

CON  
NEC  
TED

2017/2018



**The right partners.  
Every step of the way.**

RESTAURANTS + RETAIL + REAL ESTATE

**WHAT  
NOW**

ATLANTA



# FORWARD

Ask any seasoned, successful business owner the key to leading the market and you are sure to hear, "It takes a tribe of strategic partners to position your concept for success."

What Now Atlanta spends each and every day interviewing, meeting with, and working directly with the partners that make great concepts successful.

We see all the good and unfortunately all of the bad.

Our Preferred Partners represent what we feel to be the very best at what they do, representing expertise, integrity, honesty, high-quality services and products, and simply all-around good people.

We are confident that these partners will help you be the best you can be.

Sincerely,

*Caleb F. Spivak*

Founder, What Now Media Group, Inc.

**WHAT  
NOW**

**MEDIA GROUP**

# MASTER OPENING CHECKLIST

## Concept & Brand

- Location
- Branding, Architecture, Design
- Construction

## Financing

- Accounting
- Banking

## Insurance & Permitting

### Utilities

- Electric
- Gas
- Water
- Sewer

## Suppliers

- Equipment
- Flooring
- Beverage & Liquor Distributor
- Food Distributor
- Menu & Operations

## Technology

- Financial Technology (FinTec) & Payroll
- Telephone & Internet
- Security Services
- Reservation Services
- Software

## Maintenance & Outside Services

- Hood Cleaning, Oil Recycling & Grease Trap
- Waste Removal
- Janitorial
- Pest Services
- Parking & Valet
- Linen Service
- Landscaping

## Staffing

## Training

## Operations

## Promotion

- Print Services & Signage
- Marketing
- Public Relations

## Menu

## Finals

# Financing

TASK	TARGET COMPLETION DATE	URGENCY 1 (NOW) 3 (SOON)	PERSON OR PARTY RESPONSIBLE	COMPLETED Y/N
<b>Accounting</b>				
Register with All Gov't Agencies				
Obtain Fed Tax ID Number				
Bank Reconiliations				
Payroll System				
<b>Banking</b>				
Selection of Bank				
Construction Account				
Operational Account				
Payroll Account				
Lines of Credit				
Deposit Bags				

# Insurance & Permitting

TASK	TARGET COMPLETION DATE	URGENCY 1 (NOW) 3 (SOON)	PERSON OR PARTY RESPONSIBLE	COMPLETED Y/N
<b>Insurance &amp; Permitting – The McCain Agency, pg. 28</b>				
Pre-Construction, During Construction, Ops				
Liquor Bond				
Liability				
Workman's Comp				

# Utilities

TASK	TARGET COMPLETION DATE	URGENCY 1 (NOW) 3 (SOON)	PERSON OR PARTY RESPONSIBLE	COMPLETED Y/N
<b>Sewer</b>				
Procedures				
Drawings/Plans				
Inspection				
Permit Requirements				
Installation				
<b>Gas</b> – Infinite Energy, pg. 29				
<b>Water</b>				
<b>Electric</b>				

# Suppliers & Supplies

TASK	TARGET COMPLETION DATE	URGENCY 1 (NOW) 3 (SOON)	PERSON OR PARTY RESPONSIBLE	COMPLETED Y/N
<b>Vendor list for</b>				
Food				
Liquor				
Supplies				
Contact salespersons				
Credit applications on file				
List of references				
Inventory				
Initial/Pre-opening				
Replacement				
Par Stock & Ordering forms				

# Suppliers

TASK	TARGET COMPLETION DATE	URGENCY 1 (NOW) 3 (SOON)	PERSON OR PARTY RESPONSIBLE	COMPLETED Y/N
<b>Equipment, Software &amp; Supplies – Atlanta Fixtures, pg. 29</b>				
Collect all warranties for new equipment & send in cards				
Place all equipment information & Service Agents in a notebook for reference				
Food inventory				
Bar inventory				
Supplies inventory				
<b>Hood/HVAC Equipment</b>				
<b>Kitchen Design &amp; Equipment List</b>				
Punch List				
Contractor				
Subcontractors				
Out-side Contractors				
<b>Hand Wash Stations</b>				
Soap				
Sanitizer				
Towel dispensers				
Hand wash signs				



