



ALPHARETTA BUSINESS ASSOCIATION news

| AUGUST 2023

- 1 Brew Moon is Back!
- 2 Lunch and Learn
- 3 Member Spotlight
- 4 Alpharetta Guidebook
- 5 ABA Sponsors

Contents

Brew Moon is Back!

Brew Moon Fest is back on September 23rd!

Get your tickets and tables [here](#).

Single tickets are \$10. Tables of six cost \$180.

Join us Saturday, September 23rd from 6:00PM - 10:30PM for a night of live music, local brews, wine, and a variety of food from local eateries! You won't want to miss The Rupert's Orchestra, a 12-piece entertainment group that performs everything from current Top 40 hits to Motown, R&B, Classic Rock and Big Band Swing.

A portion of the proceeds from ABA's Fall 2023 Brew Moon Festival will go toward rebuilding Alpharetta's Wacky World Playground at Wills Park. Learn more about the Wacky World redevelopment [here](#).





Christmas Market 2023

This year's market will be on Saturday, December 2nd at Innovation Academy , 125 Milton Avenue, Alpharetta, GA 30009.

The Christmas Market will include many of your favorite Farmers Market vendors as well as other gift options to make your holiday shopping easy!

Stay tuned for more updates and in the meantime, don't forget to check out the Farmers Market, which runs every Saturday through November!

September Lunch and Learn

We are excited for our upcoming Lunch and Learn on digital branding brilliance and majestic social media! The Lunch and Learn will be on Tuesday, September 12th from 11:30AM - 1:00PM at Alpharetta City Hall.

Register today for an exceptional panel that will share their expertise for taking your business to the next level in the digital world.

Learn more about our panelists and register [here](#).

New Members

- The Scout Guide Alpharetta, Roswell & Milton
- Assisting Hands of Forsyth and North Fulton
- Bubble Rock Advisors
- Simply Sharp

Upcoming Events

[Click here](#)

- 9/5 September Power Breakfast
- 9/12 Lunch and Learn
- 9/28 September Afterhours at Nothing Bundt Cakes
- 10/26 October Afterhours at Summerfield Mortgage





Member Spotlight



JEFF FISCHER
Houck's Grille

What is your current career/position with your company:

Since 2015, I've been a co-owner of Houck's Grille in Roswell. We're in the process of re-branding and re-opening as Coastal in September 2023 with plans to open additional locations in Metro Atlanta. The restaurant has also been a primary vehicle to give back to the community through numerous sponsorships and support of local non-profits as well as Roswell's first responders and local schools.

How has your career benefitted from being an ABA member?

Having spent 40 years in corporate America, the last 25 with UPS, I acquired many skills and deep business acumen that prepared me for starting a consulting company, The Whole Business, upon retiring from UPS in 2018. And while many of those skills helped me navigate through pandemic, it was (and is) strong, well-organized organizations, like ABA, that truly helped make my emergence into the small business world easier and successful. It's the knowledge and experience of the people in the ABA that I cherish most.

What career advice do you live by? Who gave it to you? Of all that I learned at UPS, one phrase in particular is what I live by every day, personally and professionally, "We are always constructively dissatisfied." That phrase reminds me that Houck's, now Coastal, can always be better.

If you could collaborate with anyone, who would it be and why?

Thomas Jefferson. Not due to being President but for the great scientist he was, the great explorer, and great negotiator to draft the Declaration of Independence. To collaborate with such an insightful person that was always seeking to better understand the world.



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!



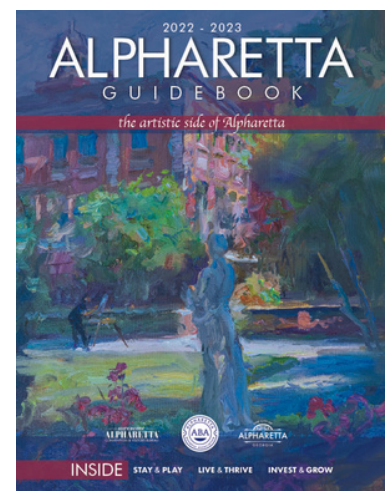
ABA 2023 Board of Directors

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





Save the Date September 23rd

Thank You to Our Sponsors

Presenting Sponsors



Corporate Sponsors

Ansley Atlanta Realtor, The Craft Dolan Team
Atlanta Divorce Law Group
Berkshire Hathaway
City of Alpharetta
Comcast Business
EcoShredding
Harry Norman Realtors
Integrated Insurance Solutions
Johns Creek Advisors
Kayler Construction Services Inc.
Kennon Heating and Air
LGE Community Credit Union
Lisa Shippel Law, LLC
Lulos Painting and Home Restoration
Milton Mechanical Services
Nothing Bundt Cakes
Signs Of Significance
Swilling Family Law Firm, LLC
Tamar Faulhaber
Taste of Atlanta
Thomas & Brown LLC
Thrivent
TomorrowTurf
Yellowstone Landscaping

