

The Bright Side TM

Volume 32 No 5

SERVING ACWORTH, KENNESAW, MARIETTA SINCE 1992

MAY 2023



M2R TRAILFEST RETURNS MAY 13TH

AN IMMERSIVE CELEBRATION OF THE ARTS ALONG MARIETTA'S MOUNTAIN TO RIVER TRAIL

Immerse yourself in art and fun at this year's Popular Public Arts Festival, M2R TrailFest on Saturday, May 13. The sixth annual public arts festival of the Mountain to River Trail will feature the debut of numerous art installations, as well as performances that can only be enjoyed during the festival. Art performances, live music, and visual installations can be enjoyed along the trail, which stretches from Lewis Park near WellStar Kennestone Hospital, trackside along the Marietta Square, ending at the pedestrian bridge near Brown Park.

Sculptures in Atherton Square debut during the festival, along with additions to the existing mural program, free art drops, and scavenger hunts. The popular M2R Fence Art Gallery featuring photography and original artwork will stretch nearly a mile alongside the trail and will be on display along the trail for sixty days before embarking on a yearlong, countywide tour.

New this year is the Fur Folly Pet Parade. Pets and their owners are encouraged to dress in costume and celebrate in their own artful way. The folly will travel along the M2R trail from Lewis Park Dog Park to Atherton Square in historic downtown Marietta (approximately one mile) in advance of the Opening Ceremonies at noon. Staging begins at 10:30am with a parade start at 11am.

Opening Ceremonies will be held at 12pm in Atherton Square (behind Cool Beans and

the Marietta Welcome Center), the center point of TrailFest. Live music continues through 6pm at Atherton Square, while dancers and aerialists perform throughout the afternoon at the Marietta Station Stage, just north along the trail. Festival goers can choose their path North or South along the trail, passing sculpture installations and brightly colored murals along the way. The much beloved bridge installations from 2020 are returning this year at the pedestrian bridges over the North and South 120 Loop. Local artist Donna Barnhart invites the public to be a part of the art and help create her mural "Our Town" which will be installed at 26 Powder Spring Street. A fundraiser for the Marietta Arts Council will be at the Marietta Wine Market from 2-4pm.

The 2023 M2R TrailFest is presented by SA White Oil. A limited number of sponsorship opportunities Funds raised are used to produce M2R TrailFest and support the Marietta Art Council. For more information on the festival, visit m2rtrailfest.com. TrailFest is free to attend and open to people of all ages.

CALENDAR OF EVENTS

The Bright Side Newspaper maintains a calendar of events online in their Digital Newspaper at www.brightsidenews.com.



ACWORTH MEMORIAL DAY CEREMONY

A ceremony to honor those who have given their lives in service to our country will be held on a Saturday, May 27, 2023, at 10:00 a.m. in Cauble Park at Patriots Point. Veterans and current servicemen will pay tribute to brave men and women who have fought and died for our nation. Engraved pavers dedicated to those who have served in our armed forces that have been purchased since the previous Veterans Day will be presented at the event.

The service flags of the Army, Navy, Marine Corps, Air Force, and Coast Guard surround the American Flag. The concrete dome structure is surrounded by a paver walkway. Engraved pavers can be purchased. 4" x 8" paver that includes up to 3 lines with 18 spaces for \$75.00 or an 8" x 8" paver which includes 4 lines with 18 spaces for \$125.00. Engraved pavers can be purchased for any person who has served America's Military

For more information or to order pavers, please contact Jeff Chase at jchase@acworth.org or call 770-917-1234.

DO YOU HAVE A MINUTE???? MEMORIAL DAY – MAY 29, 2023

MARY LOU CAGLE, MARIETTA

This minute, 60 seconds, is an annual event that asks all Americans, wherever you are at 3:00 pm on MEMORIAL DAY, to pause and remember those who have died while serving in the United States Armed Forces. It is a period of silent contemplation, prayer, reflection, and respect. Memorial Day is NOT a day of celebration. MEMORIAL DAY is a day of Remembrance. It is a day to remember those men and women who died while on active duty for the United States of America and died defending our country. It is The National Moment of Remembrance.

Memorial Day originated after the Civil War and became a national holiday in 1971. Including the Civil War – 1,236,450 men and women lost their lives defending our country. It is important that we remember the meaning of this day. One very good way to do this is to visit a National Cemetery. There are three in our area: The National Cemetery in Marietta, The Georgia National Cemetery in Canton, and The Confederate Cemetery in Marietta. You can place flowers on the graves or an American flag and show your appreciation for those who gave the ultimate gift of their lives so that our country can thrive. A wonderful lesson for us to teach our children

It is always important to thank our military members for their service – but on this day, MEMORIAL DAY, it is our day to remember those who died in service to the United States and share in The National Moment of Remembrance at 3:00 PM on Monday, May 29, 2023.

BE AWARE OF PHONE SCAMS

The caller from the IRS only needs you to verify your personal information and bank account information so they can deposit your refund...NO THANK YOU!!!!

If you receive a call or see an email asking for this, steer clear. It is a scam. NEVER give personal information to an unknown source. Remember, you can always contact the IRS yourself and check on the status of any refund or money owed. Go to their website at <https://www.irs.gov/>. Stay on the safe side and keep yourself from becoming a victim of fraud.

CITY CLEAN UP CHALLENGE

The Acworth Public Safety Cadets will be leading a City Clean Up Challenge in partnership with Acworth Power and Public Works on Saturday, June 10 from 9 a.m. - 12 p.m. Those interested in more information on how to get involved can email Cpl. Mistretta at emistretta@acworth.org.

The Bright Side Newspaper is online
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DEADLINE FOR JUNE 2023 ISSUE
WED MAY 24 2022
PUBLISHED MAY 30 2023

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THIS AND THAT

CONGRATULATIONS



LILLIAN GROCE

A shout out to Lillian Groce. She has dedicated limitless hours of time and effort to advance to the title of High Schooler, while balancing the work load of student athlete, daughter and friend. ~Lillian, This life is hard and confusing at times. Just hold on to who you are and the morals you embody and take on all obstacles with a smile and the confidence to succeed. Your hard work and perseverance have paid off. Congratulations! We love you so much!! - Mom & Dad

YOU CAN'T CALM THE STORM, SO STOP TRYING. YOU CAN CALM YOURSELF AND REMEMBER THE STORM WILL PASS

CONGRATULATIONS



BRANDON P MOORE

Kennesaw Native Graduates from the United States Naval Academy, Annapolis, Maryland.

Midshipman Brandon P Moore will be graduating from the United States Naval Academy in Annapolis, Maryland on May 26, 2023. Brandon has successfully completed four years of challenging academic, physical and professional military training, and will be awarded the Bachelor of Science Degree in Engineering & specializing in Quantitative Economics. He will be Commissioned as an Officer, Ensign in the United States Navy. Moore is a graduate of North Cobb High School Class of 2018.



ADRIENNE BALDWIN, CHATTAHOOCHEE TECH INSTRUCTOR RECEIVES TOP STATE AWARD FOR INSTRUCTOR OF THE YEAR

Chattahoochee Tech Mathematics Instructor Adrienne Baldwin was named the state's top technical college instructor for 2023. She received the Rick Perkins Award for Excellence in Technical Instruction at an awards ceremony hosted by the Technical College System of Georgia (TCSG) in Atlanta on Wednesday, April 26. The TCSG Rick Perkins Award, now in its 32nd year, highlights excellence in technical college education. For more information, visit www.ChattahoocheeTech.edu

ANDREW BRAMLETT'S LOCAL HISTORY STORIES

Starting with this edition of the Bright Side News, I am beginning a new series on local history. Each month, I will cover a different story from a community covered by this paper. To start off this series, I have a short story from the earliest days of Kennesaw.