TASK	TARGET COMPLETION DATE	URGENCY 1 (NOW) 3 (SOON)	PERSON OR PARTY RESPONSIBLE	COMPLETED Y/N
<b>Equipment checkout (burn-in/calibration)</b>				
Ice Machines				
Cooking Equipment				
Refrigeration equipment				
<b>Kitchen Clock</b>				
<b>Anti-fatigue Mats</b>				
<b>Set up dish machine services</b>				
<b>Clean, organize &amp; label all shelving</b>				
Dry storage				
Walk-in				
Freezers				
Supply area				
Service area				
Chemical storage				
Bar storage				
<b>Kitchen Utensils</b>				
Produce list				
Obtain bids				
Place order				
Recieve order				
<b>Small Wares Order</b>				
Product list				
Obtain bids				
Place order				
Recieve order				

TASK	TARGET COMPLETION DATE	URGENCY 1 (NOW) 3 (SOON)	PERSON OR PARTY RESPONSIBLE	COMPLETED Y/N
<b>Tabletop selection</b>				
Plateware				
Flatware				
Glassware				
<b>Select wall covering</b>				
Obtain bids				
Order				
Arrange delivery				
Accept per order				
<b>Select tables</b>				
Obtain bids				
Order				
Arrange delivery				
<b>Select chairs</b>				
Obtain bids				
Order				
Arrange delivery				
Apply scotchguard protection				
High chairs & boosters				
Arrange delivery				
<b>Select Floor Covering</b>				
Obtain bids				
Order				
Arrange installation				

TASK	TARGET COMPLETION DATE	URGENCY 1 (NOW) 3 (SOON)	PERSON OR PARTY RESPONSIBLE	COMPLETED Y/N
<b>Beverage Station</b>				
Cups				
Lids				
HOLDERS				
Sodas				
Dairy				
Canned juices				
Bev naps				
Straws				
<b>Soda System</b>				
<b>Liquor Selection</b>				
Well liquor selection				
Call liquor selection				
Premium liquor selection				
<b>Beer Selection</b>				
Draft system				
<b>Wine Selection</b>				
Supplier wine training program				
Wine list design				
Wine list publication				
Wine openers				
Wine buckets and stands				

TASK	TARGET COMPLETION DATE	URGENCY 1 (NOW) 3 (SOON)	PERSON OR PARTY RESPONSIBLE	COMPLETED Y/N
<b>Beverage &amp; Liquor distributor</b>				

TASK	TARGET COMPLETION DATE	URGENCY 1 (NOW) 3 (SOON)	PERSON OR PARTY RESPONSIBLE	COMPLETED Y/N
<b>Food distributor</b>				

TASK	TARGET COMPLETION DATE	URGENCY 1 (NOW) 3 (SOON)	PERSON OR PARTY RESPONSIBLE	COMPLETED Y/N
<b>Paper Products</b>				
Guest checks				
POS supplies				
Take out				
Bathroom				

<b>Office Furniture</b>				
Desk				
Chair				
Filing cabinets				

TASK	TARGET COMPLETION DATE	URGENCY 1 (NOW) 3 (SOON)	PERSON OR PARTY RESPONSIBLE	COMPLETED Y/N
<b>Security Services</b>				
Robbery prevention				
Control of access during ops				
Control of access during const				
Double door safe				
Night drop				

