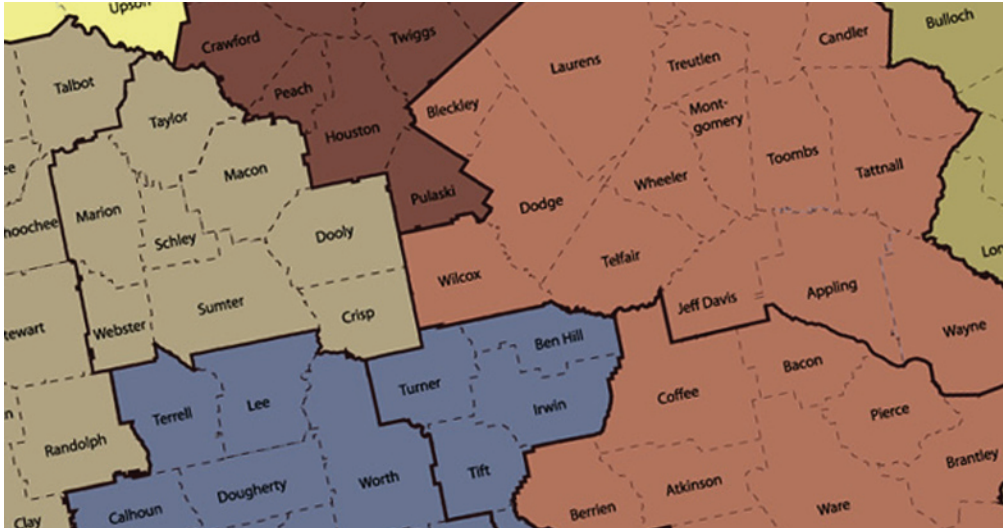


## PLANNING FOUNDATION GRANTS AVAILABLE

by *Bill Ross, GPMF President*

The Georgia Planning Memorial Foundation, Inc., through the Denise Abboud Fund, has established a program to provide Professional Development Grants for the 2009 GPA Fall Conference. Due to the outpouring of generosity from the annual auction at last year's Fall Conference, the Foundation expects that travel assistance grants to the Fall Conference in Athens this year will be able to support a number of award participants throughout the State. We plan to stretch the funds as far as they will go.

The Denise Abboud Fund's overall goal is to help with the education and ongoing professional development of planners, planning commissioners, or other persons in the state who work in or serve rural or poorer communities that would otherwise not be able to obtain such educational and professional development opportunities.



To that end, the Denise Abboud Fund will cover the cost of the conference hotel and provide an additional travel stipend based on the distance between your community and the conference city—Athens—for the award participants. In addition, if you are a GPA member, the Georgia Planning Association has agreed to waive the registration fee for up to 10 grant recipients. You DON'T have to be a GPA member to receive a travel grant from the Foundation, but "chapter only" GPA membership is only \$35. (You can join through the APA at [www.planning.org](http://www.planning.org).)

Most of Georgia's 159 counties, and all of the cities within those counties, are eligible for grant consideration. Check out the Georgia Planning Memorial Foundation section of the Georgia Planning Association web site ([www.georgiaplanning.org/memorial-foundation](http://www.georgiaplanning.org/memorial-foundation)) for a map of the eligible counties and their cities.

