cabins, 96

campsites, conference facilities, a gift shop and restaurant.

**STEPHENS COUNTY
TOCCOA**

Toccoa Falls—Located on the campus of Toccoa Falls College, this waterfall has a vertical drop of 186', the highest in Georgia.

Traveler's Rest—A state historic site located 6 miles west of Toccoa off U.S. 123, this stagecoach inn and plantation house was built between 1815 and 1840 by a wealthy northeast Georgia planter and businessman .

**TOWNS COUNTY
HIAWASSEE**

Lake Chatuge—Located 2.5 miles west of Hiawassee on U.S. 76, Lake Chatuge is operated by the Tennessee Valley Authority and offers camping, fishing and boating.

Towns County Park—Located 2 miles west of Hiawassee on U.S. 76 on Lake Chatuge, this park is the home of the Georgia Mountains Fair, held annually the first two weeks of August. Tennis, swimming, camping, boating and waterskiing are available.

**UNION COUNTY
BLAIRSVILLE**

Blood Mountain Archaeological Area—Located 15 miles south off U.S. 19 and 129 via the Appalachian Trail, this area is the site of the Cherokee and Creek Indian battle before the arrival of the white man.

Brasstown Bald Mountain—Located south of Blairsville via U.S. 19 and 129 off GA 180, this mountain is the highest peak in Georgia, 4,784 feet, and offers a 360-degree panoramic view of three states.

Lake Nottely—Located 2 miles north of Blairsville on U.S. 19 and 129, the lake offers boat docks and fishing camps.

Richard Russell Scenic Highway—A 14.1 mile mountain drive, the highway's elevation ranges from 1,600 to 3,000 feet.

Track Rock Archaeological Area—Located 3 miles southeast of Blairsville on county road 95 and 5 miles on Town Creek Road, the area is a 52-acre preserved petroglyph of ancient Indian origin. The carvings resemble animal and bird tracks, crosses, circle and human footprints .

Vogel State Park—Located 11 miles

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NINETEEN



FOOD MARTS LOCATIONS



south of Blairsville on U.S. 19 and U.S. 129, the park offers 85 tent and trailer sites, 36 cottages, and has hiking trails, swimming, picnicking, and fishing.

TALLULAH FALLS

Tallulah Gorge—Believed to be the oldest natural gorge in North America, the gorge is 1.5 miles long and varies in depth from 750 to 1,200 feet. There are several public viewing areas of this spectacular mountain wonder.

Terrora Park—Located across from Tallulah Falls Gorge, the park features a visitor center, camping, swimming, picnicking and hydroelectric exhibits.

DAWSON COUNTY

Amicalola Falls State Park—One of the highest waterfalls in the southeastern United States, cascading 729 feet. The park is located 12 miles from Dawsonville, via GA 53, 183 and 52 and has 15 cottages, 17 campsites, and a 58-room lodge.

Appalachian Trail—An eight-mile approach trail from Amicalola Falls State Park, beginning the 78-mile portion of this famous hiking trail at Springer Mountain.

FORSYTH COUNTY CUMMING

Lanierland Music Park—12 miles from Cumming off GA 306, this park features outdoor country music concerts.

FRANKLIN COUNTY LAVONIA

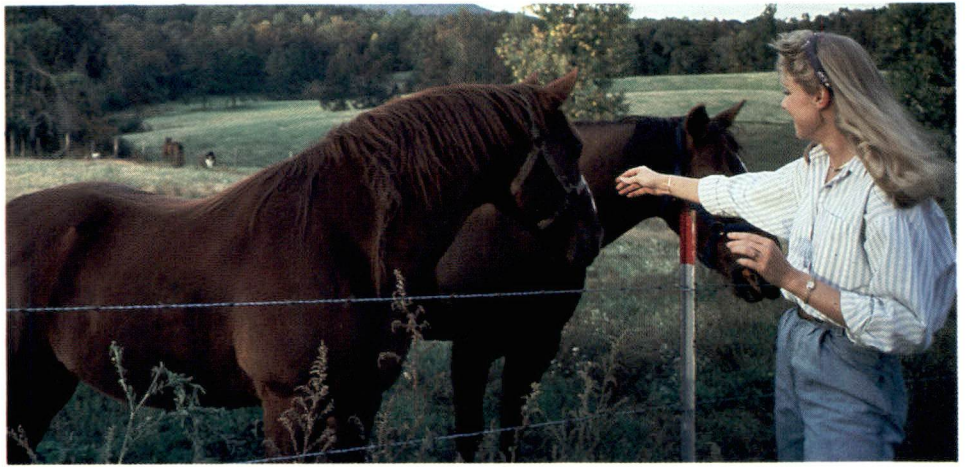
Tugaloo State Park—The park is located 6 miles north of Lavonia off GA 326 and has 20 cottages and 130 campsites.

ROYSTON

Victoria Bryant State Park—4 miles west of Royston off U.S. 29, the park contains 25 campsites with a 9-hole golf course.

CARNESVILLE

Cromer's Mill Covered Bridge—8 miles south of Carnesville via GA 106. The bridge was built in 1906 and features a one-span wide of 132' town lattice design.



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Continued on page 58

The Arts In Action

*A dazzling array of cultural opportunities
add spice to the social calendar.*



The Arts Council (phone 534-2782) does a superb job promoting the Arts in the Gainesville/Hall County area. Major funding comes from private and corporate donations, underscoring the desire by local citizens to make the Arts an ongoing priority.

Cultural opportunities in Gainesville and Hall County are a collection of diverse activities as sparkling as a Monet canvas...as diverse as Picasso and as varied as the many moods of a symphony orchestra. The community's resources are vast, and few communities, regardless of size, can match Gainesville's devotion to the arts at all levels and mediums.

Gladys Wyant, director of The Arts Council, Inc., is a busy lady overseeing a total of more than 20 independent arts organizations, each governed by its own board of directors. Wyant works with other professional staff members and numerous volunteers to keep the arts alive and well throughout the year. In addition to promoting these events, The Arts Council also sponsors many events and programs throughout the year.

One of the Council's most successful programs is the Arts Council Pearce Series, a professional artistic touring series co-sponsored with Brenau College. Performances have included Gershwin by Request, Camelot, the Vienna Choir Boys, Dave Brubeck, the Atlanta Symphony Orchestra, the Texas Opera Theatre, Ramsey Lewis, New York City Opera, Joffrey II Dancers, New York Gilbert and Sullivan, Chuck Mangione and other renowned artists. The performances, held in Pearce Auditorium, attract sell out crowds. The series begins in the Fall and continues through the Spring, with both single tickets and series tickets available for purchase through The Arts Council.

The Council is supported in part by private and corporate donations, foundation grants, earned revenue and grants from Georgia Council for the Arts.

Its major funding sources come from private and corporate memberships and donations to support the Arts Council's budget and programs. The member arts organizations' separate boards, membership and fund-raising activities meet their own budget requirements. The Arts Council encourages support of these organizations in addition to support of its own programs.

"The arts are for everyone, and I really believe that," says Council Director Wyant. As early as elementary school, children are exposed to the arts through The Arts Council's "Arts in Schools" program, which familiarizes the local school system with all artistic mediums, both in the visual and performing arts. Presently, all the city and county schools as well as many schools in surrounding counties are involved in the program .



"Arts in Schools" brings artists and craftsmen and their areas of expertise into the classroom for a hands-on program with children, who are provided the opportunity to work directly with artists. Musicians, potters, illustrators, craftsmen, dancers, actors, storytellers and creative writers are just a sample of the variety of programs available to the schools.

Along with publishing a newsletter and monthly calendar of events and offering support services to its 20 member organizations, The Arts Council is also responsible for the performing arts portion of the Corn Tassel Festival, a Fall festival held in October and sponsored by the Chamber of Commerce.

The Arts Council depends largely on volunteers to execute its many programs. Consequently, Wyant is always looking for individuals willing to volunteer their time and efforts.

"Volunteers are needed in all aspects of the arts and in most all of member arts organizations. I try to determine what a volunteer's interests are and then make every effort to use them in their area of expertise. I also like to provide them the opportunity to grow within the organization, if they prefer that challenge," she says. Newcomers may call 534-ARTS for more information.

CULTURAL ROSTER

The following are active in the development of the arts and welcome your interest and participation:

Georgia Mountain Crafts, Inc. was founded in 1979 to preserve and advance the region's arts and crafts, to provide support for community artists and craftspeople, and to educate and introduce the general public to fine art and craft work. Memberships represent a range of artisans of the mountain heritage as well as modern expressions. The organization supports its membership through exhibits, workshops, an informational newsletter, a retail shop (The Galleries), auctions, and retail shows (Holiday Marketplace). For more information, contact Georgia Mountain Crafts, 311 Green Street Gainesville, GA 30501, (404) 534-6080.

The Lanier Symphonette, composed of twelve adult members, is an organization for string musicians "of all ages and all stages." They perform semiclassical, popular, "easy listening"

music for club meetings, holiday gatherings and banquets. Presently, the Lanier Symphonette consists of three first violins, four second violins, two violas, and three cellos. For more information write the Lanier Symphonette at P.O. Box 1176, Gainesville, GA 30503.

The Northeast Georgia Songwriters Association, an affiliate of the Atlanta Songwriters Association, is an organization open to anyone interested in songwriting. Meetings are held on the first Tuesday of the month and basically consist of critiquing sessions of tapes submitted by members. Members have competed in National Showcases and recently placed in the finals of several well known national songwriter contests and the Georgia Music Festival. For more information, contact Gloria Colter, director, Northeast Georgia Songwriters Association, 2480 Webb Girth Road, Gainesville, GA 30501, (404) 534-3908.

The Gainesville Ballet is a company composed of gifted area students and dance majors from Brenau College. The company presents a concert season to the public each year, including "The Nutcracker" at Christmas and a repertory concert in the spring, which gives the students an opportunity to perform as well as work with visiting guest artists, professional performers and choreographers. The company also sponsors a special production for students, "The Velveteen Rabbit," and conducts workshops with guest teachers. The company is a member of the Southeastern Regional Ballet Association (SERBA) and participates in their regional conference of classes, performances and workshops each year. The company also includes a junior division, Company II, of girls ages 11-13, and the Brenau Dance Ensemble, composed of dance majors from Brenau College. For more information, contact Gainesville Ballet Company, P.O. Box 1663, Gainesville, GA 30503, (404) 534-6282.

Elachee Nature Science Center — The goal of Elachee (Cherokee for "New Green Earth") is to encourage understanding, enjoyment and protection of our natural environment. These objectives are carried out through innovative and participatory exhibits and programs for people of all ages. Programs include hikes, canoe trips, environmental

day camp and others. For more information, contact Elachee, 2125 Elachee Drive, Gainesville, GA 30504, (404) 535-1976.

Georgia Mountains Museum— The Museum is a beneficiary organization of the Georgia Mountains Historical and Cultural Trust. Its purpose is to present the history of the Georgia Mountains on a scale understandable to all ages of residents and visitors, to serve as a resource center for scholars with interest in the area, to cooperate with other institutions for mutual benefit to the public and for reference services, and to present pertinent programs and events which encourage participation by those attending. The Museum includes a permanent collection of books and crafts by North Georgians, the Ed.Dodd/Mark Trail Memorabilia Exhibit, the Railroad Museum, the Meaders Pottery and other historical exhibits. For more information contact: Georgia Mountains Historical and Cultural Trust, Green Street Station, 311 Green Street, Gainesville, GA 30501, (404) 536-0889.

The North Georgia Wind Symphony was organized in 1985 under the leadership of Ron Evans, band director of Gainesville High School. Members are adult, trained instrumentalists—mostly high school and junior high band directors—who volunteer their time and talents to the organization. One of the goals of the North Georgia Wind Symphony is to demonstrate that playing a musical instrument can be a lifelong pleasure. "It gives us the opportunity to demonstrate to our students the fun and excitement of playing in a musical ensemble into the adult years." The Symphony presents three to four concerts a year to the public. For more information, contact Ron Evans, Gainesville High School, 1120 Rainey Street, Gainesville, GA 30505, (404) 536-4441.

The Gainesville Pro Musica Concert Series presents a minimum of three classical music concerts per season. Membership is open to anyone for a minimal fee. For information about the series, please write the Gainesville Pro Musica Concert Series, P.O. Box 2196, Gainesville, GA 30503, or call 534-ARTS. **The Gainesville Chorale, Inc.** was organized in 1967 by the Gainesville Music Club. The Chorale is a choral organization of approximately 100



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members drawn from the Northeast Georgia area. Membership in the Chorale is by audition or invitation by the director. The concert season begins in September. For more information, write The Gainesville Chorale, Inc., P.O. Box 1652, Gainesville, GA 30503, or call Van McCollum, (404) 887-1746.