When the Western & Atlantic Railroad was being constructed in the 1840s, a small shanty village was erected for the railroad workers near what is now Downtown Kennesaw. One of those workers was Jacob Russell, a Bavarian immigrant, who had settled in Macon in the late 1830s or early 1840s.

Russell was in the railroad construction business and helped to build the Western & Atlantic Railroad. According to several newspaper sources from soon after his death, he was the person who chose the name "Big Shanty" for the new settlement. A source from the 1940s claimed that the original name was the "Big Shanty Grade," referring to the steepness, or grade, of the railroad, and that this name was soon shortened.

After working on the railroad, Russell became a brewer and was reported to be the first brewer of lager beer in Georgia. He also owned a Macon grocery store. Jacob Russell passed away in Macon in 1887 and was buried in that city. Several months later, the community of Big Shanty was incorporated as Kennesaw.

THIS N THAT ADS

\$25 FOR 50 WORDS,
\$35 FOR 100 WORDS.

Email: Brightnews@aol.com

EMAIL YOUR STORIES, PHOTOS OR QUESTIONS

Brightnews@aol.com

ACWORTH'S SENIOR LUNCHEON

Join us every third Wednesday of the month for lunch and bingo at the City of Acworth's Senior Luncheon This program is FREE to all seniors but you must RSVP to attend. Reservations will be accepted the week prior to the event. The event is the 3rd Wednesday of the Month at the Acworth Community Center (4361 Cherokee Street Acworth, Ga 30101) RSVP: (770) 917-1234



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KENNESAW'S TEEN SUMMER CAMPS

Parents do you have middle school students that need something to keep them busy this summer? If so, Kennesaw Parks and Recreation is hosting a series of summer camps for Rising 6th, 7th, and 8th graders. There are multiple options to choose from to peek a teen's interest. A variety of camps range from STEM camps to Sports Camps.

Find a camp that matches your child's interest, abilities and personality. While the decision will ultimately be based on your own sense of what your son or daughter will enjoy and be challenged by, input should also come from your child.

If you're considering a sports or specialty camp, remember that your child doesn't have to be an expert on the subject. General interest is much more important than innate talent or technical ability.

If your child is interested in computers take a look at Intro to Coding, or Web Design. Perhaps a Photography camp will peek their interest. Sports camps such as Pickleball, Basketball and Volleyball are also being offered. Visit <https://secure.rec1.com/GA/kennesaw-ga/catalog>, click on Summer Camps and then Teen Summer Programs. Extended care for the summer is also offered at a flat rate of \$30 a week. Drop off as early at 7:30 am and pick-up as late as 6:00 pm.

JUNE OUTDOOR MOVIE

The City of Kennesaw's NEXT free Outdoor Movie will be shown on Saturday, June 3, at Swift-Cantrell Park with a showing of Marvel Studios' Thor: Love and Thunder (PG-13 projected onto a giant inflatable screen after sundown. Swift-Cantrell Park is located at 3140 Old 41 Highway.

Attendees are welcome to bring blankets, chairs, etc. for their own comfort. No high-backed chairs, umbrellas, tents, pop-up canopies, etc. that could block the view of the movie for others. Food vendors and family-friendly activities will be available beginning at 6 PM.

KENNESAW FARMERS MARKET IS OPEN

The Kennesaw Downtown Development Authority is excited to present the Kennesaw Farmers Market as it returns to Downtown Kennesaw. This year's market will take place on Mondays, with hours of operation from 3:30-7:30 p.m., and will be located in the Main Street Underpass Plaza. The market season is now open on Mondays, and runs through Monday, September 25. The market will be closed May 29 (Memorial Day), July 3, and September 4.

The Market features farmers, makers, baked goods, plants, as well as some local favorite food trucks. On a typical Market day in summer, over 15 vendors will be set up offering their best vegetables, fruits, baked goods, and specialty items.

For additional information, please visit <https://www.kennesaw-ga.gov/farmers-market/> and follow us on Facebook @KennesawFarmersMarket!

SMITH-GILBERT GARDENS PRESENTS ART BLOOMS

During the months of April and May, Smith-Gilbert Gardens invites the community to experience selected pieces from the permanent sculpture collection as they've never been seen before- surrounded by over 25,000 daffodil blooms planted in unique patterns!

Art Blooms is a two-month exhibit that includes a series of weekend artist demonstrations and workshops.

Art Blooms is included with regular Garden admission. A schedule of events is available at www.smithgilbertgardens.com. Weekly Timed Tickets for Art Blooms are also available at www.smithgilbertgardens.com.

SPLASH PAD OPENS MAY 29 AT SWIFT CANTRELL PARK

Kennesaw Parks & Rec is so excited for the Splash Pad to start its season! Memorial Day (May 29) is opening day! To make it even better, it will be free admission all day! Splash Pad hours are from 10 AM to 7 PM. See you there! The Splash Pad season runs from Memorial Day to Labor Day. The Splash Pad is open daily, except for Thursdays as it is closed for scheduled maintenance. Admission is \$3 per person. Children ages 2 and under are free.

CELEBRATE THE LITTLE WINS, THEY FUEL YOU FOR THE BIG BATTLES AHEAD.
KAY COVE

KENNESAW'S JOB FAIR

The City of Kennesaw, in partnership with the Kennesaw Business Association, is hosting a community-wide Job Fair on Tuesday, May 23, 2023, at the Ben Robertson Community Center from 2:00 to 6:00 PM. All Job-seekers are invited to attend at no cost. Participating local businesses include Crane Nuclear, Iron Age Custom Furniture and Pep Boys.

The City of Kennesaw is currently seeking interested employers. Businesses who wish to participate, and are within the municipal limits of the City of Kennesaw, are invited to participate at no cost. Businesses outside the municipal limits of the City of Kennesaw are welcome and will be charged a \$50 table rental fee for the event.

For more information, please visit <https://www.kennesaw-ga.gov/community-job-fair/>.

FIRST FRIDAY CONCERT

The Kennesaw Downtown Development Authority and the Kennesaw Downtown Merchants Association are excited to announce the third annual First Friday Concert Series in Downtown Kennesaw.

The Series will run from NOW through October, with no concert during the month of July. The June concert on June 2 features The GlowBand, an Eagles Tribute.

From 7:00 to 9:30 p.m., the community is invited to stroll through the Historic Downtown area, and enjoy an evening of shopping, dining and live music. The concerts will take place at the Pedestrian Underpass/Tunnel Plaza off Main Street. VIP Tables are available for reservation for \$70 for individual concerts or \$300 for the series. VIP tables include a six-foot table with tablecloth, centerpiece and special gift. Tables will seat six individuals.

To reserve a table, please visit city calendar of events at www.kennesaw-ga.gov/events.

JOB FAIR

MAY 23, 2023

2:00 - 6:00 PM

BEN ROBERTSON COMMUNITY CENTER

2753 WATTS DRIVE

Job seekers are invited to attend at no cost!

Businesses interested in participating can register at www.kennesaw-ga.gov.

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**COBB GENEALOGICAL
SOCIETY**On Tuesday May 23 at 7 PM, the Cobb County Genealogical Society (CCGS) will be holding its next program. The speaker is Christopher T. Purvis, the Lead Ranger for the U.S. Army Corps of Engineers at Allatoona Lake. He will be speaking about the cultural resources protected by the Corps at Allatoona Lake. The program will be held downstairs in First Presbyterian Church of Marietta, 189 Church Street, Marietta, 30060. For more information, visit our website, <https://cobbgenegensoc.org/>**CRUISE-IN CAR SHOW**

Kennesaw Police Department is hosting their 1st Annual Cruise-In Car Show to raise money for Special Olympics Georgia! The Main Street Cruise-In will directly benefit Special Olympics Athletes! All donations will help athletes travel and compete in the Special Olympic Games at no cost!