<b>Reservation Services</b>				
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TASK	TARGET COMPLETION DATE	URGENCY 1 (NOW) 3 (SOON)	PERSON OR PARTY RESPONSIBLE	COMPLETED Y/N
<b>Telephones</b> – Quantum Tech Solutions, pg.				
Office line				
Fax line				
Catering line				
Kitchen line				
Reservations line				
Pay phone				
<b>Telephone Equipment</b> – Quantum Tech Solutions, pg. 28				
Obtain bids				
Order				
Arrange delivery				
Accept per order				
<b>Telephone Service</b> – Quantum Tech Solutions, pg. 28				
Procedures				
Drawing/Plans				
Inspection				
Permit Requirement				
Installation				
<b>Cables &amp; Wiring</b> – Encompass Interactive, pg. 27				
Burglar/fire alarm				
Music/public address				
Telephone lines (internal)				
POS & Computer lines				

TASK	TARGET COMPLETION DATE	URGENCY 1 (NOW) 3 (SOON)	PERSON OR PARTY RESPONSIBLE	COMPLETED Y/N
<b>Payroll</b>				
Pre opening				
Management				
Hourly				
<b>POS System – Payscape, pg. 24</b>				
Wiring				
Installation				
Training				

TASK	TARGET COMPLETION DATE	URGENCY 1 (NOW) 3 (SOON)	PERSON OR PARTY RESPONSIBLE	COMPLETED Y/N
<b>Computer System</b>				
Monitor				
Printer				
Internet service				
<b>Software – Deputy, pg. 29</b>				
Food ordering (from primary supplier)				
Office suite software				
Word processor				
Spreadsheet				
Presentation				
Publisher software				
Scheduling–use for employee time management, management schedules and catering events				

TASK	TARGET COMPLETION DATE	URGENCY 1 (NOW) 3 (SOON)	PERSON OR PARTY RESPONSIBLE	COMPLETED Y/N
<b>Keys</b>				
Make list of keys needed in store				
Collect all keys upon installation				
Re-key just before opening				

## Maintenance & Outside Services

TASK	TARGET COMPLETION DATE	URGENCY 1 (NOW) 3 (SOON)	PERSON OR PARTY RESPONSIBLE	COMPLETED Y/N
<b>Outside Services – Premier Grease, pg. 25</b>				
Maintenance				
Janitorial				
Valet Parking				
Pest Control				
Plant Service				
Linen Service				
Hood/Flue Cleaning				
Carpet Cleaning				
Window Washing				
<b>Primary Vendor Selection / Approved Vendor List</b>				
Local contact with name number				
Establish credit, delivery schedule				

TASK	TARGET COMPLETION DATE	URGENCY 1 (NOW) 3 (SOON)	PERSON OR PARTY RESPONSIBLE	COMPLETED Y/N
<b>Waste Removal – Raintree Waste, pg. 29</b>				
Solid waste				
Dumpster				
Compactor				
<b>Janitorial</b>				
Floor cleaner				
Spot remover				
Gum solvent				
Liquid hand soap				
Hand towel dispensers				
Paper towels				
Windex				
Squeegees				
<b>Janitorial Equipment</b>				
Wet floor signs				
Mops				
Buckets				
Vacuum				
Trash cans				
Dust pans				



TASK	TARGET COMPLETION DATE	URGENCY 1 (NOW) 3 (SOON)	PERSON OR PARTY RESPONSIBLE	COMPLETED Y/N
<b>Sewer Service</b>				
Procedures				
Drawings/Plans				
Inspection				
Permit Requirements				
Installation				
Linen Service				
Hood/Flue Cleaning – Premier Grease, pg.				
Carpet Cleaning				
Window Washing				
<b>Parking Lot and Valet – Redefined Parking, pg. 29</b>				
Number of Spaces				
Resurfacing				
Entrance/Exits				
Lighting for parking lot				
Control for pre-construction				
Control during construction				
Valet stand/key control				
Parking lot signage				
Handicap				
Reserved				
Valet				
Valet Services				

TASK	TARGET COMPLETION DATE	URGENCY 1 (NOW) 3 (SOON)	PERSON OR PARTY RESPONSIBLE	COMPLETED Y/N
<b>Linen Service – Chef Duds, pg. 29</b>				
Table top laundry (rental)				
Uniform laundry (rental)				
Uniform order				