The Gainesville Theatre Alliance (GTA) is a co-operative venture comprising the joint theatre program of Brenau College and Gainesville College, a Professional Company, and the Community. It recently received national recognition by the American College Theatre Festival for the quality of its productions. GTA mounts four Mainstage plays in October, November, February and May, at the Georgia Mountains Center Theatre and at the Gainesville College Theatre. Tickets are available at the door or may be reserved by calling (404) 535-6224 from 9 a.m. to 4 p.m., Monday-Friday. For more information about season tickets call or write The Gainesville Theatre Alliance, Gainesville College, P.O. Box 1358, Gainesville, GA 30503.

Gainesville Music Club—The Music Club is open to individuals with musical qualifications and a willingness to participate in club activities. Associate memberships are available as well as active memberships. Monthly meetings feature programs on a specific musical theme. The club also sponsors special musical performances and a scholarship program for high school, college and graduate music majors. The Gainesville Music Club is a member of the National Federation of Music Clubs and the Georgia Federation of Music Clubs. For more information, contact Frances Brown, 855 Cherokee Road, Gainesville, GA 30501, (404) 532-6014.

Gainesville Children's Theatre was organized in 1974 for the purpose of producing quality plays for young people. The mission of the Children's Theatre is to present plays that meet the highest obtainable standards of content, artistic value and theatrical excellence. The Theatre conducts live theatre and drama workshops. Each of the two yearly shows is designed to appeal to a different age group. For more information, contact Angela Stanley, Gainesville Children's Theatre, 3426 Edgewood Circle, Gainesville, GA 30506, (404) 532-9147.

Quinlan Art Center—Exceptional

exhibits by regionally and nationally recognized artists are offered at Quinlan Art Center. Exhibits change monthly and are supplemented by films, lectures and classes. Opening receptions offer the public a time to meet and talk with artists, learning first-hand their ideas and methods of creativity. Individualized instruction ensures personal creative development in small classes and workshops designed and taught by professional art instructors. Special lectures and informative presentations are available for interested groups. Quinlan Art Center serves the North Georgia community in all areas of the visual arts. For more information, contact Quinlan Art Center, 514 Green Street, N.E., Gainesville, GA 30501, (404) 536-2575.

NightWatch at the Quinlan—A new introduction to the arts community in Hall County is the creation of NightWatch at Quinlan. Named after the famous painting by Rembrandt, NightWatch provides art-related functions for its members and guests. The organization targets young professionals and hosts events such as wine tastings, a masquerade ball, Casino Night, art auction and a croquet tournament. NightWatch provides the opportunity for professionals to gather on a social basis, focus attention on different forms of visual and performing arts and provides an excellent forum for career advancement. Membership is through the Quinlan Art Center, and guests are always invited to attend the events. For more information contact the Quinlan Art Center, 514 Green Street, N.E., Gainesville, GA 30501, (404) 536-2575.

Lanier Symphony Orchestra—Conducted by Larry Sims, the Lanier Symphony is a 60-piece community orchestra composed of musicians from Gainesville and the Northeast Georgia area. The Orchestra was established in 1981 for the purposes of providing symphony orchestra performances for area audiences, and a performing opportunity for area musicians. For more information, write the Lanier Symphony Orchestra Manager, P.O. Box 162, Gainesville, GA 30503, or call (404) 534-ARTS or 532-5727.

The Lanier Orchestra League was established in 1978 for the two-fold purpose of providing support for the Lanier Symphony Orchestra and urging

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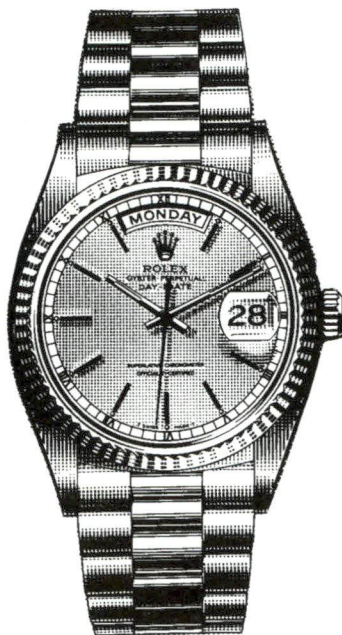
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local school boards to establish programs of instruction in stringed instruments in our public schools. For more information, write The Lanier Orchestra League, P.O. Box 162, Gainesville, GA 30503, or call Orchestra Manager, (404) 532-5727.

The Michael O'Neal Singers—In only its third full year of existence, The Michael O'Neal Singers has already established itself as an ensemble devoted to chorale excellence. Two European tours have included performances at England's Canterbury Cathedral, the Notre Dame Cathedral in Paris and the Hayden Festival in Austria. Composed of a 100-voice chorus and a 16-voice chamber ensemble, The Michael O'Neal Singers provide a balanced and innovative repertoire. Offering both a regular season of three concerts in Gainesville's Pearce Auditorium and in Decatur and additional performances throughout Georgia. The Michael O'Neal Singers is committed to maintaining the highest standards of the choral art. For ticket information, write The Michael O'Neal Singers, P.O.Box 2431, Decatur, GA 30031 or call 534-ARTS.

Parks and Recreation

Departments—Providing wholesome recreation to the citizens of the community is the goal of the Parks and Recreation Departments. They offer a wide variety of recreational activities and facilities as well as arts and crafts programs including Basketry, Ceramics, Crafts, Creative Drama, Dance, Macrame & Weaving, Painting & Drawing, Photography, Pottery, Music (Guitar, Banjo) and Storytelling. Recreation for leisure, used wisely, is one of the keys to a meaningful life. For additional information on classes and programs, call the Gainesville Parks and Recreation Agency at (404) 532-6122 or the Hall County Parks and Leisure Services at 535-8280.

The Northeast Georgia Writer's Club is a club for area writers, and writers of North Georgia are encouraged to join. Meetings are held twice monthly, with two annual banquets that each award prizes to members who have submitted manuscripts for the competition. The club also publishes members' works. Other events include guest authors, periodic workshops and a bi-annual seminar. For more information, write The Northeast Georgia Writer's Club, c/o Elouise Whitten, 660 Crestview

Terrace, Gainesville, GA 30501, or call (404) 532-3007.

The Arts Council, Inc.—The Arts Council is an umbrella agency serving the various arts organizations in Gainesville. Its mission is to further the opportunities of individuals and groups in the appreciation, participation, presentation and performance of the various arts; to encourage high standards and public interest in the arts; to promote understanding and education in the arts; and to provide service and support to the member arts organizations and to the community.

The Council initiates new arts programs and/or organizations, providing seed money, resources and technical assistance to these new groups. A myriad of services is provided by the Council for all member arts organizations in both the performing and the visual arts, including a monthly arts calendar/newsletter.

Programs under the direct sponsorship and/or co-sponsorship of The Arts Council include The Arts in Schools program, The Arts Council Pearce Series, a professional performing arts series; Professional Puppet Performances and Workshops, Multi-Cultural Series, a

performing arts and visual arts series, Lecture Informance Series, and a number of other quality arts programs. For more information, contact Gladys Wyant, executive director, P.O. Box 1632, Gainesville, Georgia 30503, (404) 534-ARTS. The Arts Council is located in the Green Street Station building at 311 Green Street, S.E.

Contemporary International Museum of Art—The newest acquisition in Gainesville's treasury of artistic experiences is the Contemporary International Museum of Art (CIMA). Now in the early evolutionary stages, it will ultimately encompass approximately 19 buildings. At the core will be the artists-in-residence program which will support the work of living artists and a permanent museum to display their work. As CIMA develops, it will bring a unique art experience to the community, attract international attention and result in billions of dollars in economic benefits. For information contact CIMA, 3443 McKenzie Road, Gainesville, GA 30506, (404) 535-0370.

COLLEGES & SCHOOLS CONTRIBUTE

Also making a significant cultural contribution are Brenau College and Gainesville College. Brenau provides four-year degree programs in visual art, arts management, ballet, dance, music, theatre and theatre management. Fine arts events frequently occur on the Brenau campus and are attended by the community at large. For more information call 534-6240.

The Humanities Division at Gainesville College provides two year degree programs in art, drama and music. Phone 535-6297 for more information.

Area high schools have also produced award-winning drama and musical programs on a repetitive basis for several years now, thanks to the positive influence of the adult community on making culture an important priority.



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LEISURE

Continued from page 49

HABERSHAM COUNTY

Mark of the Potter—Located north of Clarkesville on GA 197. Watch a potter at work and see the pet mountain trout.

CORNELIA

Big Red Apple Monument—Located in downtown Cornelia, this monument honors the area's apple industry.

Lake Russell—Located 1.5 miles from Cornelia off U.S. 123 north, this 80-acre lake features tent and trailer camping, swimming, fishing, and nature trails.

HART COUNTY

HARTWELL

Lake Hartwell—Located 3 miles north off U.S. 29, this Corps of Engineers recreation lake has 962 miles of shoreline with four marinas, 68 public use areas, swimming, camping, fishing and boating.

Hart State Park—Located 3 miles north of U.S. 29, the park has 100 campsites and a boat ramp.



LUMPKIN COUNTY

DAHLONEGA

Gold Museum—A state historic site, the Gold Museum is housed in a refurbished county courthouse and tells the story of the Georgia Gold Rush in

1828. Legend has it that the museum sits atop a major gold vein.

Gold Panning—Located 2.5 miles north of Dahlonega on U.S. 19, Crisson Mines offers an opportunity for would-be prospectors to pan for their own and

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RABUN COUNTY CLAYTON

Bartram Trail—First blazed by Quaker naturalist William Bartram over 200 years ago, the trail is located 3 miles east of Clayton in Warwoman Dell on Warwoman Road. The trail is 40 miles long and is marked with yellow and black signs.

Chattooga Wild and Scenic River—Located 7 miles east of Clayton on U.S. 76, Section IV is a 7 mile stretch of river with 30 rapids and a Class III or greater level of difficulty. Section III is a 13-mile stretch with milder rapids.

Lake Burton and Rabun—These lakes offer good choices for fishing, boating, camping, picnicking and water sports. Rustic cabin accommodations are available throughout the area.

LaPrade's—Located on GA 197. LaPrade's features a family-style restaurant and rustic cabins overlooking scenic Lake Burton with full marina services, boat rentals and Uncle Tom's Gifts—shop with unique handmade mountain arts and crafts.



DILLARD

Dillard House—A family-style restaurant and inn that overlooks the scenic Wolfolk Valley. Swimming, tennis, horseback riding and a children's petting zoo are available.

Hambridge Center—Established in 1934 as an artisan's retreat, the center displays handweaving and pottery exhibits. Visitors can also participate in programs of dance, music, nature, creative writing, photography, painting and art history.

Sky Valley Ski Resort—The southern-most ski resort in the United States, Sky Valley offers a 2,200-foot slope, rope tow, double chairlift, ski school, ski shop and rental equipment.

Rabun Bald Mountain—The second highest peak in Georgia, 4,663 feet, the mountain is accessible via Rabun Bald Trail.

MOUNTAIN CITY

Black Rock Mountain State Park—Located off U.S. 441, Black Rock Mountain has 10 cottages and 54 campsites.

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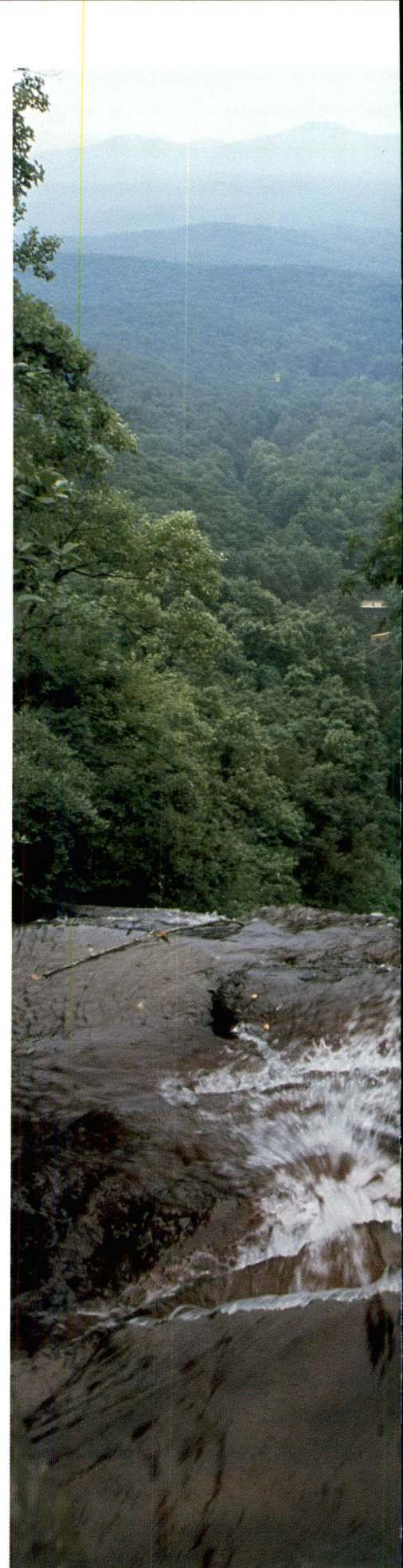


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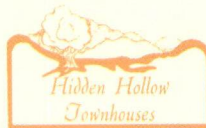
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Hall County serves as the undisputed healthcare leader in Northeast Georgia.