There is no registration fee for the event. (Donations are encouraged)

Come join us for a great morning of beautiful cars, music, and coffee! PLEASE REGISTER YOUR CAR. (All vehicle types are welcome!)

Links for more information and for registering for the Main Street Cruise-in are available on the City of Kennesaw calendar for the month of June. Visit <https://www.kennesaw-ga.gov/events/>. Look for the month of June, Click on Main Street Cruise-In on June 3. For more information email dbuchanan@kennesaw-ga.gov**KENNESAW'S JUNETEENTH**

Kennesaw's Juneteenth Celebration is Saturday, June 17th, 11 a.m. -2 p.m. at Swift Cantrell Park. Presented by the Kennesaw Police Department's Citizens Advisory Board. It's free and open to the public. We will have bounce houses and police and fire vehicles for the kids. Food trucks, games, and a unity walk that starts at 11 a.m. The entire community is invited to join in family-friendly activities with food trucks, community vendors, bouncy houses, police and fire truck displays, entertainment and more from 11:00 a.m. until 2:00 p.m.

Juneteenth is the most popular annual celebration of emancipation from slavery in the United States. In 2021, Juneteenth became a federal holiday to be celebrated each year. The event is free to the public. Food truck vendors will be there selling food and drink.

**GOLF TOURNAMENT
POST 304**

2023 American Legion Ron Asby Post 304 Annual Golf Tournament.

Monday, 22 May 2023; Dogwood Golf Club, Austell GA 30106.

Breakfast Buffet at 0730hrs; Shotgun Start at 0800hrs. \$400.00 per 4 person Team; Single Golfer \$100. Includes Breakfast, Green Fees and Range Balls. Hole Sponsorships: One Sign \$50; Two Signs \$75; Three Signs 100; Four Signs \$125. (Company Provided Signs)

Credit cards accepted; Make Checks Payable to: Ron Asby American Legion Post 304 - 501c-19. Please Contact - Chuck Guta - cgeagle6@bellsouth.net 404 805-3218 or Jim Blake jl012045@bellsouth.net 770 314-7940.

Proceeds go directly to our local Veteran Organizations.

**GOOD RASCAL DOG
TRAINING**Certified Dog Trainer offers Private Dog Training in your home or other mutually convenient location. Positive, gentle methods make training fun for dog and owner. Licensed, Bonded and Insured. For details, see our Website: www.mygoodrascal.com To set up a consultation, Email: gary@mygoodrascal.com or call 770-401-7945.**LIVE YOUR BEST
LIFE!**Mark your calendar for the Live Your BEST Life! Marketplace & Expo. It takes place Wednesday, May 17 at Cobb Civic Center, 580 S. Marietta Parkway, from 10am until 2 pm. Northside Hospital will, once again, be providing free health screenings. This year is the largest expo yet with 117 vendors. There will be seminars, simulations, exercise demonstrations, health screenings, lots of great information, and plenty of opportunities for you to network with other local businesses. This event is geared for Active Adults, Senior Citizens and their caretakers. Visit www.CobbSeniors.org for the full schedule and list of vendors.**ART OF THE
COCKTAIL**

Marietta Cobb Museum of Art will host the Art of the Cocktail Event on May 12th starting at 6:00 pm.

Guest will enjoy the two current exhibitions: Entwined: A Group Exhibition of Textile and Fiber Art and Quilting the Pandemic: A Community Quilt Project.

Musical entertainment will be provided by The Sarah Nova Band. This evening's Specialty Drinks will be created and presented by The Third Door.

Admission is \$10 at the door or free to members. Hors d'oeuvres are catered by Carriage House Catering and a cash/cc bar will be available.

**ACCEPTING
APPOINTMENTS**OAK Sanctuary is open for appointments either online or in-person. Bach flower remedies are wonderful for times of stress and anxiety and are a gentle and safe way to assist with your emotional and mental well-being. A sound session, using Tibetan bowls, is the perfect way to escape, relax, regain focus, and regroup during these stressful times. Full descriptions of our services can be found at www.theoaksanctuary.com under the Consultations tab or call 404-903-4104.**THIS N THAT ADS****\$25 FOR 50 WORDS,
\$35 FOR 100 WORDS.**Email: Brightnews@aol.com**NORTH COBB
ROTARY**

North Cobb Rotary meets at Copelands New Orleans every Thursday morning at 7:30 a.m., feel free to stop by in the coming weeks for great food, great fellowship

PARKING ON THE SQUARE

The City of Marietta is pleased to announce that it has made it easier to locate both free and paid parking lots on and around the Marietta Square.

This parking map information will benefit everyone and make parking hassle-free. Please visit mariettaga.gov, type downtown parking in the search box as you head to the Square to find the best parking spot for your visit.



SMOKE ON THE LAKE - MAY 12 & 13

Smoke on the Lake BBQ Festival is an annual tradition that Acworth, Kennesaw and Marietta residents enjoy each Mother's Day Weekend in Logan Farm Park. The North Cobb Rotary Club organizes and holds this charity fundraiser event. All net proceeds go to charities in our community. Friday night features a concert under the stars. Great weather, great music, great BBQ and Cold Beer. Smoke on the Lake brings 20+ Amateur Backyard BBQ Teams that work very hard to cook Wings on Friday night and Pork on Saturday for a hungry crowd.

North Cobb Rotary partners with the City of Acworth and the Acworth Business Association (ABA) to insure the success of this event. City Staff including Mayor Tommy Allegood, City Manager James Albright and Police Chief Jesse D. Evans lead their staffs in the support of Smoke on the Lake and North Cobb Rotary is grateful for their support.

Friday MAY 12 5:00 pm - 10:00 pm

The **LORD OF THE WINGS** contest Friday night pits the BBQ teams against each other so the attendees' judge "who's got the best wings"! Hungry patrons purchase "Taster Tickets from friendly North Cobb Rotarians and then test the cook teams wings on Friday night and vote for the best wings with their "Gold" tickets. There are other food options provided by 1885 Grill and Williamson Brothers BBQ and other food vendors.

SOLUTION REVOLUTION will perform '60s, '70s and '80s hits from 8pm to 10pm Friday night. There will be two beer tents sponsored by Elder Law and Bay Equity featuring Acworth's own Red Top Brewhouse beer (served cold). You can buy a 6-seat table for \$100 at smokeonthelake.org, click on more info - or listen to the free concert on a blanket on the lawn.

SATURDAY MAY 13 11:00 AM - 4:00 PM

Saturday features our **PEOPLES' CHOICE PORK** contest. Cook teams compete with their pulled pork and patrons vote with their gold tickets for their favorite pork. The cook teams also compete on chicken and ribs with judges from the Georgia Barbeque Association (GBA). Patrons purchase Taster Tickets from friendly North Cobb Rotarians.



Piedmont Church had a ton of helpers from KMHS last year. The Church won two trophies People's Choice and Reserve Champion in Lord of the Wings last year.