TASK	TARGET COMPLETION DATE	URGENCY 1 (NOW) 3 (SOON)	PERSON OR PARTY RESPONSIBLE	COMPLETED Y/N
<b>Landscaping</b>				
Pre-construction				
During construction				
Maintenance				
Construction timetable				
Estimated time for each phase				
Estimated completion date				
Critical path				
Construction budget				
Sign requirements/restrictions				

# Staffing

TASK	TARGET COMPLETION DATE	URGENCY 1 (NOW) 3 (SOON)	PERSON OR PARTY RESPONSIBLE	COMPLETED Y/N
<b>Staffing</b>				
Projected list of employees needed for each area of operation				
Sources for recruiting				
Develop pay scales for all crew work groups				
Front desk				
Servers				
Wait assistants				
Bartenders				
Cooks				
Prep cooks				
Dishwashers				
Supervisors				
Managers				
Place employment ads in newspapers & schedule recruiting missions				
Review staffing manual for interviewing/hiring procedures. Establish target question list				

TASK	TARGET COMPLETION DATE	URGENCY 1 (NOW) 3 (SOON)	PERSON OR PARTY RESPONSIBLE	COMPLETED Y/N
<b>Employee Applications &amp; Employee New Hire Kits</b>				
English/Spanish				
I-9 Tax forms				
Health cards				
Server/bartender/entertainment permits				
Orientation				
Pre-opening/training schedule				
Operational schedule				
ServSafe training				
Uniform				

TASK	TARGET COMPLETION DATE	URGENCY 1 (NOW) 3 (SOON)	PERSON OR PARTY RESPONSIBLE	COMPLETED Y/N
<b>Establish Work Schedules</b>				
Reports				
Food/beverage/covers/average check/sales mix				
Comparisons to budget				
Organizational charts by dept.				
Dining room				
Bar				
Kitchen				
Administration				
Employee applications				

# Training

TASK	TARGET COMPLETION DATE	URGENCY 1 (NOW) 3 (SOON)	PERSON OR PARTY RESPONSIBLE	COMPLETED Y/N
<b>Training</b>				
Identify dates of training allowing for "dry run" or "soft opening" time				
Validate service sequences				
Develop bar opening checklist				
Develop kitchen-opening checklist & for all departments: open, close & managers				
Document & train management/staff				
Organize orientation materials				
Develop sidework schedules for all FOH				
Set up POS training for management & crew				
Wine & beer seminars for sales knowledge & over-consumption policy				
FOH menu descriptions for all items				
Plating & garnish guide for all items				
Set up training recipe manuals				
Select training team				
Set date for training team arrival				
Prepare master training calendar				
Set up training manuals & opening materials				
Set up general meeting & training session				

TASK	TARGET COMPLETION DATE	URGENCY 1 (NOW) 3 (SOON)	PERSON OR PARTY RESPONSIBLE	COMPLETED Y/N
<b>Organize any necessary management training such as:</b>				
MSDS location				
Interviewing & hiring (legal vs. illegal questions, ADA, etc.)				
Restaurant standards & systems				

TASK	TARGET COMPLETION DATE	URGENCY 1 (NOW) 3 (SOON)	PERSON OR PARTY RESPONSIBLE	COMPLETED Y/N
<b>Human Resources</b>				
Selection of manager				
Selection of pre-opening staff				
Organizational chart				
Evaluation of available managers				
Define manager job duties				
Interview of managers				
Interview of pre-opening staff				
Create management reports				
Evaluation of available chefs				
Evaluation of kitchen manager				
Employee performance evaluation				
Training program for employees				
Uniforms				
Dress code				

TASK	TARGET COMPLETION DATE	URGENCY 1 (NOW) 3 (SOON)	PERSON OR PARTY RESPONSIBLE	COMPLETED Y/N
<b>Employee Bulletin Board</b>				
Required postings – OSHA, safety, minimum wage, etc.				
Wage & hour				
Workman's comp				
Emergency hospital & doctor				