Northeast Georgia Medical Center (above) and Lanier Park Hospital (below) provide over 500 hospital beds. There are also more than 150 active physicians catering to the healthcare needs of citizens from a 20-county area.



The citizens of Gainesville and Hall County are fortunate to receive some of the finest health care available in Georgia. It is truly unique for a community this size to be able to offer residents over 500 hospital beds and more than 150 active physicians. Hall County is able to claim this distinction because it is the healthcare center for over 200,000 people in a 20-county area. It also benefits from the outstanding medical professionals who are drawn to the area by its beauty and peacefulness and remain when they discover the excellent medical facilities.

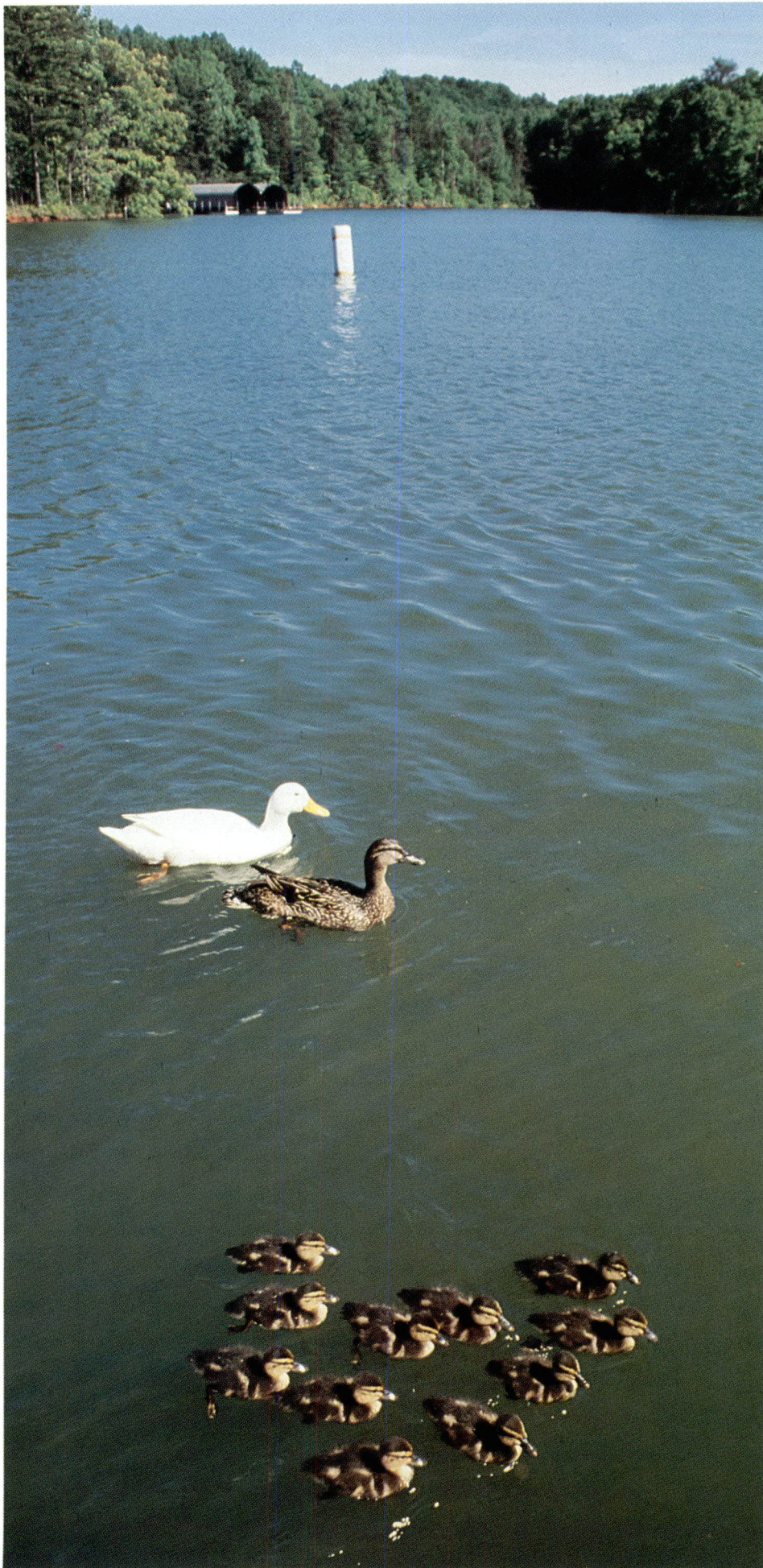
NORTHEAST GEORGIA MEDICAL CENTER

With 338 beds and an impressive "Fit For Life" preventive medicine fitness center, Northeast Georgia Medical Center is committed to providing a broad range of services for the region. The Hospital authority, medical staff and administration continuously reassess the Medical Center's role in an effort to adequately meet the changing health needs of the community.

Services are provided in five general areas: medicine, surgery, OB-GYN, pediatrics and mental health. Special services include: emergency services department with full-time physician coverage, 10-bed coronary care unit, 10-bed surgical intensive care unit, diagnostic and therapeutic radiology, radiation therapy, neurological/neurosurgical care, cardiac catheterization, computerized tomography, laboratory, blood bank, EEG, EKG, dialysis, respiratory therapy, pharmacy, rehabilitation services, endoscopy, social services, volunteer and patient services, lithotripsy, magnetic resonance and cancer care.

The Medical Center's Rehabilitation Institute provides comprehensive rehabilitation services including care for





head injury and stroke victims. The Rehabilitation Institute has an inpatient unit, outpatient services, a sub-acute unit for transitional living and an industrial rehabilitation program, "Ready To Work." The Institute's staff uses multi-disciplinary approach including speech and occupational and physical therapies to help patients live their lives to the fullest potential.

Laurelwood, the Medical Center's free-standing mental health, alcohol and drug abuse facility, offers a complete range of psychiatric services for teens and adults. With an addictionist on staff, Laurelwood offers comprehensive assessments, a professional program and an outpatient chemical dependency service.

One of the Medical Center's affiliates, Northeast Georgia Health Resources, manages two primary care facilities in our service area. The Neighborhood Healthcare Centers, located in White County and in Oakwood, are part of the Medical Center's efforts to extend services to surrounding communities.

Northeast Georgia Medical Center is located at 743 Spring Street in Gainesville. For further information, call 531-3841.

LANIER PARK HOSPITAL

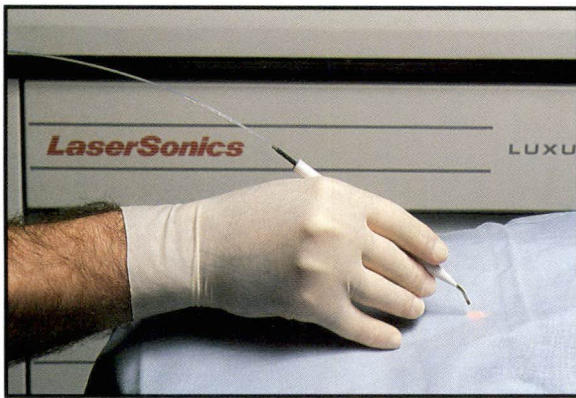
Recognized as one of the state's leading community hospitals, Lanier Park serves Gainesville, Hall County and the northeast Georgia region. Outstanding physicians and medical staff, highly advanced medical technology and equipment combine with personal attention and care to give Lanier Park the personal touches of a community hospital and the professional status of a regional hospital.

Lanier Park is the only hospital in Northeast Georgia to provide patients with the most advanced kidney stone machine in the world, a state-of-the-art Lithotripsy unit. Lanier Park introduced breakthrough Laparoscopic gallbladder surgery to Northeast Georgia. Using surgical lasers and a slim telescopic camera, this sophisticated procedure significantly reduces pain, scarring and recovery time.

Physicians at Lanier Park are also pioneering innovative micro surgery to treat pain and clogging of the small nasal sinuses. Previously, only the larger sinus cavities in the cheeks could be monitored with medical scopes. Lanier

We're Investing In Your Life

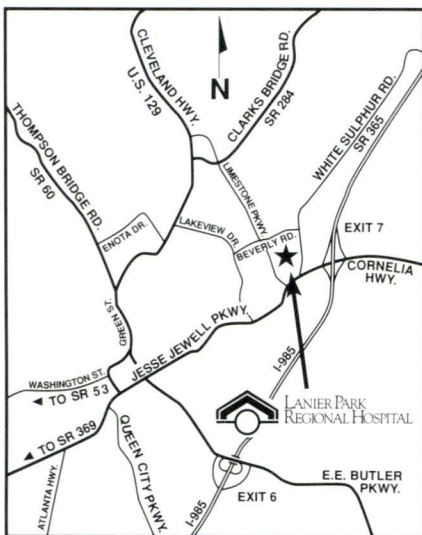
With The World's Most Advanced
Medical Technology



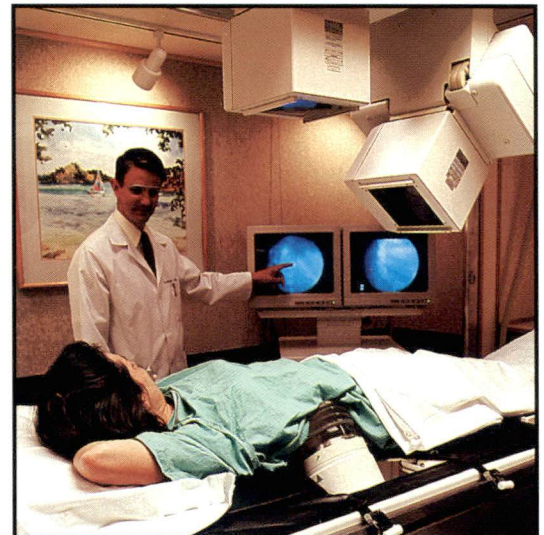
LASERSONICS/High-Tech Surgery



QUICK CT/Brain, Spinal Scanner

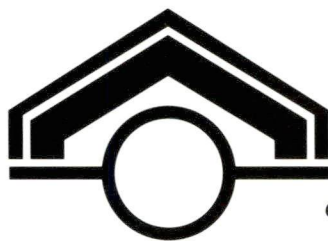


CELL-SAVER/Blood Recovery



LITHOSTAR/Kidney Stone Treatment

Investing in your life is our commitment to a
higher quality of life for all of Northeast Georgia.



LANIER PARK
REGIONAL HOSPITAL

675 White Sulphur Road, Gainesville, Georgia 30505 404-531-2300



Park's investment in the very latest endoscopic technology enables doctors to use an extra-slim scope (about half the size of a pencil) to detect problems in the small ethmoid nasal sinuses. Lanier Park Hospital's ongoing investment in the most advanced technology being developed by medical scientists enables its physicians and staff to provide medical services that typically are found only at major metropolitan hospitals.

The hospital's 24-hour Emergency Center, intensive-care and cardiac-care units and sophisticated radiology and imaging units are equipped with the most advanced technology available. Through Lanier Park's triage program, teams of physicians move quickly and expertly in emergency situations when time is of utmost importance. In addition, Rehabilitation Services of the hospital provides patients on the road to recover with intensive therapy and caring encouragement.