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**President**

Ellen Heath, AICP  
 president@georgiaplanning.org  
 404-870-5339

**President-Elect**

Jeff Watkins, AICP  
 jwatkins@cherokeega.com  
 678-493-6107

**VP/Programs**

Jonathan Lynn  
 jonathanhlynn@yahoo.com  
 912-287-2944

**VP/Chapter Services**

Laura M. Keyes, AICP  
 chapter.services@georgiaplanning.org  
 404-463-3269

**Secretary**

Tracy Dunnivant, AICP  
 tdunnivant@cityofnewnan.org  
 770-254-2354

**Treasurer**

Eric Bosman, AICP  
 ebosman@urbancollage.com  
 404-586-0277

**Executive Director**

Jessica Gibson  
 executive.director@georgiaplanning.org  
 770-314-9646

**Professional Dev. Officer**

Gary Cornell, AICP  
 gary.cornell@jjg.com  
 678-333-0229

**Planning Officials Dev. Officer**

Kellie Brownlow  
 kbrownlow@atlantaregional.com  
 404-463-3212

**Chair - Legislative Affairs**

James Shelby  
 jshelby@atlantaga.gov  
 404-330-6070

**AICP Director at Large**

David C. Kirk, AICP  
 david.kirk@troutmansanders.com  
 404-885-3415

**AICP Director at Large**

Tim Preece, AICP  
 tpreece@arcadis-us.com  
 770-431-8666

**Non-AICP Director at Large**

Diana Wheeler  
 dwheeler@alpharetta.ga.us  
 678-297-6070

**Non-AICP Director at Large**

Kathleen Field  
 kfield@roswellgov.com  
 770-594-6173

## PRESIDENT'S CORNER

BY ELLEN HEATH, AICP, PRESIDENT OF THE GA CHAPTER

Hope everyone is weathering the economic storm, as well as the summer temperatures (we knew they'd be here eventually!).

Many thanks to Jessica Gibson, Jeff Watkins, and all the speakers and other volunteers who made our spring conference such a success. GPA hosted the first-ever conference at Cherokee County's brand new convention center, which is a wonderful venue. We're looking forward to the fall conference, scheduled September 30 - October 2, in beautiful downtown Athens. Look soon for the call for session proposals as well as registration and hotel information. We're also pleased that the Georgia Planning Memorial Foundation and GPA will offer scholarships (assistance with travel costs and free registration) for up to 10 GPA members.



*Ellen Heath, GPA President*

### OTHER UPCOMING GPA ACTIVITIES INCLUDE:

**Biannual elections.** As you know the success of the chapter depends to a great degree on the planners who volunteer to run for positions on the Board of Directors. It's great fun and the best way to get to know planners around the state. Please consider running for office; the call for nominations will come soon from Jeff Watkins and the nominating committee. Elections will be held late summer and the new board will take office during the fall conference.

**Young Planners Committee.** One of APA's priorities is to engage young planners (you know who you are!) and GPA will be forming a committee to organize activities and reach out to our younger members. Please let me know if you're interested in serving or look for the announcement on our web page.

**Legislative Committee.** A goal of the current GPA Board is to be more active in legislative affairs in Georgia; communicating more often to our members about legislative issues and perhaps taking positions on initiatives that affect planning in Georgia. Please let me know if you are interested in serving on this committee, which will be forming in the fall in preparation for the 2010 session of the General Assembly.

**2009 Awards.** An awards committee has been formed and they will soon be seeking nominations; look for the details on our website.

**Annual Georgia Planning Memorial Foundation Auction.** The auction will be held at the annual conference in Athens at the end of September. Thanks to your generosity last year, the Foundation is able to offer scholarships to the fall conference.

**First Annual "Great Places in Georgia" Program.** To help us publicize October as National Planning Month, GPA will sponsor a program to recognize great streets, neighborhoods, and other places in Georgia. Details will be posted soon on the website.

The semi-annual APA leadership meetings in Minneapolis in April included several interesting discussions and workshops centered around operating in challenging economic times, developing a robust legislative program, how to participate in National Planning Month, and other issues relevant to chapter management. APA staff was pleased to note that, despite a slight drop in overall APA membership, AICP membership is actually growing. In addition, despite problems this year with the CM website, members are earning credits at a good pace and there are now more than 320 non-APA providers of CM credits, and it is possible to earn all 32 credits online at no cost. APA is also continuing to sponsor Rebuilding America forums around the country, focused on infrastructure and related issues.

As always, please check often at [www.georgiaplanning.org](http://www.georgiaplanning.org) for the latest in chapter news and activities. And we look forward to seeing you in September in Athens. ■