## Operations

TASK	TARGET COMPLETION DATE	URGENCY 1 (NOW) 3 (SOON)	PERSON OR PARTY RESPONSIBLE	COMPLETED Y/N
<b>Kitchen Operations/Service Operations</b>				
Set-up sheets with pars				
Opening checklists				
Closing checklists				
Prep lists with pars				
Standardizes recipe book				
Freezer pull sheets				
Inventory forms				
<b>Hours of Operation</b>				
Estimated hours of operation				
Bar				
Restaurant				
Entertainment				
Opening				
On going				

TASK	TARGET COMPLETION DATE	URGENCY 1 (NOW) 3 (SOON)	PERSON OR PARTY RESPONSIBLE	COMPLETED Y/N
<b>Operational Manuals</b>				
Safety manual				
Financial manual				
Catering manual				
Kitchen manual				
Exhibition cooking manual				
<b>Guest Music</b>				
ASCAP/BMI arrangements				
Satellite music system				
<b>Code Book</b>				
Handicap regulations				
Ansul fire system requirements				
Exits				
Emergency lighting				
Security during operation				
Panic hardware requirements				
Fire inspector approval				
Sprinkler system requirements				
Smoke detectors/smoke eaters				



TASK	TARGET COMPLETION DATE	URGENCY 1 (NOW) 3 (SOON)	PERSON OR PARTY RESPONSIBLE	COMPLETED Y/N
<b>Signage &amp; Banners</b> – Creative Approach, pg. 23				
Coming soon				
Opening date				
Now hiring				
Menu board				
No deliveries between				
Hours of business				
Parking lot				
Smoking				
Fire marshall				
ADA (disabilities)				

TASK	TARGET COMPLETION DATE	URGENCY 1 (NOW) 3 (SOON)	PERSON OR PARTY RESPONSIBLE	COMPLETED Y/N
<b>Graphic Design</b> – Creative Approach, pg. 23				
Logo				
Type/Font Style				
Colors				
Business Cards				
Menus				
Choose menu covers if used				
Printed gift certificates				
Signs				
Stationary				
Letterhead				

TASK	TARGET COMPLETION DATE	URGENCY 1 (NOW) 3 (SOON)	PERSON OR PARTY RESPONSIBLE	COMPLETED Y/N
<b>Digital &amp; Promotional Marketing – The Wells Marketing Agency, pg. 29</b>				
Website				
Social media accounts				
Facebook				
Twitter				
Instagram				
Optimize website for local SEO				
Monitor review sites				
Contest & promotions schedule				
Business cards				
Build restaurant customer database				
Email marketing tool				
<b>Public Relations &amp; Advertising – Kitsy Rose PR, pg. 26</b>				
Evaluate local associations				
List of advertising resources				
Flyers				

# Menu

TASK	TARGET COMPLETION DATE	URGENCY 1 (NOW) 3 (SOON)	PERSON OR PARTY RESPONSIBLE	COMPLETED Y/N
<b>Preliminary Menu Creation</b>				
Children's menus				
Birthday favors				
Lunch				
Dinner				
Catering				
Brunch				
Banquet				
<b>Pricing &amp; Cost</b>				
Menu pricing range				
Menu cost & portion guide				
Standard recipe binder				
<b>Table Arrangement</b>				
Section maps for host station				
Opening & closing sidework assignments				

# Finals

TASK	TARGET COMPLETION DATE	URGENCY 1 (NOW) 3 (SOON)	PERSON OR PARTY RESPONSIBLE	COMPLETED Y/N
<b>Place initial food order</b>				
<b>Place initial chemical supplies order</b>				
<b>Place initial paper goods order</b>				



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## ONE PLACE, ENDLESS POSSIBILITIES

The team at Creative Approach strives to offer fast, affordable and professional quality graphic design, printing, wide format solutions and social media marketing and management.