Rotary
Club of North Cobb



SMOKE
ON THE LAKE

BBQ
FESTIVAL
Logan Farm Park
Acworth, GA

Presented by:




MAY 12-13
FREE ADMISSION AND PARKING

FRIDAY; 5:00 PM - 10:00 PM
Lord of the Wings Taster, Friday @ 6 PM
FREE CONCERT
Friday @ 8 PM - "Solution Revolution"
playing hits from 60's, 70's & 80's

SATURDAY; 11:00 AM - 4:00 PM
BBQ Taster, Saturday @ Noon
Delicious food provided by:
Red Top Brewhouse, Williamson Bros. BBQ,
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LEADER
MEMBER
FDIC

THE ACWORTH'S MAYOR'S DESK

May has arrived, and we're looking forward to a beautiful summer season! Our trails have greened up, and we're ready for all of the kayaks and paddleboards to return to our four parks with lake access. Appalachian Outfitters is open and ready to help with board and kayak needs this season. They're located on Main Street downtown and will be onsite at the parks through the summer with rentals. Visit www.acworthparksandrec.org for information and opening times.

Acworth Parks, Recreation, and Community Resource department is looking forward to another summer full of fun, and it all kicks off with the Smoke on the Lake Barbeque Festival. Our friends with the Acworth Business Association will be back at Logan Farm Park for North Cobb Rotary's biggest fundraiser of the year! Smoke on the Lake returns to Acworth's Parkside District on Friday, May 12 and Saturday, May 13 for one of downtown's most anticipated events. Friday night sees the return of the Lord of the Wings contest and a free concert, while Saturday gets heated in the Tasters Choice competition. Barbeque lovers won't want to miss this weekend of fun downtown!

On Saturday, May 27, the City of Acworth will come together for its annual Memorial Day Ceremony at Cauble Park. Please join us at Patriots Point at the Veterans Memorial as we honor those who made the ultimate sacrifice to protect the freedoms that we cherish in our country. The ceremony will begin at 10:00 a.m. and we look forward to you and your family joining us as we pay our respects to our fallen heroes. During this time, we will also hold a dedication for recent engraved pavers that have been installed since last year's Veterans Day ceremony.

Have you and your family noticed the little black plaques along the fence on Historic Downtown Main Street? These plaques have been installed by the Save Acworth History Foundation in honor of businesses that have helped to make our city the great place it is. Acworth's community wouldn't be the same without the wonderful leaders throughout our different cultural groups, and Save Acworth History Foundation comprises of local residents who love our city with all their hearts. They make it their mission to pay tribute to the people who are woven into the fabric of who we are, so be sure to stop and have a look next time you drive through. There's a lot of history in our city!

As always, for the latest information on any of our events and projects, you can visit www.acworth.org, sign up for our e-news blasts on our home page, "like" City of Acworth on Facebook, or follow us on Instagram at @cityofacworthga.

May God Bless You and Your Families, Tommy



Therapeutic Massage is OPEN

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Mary Hahn, LMT
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CONCERT ON THE GREEN: A JUNETEENTH CELEBRATION

Join us on Saturday, June 17, 2023 at Logan Farm Park for Concert on the Green: A Juneteenth Celebration. This concert is held in observance of June 19, 1865, when the last African American slaves held in Confederate states were finally freed by the Union army. The City of Acworth invites the whole community to bring blankets and folding chairs and join this celebration of freedom and respect for all cultures. For more information, please email mbgibbs@acworth.org.

SENIOR WARRIORS GENTLE MOVEMENTS

Senior Warriors is designed for Acworth's amazing Active Adult (55+) population. Join our instructor, Omar Welch, as we use traditional Korean movements to increase balance, mental focus, and movement. The goal is to help students continue to be the best they can be in all things! Mondays and Wednesdays from 10:00 a.m. to 10:30 a.m. at the Acworth Community Center www.acworthparksandrecreation.org

PICKLEBALL LESSONS

Pickleball lessons are back at the Acworth Community Center. Lesson times are available on Wednesday and Thursday mornings. All experience levels are welcome. Additional information and registration are available at www.acworthparksandrecreation.org.

SPECIAL WARRIORS TAE KWON-DO

Special Warriors Tae Kwon-Do is a great program for the young community with special needs. The traditional skills of Tae Kwon-Do have been adapted to teach focus, balance, hand-eye coordination, and effective self-defense. This class is instructed by Omar Welch who is a third-degree black belt and instructor certified by the United States Tae Kwon-Do Federation. Classes will meet monthly at the Acworth Community Center on Saturdays from 10:00 a.m. to 10:30 a.m. www.acworthparksandrecreation.org

DADDY DAUGHTER DATE NIGHT

Daddy Daughter Date Night will come back to Tanyard Creek Overlook on June 10, 2023 from 6:00 p.m. to 8:00 p.m. We had a great time in 2022 and we're already looking forward to this year's event! This special event is the perfect night out for girls up to 14 years of age and their dad or adult male chaperone. Attendees will create precious memories as we enjoy an elegant dinner and some evening entertainment. Seating is limited! For more information and to reserve your table, please visit www.acworthparksandrecreation.org

LINE DANCING

Learn how to line dance with knowledge, technique, and style all while staying fit! Join Leslie in a fun and friendly atmosphere where no experience is needed and all you need is a smile and your own two feet. Intermediate, beginner, and evening classes meet on Tuesdays in monthly sessions. Additional information and registration are available at www.acworthparksandrecreation.org.

ACWORTH SUMMER SPORTS CAMPS

Registration for Acworth's annual Summer Camp Sports Series begins May 2 for residents and May 9 for non-residents. Each camp focuses on fundamentals and skills of a different sport. Each camp is \$45 for City of Acworth residents and \$55 for non-residents. All participants will receive an official Acworth Sports Camp swag item. Camp schedules, locations, and age groups are below:

Volleyball Camp

Ages: 7- 14 years of age

Dates: May 30-June 1

Time: 6:30 p.m.-8:30 p.m.

Location: Acworth Community Center

Basketball Camp

Ages: 5-8 and 9-14 years of age

Dates: June 8-9 and June 10-11

Time: 6:30 p.m.- 8:30 p.m.

Location: Acworth Community Center

Register online at www.acworthparksandrecreation.org, click on upcoming registrations.

LESSONS I LEARNED FROM MOM

BY DANA DORRIS, RISK AND INSURANCE CONSULTANTS



As I prepare for Mother's Day, I find myself thinking how wonderful it is to be a mother. I am so thankful for my children and the experiences I have had as a mom. I am truly blessed.

I also think of my own mom and the sacrifices she made raising me and my brother, and then keeping all three of her grandchildren after school while they were growing up. Her devotion to her family is unparalleled and much appreciated.

When you think about it, my mom operated a small business. It was a daycare, a learning center, an after-school tutoring facility, a counseling center, a restaurant, a cleaning company, and most of all a safe place to raise children. She taught valuable life lessons that have helped all of us turn into successful adults.

THREE MAIN LESSONS THAT HELP ME AS A SMALL BUSINESS OWNER.

Lesson one: Be committed to your role. When I think of my mom's role, she was committed to all facets of her job. She not only made sure her house was in order; she was room-mom, top chef, provided medical care when needed and did all of this with love. I cannot imagine how difficult that was, but she always had everyone's best interest at heart.

In business, we juggle a lot of tasks each day. All with making sure work on training our staff, provide the best possible work environment, and serving our client's needs. Whether you own the business or are a valued employee, we need to be sure that we stay committed to our role and put our best foot forward when representing our number one brand, ourselves.

Lesson Two: Be ready to work hard and reward yourself for doing so. My mom worked hard, and she did it to perfection. She could take a sparse pantry and make an incredible meal – which she did three times per day on most days. She taught me to stretch a dime and make it look easy. She was organized and intentional.