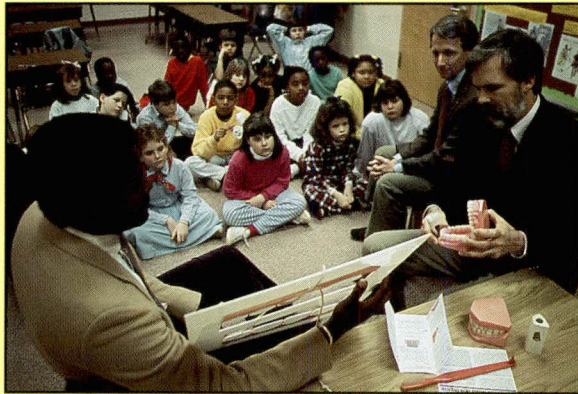
"We are small enough, with 124 beds, to maintain a friendly and pleasant atmosphere for our patients and their families," said Ernest Bacon, Lanier Park administrator. "At the same time, our small size certainly doesn't limit our level of medical care. In fact, Lanier Park offers some of the most advanced health-care services available anywhere."

In the past 13 years, Lanier Park's medical staff has grown to include 340 employees and more than 100 physicians representing a full range of specialties in such areas as neurology, general surgery, neurosurgery, plastic surgery, vascular surgery, urology, cardiology, oncology, pulmonology and orthopedics.

"As one of the leading community hospitals in the state, Lanier Park is fortunate to be supported by a full range of health-care services. One reason is that Gainesville, with its very large and diverse medical community, serves as a referral center for most of northeast Georgia," said Bacon. "Doctors of the highest calibre are drawn to Gainesville and North Georgia by this region's pleasant lifestyle and enviable quality of life. We are truly fortunate to have the high level of medical facilities and staff that combine to provide this region with complete and top-quality medical care," he added.

Lanier Park is poised for continued growth as the recent opening of the new

HALL COUNTY DENTAL SOCIETY

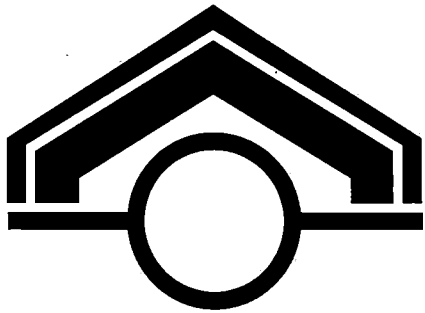


Members of the Hall County Dental Society not only are capable dentists, they are also active in public dental education and other forms of community service making this a better place to live.

Members of the Hall County Dental Service:



Dr. Randall Altmann	Dr. Thomas Field	Dr. Warren Minton
Dr. R. Reppard Bennett	Dr. Ronald R. Gadbois	Dr. Lori Miller
Dr. T. Reppard Bennett	Dr. Henry Goble	Dr. J. D. Mixon
Dr. Mark Bodenhiem	Dr. Ben Hampton	Dr. R. D. Nickels
Dr. Robert Bruner	Dr. Lee Hawkins	Dr. Gerald Nix
Dr. Edwin R. Burnette	Dr. William Helms	Dr. Grady Parish
Dr. Phillip Bush	Dr. E. L. Jackson	Dr. Randy Phillips
Dr. James Cannon	Dr. Robert M. Jennings	Dr. Hal Silcox
Dr. Jeffrey Carstens	Dr. Richard Johnson	Dr. Fred Simonton
Dr. Greg Clark	Dr. Phillip Koch	Dr. Richard Skarda
Dr. Douglas Cleveland	Dr. Richard Lea	Dr. William Stiefel
Dr. Micheal Collier	Dr. John K. Martin	Dr. Verlon Taylor
Dr. Stephen Dean	Dr. Micheal Martin	Dr. Michael Thornton
Dr. Brad Dixon	Dr. Thomas McDonald	Dr. Frank Waggoner
Dr. Terry Elrod	Dr. Keith McRae	Dr. Wilton White

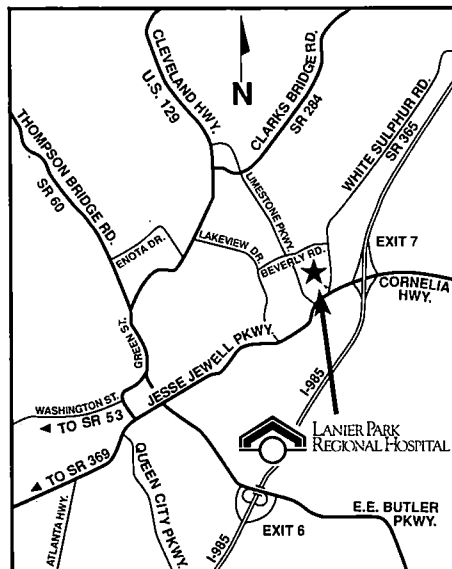


LANIER PARK REGIONAL HOSPITAL

24-HOUR EMERGENCY CENTER

- Community Health Promotion Programs
- Outpatient Diagnostic and Surgery Services
- Outpatient Rehabilitation Services
- Ascenden Program—A Substance Abuse Service
- Seniority Program
- Time, Temperature & Weather

- Comprehensive Medical
& Surgical Services
- Intensive/Coronary
Care Unit
- Women's Health Services



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of North Georgia*

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Gainesville, Georgia 30505

An Affiliate of
HEALTHTRUST
INC. *The Hospital Company*

Limestone Parkway has brought improved access to the hospital and its Emergency Center. Providing a quick link to Gainesville's and Northeast Georgia's major highways and roads, the Limestone Parkway brings Lanier Park Hospital and its top-quality medical care closer to home for all area residents.

HALL COUNTY HEALTH DEPARTMENT

Located in the Community Development Center on the corner of Prior Street and Church Street, the Health Department offers the following services: child health— screening and physical assessment of preschool children and immunizations; chronic diseases— prevention and detections; dental health, family planning, land use services, maternal care and sanitation services; tuberculosis control and venereal disease control .

Services for medically indigent families include cancer control service, crippled children's services, a hemophilia program, kidney disease services and maternal care.

The Health Department also provides

laboratory services, health services, genetics clinic, research and statistics, and keeps vital records of all births and deaths in the county.

For more information contact the Health Department at 430 Prior Street, (404) 531-5600.

MENTAL HEALTH CENTERS

Hall-Banks County Mental Retardation Service Center, 1080 Rainey Street, serves Hall County and Banks County areas. For information call (404) 532-0304.

North Georgia Community Mental Health Center, located behind the Northeast Georgia Medical Center, serves a 13-county area including Banks, Dawson, Forsyth, Franklin, Habersham, Hall, Hart, Lumpkin, Rabun, Stephens, Towns, Union and White counties. Primarily an outpatient facility, it has a contract with the Medical Center for inpatient care, also. For information, call the Mental Health Center at (404) 532-5253.

THE NORTHEAST GEORGIA SPEECH CENTER

This non-profit community agency

which was founded in 1970 is accredited by the Professional Standards Board of the American Speech-Language-Hearing Association. All speech-language pathologists are licensed and certified.

Services are offered to children and adults, including diagnostic evaluation and therapy for stuttering, articulation, delayed speech, and language development; cleft palate, cerebral palsy, functional and organic voice disorders, communication problems resulting from CVA, head injuries, laryngectomies, and hearing loss. Pure-tone hearing testing is also available.

Referrals are accepted from any source. Medicaid and Medicare patients are accepted. A sliding scale for payment of fees charged is available to those who qualify. The Speech Center does not discriminate on the basis of age, sex, race, creed or national origin.

The Northeast Georgia Speech Center is located at 621 Green St., Gainesville. For more information, call (404) 534-5141.

Medicine and Reconstructive Surgery of the Foot and Ankle

North Georgia Foot and Ankle Specialists, P.C.



SM

Rudolf W. Cisco, D.P.M.



1206-A Sherwood Park Drive, N.E. • Gainesville, GA 30501 • 404-287-0606

New Horizons of Northeast Georgia Medical Center

- Subacute Rehabilitation
- Personal Care Living
- Nursing Home

Age often takes away independence. At Northeast Georgia Medical Center's New Horizons, we try to preserve independence by offering two levels of assisted living—personal care and nursing home care. Our staff's focus in each program is on residents' abilities, not disabilities.

Personal care living is for people who can take care of themselves, but feel more comfortable with some supervision. Residents of the personal care wing at New Horizons may drive their own cars, take their own medications, and have the peace of mind of knowing that first-aid trained staff are on-hand 24-hours a day to help them. There are planned activities for residents who choose to participate. Every resident has a furnished private room equipped with two emergency call buttons. The room is the resident's to personalize as he or she chooses.

Personal care residents have first priority for a New Horizons nursing home bed if their condition should ever warrant nursing home care.

Also housed in the New Horizons building is the Rehabilitation Institute's Subacute Rehabilitation Program. This service is designed to minimize the handicapping effects of physical, emotional, social, vocational, and communication impairments due to disability, accident, or injury; and to maximize the patient's potential for independence and enhanced quality of life. Due to the limitations of their disability, subacute rehabilitation patients are currently unable to return to their former lifestyle following acute hospitalization. The program's goal is to tailor a rehabilitation program to the patient's unique needs and goals to allow him/her to return to a functional life. A typical stay in the Subacute Rehabilitation Program is 20 to 30 days.

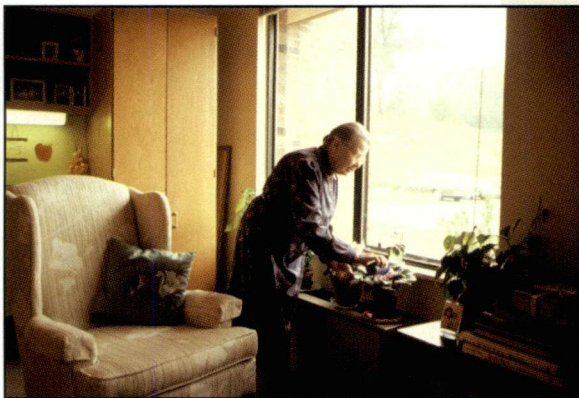
For more information on these and the many other services at the Northeast Georgia Medical center, call (404) 531-3840.

Grace White practices walking with registered nurse Tracy Dickson. Ms. White is working with therapists at the Subacute Rehabilitation Program to re-learn how to walk after her stroke.



Nellie Kendall has lived at New Horizon's nursing home since 1982. She loves to knit.

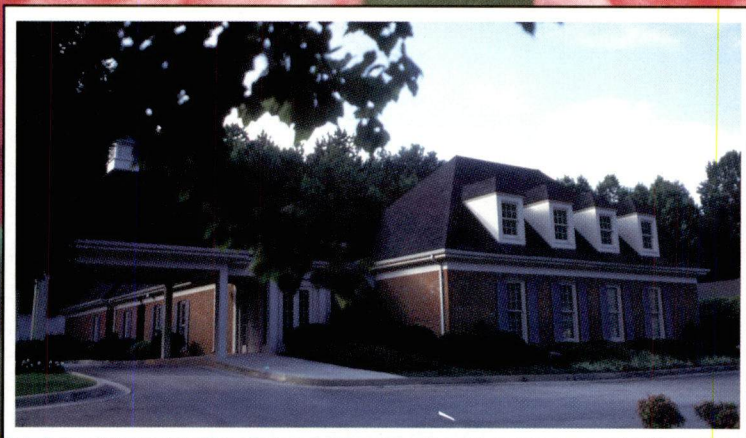
The sweater she's wearing is some of her work, and she's working on a baby cap to sell. She's an active lady. Aside from her knitting, she exercises, plays bingo, attends sing alongs, and is a member of a rhythm band.



Jesse Early lives on New Horizon's personal care wing. She says, "I am originally from Orangeburg, South Carolina. I broke my hip and it was too far for my son to drive so we decided that I'd give up cleaning house and come to Gainesville and be near him and his family." Ms. Early takes care of her plants, cats, and enjoys reading.



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obstetric and gynecological care
to women of Northeast Georgia
since 1976.



Northeast Georgia OB-GYN Associated

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Gainesville, GA 30501
(404) 532-9124

- Danny Askew, M.D.
- John W. Browning, III, M.D.
- W. Thomas Jenkins, M.D.
- Kent G. Miller, M. D.
- Clayton Lee Cox, M.D.