## CALENDAR OF EVENTS - please visit our website for more events

July 7 – 8, 2009 Community Planning Institute	Rome, GA <a href="http://www.dca.state.ga.us">www.dca.state.ga.us</a>
July 15 – 17, 2009 ArcGIS Desktop II	Atlanta, GA <a href="http://www.atlantaregional.com">www.atlantaregional.com</a>
July 17, 2009 APA South Carolina Summer Conference	Columbia, SC <a href="http://www.scapa.org">www.scapa.org</a>
August 12 – 14, 2009 GAZA Summer Conference	Savannah, GA <a href="http://www.georgiazoning.org">www.georgiazoning.org</a>
August 23 – 26, 2009 National Scenic Byways Conference	Denver, CO <a href="http://www.bywaysresourcecenter.org">www.bywaysresourcecenter.org</a>
September 15 – 18, 2009 APA Florida Chapter Conference	Jacksonville, FL <a href="http://www.floridaplanning.org">www.floridaplanning.org</a>
September 22 – 24, 2009 Roads and Bridges Live: State of The Industry	Chicago, IL <a href="http://www.roadsbridgeslive.com">www.roadsbridgeslive.com</a>
September 23 – 25, 2009 GEDA Annual Conference	Savannah, GA <a href="http://www.geda.org">www.geda.org</a>
September 23 – 25, 2009 APA Tennessee Chapter Fall Conference	Chattanooga, TN <a href="http://www.tnapa.org">www.tnapa.org</a>
September 30 – October 2, 2009 GPA Fall Conference	Athens, GA <a href="http://www.planning.org">www.planning.org</a>
October 7 – 9, 2009 Int. Conference on Walking And Liveable Communities	New York, NY <a href="http://www.walk21.com">www.walk21.com</a>
October 13 – 14, 2009 Community Planning Institute	Covington, GA <a href="http://www.dca.state.ga.us">www.dca.state.ga.us</a>
October 14 – 16, 2009 APA South Carolina Fall Conference	Greenville, SC <a href="http://www.scapa.org">www.scapa.org</a>
October 25 – 28, 2009 Transit Trainer's Workshop	Cleveland, OH <a href="http://www.ntonline.com">www.ntonline.com</a>

**Non-AICP Director at Large**  
Cheri Hobson-Matthews  
770.288.6427  
[cmatthews@county.henry.ga.us](mailto:cmatthews@county.henry.ga.us)

**District 1 Director**  
Larry Vanden Bosch, AICP  
[dceds@ngrdc.org](mailto:dceds@ngrdc.org)  
706-272-2300

**District 2 Director**  
Adam Hazell, AICP  
[ahazell@gmrdc.org](mailto:ahazell@gmrdc.org)  
770-538-2617

**District 3 Director**  
Rob LeBeau, AICP  
[rlebeau@atlantaregional.com](mailto:rlebeau@atlantaregional.com)  
404-463-3308

**District 4 Director**  
Frederick Gardiner, AICP  
[fgardiner@cityofgriffin.com](mailto:fgardiner@cityofgriffin.com)  
770-233-4130

**District 5 Director**  
Kristina Harpst  
[kharpst@mrdc.org](mailto:kharpst@mrdc.org)  
t: 478-751-6160

**District 6 Director**  
Paul DeCamp, AICP  
[pdecamp@augustaga.gov](mailto:pdecamp@augustaga.gov)  
706-821-1796

**District 7 Director**  
Patti Cullen  
[pcullen@lcrdc.org](mailto:pcullen@lcrdc.org)  
706-256-2910

**District 8 Director**  
Paul Forgey, AICP  
[pforgey@swgrdc.org](mailto:pforgey@swgrdc.org)  
229-522-3552

**District 9 Director**  
(vacant)

**District 10 Director**  
Beth Reiter, AICP  
[reiterm@thempc.org](mailto:reiterm@thempc.org)  
912-651-1453

**Planning Official**  
Fred Boykin  
[fboykin@bicyclesouth.com](mailto:fboykin@bicyclesouth.com)  
404-636-4444

**Planning Official**  
Eric Clarkson  
[ecent@mindspring.com](mailto:ecent@mindspring.com)  
770-986.5010

**Student Representative**  
Kirsten Berry  
[kirsten@cycleexpressions.com](mailto:kirsten@cycleexpressions.com)



# “SHIRLEY’S GUIDE TO GOOD”

## (for Young and Not-so-Young Professionals)

by *Jamie Cochran, AICP*

“Good is good”, Shirley used to tell me when I was just a kid – first, when I was a bookwormish, red-haired teenager puzzling over just the right shade of lipstick in the department store. Later, it was about what to look for in choosing a stylish, yet affordable leather briefcase at the Coach store for my first real job fresh out of college. Then it was about finding great bargains at Lord & Taylor – finding the perfect little black dress – sophisticated, yet (hopefully) alluring – for an important night out. Later still, were deeper discussions about life’s inevitable disappointments, including relationship and workplace dramas, that end up on our doorsteps. “Good is good”, she always told me, “never forget that.”