I can remember on Fridays in the summer, it was movie Friday. She would figure out a way to budget a trip to the movie theater to keep us entertained. Looking back, it probably wasn't every Friday, but it seemed that way. We skimped on fun all week to look forward to Friday. It turned out to be a life lesson. Except, I work hard all week to look forward to the weekends. It is important to keep that work-life balance. Work hard, play hard.

Lesson Three: Be ethical. Children learn ethical values and behaviors by watching our actions and the actions of other adults they respect. As leaders, it is so important to lead by example for the same reason. The personality of our business, our team at work or simply those we work with depends on the culture of the company. It is imperative that we take a long look at how we foster the behavior around us.

On this Mother's Day, I suspect I am not the only one thinking about how much I owe my mom for the lessons she taught me. I hope you take a moment to recognize the mom or the mother figure in your life and thank them for your valuable life lessons, as well. Happy Mother's Day!

MEET DUE WEST ANIMAL HOSPITAL

Due West Animal Hospital is a woman owned and operated, LGBTQ+ friendly, full service general practice veterinary hospital located at 3801 Due West Rd NW in Marietta, Georgia.

Since opening in June of 2022, Due West Animal Hospital has proudly offered high quality, personalized veterinary and grooming services to the pets of West Cobb.

Using an array of yummy treats and a considerate approach, Due West Animal Hospital's dedicated, fear-free certified staff strives to make the veterinary experience enjoyable for everyone, pets and humans alike! With a combination of a calm approach, positive reinforcement, and medication, their well-trained staff can manage even the most nervous of pets.

At Due West Animal Hospital, appointments begin with a greeting from the office manager, Quinn the bunny, and end with a complimentary pup cup of vanilla ice cream from Bruster's Ice Creamery next door! Boasting the latest and greatest in veterinary diagnostic machinery, Due West Animal Hospital is equipped with dental machinery (including dental x-ray), in-house laboratory equipment, a radiology suite, and ultrasound capability.

Due West Animal Hospital is excited to provide services ranging from routine physical exams with their experienced veterinarian, Dr. Debra Gohr, to spa days with their talented dog and cat groomer, Lyndsay Chambers. For an appointment or more information visit www.duewestanimalhospital.com or call 770-615-7700.

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BROOKWOOD CHRISTIAN'S EASTER PLAY
BY KRISTEN WINGTON

Brookwood Christian School's Theatre Department just had their second play of the school year. Their fearless director, Mary Claire Branton wrote another heartfelt play for her students. For those who don't already know, she wrote a Christmas pageant for her students earlier in the school year. Creating unique rolls for each of her students, she manufactures an environment where her students can grow in their confidence with public speaking.

Adhering to her formula, this semester's play "Graves to Gardens" was a complete success with almost two hundred in attendance. This being their biggest crowd yet, the three night production brought in \$1,700 from ticket sales and donations. The proceeds will all be going towards purchasing new specialized dyslexic materials for next school year.

Graves to Gardens, follows the crucifixion of Christ as depicted in Mark 15:24, Luke 23:33, John 19:18, and Matthew 27:35. The show starts with a group of children struggling to find the true meaning of Easter. Some want to do a classic Passion Play while others wanted it to be modern and Easter Bunny centric. In the end, all students come together and learn the true lesson of Easter.

Brookwood would like to extend a thank you to everyone who supported the show. Above all, they would like to give a moment of appreciation to Mary Claire Branton. She has stayed after school and often weekends to work with her cast. They also couldn't be more proud of their students in the production. Your collective commitment has not only raised money for the school but also shared the word of God. Needless to say, we can't wait to see what's next for Brookwood Christian's Theatre Department.

BACK IN THE BUILDING - THE ULTIMATE ELVIS TRIBUTE MUSICAL

"Back in the Building" is the ultimate Elvis tribute musical and a must-see event for fans of the King of Rock and Roll. Don't miss your chance to experience this incredible show live at the Earl and Rachel Smith Strand Theatre!

"Back in the Building - The Ultimate Elvis Tribute Musical" will feature some of the world's greatest tribute artists, a live band, and stunning costumes that will transport fans back to the height of Elvis's career. The show promises to be an unforgettable experience for fans of all ages.

Among the featured tribute artists are Pat Dunn, the 2021 Ultimate Elvis Tribute Artist Contest champion, and Taylor Rodriguez, the 2019 champion. Also taking the stage is Carol Maccri Gossamer, who will perform her legendary tribute to Ann-Margret from the Elvis movie years.

This production will run Tuesday May 16 through Sunday May 21, with addition performances in the afternoons on May 17, May 20 and May 21. Tickets available at EarlSmithStrand.org or by calling 770-293-0080 Tuesday - Friday: 12:00 pm until 4:00 pm.

HOW LONG CAN YOU WAIT

BY MARLON LONGACRE, ASSOCIATE PASTOR, PIEDMONT CHURCH

"By faith, Abraham made his home in the promised land like a stranger in a foreign country and he lived in tents as did Isaac and Jacob who were heirs with him of the same promise." Hebrews 11:9-10

Promise is an important word in the vocabulary of a true believer. God wants us to base our lives on promises, not on explanations but on expectations. He wants us to base our lives on promises.

God promised Abraham, "If you move, I will give you the land of Israel." The problem is, after he got there, there was a delay in the transfer of ownership. Abraham lived 100 more years and he never did receive it at that point.

Notice it says he lived in tents. You talk about temporary living; how would you like to live in a tent for over 100 years? He had not settled down. He was constantly on the move. How long did he have to wait? It says, "so did Isaac and Jacob". That's two more generations. Abraham had to wait three generations to get the promise fulfilled. That's a long time to wait. Abraham probably started every prayer with "When, Lord?"

The first test for real believers is Where? The second test is When? When am I going to get it? When are You going to answer? When are You going to fulfill Your promise? When are You going to meet my needs?

I can handle tests if I know there's a time limit to them or they're going to end eventually. But it's much more difficult to handle tests when there is no end in sight. It seems to last forever.

I remember the week leading up to my mom's passing away. I would be out walking. It was as if it was raining on me, and it seemed as if it would never stop, and I could not see the sun.

And the lesson is: A real believer will wait for God's timing even though he doesn't know when. A real believer will wait for God's timing because it's perfect, even without knowing when?

Some of you are experiencing Test #2 today. You're in the When? test. The burning question in your life is "Lord, When? ... When are things going to get better in my marriage? ... When am I going to get married? ... When are we going to have a baby? ... When am I going to get that job? ... When am I going to get that promotion?" Over and over... the questions of When in your life. When am I going to get well?

The question I have for you is, what are you expecting God to do that He hasn't fulfilled yet? God always puts real believers through a test of waiting. How long can you wait?

Marietta Pops Orchestra
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Spouse Grave	You pay \$3,295.00	Spouse Grave	You pay \$0.00
Spouse Opening/Closing	You pay \$1,335.00	Spouse Opening/Closing	You pay \$0.00
Spouse Concrete Grave Liner	You pay \$1,195.00	Spouse Concrete Grave Liner	You pay \$0.00
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OUTSTANDING GRADUATES

Congratulations to all of the 2022 KBA scholarship recipients. This incredible group of students have shown their desire to excel through their academics, community service, athletics, and many accolades they have received. They have a bright future ahead.



MCKENZIE HERRERA
RON COCHRAN SPIRIT
SCHOLARSHIP

Graduating from Allatoona High School, Mckenzie will attend the University of Georgia to pursue a degree in Finance.



ELIZABETH SHAYLOR
THE KEVIN JABBARI ATHLETIC
SCHOLARSHIP

Graduating from North Cobb Christian Elizabeth will attend Charleston Southern University to study Kinesiology.



