



100-word stories  
100-second videos  
on topics of intrigue

CROSSROADS: *Greatest Football Upset*  
MANAGEMENT: *Messin' My System*  
FICTION: *Your Baby Now!*  
TRAVEL: *Madison GA Ramble*  
MARKETING: *Tech Village Chowdown*  
MEDIA: *Baker of Fame*  
MUSIC: *R.E.M.'s first gig*  
REAL ESTATE: *Circle of Trust*

### Crossroads

100 words  
100 second video

#### Daniel Finnerty

"... greatest upset in college football history."



– Click/watch 100-second video by Mehran Moin

Daniel Finnerty knew he was going to block the field goal in what many call the greatest upset in college football history. Then the 1-AA Appalachian State defensive lineman looked up to see Michigan's Jake Long – the future #1 overall NFL draft pick on the team that had been picked to win the BCS national championship – line up across from him.

Daniel didn't block the kick, but his teammate did, stunning the 110,000 opening day Michigan crowd.

Today, Daniel lives in Midtown with his girlfriend Margaret, tends bar at Murphy's and looks back on the game of a lifetime.

– Chris Schroder



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Thanks for allowing us to email you the first issue of The Atlanta 100. We know you have many reading choices and your time is short. That's why we started this eNewsletter with only 100-word articles.

And 100-second videos that you can watch in your email window – without having to click through to another site. Try it!

Everything will also be on our new website: [TheAtlanta100.com](http://TheAtlanta100.com). And we even made it easy for you to just [download a podcast](#) of all our stories and listen while you drive or workout!

The fun is just beginning. See you next Thursday?

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### Management: Messing up my system!



Early days in Caffey kitchen

I learned one management lesson in my kitchen after returning from a four-day business trip. This was when our kids were young. I drove in from the airport, ran into the kitchen and yelled, "Daddy's home!"

My wife Jan was standing over the stove, stirring a pot, holding our one-year-old on her hip while the eldest was hosting a major meltdown on the floor.

I grabbed the kids and ran, playing around the house. After an hour of trying to get them to sleep, Jan said, "You are messing up my system!" and went right to bed.

– Kip Caffey, Cary Street Partners

### Community: Family walks for JDRF this week



Gavin, Andy, Liam Cash

After his two young sons were diagnosed with type 1 diabetes, Andy Cash, founding law partner at Cash, Krugler & Fredericks, became active in finding a cure. Andy and his family volunteer for the Georgia chapter of Juvenile Diabetes Research Foundation. Recently, Andy was inducted as board president.

This weekend, the Cash family is participating in JDRF's Annual Walk to Cure at Centennial Olympic Park. The event not only raises awareness of T1D – with which 35 Georgia children are diagnosed each month – but also raises a lot of, well, cash. The 5K walk is the nonprofit's largest fundraiser. Register: <http://walk.jdrf.org/>

– Sarah Funderburk, Schroder PR

### Travel: Madison, GA

100 words • 100 second video

When we rolled into Madison for the Fall "Ramble" sponsored by the Georgia Trust for Historic Preservation, we knew we'd see dozens of beautiful antebellum mansions, but we were surprised to be shown such a fun time by the locals – many of whom are former Atlantans who have resettled in this gorgeous town just 60 miles east.

Freshly painted white columns, rustic log cabins, new downtown lofts, the old courthouse – even north Georgia's only active cotton gin – were all on tour. Generous helpings of locally prepared meals and a love for restoration were everywhere. On tap: Spring Ramble in Cartersville.



– Watch 100-second SlideShow

– Jan Schroder, Girl on the Go

### Fiction: Chapter 1: 1927 – Your baby now!



A serialized novel  
100 words weekly

by Chris Schroder

Sugar ignored the knocking and pulled the covers tighter. Tears dripped down her cheek. "God, why must I tell them I 'lost' my baby when you know he killed him," she prayed. "Please, please, bring my baby – one I can love and he won't kill."

Sugar could hear the survivors' wails drifting up from the village the Japanese had bombed the day before.

The bright smoky haze blinded her when she opened the door. A woman stepped forward, handed Sugar a quilt, shouting repetitively in Chinese, "Your baby now!" Sugar looked at the quilt, recognized it and gasped in horror.

### Real Estate: Circle of Trust

There was a time when you needed to know somebody to attend Atlanta's Circle of Trust. Not anymore.

When Regent Partners' Keith Mack started his commercial real estate networking group in 2009, a dozen folks gathered at a bar. No dues, no cover, just networking, hosted by UVA graduate and master networker Keith.

