October 17, 2013



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

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

kitchen and yelled, "Daddy's

in from the airport, ran into the

Management: Messing up my system!



Early days in Caffey kitchen

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.

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

home!"

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



Watch 100-second SlideShow

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.

- Jan Schroder, Girl on the Go



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Welcome and thanks!

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. 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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Why are you receiving this email? You've had some contact with Chris Schroder or his PR firm. Classmate, friend, client or perhaps a reader of his past publications or columns, such as Moments on SaportaReport.

Community: Family walks for JDRF this week



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

Gavin, Andy, Liam Cash

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

Fiction: Chapter 1: 1927 – Your baby now!



100 words weekly

by Chris Schroder

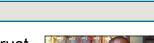
Sugar ignored the knocking and pulled the covers tighter. Tears dripped down her cheek. "God, why must I tell them I 'lost' my baby when you know he killed him," she prayed. "Please, please, bring my baby - one I can love and he won't kill.

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 guilt, shouting repetitively in Chinese, "Your baby now!" Sugar looked at the quilt, recognized it and gasped in horror.

Marketing: Chowdown at Atlanta Tech Village

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.



Jae Robbins, Keith Mack, Leslie Galloway, networking

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

Media: 'Steady' Ed Baker in APC 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.

Ed Baker, Hall of Fame

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

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

Health Care: Watching seismic shifts closely



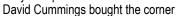
As I watch the difficult, painful birth of national health insurance, like all providers, I wonder what the final impact will be on healthcare in general, and our own individual practices. It's true the Affordable Care

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

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.





Anna Ruth Williams at Chowdown

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

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

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 know as R.E.M.

- Charles Driebe, Blind Ambition Management

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



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