CARLTON ANDERSON
THE RON SUMPTER TRAILBLAZER
SCHOLARSHIP

Graduating from Harrison High School, Carlton will attend Georgia Tech to study Electrical Engineering



ASHLYN PARKER
THE SUE GUNDERMAN SERVANT
LEADER SCHOLARSHIP

Graduating from Kennesaw Mountain High School, Ashlyn plans to attend Penn State University where she plans to major in Communication Sciences and Disorders



THOMAS BOYLE
MARLON LONGACRE HEART OF A
CHAMPION SCHOLARSHIP

Graduating from Harrison High School, Thomas plans to attend the University of Georgia this Fall.



SERENA PARKER
THE OLIVIA SMATHERS
PERFORMING ARTS SCHOLARSHIP

Graduating from Kennesaw Mountain High School, Serena plans to attend Kennesaw State where she plans to major in Environmental Science and minor Dance.



HARRISON BULLARD
WALLY ZIMMERMAN VOCATIONAL,
ENGINEERING, AND COMPUTER
SCIENCE SCHOLARSHIP

Graduating from Harrison High School, Harrison will attend the University of Georgia in pursuit of a degree in Civil Engineering



SIYA DAYA
THE KENNESAW MAYORAL
SCHOLARSHIP

Graduating from Kennesaw Mountain High School Siya will attend the University of Georgia to pursue degrees in Business and Law.



AVA CROOK
THE PAUL CHASTAIN CITIZEN
SCHOLARSHIP

Graduating from North Cobb Christian. Ava will attend Florida State University to pursue a double major in Biological Sciences and Harp Performance on a Pre-Veterinarian track



SUKRIT SHARMA
THE SUE PICARDI MATH AND
SCIENCE MAGNET SCHOLARSHIP

Graduating from Kennesaw Mountain High School, Sukrit has not made his choice of which school, he plans to pursue Business and/or Engineering

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Congratulations to all of the 2022 KBA scholarship recipients. This incredible group of students have shown their desire to excel through their academics, community service, athletics, and many accolades they have received. They have a bright future ahead.



CHLOE STEIN
THE DR. FRANK BOONE COMMUNITY SERVICE SCHOLARSHIP

Graduating from Kennesaw Mountain High School, Chloe will attend Mississippi State University and plans to pursue a degree in Mechanical Engineering.



HANEEN MOHAMAD
THE TERRY CHANDLER TAKING CARE OF BUSINESS SCHOLARSHIP

Graduating from North Cobb High School, Haneen will attend Kennesaw State University to pursue a degree in Business.



REN LLOYD
THE CAROL THOMPSON JOURNALISM SCHOLARSHIP

Graduating from North Cobb High School, Ren plans to attend Georgia Southern University to pursue a degree in Journalism.



JULIA MAGALHAES
THE RENE DOLLAR FUTURE BUSINESS LEADER SCHOLARSHIP

Graduating from North Cobb High School, Julia will attend the University of Georgia to study Public Relations



ALICIA JACKSON
THE DAVID GRANT ROTC SCHOLARSHIP

Graduating from North Cobb High School, Alicia plans to attend Columbus State University with a major in Marketing and a Minor in Management.



CALIYAH VALENTINE
THE MARK BARRE VISUAL ARTS SCHOLARSHIP

Graduating from North Cobb High School, Caliyah will be attending Savannah College of Art and Design in Atlanta, and plans to study Fashion Marketing and Management.



BLAKE ELLSWORTH
THE MARLON LONGACRE HEART OF A CHAMPION SCHOLARSHIP

Graduating from North Cobb High School, Blake will attend Western Carolina University to play football.



JULIA SKAGGS
THE MICHAEL EVERHART COMMUNICATIONS SCHOLARSHIP

Graduating from North Cobb High School, Julia will attend Georgia College and State University to study Marketing.



ROWAN MORETZ
THE RJ PATEL INTERNATIONAL MAGNET STUDENT SCHOLARSHIP

Graduating from North Cobb High School, Rowan will attend either the University of Georgia or Georgia Institute of Technology and plans to major in biology with a goal of working in biomedical research

Marlon Longacre, Chair of the Education Committee and the Big Shanty Festival is proud to share these outstanding students that were awarded scholarships at the April meeting of the Kennesaw Business Association.

KBA members get to know many of these students as they are interns at our meetings and volunteers at our various functions. Funds for these scholarships are raised by the Big Shanty Festival.

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MARIETTA NEWS



MARIETTA POPS CONCERT IN MAY

After our wonderfully successful holiday concerts, we are now busy preparing for an equally successful spring concert at the Strand Theatre. This year's concert is on Saturday evening, May 13th at 7:00pm. The concert is about an hour and a half (no intermission) and is full of family-fun music. As usual we have a wide variety of pieces to present and all of them are for the incredibly low ticket price of only \$20 for adults and \$10 for students.

Seating at The Strand Theatre and tickets are limited so make sure you have a spot in front of Marietta's own pops orchestra! Tickets usually go fast, so don't delay getting your tickets online. If any tickets are left, we will have them available at the door. Get your tickets soon! Buy your tickets now: MariettaPopsOrchestra.org

KETTLE KRUSH 5K

The 2023 Kettle Krush 5K run/walk, will be held Saturday, May 20, Marietta Square, 8 a.m. Join in the fun and help the Salvation Army Women's Auxiliary "krush" poverty, homelessness and human trafficking while supporting youth enrichment and veterans in metro Atlanta.

To sign up, register online at <https://bit.ly/kettlekrush2023> through May 17 or register at Big Peach Running Co. (1062 Johnson Ferry Rd., Marietta) through May 19. Awards to first overall and masters male and female winners and medals on ribbons to top 3 M/F finishers in 16 age categories (10 & under through 80 & over). Special prizes to the top team with most participants (minimum of 10 participants to be eligible in 5 categories – individual, school, business, church and running club. For questions, contact dgmeneat@gmail.com or pacesetr@bellsouth.net.

ART OF THE COCKTAIL

Marietta Cobb Museum of Art will host the Art of the Cocktail Event on Friday May 12th starting at 6:00 pm.

Guest will enjoy the two current exhibitions: Entwined: A Group Exhibition of Textile and Fiber Art and Quilting the Pandemic: A Community Quilt Project.

Musical entertainment will be provided by The Sarah Nova Band. She acoustically performs various lively and well-known songs ranging from the 1960s to today.

This evening's Specialty Drinks will be created and presented by The Third Door.

Admission is \$10 at the door or free to members. Hors d'oeuvres are catered by Carriage House Catering and a cash/cc bar will be available. Visit <http://mariettacobbartmuseum.org/> for more information.

GLOVER PARK SUMMER CONCERTS

The Downtown Marietta Development Authority and the City of Marietta are proud to announce the 2023 Glover Park Concert Series presented by Marietta Dental Associates. As in previous years, these free concerts take place monthly in Glover Park in the Marietta Square. The May concert is Friday May 26: The Platinum Band, a Variety Party Band. Admission is Free and the concert begins at 8:00 p.m.

CELEBRATING 31 YEARS OF PUBLISHING

BY PHIL ROBINSON

Maybe you never met me. I was the guy who taught children karate at Kennesaw Parks and Recreation for over 10 years. I also taught tai chi at KSU and five other locations. Having sold my schools in Atlanta, I moved to this area Thanksgiving, 1994. It wasn't long before a neighborhood newspaper appeared in my mailbox, and, as they say, the rest is history. Thinking an ad would help my struggling school in Acworth, I placed an ad...again and again and again. I once enrolled a tai chi student who was a cleaning lady that found the BrightSide News in the breakroom trash!

