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Rotary Club of Dalton Newsletter

<http://www.daltonrotaryclub.org>



This Week:

February 20
Rob Bradham
PitchDIA

Upcoming Meetings

February 27
Kevin Brunson
Lookouts

March 6
Chris Cooke
Special Olympics

March 13
TBA

March 20
Chris Cooke
Stubbs/Arrendale Awards

Rethinking Entrepreneurship For Small Business

by *John Hutcheson*

Community Service Chair Amy Messick introduced Rotarian Alex Brown, who shared his experience as a small business entrepreneur in diverse locations, ranging from large cities such as Seattle and Atlanta to smaller communities such as Dalton. A native of Colorado, Alex holds a bachelor's degree in finance from the University of Colorado and a master's from Auburn University, and he has also attended Northwestern University.



Alex Brown

From his experiences and observations, Alex discerns three major trends in current entrepreneurship: (1) the empowerment of women, (2) the emergence of the gig- (i.e. digital) economy, and (3) the increasing drive to improve services. He noted that 43% of employees will soon effectively be independent contractors, able to work remotely from their headquarters. They can become "digital nomads," living anywhere they may find congenial and have appropriate connectivity. Moreover, 47% of privately held firms are now led by female majorities among executives and directors. This applies as well to the professions; for instance, the majority of medical students is now composed of females. Significantly, 25% of all U.S. households are led by single breadwinners, of whom one-third, or 8%-9% of the total, are women—a huge potential market.

Alex gave several examples of small businesses involving him and his family which have experienced rapid, large-scale growth by recognizing and exploiting the changing nature of the marketplace. Preferhired, based in Tampa, Florida, is a crowd-sourced, referral-based platform providing online access for candidates and prospective employers to form ideal matches; since its establishment in January 2017 it has grown from one to 16,000 users. Draw My Hunt, headquartered in southwestern Colorado and an outgrowth of Alex's deep love for his native state and its outdoors recreation, is an interactive portfolio management solution for simplifying species tag applications, centralizing license acquisitions, and organizing big game hunting opportunities. A similar company called Expedition Outside works to give hunters access to privately owned lands, especially in areas with little federally-owned land; doing so enables landowners to benefit from otherwise unprofitable property, and by bringing in hunters who frequently live in cities, it promotes better understanding between urban and rural residents. Finally, Alex pointed to Teaching Photography Online, which has 500,000 followers and is run by his wife, Sarah, and a partner in New York City, and to Bench Builders, a newly opened management consulting service in Dalton for which Rotarian Mike O'Neill is Managing Principal.

Bringing the perspective of a new arrival who has lived in many different places around the country, Alex offered four recommendations for Dalton/Whitfield: (1) getting more women into government at all levels, (2) building on the area's powerful outdoor recreational potential, (3) embracing new manufacturing techniques required by the gig-economy, while being prepared for their disruptive impact, and (4) hiring local firms and talent—especially women.

Club Officers:

- Kevin Brunson**
President
Greg Dent
President-Elect
Frank M. Hogshead
Secretary, Treasurer
Bruce Satterfield
Immediate Past President
Vallarie Pratt
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John Hutcheson
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Cherri Robertson
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Amy Messick
Community Service Chair
Ricky Robertson
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Chris Cooke
Vocational Service Chair
Archana Srivastava
International Service
Chair
George "Smitty" Barnett
Foundation Chair

A Rotary Minute with Jonathan Barlow

Jonathan Barlow became Senior Pastor of Dalton's First Baptist Church in 2017. A native of Hattiesburg, Mississippi, he graduated from Mississippi College and holds the Master of Divinity degree from Mercer University's McAfee School of Theology in Atlanta. After serving on the pastoral staff of Second Ponce de Leon Baptist Church in Atlanta, he was appointed Pastor of First Baptist Church in Royston, Georgia, from which he came to Dalton, and he is currently finishing a Doctorate of Ministry through Duke University Divinity School. His wife Susan is the Media Specialist at Gladden Middle School in Murray County, and they have three young sons.



Jonathan Barlow

February 20th Birthdays and Anniversaries

Member Birthdays

No birthdays this period.

Birthday

Partner Birthdays

Kiker, John
Jolly, Becky

Member Name

Kiker, Janice F.
Jolly, Hilliard R.

Birthday

24-Feb
25-Feb

Member Anniversaries

Elliott, Judy M. (JUDY)
Maret, Charles D. (CHARLES)
Satterfield, Bruce A. (BRUCE)
Miller, Charles Dalton (CHARLES)
Bradham, Robert L. (ROB)
Smith, Ralph (RALPH)
Dickson, Thomas S. (TOM)

Start Date

2/20/2007
2/23/2016
2/23/2010
2/23/2010
2/23/2016
2/24/1998
2/24/1998

Years

11
2
8
8
2
20
20

Wedding Anniversaries

Chandler, Robert M. (ROBERT)

Partner's Name

Susan

Anniversary

23-Feb

Years

44