Shirley’s earliest instructions were all about what to look for and how to choose. As I grew older, the choices became much more complicated – which job to accept, which city to live in, whether to go for the promotion, whether he was a good guy or not, whether to express an unpopular opinion or not at work, whether to stay or go. “Good is good”, Shirley said. Pick the right path – make the right choice – don’t settle. “When in doubt, stick with good”.

You’re probably thinking that having someone always expecting you to make the right choice all the time was a terrible burden. I used to think that, too, when I was young, about 100 years ago. Now, strangely, I think it’s been mostly comforting all these years. Shirley always made sure that I knew that someone was watching – someone cared that I didn’t settle for taking the easy way out or finding ways to cut corners or choosing the half-baked approach to something. Sometimes, I have to admit, it was a royal pain – having someone nearby disappointed at my wrong choices. And I have to admit, sometimes, many times, I surely let her down. Sometimes, my choices were plain dumb or hurtful or selfish – anything but good. But every once in a while, though, I think I made her proud.

Sometimes, choosing what’s “good” in the workplace is very hard to do, especially these days. As a professional, all of us are faced at many turns with difficult choices of what to do or what not to do. Unfortunately, the choices don’t get much easier as we get older. Should I take more time on my assignment to make

sure it’s really great or should I skip some steps and finish it early to impress my boss? Should I exaggerate my contributions on a project to “get ahead” quicker or should I rely on my supervisors to figure out for themselves who the best performers are? What’s the likelihood of this really happening without some assisted miracle? Should I be fair, unbiased, and ethical or should I focus on “getting results”? Should I “market” myself to get the better job or stick with the real facts? Should I tell the whole story (which takes more time and might annoy my attention-deficit disorder-prone colleagues), or just tell the parts that everyone will be happy about? Should I try to fix things that aren’t working right or look the other way and hope no one notices? Should I go the extra mile or not? Who will know if I don’t? Does “good” really matter? Does it pay to choose “good”?

It is so easy for young professionals (and the rest of us, too) to get very mixed messages about what “good” is in the workplace. The world tells us to be concise and quick in our communications – don’t be too wordy – be gifted with sound bites – but make sure all the relevant information is in there somewhere. Make good, sound decisions, but don’t make anyone unhappy. Don’t do more work than the budget allows, but make sure the client is really, really happy so future work assignments are assured. Be a good team player who is great at collaboration, but don’t be overly cooperative. People will see this as a weakness – better to be a tough competitor. Make sure you speak up in a group so that others recognize your presence, even if you don’t have much to contribute, but also make sure that when you do speak, you say something brilliant.

All of us are responsible for choosing our own path made up of thousands of little and big choices every day. Sorting out what is good is really, really hard for most of us – at work and elsewhere. But, if she were here now, Shirley wouldn’t flinch at all. “Good is good”, she would say, “never forget that.”

This article is dedicated to the memory of Shirley W. Roti, my second mom and one of my personal heroes. ■

*Jamie Cochran, AICP, is the Planning Service Group Leader at RS&H. She can be reached at [jamie.cochran@rsandh.com](mailto:jamie.cochran@rsandh.com) or (678) 528-7218.*

(continued from p.1)

If you serve an eligible town, city or county in a planning role, download the [GPMF application](#) form from the GPA web site, or contact Bill Ross at 404-355-4505 or [bill@planross.com](mailto:bill@planross.com) to get one. Applications are due by the end of July, and awards will be made in August. All information submitted, and the names of the recipients, will be kept in the strictest of confidence.

## Do this now –

- Go to the [GPA web site](#) and check if your town, city or county is eligible (there's a map and the eligibility criteria can also be downloaded).
- If your community is eligible for consideration, download the [Application Form from the GPA website](#) (the selection criteria can also be downloaded from the GPA web site).