**MEDICAL FACILITIES
AND SERVICES**

REFERRALS

Hall County
Medical Society..(404) 536-7122
Hall County
Dental Society
114 Vine St., NE. . (404) 536-1229
(telephone number changes yearly)

**SOCIAL SERVICES,
SPECIAL SERVICES &
YOUTH SERVICES**

SOCIAL SERVICES

Gainesville Community
Service Center. (404) 535-5445
Hall County Family & Children
Services(404) 532-5298
Hall County Health
Department.....(404) 531-5600
Lanier ParkHospital.....(404) 531-2300
Northeast Georgia Medical Center
(Social Services)..... (404) 535-3398
Salvation Army.....(404) 534-7589
United Way of Hall
County.....(404) 536-1121

SPECIAL SERVICES

Gateway House
Shelter for battered women
P.O. Box 2962.... (404) 536-5860

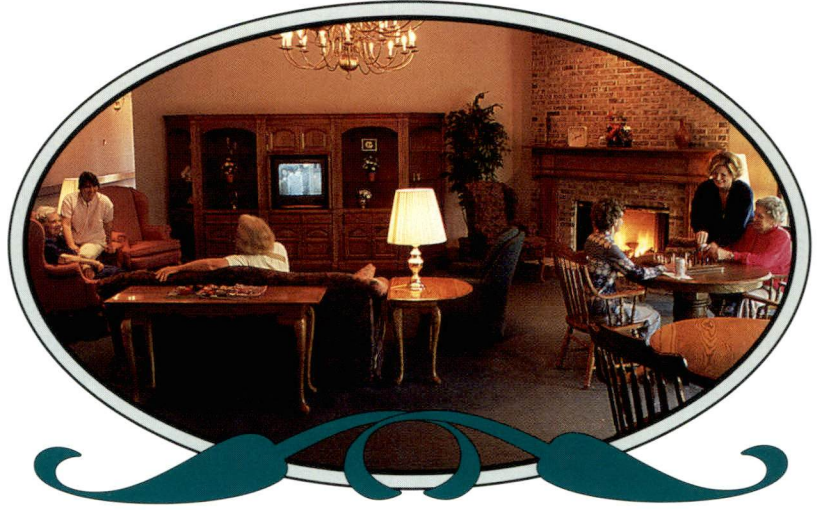
YOUTH SERVICES

Gainesville-Hall County Boys
Club.....(404)534 3030
Gainesville-Hall County
Girls Club.....(404) 536-3951
Northeast Georgia Council
Boy Scouts of America
Gainesville, Ga.....(404) 532-9925
Northeast Georgia Council
Girls Scouts Council of America
Athens, Ga.....(404) 548-7297
Yonah Camp Fire Girls
Council, Inc.....(404) 534-3395

**CONVALESCENT &
NURSING HOMES**

There are nine homes currently operating in Hall County. They offer both intermediate and skilled nursing care for citizens of Northeast Georgia.

ARBOR OAKS
PERSONAL CARE HOME



Assisted Living for Seniors in a Homelife Atmosphere
2731 Oconee Circle, Gainesville, Georgia 30507
Call today (404) 287-8204



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2415-F OLD CORNELIA HWY
287-3662
4222 MCEVER ROAD
536-1099

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Education Scores An "A"

Skills are sharpened by two fine colleges, a technical institute and exemplary public and private schools.

Gainesville and Hall County schools form a reservoir of educational opportunities—quenching students' thirst for knowledge in a variety of ways.

The county is proud of its two outstanding colleges, superb technical institute and dynamic public and private schools. Hall County's strategic location (only 45 minutes away from the University of Georgia in Athens) and other major colleges and universities in Atlanta and North Georgia, give the county obvious educational advantages.

GAINESVILLE COLLEGE

Gainesville College is located six miles southwest of Gainesville and 45 miles northeast of Atlanta. Continuous growth has brought the average enrollment to more than 2,500 students. The college is well known for its academic excellence, its knowledgeable faculty and its personal approach through innovative teaching methods. It provides a wide range of programs including: academic transfer programs in more than 20 areas of concentration; career programs in more than 50 fields to prepare students for employment; developmental assistance to students who evidence such need; and continuing education programs for personal enrichment and professional development.

The college was founded in 1967 as a two-year unit of the University System of Georgia and is a vital part of dynamic Hall County and northeast Georgia. For more information call (404) 535-6239.

BRENAU COLLEGE AND ACADEMY

Brenau College was established in 1878 as the Georgia Baptist Female Seminary and in 1890 became known as the Georgia Seminary and Conservatory of Music.

In 1900, the name became Brenau

College Conservatory. Brenau, a word formed from the German word "Brennen"—to burn—and Latin "Aurum"—gold, means "refined gold."

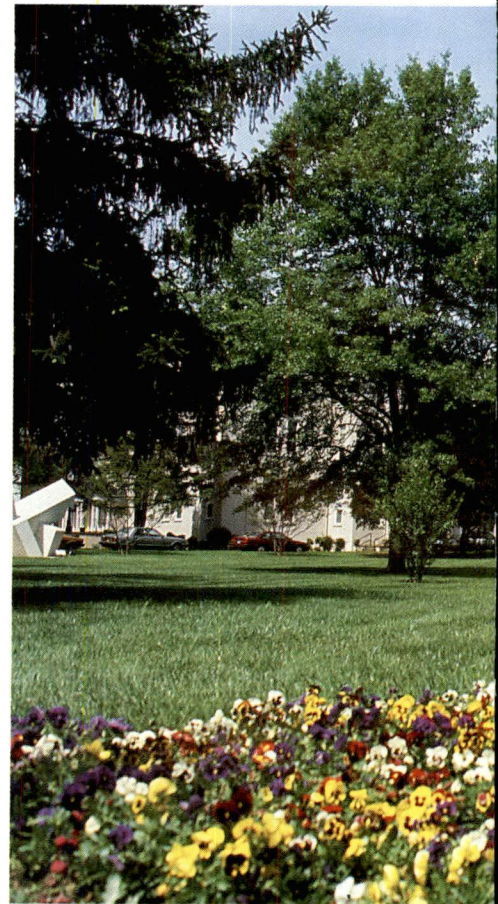
Since its founding in 1878, Brenau has been growing and responding to the challenges and needs of its students, its faculty and its community. Accredited by the Southern Association of Colleges and Schools, Brenau is recognized for academic quality and innovative programs and strives to prepare its graduates to distinguish themselves professionally and personally.

Brenau now includes three divisions—the residential Women's College offering undergraduate degrees, the co-educational Professional College with evening and weekend classes leading to undergraduate and graduate degrees, and the Academy, a residential college-preparatory high school for young women.

The Women's College, founded on the strengths of a liberal arts education, offers majors in more than 30 fields. Excellence in teaching is a primary goal of the professors who are chosen for academic knowledge, teaching ability, and interest in students. A student-to-faculty ratio of 12:1 ensures that each student receives individual attention from professors.

Responding to the need for high quality secondary education, Brenau founded the Academy in 1928 to prepare young women for college entry. Brenau Academy is a residential school fostering the growth of an open and inquiring mind through small classes and a 9:1 student-to-teacher ratio. The majority of Academy graduates are accepted by the colleges of their choice.

To meet the increasing educational needs of working men and women, Brenau introduced the Professional College in 1971. Today, students can earn bachelor's and master's degrees through the Professional College at the



Gainesville campus or one of several locations in Georgia. Recently, Brenau became the only college in the state to make a bachelor's degree available in a weekend format. The master's degree is also offered through a weekend format.

In 1978, The Hall School of Nursing merged with Brenau. Offering the four-year Bachelor of Science degree in nursing, Brenau received full approval for its B.S.N. by the Georgia Board of Nursing in 1980. In 1985, the school was accredited by the National League for Nursing in recognition of its high standards.

Brenau is located on a 37-acre campus in an attractive historic area of Gainesville and is 50 miles northeast of Atlanta. For more information about Brenau's programs, please call (404)



534-6299.

LANIER TECHNICAL INSTITUTE

Lanier Technical Institute is a vocational-technical school with the philosophy that training should be provided on a non-discriminatory basis to individuals who are seeking employment, advancement or upgrading in a chosen occupation. Training is also made available on the basis of industrial and business needs throughout the service area. Located on the campus adjacent to Gainesville College, Lanier Technical Institute is fully accredited by the Southern Association of Colleges and Schools and a state-operated school.

Lanier Technical Institute offers 19 full-time programs and a short term



evening program. In addition, emergency medical training and Quick Start programs are offered through the Industrial Training Center. Many of the full-time programs have a joint or Career Ladder program with Gainesville College, Truett-McConnell College, North Georgia College and Brenau College, that allows an individual to train in a skill and also obtain a degree.

Lanier Technical Institute is located on Mundy Mill Road in Oakwood. For further information call (404) 531-6333.

GAINESVILLE CITY SCHOOLS

The Gainesville City School System is on the move — a growing system that is directing its energy and resources toward a quality education for every child. This statement reinforces the Board of Education's commitment to excellence and to the children in our community. With 3,095 pupils and a completely revised and modernized curriculum, the following schools serve the Gainesville community.

- **Centennial Elementary School**— Woods Mill Road. Scheduled to open Fall 1992.
- **Enota Elementary School**— Grades K-2, East Enota Ave. Principal: Dr. Shirley Whitaker. Enrollment: 820. (404) 532-7711.
- **Fair Street Elementary School**— Grades 3-5, 695 Fair Street. Principal: Dr. Tom Ahr. Enrollment: 720. (404) 536-5295.
- **Gainesville Middle School**— Grades 6-8, 715 Woods Mill Rd., NW Principal: Mrs. Helen O'Keefe. Enrollment: 670. (404) 534-4327.
- **Gainesville High School**— Grades 9-12, 1120 Rainey Street. Principal: Dr. Wendell Christian. Enrollment: 885. (404) 536-4441.

According to school officials, the following selling points have contributed to making the Gainesville City School System the best it can be.

- ✓ All schools accredited by Southern Association of Colleges and Schools and Georgia Department of Education
- ✓ very high percentage of teachers with advanced degrees—78%
- ✓ High level of citizen and local

- government support
- ✓ Paraprofessionals in *all* kindergarten and first grade classes and additional instructional paraprofessionals at each school
- ✓ Substantial programs in gifted, remedial, and special education
- ✓ Statewide reputation for athletics and award-winning drama and band
- ✓ Over 80% of Gainesville High School graduates go on to further education.
- ✓ All schools recently completely renovated and air conditioned.

Recently, Enota Elementary was selected as a "Georgia School of Excellence." Gainesville students are registered at the school they plan to attend. Students who live outside the city limits may attend the Gainesville City Schools on a tuition basis; written applications must be submitted and are considered on an individual basis. For information on the system, contact the school or the central office at (404) 536-5275.

HALL COUNTY SYSTEM

Hall County is the fourteenth largest of the 186 school systems in Georgia. With an enrollment of some 13,800 students and an annual budget in excess of \$62 million, the system is large enough to provide comprehensive educational opportunities, but still small enough to institute the personalized services normally associated with smaller systems. All schools are accredited by the Southern Association of Colleges and Schools.

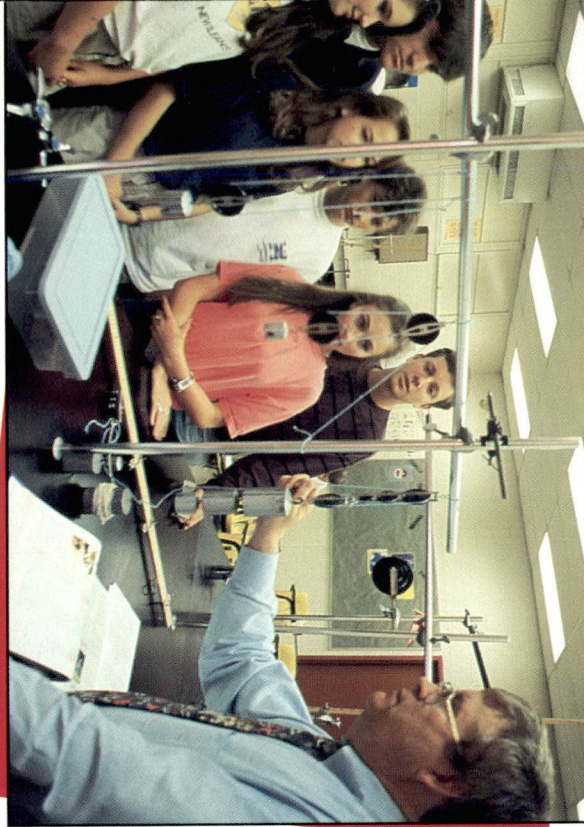
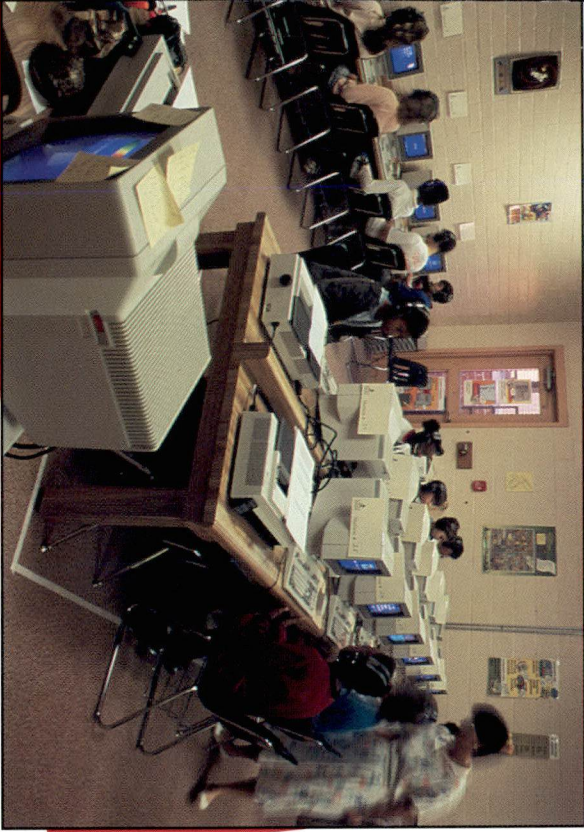
The school year is organized on a semester basis to ensure that ample attention is given to basic skill areas. A full day kindergarten program is available at each of our 15 elementary schools; three middle schools offer high quality academic and exploratory courses, and all four high schools offer a full range of traditional academic courses as well as trade and industrial courses. The community education program enrolls in excess of 1,000 adults each quarter. After school, child care is provided as a service at several elementary schools. Computer awareness and literacy instruction begin in kindergarten and culminate with

programming courses at the high school level. The system currently has one computer per 19 students, and the libraries in all middle and high schools are totally computerized. Special laboratories have also been installed at selected sites to facilitate academic instruction. Comprehensive special education services are provided by 94 professional staff members in areas such as learning disabilities, behavior disorders, physical handicaps, mental handicaps and gifted education.