There is a much bigger story here than my success in karate because of ads in the local neighborhood paper. The big story is about Carol Thompson. She is what I call "a peanut butter and jelly manager," meaning she does not treat us like customers. She treats us like family. She takes time to ask how are you doing? How's the family?

At the festivals, the grand openings, the program palooza, the Christmas parade, she is there. She is there, not just to promote her paper, but to mingle with her numerous friends to ensure she has her finger on the pulse of not only merchants and advertisers, but also families, children, police officers. Ten years ago, I said she was the unofficial Mayor of Kennesaw because she was so active in the City's events and affairs. I mean, really, is there anyone she doesn't know? Hardly.

I have a problem. Yes, a problem finding words. What do you say to someone who has successfully run a newspaper for over 30 years? What do you say to someone who always has time to talk to you...not as an editor, but as a friend? What do you say to someone who gives you excellent advice on the art and skill of advertising? What do you say to someone who wants you to be a success as much as you do?

It seems "congratulations on your anniversary" seems a little lame. Maybe this: Congratulations to a lady who works like a field hand, treats you like she's your mama, is a true entrepreneur, and will never give up, or let you down.

My best wishes, Phil Robinson

(Mr. Robinson has retired from teaching and lives in a cabin in the South Carolina Mountains with his wife and five dogs. (prmountains@currently.com))



SOLE KIDZ NEWS

As part of a new initiative between Sole KIDZ Running and the Kennesaw Police Department, the KPD will now have an officer attending running practices at Swift Cantrell Park on a regular basis. The overall goals of this new initiative are to help the children develop critical safety skills, as well as foster an early relationship between children and the police department. Pictured, is Officer McGhee speaking to the children about safety while running, and when they're out in the community. Officer McGhee joins Sole KIDZ weekly to speak about safety, and is volunteering as a coach to run alongside the Kids and foster the relationship even further. These young people will be running in Fit City 5k on May 13.

KENNESAW'S FIT CITY 5K - MAY 13

There is still time to register for the first 5K of the season hosted by the Kennesaw Grand Prix. The Fit City 5K is the opening race of the 2023 Kennesaw Grand Prix Series and will be held on Saturday, May 13. How about setting a goal to run your first 5K? Or if you are a runner, how about setting your PR on an amazing, fast and flat course inside the city limits of Kennesaw?

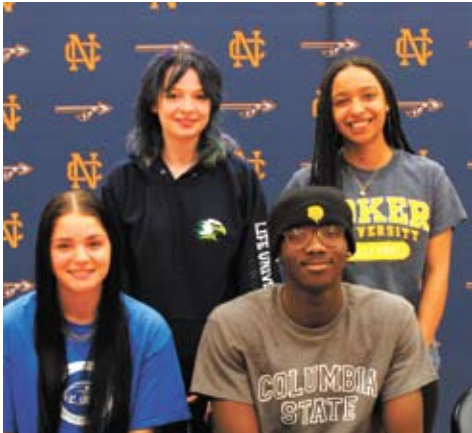
The race includes a one mile fun run at 7:30 a.m.; the 5K at 8 a.m.; and a Tot Trot at 8:55 a.m. Awards are presented at the after party on Main Street at 9:15 a.m.

The Fit City 5k is run on a mostly flat and fast asphalt course, professionally timed and USAT&F Certified, through Downtown Kennesaw and Swift-Cantrell Park. The course is perfect for competitive runners seeking a qualifying time for the Peachtree Road Race.

Fees are: 5K - \$35 (April 21 – May 12) Day of Registration \$45; 1 Mile Fun Run - \$20; Tot Trot - \$5. After-party activities include snacks and water for participants, music and local vendors!

Packet Pick up is available Thursday May 11 from 4:00 – 8:00 PM at Big Peach Running Co. Kennesaw located at 1625 Ridenour Blvd, Kennesaw, GA 30152. The Kennesaw Grand Prix races are under the direction of the Kennesaw Parks and Recreation Department. Visit Kennesawgrandprix.com to register or for more information.

NCHS SIGNINGS



Congratulations to the following NCHS Warrior athletes for their signings back 1-r: Isabelle Welsh – Wrestling, Life University, Laila Hixon – Volleyball, Coker University. Front: 1-r: Irelin Conrath – Soccer, Shorter University, Terrell Reeves – Basketball, Columbia State Community College

NCHS YOUTH FOOTBALL CAMP

We are excited to host our North Cobb Football Youth Camp this summer July 18-20, 6:00-8:00 pm at Emory Sewell Stadium. You can register at www.northcobbfootball.com by June 29 to ensure a camp t-shirt. Cost is \$75.00. The camp is for students grade 1-8. Must bring your own cleats, sneakers, waterbottle

This year's camp will feature the coaching staff from your back-to-back-to-back defending Region Championship varsity coaching staff led by Coach Shane Queen and several players for 3 days of skills, drills and Warrior Football. This year's camp ensures to be the best as we have grown our camp to over 100 participants. If you know someone who may be interested in attending, please feel free to push this information along to them. Have questions, email robert.ingram@cobbk12.org.



Congratulations to Bryan Graham, football, who signed with Methodist College. Pictured with Bryan at the table is his family along with Coaches Jude Blessington, Shane Queen, Mitch Henghold, Robert Ingram in back..

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HAT'S OFF TO THE JILES RD MCDONALDS

Dave Hamilton and the McDonald's staff on Jiles Rd. hosted their McTeachers night with Baker Elementary School and it was a huge success. Held on Thursday April 20th from 4 to 7, the event had \$4,509.89 in sales for the 3 hours, raising over \$980 in donation for the school. The results were among the second highest in the GAMOA (Greater Atlanta Market Operators Association) coop which earned the school an additional \$1,500! The whole school showed up in support of their Bears! What a great time had by all!

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ACWORTH BUSINESS ASSOCIATION

KELLY NAGEL, PRESIDENT



Don't Buy Customers

When you hear the word marketing, what comes to mind? Do you think about advertisements, promotional items and sales or do you think of engagement, relationships and problem solving?

One of my favorite authors is Seth Godin. He is a best-selling author with more than 18 books on business and marketing and I love his take on marketing: Marketing isn't using customers to solve a company's problem, marketing is showing fans how your company can solve their problem.

Gone are the days when big money and ad campaigns can create a culture of need. In the age of social media influencers and a more educated savvy consumer, those strategies are not effective. Godin says it perfectly in his book 'This Is Marketing:' 'The shortcut of using money to buy attention to sell average stuff to average people are an artifact of another time, not the one we live in now.'

Today's customers don't want to be sold; they want a friend. They want to support companies that share their same beliefs and passions as well as solving their current problem. Success in the current market means understanding people and their needs, which also means we as business professionals must get to know them on a personal level and we must be authentic in our approach.