- Send the form by email to [bill@planross.com](mailto:bill@planross.com), fax it to 404-352-6926 or mail it to me at 2161 Peachtree Road, Suite 806, Atlanta GA 30309, before the end of July.

Our program is focused on planners, zoning administrators, planning commissioners or citizen planners that serve in an official capacity in communities that cannot otherwise afford to pay your way to the Fall Planning Conference, but would benefit from your attendance.

If you have any questions, call me or email me at your earliest convenience. ■

The GPA in 2009 introduces the first  
"green" version  
of the Quarterly Newsletter.

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## Support Our Sponsors!!

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Planners will have a full year of challenges and opportunities with regards to economic conditions and changing trends in all sectors of planning. The Georgia Planning Association stands ready to provide members with opportunities for networking, information and education. These services are made possible through the continued support of GPA annual sponsors and conference sponsors.

Please take time to review the [2009 Annual Sponsors](#) list and access their company websites.

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We appreciate your support in 2009!  
**Laura Keyes, VP Chapter Services**

# FREE AICP CM CREDIT OPPORTUNITIES

BY GARY CORNELL, GPA PROFESSIONAL DEVELOPMENT OFFICER

## HEALTH IMPACT ASSESSMENTS

A free online course, Planning for Healthy Places with Health Impact Assessments (HIAs), is available through June 30, 2010. Earn up to 6 CM credits online. This online course will explain the value of conducting an HIA and the steps involved in conducting an HIA. Throughout the course, examples of health impact assessments are highlighted and discussed. A how-to guide for conducting health impact assessments, developed by the American Planning Association and the National Association of County & City Health Officials, sponsored by the Centers for Disease Control and Prevention. To participate, please visit <http://professional.captus.com/Planning/hia/default.aspx>.

## PODCASTS

A free podcast, the 2008 AICP Symposium, is available until September 30, 2009, and is eligible for 2.5 CM credits. To participate, please visit <https://www.planning.org/aicp/symposium/2008/>.

Free podcasts of Tuesdays at APA may also be obtained for CM credits. Members may browse the distance education listing from the APA–AICP website CM Activities page to find podcasts eligible for CM credit.

## AICP EXAM SCHEDULE

June 1, 2009	Application window opens
July 9, 2009	Final Application Deadline
July 23, 2009	Final Verification Deadline
November 9-23, 2009	November 2009 Exam Window

The application window for the November 2009 AICP exam will be Monday, June 1 – Thursday, July 9, 2009. All employment and education verifications must be received by mail in APA's Washington, DC office no later than 2 weeks after application submission or else the application will be marked as incomplete. The final day that we will accept employment and education verifications for the November 2009 exam is Thursday, July 23, 2009.



## REDUCED AICP EXAM FEE SCHOLARSHIP

APA and AICP is making available a scholarship for one APA member from Georgia who wants to take the AICP Exam in November, but cannot afford to because of a qualified form of financial hardship. This program was put into place to offer assistance to those individuals who may defer taking or are unable to take the AICP exam because of the high cost.

Scholarship recipients pay reduced fees to AICP as follows:

- First time AICP applicants: \$125 (combined \$60 application and \$65 exam fee)
- Previously approved AICP applicants: \$65 (exam fee only)

### Criteria for Award are as follows:

Applicant shall submit a written explanation of financial hardship (including financial hardship caused by a budget cutback in a firm or agency), which necessitates the request.

- Members of ethnic or racial minorities shall be given preference.
- The applicant(s) selected will be otherwise unlikely to take the exam without the reduced fee.
- The applicant's employer will not subsidize the exam fee.

Anyone who is interested needs to contact Gary Cornell immediately. Email Gary at [gary.cornell@jig.com](mailto:gary.cornell@jig.com) with written information that responds to these three criteria. He must submit one name only and the deadline is July 2. ■

# Plan your Schedule Now for the GPA Fall 2009 Conference

Date: September 30 – October 2, 2009

Location: Athens, Georgia

Join your fellow planners, elected officials, and others at the annual GPA Fall Conference in Athens, Georgia. This year's conference is sure to be an educational and fun event with numerous opportunities to learn from and interact with your colleagues. Highlights of the conference include an opening plenary session, over 40 breakout sessions in 4 tracts and mobile workshops, opening reception with auction to benefit the GPA Memorial Foundation, awards lunch and the annual GPA Membership Meeting. Two special tracks will be offered that include the Planning Officials track and the AICP Prep track. The AICP Prep was very successful and offers a limited number of spaces that provide several sessions that review the materials for the AICP exam. In

addition, there will be ample opportunity to enjoy local activities and experience the community through mobile workshops and free time.