While research indicates that a number of variables have a direct impact on learning, among the most notable of these are quality of staff and time in class. In both areas, Hall County students are fortunate. Sixty-seven percent of the professional staff have earned graduate degrees, and ongoing staff development programs provide an opportunity to learn new techniques and concepts. Sensitivity to the privacy of instruction ensures that students and teachers make maximum use of time with few interruptions.

Hall County is proud of its schools which are recognized as being among Georgia's finest by virtue of curriculum, achievement data and facilities. Students register at the school they plan to attend. For information on requirements, contact the school or the superintendent's office at (404) 534-1080.

- **Chestnut Mountain**— Grades K-5 P.O. Box 7249, Chestnut Mountain 30502. Principal: Wayne Colston. Enrollment: 466. (404) 967-3121.
- **East Hall High**— Grades 8-12. 3534 East Hall Rd., 30505. Principal: Bill Sloan. Enrollment: 791. (404) 536-9921.
- **East Hall Middle**— Grades 6-7, 4120 East Hall Rd., 30505. Principal: Gary Stewart. Enrollment: 417. (404) 531-9457.
- **Flowery Branch**— Grades K-5, 5544 Radford Rd., West, Flowery Branch, 30542. Principal: To Be Appointed. Enrollment: 744. (404) 967-6621.
- **Johnson High**— Grades 8-12, 3305 Poplar Springs Rd., 30505. Principal: Nelwyn Turk. Enrollment: 1, 157. (404) 536 2394.
- **Jones**— Grades K-5, 6th St., Chicopee, 30505. Principal: Gerald Davidson. Enrollment: 277. (404)



GAINESVILLE CITY SCHOOLS

ENOTA ELEMENTARY SCHOOL • Grades K-2 • East Enota Avenue • Principal: Dr. Shirley Whitaker • 404-532-7711

FAIR STREET ELEMENTARY SCHOOL • Grades 3-5 • 695 Fair Street • Principal: Dr. Tom Ahr • 404-536-5295

GAINESVILLE MIDDLE SCHOOL • Grades 6-8 • 715 Woods Mills Road, N.W. • Principal: Ms. Helen O'Keefe • 404-534-4237

GAINESVILLE HIGH SCHOOL • Grades 9-12 • 1120 Rainey Street • Principal: Mr. Wendell Christian • 404-536-4441

Superintendent Alan Zubay • 404-536-5275

RIVERSIDE



One of the nation's largest and most distinguished schools, Riverside is essentially a military prep school serving boarding students exclusively. Riverside is fully accredited academically and internationally recognized. Graduates are well prepared for their choice of colleges; more than ninety percent annually proceed directly to college. The military program, under the direction of the U.S. Department of the Army, has given the Academy an unsurpassed tradition of military excellence, earning official designation as military school for over sixty years. Located on 200 mountainous Northeast Georgia acres in beautiful Gainesville, Riverside assures its cadets the best and most healthful climate in America.

Write to Superintendent Colonel W.D. Maginnis, Riverside Military Academy, Gainesville, Georgia 30501, or telephone 404-532-6251, for more information.



534-3939.

- **Lanier**—Grades K-5, 4782
Thompson Bridge Rd., 30505.
Principal: Ben Fouts. Enrollment:
646. (404) 532-8781.
- **Lula**—Grades K-5, 6130
Chattahoochee St., Lula, 30554.
Principal: Jerry Lee. Enrollment:
288. (404) 869-3261.
- **Lyman Hall**—Grades K-5, 2150
Memorial Park Rd., 30505.
Principal: Crandall Autry.
Enrollment: 390. (404) 534-7044.
- **McEver**—Grades K-5, 3265
Montgomery Drive, 30505.
Principal: Phil Carpenter.
Enrollment: 343. (404) 534-7473.
- **Myers**—Grades K-5, 2676 Candler
Rd., 30505. Principal: Louell Roper.
Enrollment: 370. (404) 536-0814.
- **North Hall High**—Grades 8-12,
4885 Mt. Vernon Rd., 30505. Principal:
Charles Jones. Enrollment: 1,394.
(404) 983-7331.
- **North Hall Middle**—Grades 6-7,
4956 Rilla Rd., 30505. Principal:
Mike Greavu. Enrollment: 655.
(404) 983-9749.
- **Oakwood**—Grades K-5, 4500
Allen Street, Oakwood, 30566.

Principal: Douglas Bryant.

Enrollment: 591. (404) 532-1656.

- **Riverbend**—Grades K-5, 1742
Cleveland Hwy., 30505. Principal:
Dale Barnes. Enrollment: 399.
(404) 534-4141.
- **Sardis**—Grades K-5, 2805 Sardis
Rd., 30505. Principal: Martha
Fritchley. Enrollment: 487. (404)
532-0104.
- **South Hall Middle**—Grades 6-7.
3215 Poplar Springs Rd., 30505.
Principal: Charles McKinney.
Enrollment: 915. (404) 532-4416.
- **Spout Springs Elementary**—
Grades K-5, 6640 Spout Springs Rd.,
Flowery Branch, 30542. Principal:
Jerry Smith.
- **Tadmore**—Grades K-5, 3278
Gillsville Hwy., 30505. Principal:
Fern Patterson. Enrollment: 519.
(404) 536-9929.
- **Wauka Mountain**—Grades K-5,
5850 Brookton-Lula Rd., 30505.
Principal: John Corley. Enrollment:
580. (404) 983-3221.
- **West Hall High**—Grades 8-12, 5500
McEver Rd., Oakwood 30566.
Principal: Jack Pirkle. Enrollment:
981. (404) 967-9826.

- **White Sulphur**—Grades K-5, 2480
Old Cornelia Hwy., 30505.
Principal: Don Watson.
Enrollment: 528. (404) 532-0945.

LAKEVIEW ACADEMY

Lakeview Academy is an independent, non-profit college preparatory school founded in 1970 that serves 341 students in pre-kindergarten through twelfth grade. The school administration and faculty are committed to challenging the individual talents and needs of each student.

Lakeview serves the needs of both average and above-average students. The regular curriculum includes activities that, in many schools, are offered only to gifted students. Lakeview has 40 highly qualified teachers with 12 years average teaching experience, and there is a ratio of one faculty member to each 10 students.

Lakeview is accredited by the Southern Association of Colleges and Schools (SACS) and the Georgia Accrediting Commission, Inc. The school holds membership in the Georgia Association of Independent Schools, the Georgia High School Association, and



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536-1444



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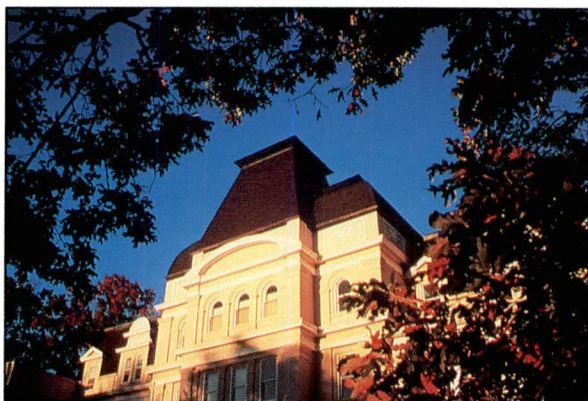
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the School Scholarship Service.

Special opportunities offered in addition to the regular curriculum are programs for the gifted, and extensive programs for students with learning disabilities are offered at all grade levels. Other special programs include: a foreign language exchange program; drama, music, art, foreign language and computer programs; athletics (soccer, basketball, softball, volleyball and tennis) and summer programs in drama, science, computers and reading.

Lakeview students come from many different social and economic backgrounds. Approximately 50 percent of the Lakeview homes have two working parents. Limited scholarship assistance is available for students who otherwise could not attend. Enrollment is open to people of all races, religions, and national origins. Transportation is available from Buford, Cumming, Cornelia, Dahlonega and Cleveland. For further information contact H. Ferrell Singleton, headmaster, or Pat England, director of admissions, at (404) 532-4383.

RIVERSIDE MILITARY ACADEMY

Riverside is a noted college preparatory school for boys, with a military program supervised by the Department of Army, with officers and non-commissioned officers of the U.S. Army. General courses are also available, but a large majority of Riverside cadets follow the intensive, strictly academic programs that lead to thorough preparation for the college of their choice. Classes begin with grade 8 and continue through the four prep years composing the Riverside course. A year of intensified postgraduate study is offered for the very young graduates and others needing special preparation. In each of these programs, Riverside's keynote is that of enthusiastic and skillful individual attention by every teacher to every cadet in his class.

Riverside prides itself on providing well-rounded college preparation for boys. Training in character, physical development, scholastic preparation and military efficiency are stressed. Achievement in all four fields is superior, but no one field is emphasized to the neglect of another. Riverside Military Academy is located on Riverside Drive in Gainesville. For more information

contact Riverside at (404) 532-6251.

MARANATHA CHRISTIAN ACADEMY

Maranatha offers a Christian educational program for young people in grades K-4 through 12. Maranatha's emphasis is to guide students into a deeper relationship with Jesus Christ and to help them determine God's will for their lives. The program includes a full sports program, music and drama, state and national competition and a student/teacher ratio of approximately 13/1.

Maranatha offers two curriculum approaches to meet the needs of a broad spectrums of students. The A-Beka curriculum is taught in a traditional classroom with qualified, certified teachers.

For those young people having special educational needs or for exceptional students desiring a more advanced approach, MCA offers the Talent Development Center. The TDC uses an individualized curriculum—A.C.E. (Accelerated Christian

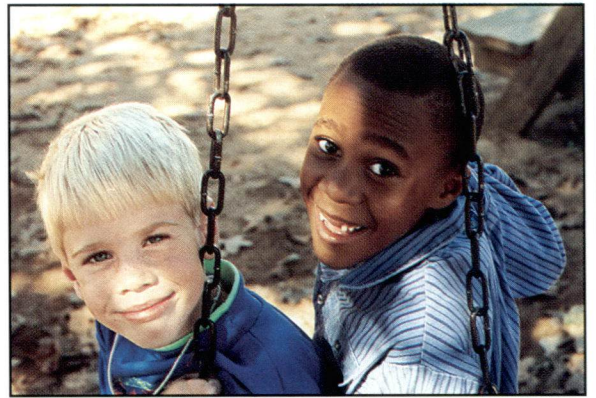


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Lakeview Academy is open to people of all races, religions, and national origins.

Continued on page 90

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"Our community exemplifies and projects a pro-business attitude toward economic development."

Clifton S. McDuffie
Executive Vice President
Gainesville-Hall County
Chamber of Commerce



Members of the Gainesville and Hall County Industrial Development Authority and the Chamber's New Industry Committee gather at the 143,000 square-foot industrial speculative building. Over the past decade, over 52 new industries have elected to move to Hall County, creating over 4,800 jobs. Commercial and residential growth has also been at record pace during this dynamic era.





