



ALPHARETTA BUSINESS ASSOCIATION news

| APRIL 2023

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Alpharetta Farmers Market

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We are so pleased that our award-winning Downtown Alpharetta Farmers Market had a successful Opening Day last weekend!

The market is open on Saturdays from April - November in the Alpharetta Town Green area at City Center in front of City Hall on North and South Broad Streets.

**We make every effort to have the market open rain or shine.*





Alpharetta Brew Moon Festival



We are excited to announce that Alpharetta Brew Moon Fest will be back on Saturday, June 3rd from 6:30 - 11:00 PM. Join us on Milton Avenue for street dancing, brews, wine, food and more!

Title Sponsor Six Bridges Brewing will provide a variety of their brews and food will also be available for purchase from vendors.

Chuck Martin and the Line-Up, high-energy country and rock band, will entertain the crowd with hits from the 90s to today. Tables and tickets for the award-winning event will be available for purchase soon!



New Members

- Anchor Pilates LLC
- Currie Rose Interiors
- Fryer, Shuster, Lester & Pollack, P.C.
- Ganek PC
- Goggans, Stutzman, Hudson, Wilson & Mize, LLP
- Ian's Power Washing
- Punchline Comedy Club

Welcome!





K9 Donation Update

Alpharetta K9 officer, Maverick, and his handler are doing great! Maverick is spending all of his time focused on training where they are just past the halfway mark of their initial training, and it is progressing on schedule.

Stay tuned for more updates on our new four-legged friend!



Upcoming Events

[Click here](#)

- 4/27 April Afterhours
- 5/2 May Power Breakfast
- 5/25 May Afterhours
- 6/3 Alpharetta Brew Moon Fest

Member Spotlight



PAULA FINE
Trinity Life at Home

What is your current career/position with your company:

I am the Client Relations Director with Trinity Life at Home, a privately owned home care and skilled nursing agency. I am responsible for business development, community marketing and working with client families to understand the best care they can have while providing resources to help them through the care of their family member.

How has your career benefitted from being an ABA member? Advice for new members? The ABA has helped me grow as a professional and meet people whom I have used personally or referred to my clients. My advice to new members is to SHOW UP. Building business is about developing relationships, learning about what others do in the community and how you can be of help to them at some point. A book that was introduced to me that I highly recommend is called The Go Giver.

What career advice do you live by? Who gave it to you? Bring integrity to everything you do. My mentor and father was a Pediatric Pulmonologist and he came up with the 5 C's motto that I try to live by: Character, Courage, Communication, Commitment, Caring/Compassion

If you could collaborate with anyone, who would it be and why? In general I love collaborating with all kinds of people in different industries to grow my mind and my spirit.



2023 Board of Directors



President

Lara Dolan - *The Craft Dolan Team at Ansley Atlanta*

Vice President

Tracy Morton - *Harry Norman Realtors*

Past President

Darren Carter - *Comcast Business*

Board Members

Janet Rodgers - *Alpharetta Convention & Visitors Bureau*

Paula Fine - *Trinity Life at Home*

Beth Johnson - *B Interiors*

Stephen Koehler - *Johns Creek Advisors*

Chris Miller - *North Fulton Wills*

Joe Mraz - *Raymond James*

Jim Tardif - *Signs of Significance*

Director of Operations

Diane Lasorda - *Preferred Administrative Solutions*

Farmers Market Manager

Julie Carter

About the ABA

As Alpharetta's oldest business organization, the Alpharetta Business Association (ABA) can trace its roots back over 20 years to a group of downtown merchants who banded together to promote their shops and restaurants. Today, the ABA continues its commitment to the historic Alpharetta area as it continues to grow, change, and provide unlimited opportunities. So, whether your organization is large, medium, or small, a startup or long-standing institution, domiciled in the City or just doing business there, the ABA is the place for you.

Join today!





Save the Date June 3

Thank You to Our Sponsors

Presenting Sponsors



Corporate Sponsors

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- Johns Creek Advisors
- Kayler Construction Services Inc.
- Kennon Heating and Air
- LGE Community Credit Union
- Milton Mechanical Services
- Nothing Bundt Cakes
- Signs Of Significance
- Swilling Family Law Firm, LLC
- Tamar Faulhaber
- Taste of Atlanta
- Thomas & Brown LLC
- Thrivent
- Yellowstone Landscaping

Alpharetta Guidebook

Did you know all ABA members receive a free listing in the Alpharetta Guidebook? Just one of the many perks our members get to enjoy!

The Guidebook provides year round exposure for your business and is a great annual initiative by your ABA to provide you with a great medium to reach the community in and around your business.

[View Current Guidebook](#)