## TIPS FROM THE TEAM

### PRINTING

"Make sure your print-ready documents include high resolution images, including logos."  
- Rick Laufersweiler, Director of Operations

### SOCIAL MEDIA

"Be personal, post visual content—videos and pictures—that is specific to the company, keep text short and stay current."  
- Léa Boulch, Social Media Manager

### GRAPHIC DESIGN

"Try your best to know what you want, in addition to knowing what you don't want."  
- Cortnei Bruce, Graphic Designer

## Mimi Thomas

Account Manager

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## TWO REASONS TO EVALUATE YOUR FINTECH



- 1) You're paying too much on credit card processing
- 2) You only have one option to accept payments: more options, more money!

## PARTNER QUICK FIVE: OUR TOP FINTECH SOLUTIONS

### ONLINE INVOICING

Customized invoices with features like instant pay, recurring auto-payments and time tracking.

### ECOMMERCE

Accept payments with an online shopping cart on your website, blog or Facebook page.

### ONLINE REGISTRATION

Streamline your program operations with a database that removes the paperwork and accept payments!

### MOBILE PAYMENTS

Convenient, flexible mobile swiper for your phone or tablet.

### POS SYSTEMS

From retailers to restaurants, a cost-friendly POS system to accept payments and track sales.

Partner with Premier Grease today and let us handle all your grease needs so that you can focus on creating great food and serving your customers better!

**Doug Brandenburg**  
Owner  
Premier Grease

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## ONE STOP SHOP

Premier Grease can bundle your Hood Cleaning, Used Cooking Oil Recycling, Trap Pumping, and a Filter Exchange Service so your filters stay clean while avoiding potentially costly fines and reducing your environmental impact.

We understand how busy it can be running a restaurant and we can be your one point of contact.

For our bundle customers, we offer discounts and free oil container cleanings at every hood cleaning service. We have been around for 14 years, are locally owned, and service over 2000 businesses around the Metro Atlanta area. We pride ourselves on guaranteeing all of our work plus we have insurance coverage of up to \$5M and require no contracts to start working. We are only as good as our last service.

## TOP 4 MUST-KNOWS

### GREASE FIRES

A poorly cleaned exhaust hood can drastically increase the likelihood of a hood fire. Keeping up with your regular hood cleaning with a certified/trained hood cleaner will help reduce your risk of a fire and keep you in good standing with your insurance company.

### OVERFLOW/ODOR/FINES

Not pumping grease traps regularly can lead to clogged or backed up grease lines, making for an unworkable kitchen situation. Not only are full grease traps stinky and smelly, but they can also be very dangerous, as a full grease trap could catch fire. And if grease from your kitchen enters the city water system, you could be facing steep fines and disciplinary action.

### BEING GREEN

By letting Premier Grease both clean your filters off-site while outsourcing the nightly filter cleaning task, you will be removing the largest contribution of grease going through your drainage system. You do not have to waste money on expensive DE-GREASER or repairs to your pipes from grease clogging them up!

### TIME IS MONEY

Dirty hood systems and full grease traps will drag your business down whether due to losing business from kitchen fires and odors, repairing damage from broken fans, or paying fines from failed inspections.



**Kitsy Rose**

*The Ambassador of Buzz  
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## TOP TWO TO-DO

1. Announcement Release
2. Media Sneak Peek



## PARTNER QUICK FIVE

### WHO, WHAT, WHEN, WHERE, WHY?

Create a solid Fact Sheet that briefly tells the story of your business and answers the five "W's."

### INVEST IN PHOTOGRAPHY

Have professional high resolution photos taken of your business, product(s) and yourself.

### SPECIFIC OUTREACH

Know who your audience is and develop a media list with your target reader(s) in mind.

### PITCH LEAD TIME

Plan ahead (no less than six weeks) as media work on a variety of deadlines two to three weeks minimum in advance.

### YOUR NETWORK IS GOLD

Networking is key – get your brand out there and attend and support community events that complement your business.



## Entrepreneur IQ

(eIQ)

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