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Since Chicopee first began operations in Gainesville in August of 1927, its men and women have been proud contributors to industry and the community. In 1927, the construction of a one-story cotton textile mill was considered revolutionary, as well as the advanced safety standards, pleasant working conditions, modern mill village (complete with its own school, churches, and medical facilities), and the emphasis placed on the health and happiness of every employee. Chicopee has grown from a two-shift operation employing 450 people, to a three-shift operation employing 500 people. Although many physical aspects of the mill have changed, the company's philosophy of total commitment to customers, employees, and the community remains steadfast.



CHICOPEE

The last decade brought dramatic growth to Hall County's broad industrial base, with 52 new industries moving into the county and creating over 4,815 new manufacturing jobs.

Clifton S. McDuffie, Executive Vice President of the Gainesville-Hall County Chamber of Commerce, says, "While our community has been able to recruit over 50 new industries in the last ten years, we've not stopped there! Gainesville and Hall County now serve Northeast Georgia as a regional trade area for retail, professional services, healthcare and educational opportunities. These qualities help make our community a great place to do business and a great place to call home."

Hall County's leadership and governments coordinate community efforts to provide support for existing industries while attracting new industry. In the words of Mr. McDuffie, "It has been a long-standing tradition for our local governments to work in harmony in the area of economic and industrial development. Our community exemplifies and projects a pro-business

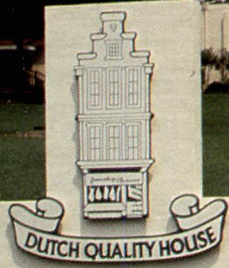


attitude toward economic development." W.A. Bagwell, New Industry Committee Chairman, echoes his comments saying, "Part of Gainesville and Hall County's success in industrial recruitment stems from a unified effort by our local leaders in achieving community goals."

Hall County's diversified economic community ranges from farming,

poultry and related industries to a wide variety of manufacturing and retail companies. Chicopee, a textile manufacturer, was founded in 1927. Wrigley's chewing gum is manufactured in Hall County, and the Glidden plant is one of the most modern paint facilities in the world. These industries receive on-going support from the Chamber's Manufacturers and Processors Council,

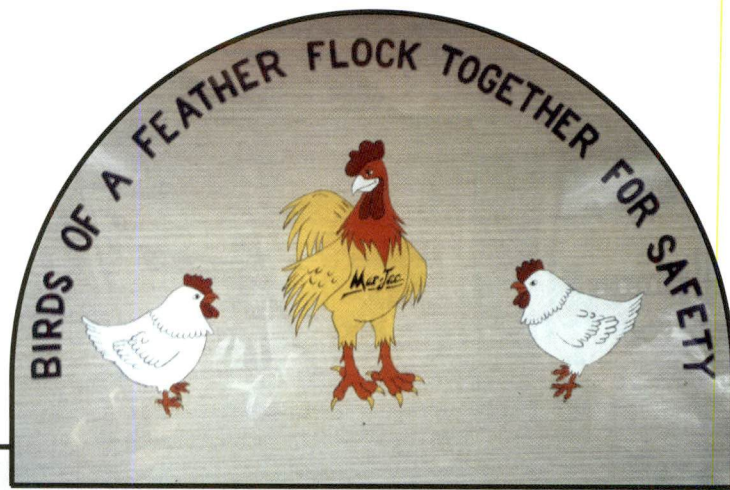
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Personnel Administrators Council and Existing Industry Committee. A brochure entitled "Summary of Resources for Existing Industry" was recently produced to provide industries with a list of agencies and resources to help them in areas such as improving production processes, exporting or penetrating new markets. The committee visited each existing industry to deliver the brochure and further determine ways to improve the existing program.

Andy Walker, Vice President of Economic Development, sums up the advantages of Hall County, saying, "As a banker in Gainesville and Hall County, I am well aware of the excellent atmosphere created by the cooperative spirit between industry, government and citizens. This fact—as well as the quality lifestyle, strong school systems, physical beauty and excellent location—makes us a choice location for industry and regional economic activity." The advantages Hall County offers attract industries from all over the world, and there is a significant amount of foreign investment in the region. Hall County now has 34 Fortune 500

companies and over 170 manufacturers and processors. Approximately 24 foreign manufacturing companies are located in the county, including Kubota Manufacturing of America—a company which located its first U.S. Plant in Hall County—and ZUA Autoparts, Inc., a joint German-Japanese venture.

Lanier Tech's Quick Start Program, designed to assist industries in selecting and training employees, is one of the most successful in the state. Joe Manning, Manager of Human Resources

of ZF Transmissions Inc., a division of ZUA Autoparts, Inc., says, "In 1987 when we set up the company, we single-sourced through Quick Start for prospective employees. They really rolled out the red carpet for us. The pre-hire program they created for us resulted in our hiring 85% of the employees they placed in the program and retaining a full 65% of the initial pre-hire group."

Mr. McDuffie says, "We are looking for companies that are good community citizens." He is proud of the



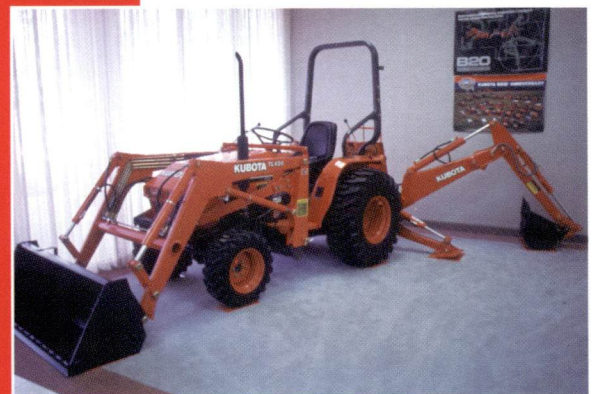
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volunteer strength which makes the growth in economic development possible. He says "Hall County, we feel, has the right qualities a small community should have to attract new industry. Here you find strong community leaders who are willing to give of their own time for the good of the community." Philip Wilheit, recently named Volunteer of the Year at the GIDA (Georgia Industrial Developers Association) Annual Conference, says "We are very selective. We look for good, clean industries that do not present a threat to the environment. We also prefer the smaller industries that employ from 25 to 200 people, as opposed to hiring 1,000 to 2,000 employees. This gives us an economic base and protects against devastating the community should a large industry go out of business. I am very proud of our community and the fact that we can be so selective."

Hall County has over 420,000 square feet of existing industrial space available which includes new spec buildings ranging in size from 15,000 square feet to over 140,000 square feet.

Another plus is Industrial Revenue Bond Financing available through the Gainesville and Hall County Development Authority.

In addition, there are over 2,500 acres of potential industrial sites countywide. Gainesville does indeed have it all—

from islands to highlands— with the added advantages of excellent transportation, a quality educational system, first-class medical facilities, available housing and an affordable tax structure.



Looking For Industrial Space?

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EDUCATION

Continued from page

A.C.E. (Accelerated Christian Education).

Maranatha is a fully accredited school with an emphasis on college preparation.

Maranatha Christian Academy is located in modern facilities at 5135 McEver Road, Oakwood. For more information call (404) 536-6334.

WESTMINSTER CHRISTIAN SCHOOL

Westminster Christian School is a private, non-profit Christian school that offers high academic and spiritual standards to families in the Gainesville and Northeast Georgia areas. Westminster's goal is to offer "excellence in education from a Christian perspective." The pre-k program offers a readiness curriculum for four-year-olds. The kindergarten curriculum teaches a complete range of subjects including writing, art, poetry, music and science. Subjects are taught through learning games and motivational techniques. In first through seventh grades, each child is helped to develop academically through the use of a high-quality, full subject matter curriculum, verbal instruction, drills, field trips, homework and exposure to various community resources and enrichment. Each student is given personal guidance by Christian teachers in a structured traditional classroom setting. Teachers are degreed and certified, and Westminster's program meets state standards. Self-discipline is emphasized, as well as character building, courtesy, responsibility and patriotism.

Westminster students come from many different denominations and economic backgrounds. Westminster Christian School is an educational outreach ministry of Westminster Presbyterian Church and is located at 203 Green Street and Brenau Avenue. For further information contact Westminster at (404) 534-1081.

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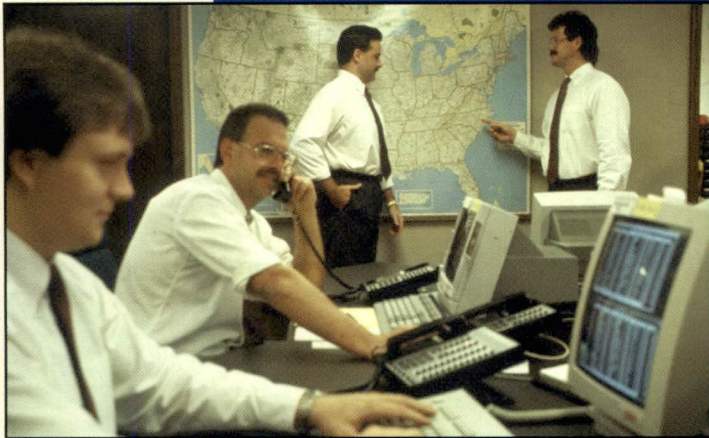
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Learning the Ropes...

A newcomer's guide to vital information.

Once you've moved to Hall County for keeps, there are a few things you'll need to know to get settled in comfortably. The following is a list of facts and figures that newcomers may find useful, along with a few phone numbers to call if you need some help, advice, or information. If you need further assistance call the Gainesville-Hall County Chamber of Commerce at (404) 532-6206.

AUTO TAGS

Newcomers moving to Hall County from another county in Georgia should get an address correction made through the Tax Commissioner's Office so they will be billed correctly at the first of the year.

Those moving from out of state have 30 days after establishing residence to purchase a new tag. Ad valorem taxes and tags for both city and county residents are paid at the County Tax Commissioner's Office, Joint Administration Building, 300 Green Street, Gainesville, GA 30501. For more information, call (404) 531-6951.

DRIVERS LICENSES

Licenses are issued Wednesday through Saturday from 9 a.m. to 4:30 p.m. at the Georgia State Patrol headquarters at 2000 Cleveland Highway (Hwy. 129), (404) 532-5308. Tests are given Wednesday through Saturday from 9 a.m. to 4:30 p.m. Four-year licenses are \$4.50 (no checks accepted.)

ELECTRIC SERVICE

Service is provided by **Georgia Power** for most residents in the city. The office is located at 426 Spring Street, (404) 535-1525. There is a non-refundable \$18 service charge.

Jackson Electric Membership Corporation provides services for most residents outside the city, and is located at 986 Dawsonville Highway. A \$5 membership fee and \$100 deposit is

required. (404) 536-2415.

NATURAL GAS

United Cities Gas is located at 1048 Washington Street. A \$75 deposit is refunded in two years with seven percent interest. (404) 534-3655. United Cities primarily serves the city area.

Georgia Natural Gas is located at 4271 Mundy Mill Road. (404) 532-1256. Establishment charges are \$15 with a meter and \$25 without a meter. Georgia Natural Gas serves the county area primarily.

PET REGULATIONS

The City of Gainesville enforces a leash law requiring all pets to be on a leash or under the control of the owner. The State of Georgia requires that all animals be vaccinated against rabies and wear a rabies tag. For more information, contact the Hall County Humane Society at 875 Ridge Road, (404) 532-6617.

POSTAL SERVICE

Gainesville Post Office - 365 Green St., N.E. - (404) 532-3138. Hours: Monday thru Friday 8:30 a.m. to 5 p.m.; Saturday 9 a.m. to noon.

Northlake Plaza Station - 1725 Cleveland Rd., N.E. - (404) 532-3698. Hours: Monday thru Friday 9:30 a.m. to 12:30 p.m. and 1:30 p.m. to 4:45 p.m.; open all day on Wednesday.

Westside Branch Post Office - 622 Shallowford Shopping Center - (404) 536-9691. Hours: Monday, Tuesday, Thursday, and Friday 8:30 a.m. to 12:00 noon and 1:30 p.m. to 5 p.m.; Wednesday and Saturday 8:30 a.m. to 12:00 noon.

SANITATION SERVICES

City Residents - Contact the city sanitation department at 263 Alta Vista Road. A \$4 monthly fee is charged for twice weekly pick-up of household garbage. (404) 532-0493 or 532-0494.

County Residents - Individuals should

contact private contractors or carry trash to dumpsters located in the area. A public landfill is located at Monroe Drive in Gainesville.

TELEPHONE SERVICES

Southern Bell no longer maintains a customer service office in Gainesville. To obtain service, contact Southern Bell at (404) 780-2355 for residences and 780-2800 for businesses. Deposits and installation rates vary. Directories are mailed when an order is placed.