Today, hundreds of professionals pay \$20 to attend monthly events, with local firms kicking in sponsorships. Construction execs, architects, developers, capital funders – all enjoying beverages. Next event is [Oktoberfest](#) on Oct. 30. Charitable contributions are on the horizon, following Keith's newest venture: Circle of Trust Chicago!

– Sarah Funderburk, Schroder PR



Jae Robbins, Keith Mack, Leslie Galloway, networking

### Marketing: Chowdown at Atlanta Tech Village

I first heard about Atlanta Tech Village's Startup Chowdown from TwentySix2 Marketing's CEO, John Waddy. When it comes to most things digital, I listen to nephew John.

So when ARPR's Anna Ruth Williams connected on LinkedIn, offering a tour of Buckhead's new tech incubator, I readily accepted.

David Cummings bought the corner building for \$4 million and is investing \$8 million more re-inventing each floor into an array of efficient work spaces. Last Friday, the entrepreneurial sparks from the 100 tech firms around the long lunch tables were even hotter than the sponsored Chick-fil-A sandwiches.

– Chris Schroder, Schroder PR



Anna Ruth Williams at Chowdown

### Media: 'Steady' Ed Baker in APC Hall of Fame



Ed Baker, Hall of Fame

In stark contrast to the ups and downs of the newspaper business, one Atlanta publication stands out for its steady annual growth – greatly due to the passion and focus of Ed Baker, its publisher for nearly 30 years. The Atlanta Business Chronicle has grown into one of the nation's largest business journals and one of the most influential business news sources in the state – in print, online and broadcast.

Last week, Ed was inducted into the Atlanta Press Club Hall of Fame, along with WSB's Monica Pearson, Fox 5's Dale Russell, veteran journalist Bill Shipp and novelist Margaret Mitchell.

– Emily Tracy, Schroder PR

### Crowdfunding: You may now buy startups

Twitter's IPO is about to turn a handful of early investors into happy millionaires. Let me explain in 140 characters or less why this should upset you: You can go to Vegas and put \$1,000 on red, but securities laws from the 1930s make investing in startups illegal for most people.

While Washington is (naturally) taking its time to change those laws, Georgia has already legalized "equity crowdfunding." This means you can now invest small amounts of money into local companies that you want to see succeed in exchange for actual shares of their businesses. Think Kickstarter meets eTrade.



– Thomas Schroder, Krowdfund.com

### Your Brain: NFL star's son can be a catalyst

Only one day after Minnesota Vikings' Adrian Peterson visited his son in the hospital, the 2-year-old passed away after allegedly being violently shaken by the mother's boyfriend.

The star running back and 2012 NFL MVP is no stranger to fatal brain injuries. At eight, he lost a brother to a brain injury. Brain injury is the number one leading cause of death and disability for American youth. Unlike cancer or obesity, there is no national plan for brain injuries. Will Peterson's son be another brain injury statistic or the catalyst for national change to address the tragic epidemic?

– Keegan Federal, The Federal Firm



### Music: When R.E.M. only had a few songs

In 1979, I had just started law school at the University of Georgia. One night a friend invited me to a party. It was being held at an abandoned church and there was a new band playing. The band only played a few songs – including a Monkees cover – but they were great and had the partygoers up and dancing.

When they finished their short set, everyone asked for more. But those were the only songs they knew, so they played a couple of them again! That was the first-ever performance by the band which later became known as R.E.M.



– Charles Driebe, Blind Ambition Management

### Health Care: Watching seismic shifts closely



"...there will be a whole new world as far as health insurance is concerned."

As I watch the difficult, painful birth of national health insurance, like all providers, I wonder what the final impact will be on healthcare in general, and our own individual practices.

It's true the Affordable Care Act represents a seismic shift in how Americans will access and purchase healthcare, but what isn't clear is how the services themselves will be impacted. Is this the first step in the creation of a more efficient, multi-tiered delivery system, or are we witnessing a further decline in American medicine? The only thing certain is change – and I for one am watching closely.

– David Martin, VeinInnovations

### The Law: Say yes to Umbrella Insurance



For about \$12 per month, you can be covered by a \$1 million umbrella insurance policy. I'm a lawyer, trust me on this one: that's worth it.

Umbrella insurance provides a second layer of insurance over other policies you already have, like auto or homeowners' insurance. If a catastrophic accident occurs, you almost certainly do not have enough liability insurance.

The more you have, the greater the need to protect your savings, your home and other assets. If you've worked a lifetime to create wealth, it would be foolish not to spend a few dollars to protect it.

– Dave Krugler, Cash, Krugler & Fredericks