The primary hotel for the fall conference is the Classic Center Hilton Garden Inn. This hotel is located just across the street from the conference venue. We have negotiated a special rate of \$119 that will last until September 9. Call the number below and let them know you are with the Georgia Planning Association.

The Classic Center Hilton Garden Inn  
390 East Washington Street, Athens, GA 30601  
Phone: 706.353.6800

Rate: \$119 a night (mention Georgia Planning Association)

Rate after Sept. 9: \$139 a night

Registration will open later in June

If you have any questions please email Jessica Gibson at [executive.director@georgiaplanning.org](mailto:executive.director@georgiaplanning.org).

## Conference Session Proposals

Plans are underway for the 2009 GPA Fall Conference, which will be held in Athens at the Classic Center from September 30 – October 2. This is sure to be a great event and we anticipate over 300 attendees this year.

The programs committee is currently accepting proposals for conference sessions. This is an excellent opportunity for you to present at a professional conference, share your knowledge/experience with others, market the good work of your organization, and give back to the planning profession. You can submit your [sessions online](#) or [download a session proposal \(pdf\)](#) and return to the address noted by July 31.

## Chapter Award Submittals

The GPA is pleased to announce the opening of its 2009 Awards Program application cycle ([online application](#)). GPA recognizes outstanding work in the planning profession in the State of Georgia with the annual GPA Awards Program. The awards are presented at the annual GPA Fall Conference, which will be held this year in Athens, GA, from September 30 – October 2, 2009.

Please visit the [GPA Awards webpages](#) for more info.

## New DCA Appendix Available

*by Jim Frederick, Director*

*DCA Office of Planning and Quality Growth*

DCA has just added a new tool to our web page that will allow communities and their planners to generate the data appendix asked for in the Local Planning Requirements with the press of a few buttons. Please check it out at:

<http://www.georgiaplanning.com/appendix>

Beginning immediately, DCA will accept this report as addressing the Supporting Analysis of Data and Information requirement in the Community Assessment portion of the Comprehensive Plan. The report should simply be included as an attachment to the Community Assessment .

This is version 1.0 of this tool. Our intent is to continue refining it over the upcoming months so that it includes more analysis and recommended issues for the community, based on its data. We welcome any suggestions for improvement of this tool. Please e-mail these directly to Jim at [jim.frederick@dca.ga.gov](mailto:jim.frederick@dca.ga.gov).





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## CHANGE OF ADDRESS

The Georgia Chapter does not maintain address lists. All lists are maintained at the national office and are mailed to the local chapters each month. If you have moved, e-mail: [addresschange@planning.org](mailto:addresschange@planning.org), go to Member Login at [www.planning.org](http://www.planning.org), or write to: American Planning Association, 97774 Eagle Way, Chicago, IL 60678-9770

## MEMBERSHIP INFORMATION

If you are interested in joining GPA or the American Planning Association, contact the national headquarters at the address above or call (312) 431-9100 or visit their website at [www.planning.org](http://www.planning.org).

## CONTACTS

Direct financial inquiries and address payments to the Treasurer. Direct questions about chapter records to the Secretary. Direct matters for the Board of Directors to the President. See email addresses inside on pages 2 & 3.

## SUBMISSION

The Georgia Planning Association welcomes articles, letters to the editor, photos of planning events or state happenings, calendar listings, job notices, planners on the move, etc. We are always interested in publishing items you think may be of interest to others throughout the state. Graphics are especially welcome. Articles may be edited for space. Articles printed in any issue of The Georgia Planner are not the expressed opinion of the Chapter.

## DEADLINE

The deadline for the next issue is **August 31, 2009**.

Send items for the newsletter to: William F. Ross, ROSS+associates, 2161 Peachtree Road, NE Suite 806, Atlanta, Georgia 30309, [Bill@planross.com](mailto:Bill@planross.com)

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