WATER & SEWER SERVICE

The City Water and Sewer Department is located on the first floor of the joint city/county administration building at 300 Green Street. (404) 535-6878. Renters inside city limits.....\$60 deposit
Renters outside city limits.....\$70 deposit

SCHOOL REGISTRATION

Remember to be prepared to present birth certificates and immunization records for first grade registration. To obtain specific information about the public schools, contact:

Hall County Schools, (404) 534-1080; 711 Green Street, Gainesville, GA 30501.

Gainesville City Schools, (404) 536-5275; 850 Woods Mill Rd., N.W., Gainesville, GA 30505.

TAXES

Both city and county property tax returns must be filed before March 1 at the office of the County Tax Commissioner, located in the Joint City-County Administration Building, 301 Green Street, in Gainesville, (404) 531-6950. Taxes are payable in two installments -- 60 days from the date of the postmark of the first notice (about August 1st), and December 1st.

Gainesville city taxes must be paid in the Tax Commissioners Office located in the city hall building, (404) 535-6872.

Tax rates for property in Gainesville, Flowery Branch, and Oakwood vary so

you may wish to contact the County Tax Commissioner's Office to find out what the tax rate in your area may be.

Additionally, you may want to contact the commissioner's office to find out if you qualify for homestead or senior citizen's exemptions to reduce your tax liability.

AD VALOREM TAX

Ad valorem taxes are collected on motor vehicles, boats, livestock, business inventories, stocks, bonds and other recorded tangibles.

These taxes are due during the first four months of each year on a staggered system based on the owner's last name.

SALES TAX

Georgia sales tax is presently three percent (as of Aug. 1991). Additionally, Hall County also excises a two percent local option tax.

VOTER REGISTRATION

The Registrar's Office is located in Room 202 of the City/County Administration Building at 300 Green Street. Citizens may register at the Registrar's Office.

Residency is required for local elections. There is no registration by party in Georgia or Hall County. Registration is necessary 30 days prior to election in order to be eligible to vote.

Newcomer Services

Newcomers Club

Monthly programs and functions for newcomers, (404) 967-4319.

Clubs & Organizations

A complete listing of over 100 clubs and organizations in Hall County is available by visiting the Gainesville-Hall County Chamber of Commerce at 230 E.E. Butler Parkway, phone (404) 532-6206. Additional brochures regarding recreation and community information are also available.

Emergency Services

EMERGENCIES.....Dial 911
or "O" (Operator) to report
POISON CONTROL CENTER...1-800-282-5846
FEDERAL BUREAU OF
INVESTIGATION.....(404) 534-5111
GEORGIA BUREAU OF
INVESTIGATION.....(404) 535-5423
STATE PATROL.....(404) 532-5305

FOR MEDICAL ATTENTION IN HALL CO.:

Neighborhood Health Care Center

Mundy Mill Road, Oakwood 8 a.m. to
midnight daily, Monday through Friday no
appointment needed.....(404)535-2273

Lanier Park Hospital

675 White Sulphur Rd.....(404) 531-2300

Northeast GA Medical Center

743 Spring St., N.E.....(404) 535-3553

FIRE DEPARTMENTS

Flowery Branch.....(404) 967-6481 or 911
Gainesville.....(404) 534-3611 or 911
Employees Station No. 1,
118 Church St., S.E.....(404) 534-3613
Employees Station No. 2,
310 Piedmont Rd. N.E.....(404) 532-2468
Hall County.....(404) 536-4357 or 911
Non-Emergency.....(404) 536-2442

POLICE DEPARTMENTS

Flower branch.....911
For non-emergencies.....(404) 967-6371
Gainesville.....911
For non-emergencies.....(404) 534-5251
Oakwood.....911
For non-emergencies.....(404) 534-2364





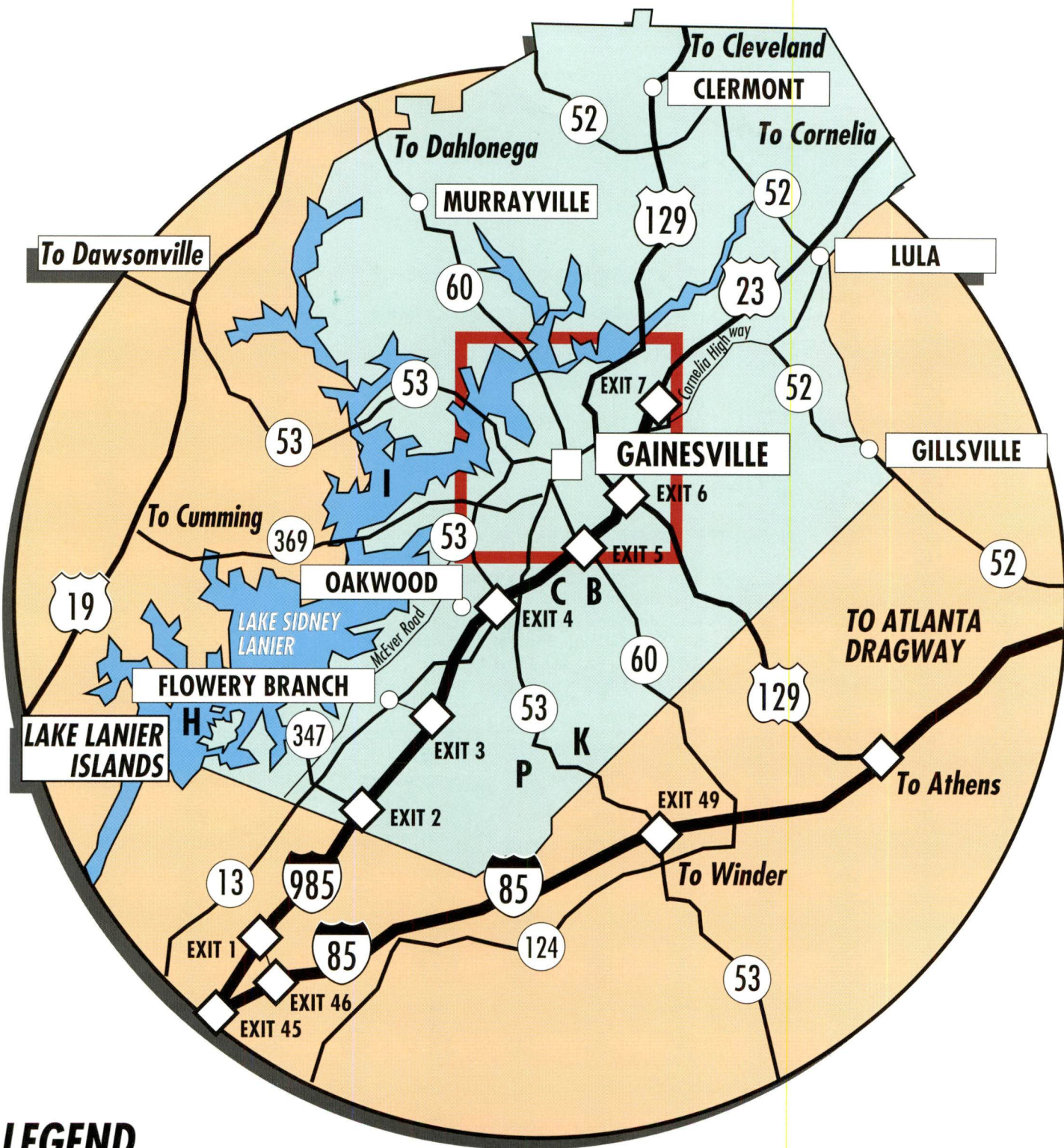






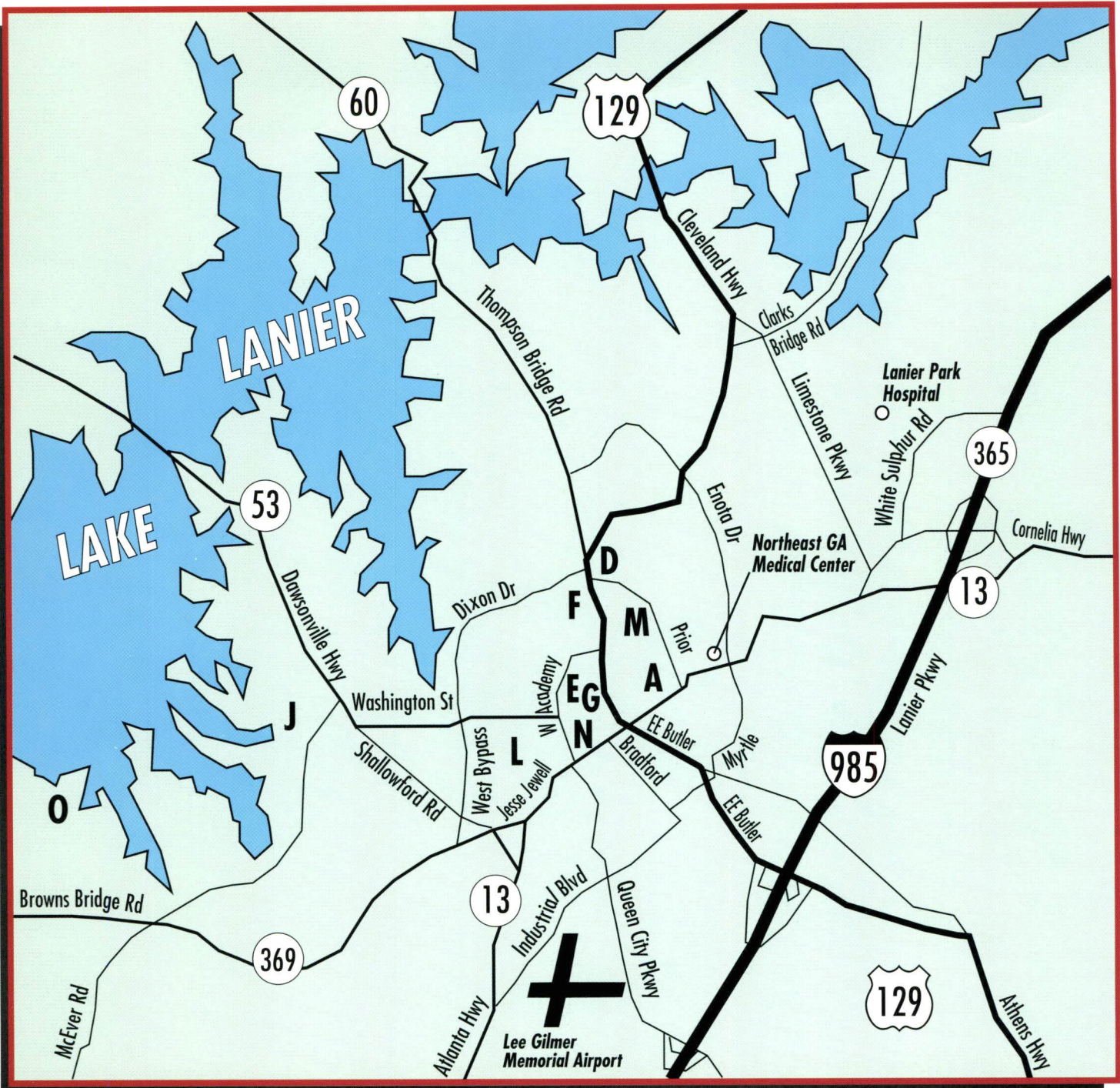

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LEGEND

- | | |
|---|-----------------------------------|
| Brenau College and Academy...A | Lake Sidney Lanier...I |
| Chicopee Woods Agricultural Exposition Center...B | Lanier Point Softball Complex...J |
| Elachee Nature Center...C | Lanier Raceway...K |
| Gainesville Civic Center...D | Poultry Park...L |
| Georgia Mountains Center...E | Quinlan Art Center...M |
| Green Street Historic District...F | Railroad Museum...N |
| Green Street Station/Georgia Mountains Center...G | River Forks Park...O |
| Lake Lanier Islands...H | Road Atlanta...P |



All we need is you! Yes, Gainesville has it all... the only thing we need, now, is you. Call ahead and plan your trip for the peak of fall colors, spring flowering, dramatic landscapes, or the long, hot water-filled days of summer. Whether you are looking for convention accommodations or a quiet retreat for two, we have exactly what you need. We have everything from contemporary and sophisticated hotels to bed and breakfasts, RV parks, houseboats, and secluded cottages. Just fifty miles northeast of Atlanta, Gainesville is on the shores of Lake Sidney Lanier in the foothills of the North Georgia mountains

*For more community information,
please contact:*

**Gainesville/Hall County
Chamber of Commerce
Post Office Box 374
Gainesville, Georgia 30503
(404) 532-6206
FAX (404) 535-8419**





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