How do we do that? Here are so quick tips –

- Be authentic! You may not be passionate about every aspect of your business and that's okay. Focus on the things you are passionate about and share those things with the people around you. People will see your passion and it will draw them to you. Passion is contagious.
- Learn who your target audience is and study them like they are the person you had a crush on in middle school. What does your ideal customer like and not like? What are their dreams? Knowing your ideal customer well will help you know how you can solve their problems.
- Focus on your smallest sustainable audience. Godin talks about this in many of his books and blogs. You will never please everyone so focus on turning your ideal customers into raving fans. If you are trying to be all things to all people, you will be mediocre to everyone.
- Take breaks. A stressed out, always working, overwhelmed person will never be able to share the dream and vision of a company as well as a well-rested, balanced person can. It may seem counterproductive, but taking time to take care of yourself, is often the very best sales and marketing tool you can have.
- Be a lifelong learner. Sethgodin.com is a great place to start

BUSINESS ASSOCIATIONS MAY/JUNE CALENDAR

ACWORTH BUSINESS ASSOCIATION

THURS MAY 11 - ABA ALIVE AFTER FIVE - hosted by the Cowan at 4271 Southside Dr, Acworth, GA 30101. 5:30-7:30. Catered by Firefly Catering. Event is free for ABA members, \$5 for guests. RSVP at acworthbusiness.org

TUES. MAY 23, MORNING JOLT, Acworth Community Center, 7:45-9:00 am. Join the ABA for coffee and early morning networking. This event is FREE. RSVP at acworthbusiness.org

THURS MAY 25 - ABA WOMEN'S LUNCHEON, 11:30 at RED TOP BREWHOUSE, 4637 South Main St., Acworth.. Cost is \$20 if you preregister, if you choose not to register in advance you will be charged an addition \$5 at the door. RSVP acworthbusiness.org.

THURS JUNE 1 - ABA MONTHLY LUNCHEON. Starts at 11:30. Guest Speaker is Brad Raffensperger. GA Secretary of State. Sponsored by CrossCountry Mortgage, Catered by Southern Events. RSVP at acworthbusiness.org.

KENNESAW BUSINESS ASSOCIATION

TUES MAY KBA MONTHLY LUNCHEON - 11:00 Join us for a COMMUNITY PANEL: Building a better future for Kennesaw. LOCATION CHANGE: We are returning to The KSU Professional Education Building on Busbee Dr. Kennesaw. Sponsored by Credit Union of Georgia and Must Ministries., catered by Copelands. RSVP at kennesawbusiness.org.

TUES MAY 23 WAKE UP KBA 7:45-9:00 am High Caliber Realty, 1050 Shiloh Rd, #102, Kennesaw. RSVP at kennesawbusiness.org

MON JUE 5 KBA the GENERAL GOLF TOURNAMENT. Pinetree Country Club. Kennesaw. 8:00 til 5:00 pm. Presented by Copelands To register and for more information visit kennesawbusiness.org/golf-tournament.

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**MR. & MRS. EDWARD
"LEP" MARCHMAN**

Last year it was discovered that Mr. & Mrs. Edward "Lep" Marchman were lying in graves at Liberty Hill Cemetery that had never been marked. A conversation here on Facebook ensued and people began to pledge funds to mark the graves and our fundraiser was underway.

Brett North, Georgia Funeral Care, selected and ordered the monuments last year. They were installed in April and the monuments were dedicated.

This couple was very popular here in Acworth in the 1950's. If you used coal or ice in your home, it came from Acworth Coal and Ice Company and Mr. Lep brought it to you. Miss Dessie was a popular baby sitter locally and is reported to have made "killer" coconut pies.

Rest well Lep and Dessie, for on this very day, it has been literally etched in stone that you were here and that your lives mattered...

HUGH L. MCKEON JR -

AUG 21, 1934-APRIL 11, 2023

Hugh L. McKeon Jr., age 88 passed away on Tuesday, April 11, 2023. Hugh was born Aug 21, 1934 in Troy, New York.

Hugh is survived by his wife of 67 years, Bernadette McKeon; his son Dennis McKeon (Laurie); and his daughter Jo Anne Moss (Paul); his brother David M. McKeon; his grandchildren Lauren, Michael, Jason, and Bernadette Rae and his 9 great grandchildren. Hugh was preceded in death by his son Bart McKeon and his daughter Cheryl McKeon; his parents Helene & Hugh McKeon, Sr.; his brother George McKeon and his sister Helene Pelton; his granddaughter Katie McKeon, his aunt Mamie Dwyer, and his nephew Mark Pelton.



A patriotic American, Hugh served our country honorably in the Army during the Korean War. He was a proud University of Alabama Alumni from which he earned his Metallurgical Engineering Degree. Hugh spent 33 years with Lockheed - Martin and retired in 2000. In his spare time, he enjoyed coaching youth baseball and basketball, playing golf, fishing, along with supporting the American Legion Post 29. Hugh was a man of the military creed - God, family, country and was a longtime member of St. Joseph Catholic Church. He was a loving husband, father, grandfather, son, brother, friend to many, and his memory will be cherished.

A visitation for Hugh was held Thursday, April 20, 2023 from 6:00 pm to 8:30 pm at Winkenhofer Pine Ridge Funeral Home, Kennesaw, Georgia. A mass of Christian burial was held Friday, April 21, 2023, 10:00 am at St. Joseph Catholic Church, Marietta, GA 30060. Hugh was laid to rest in Pineridge Memorial Park, Kennesaw, GA.

JACK MICHAEL ROWLAND,

AUGUST 26, 1944- APRIL 15, 2023

Mr. Jack Michael Rowland, of Kennesaw, Georgia, passed away Saturday, April 15, 2023. He was 78. Funeral services were held at, Friday, April 21, 2023, at Poole Funeral Home Chapel in Woodstock, Georgia, with Dr. Tommy McDearis officiating. Burial followed with Air Force Honors at Georgia National Cemetery

Mr. Rowland was born August 26, 1944, in Columbus, Georgia, to the late Raymond Mills and Aileen McDearis Rowland. After attending Jordan High School and Columbus Technical College, Mr. Rowland enlisted in the U.S. Air Force and began basic training at Lackland Air Force Base. Mr. Rowland served in Vietnam as an Aircraft Electrician and achieved the rank of Staff Sergeant.

Mr. Rowland married the love of his life, Tommie Loree Johnson of Abilene, Texas, in February 1969. That same month Mr. Rowland transferred from Active Duty to the Air Force Reserve and moved to Kennesaw, Georgia to start a home and family. Mr. Rowland was Honorably Discharged on October 19, 1971.

After his military career, Mr. Rowland began working for Lockheed in Marietta as an Aircraft Electrician on C-130s. He then started a new career with Georgia Power wiring high-power electrical substations across the Atlanta Metro area. Mr. Rowland retired from Georgia Power in 2005 after more than 30 years of service.



Jack and his wife raised two daughters and six grandchildren. Jack was a girls' softball coach in Kennesaw in the '70s, '80s, and '90s, coaching both of his daughters and his wife, during his coaching career.

Mr. Rowland was elected in 1993 to the Kennesaw City Council, where he served the City of Kennesaw for eight years. Mr. Rowland was immensely proud of his contributions to the city of Kennesaw.

Mr. Rowland loved his country and respected all his brothers and sisters in the military, he also supported the Wounded Warriors and many, many other veteran charities.

Mr. Rowland was preceded in death by his parents, and a step-brother, Jimmy Askew of Columbus, Georgia.

Survivors include his wife of 54 years, Tommie Loree Johnson; two daughters: Brooke Lynn Rowland Erwin (Christopher), Woodstock, GA., Bobbie Jo Rowland Gilliam (Marcus), Jonesboro, GA; grandchildren, Gretchen Erwin, Alan Erwin, Evan Erwin, Jackson Erwin, Marcus Gilliam Jr., and Mya Gilliam; one sister, Nancy Rowland Davenport (Joseph); Niece, Karen Davenport Gilstrap (Tommy); Nephew, Michael Davenport (Heather); sister in law, Linda Askew; Leann LaFollette.

In lieu of flowers, please consider donating to the American Cancer Society Colorectal Cancer Research in honor of Mr. Jack Michael Rowland at <https://donate.cancer.org> Online condolences may be made at www.poolefuneralhome.net

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