



## Happy at work

Stressed firms can boost worker morale in simple ways

STRATEGIES • SECTION B

# ATLANTA BUSINESS CHRONICLE



## Atlanta's Healthiest Employers

The top companies leading the way in workplace wellness

SPECIAL SECTION  
SECTION C

February 18-24, 2011

[www.atlantabusinesschronicle.com](http://www.atlantabusinesschronicle.com)

64 Pages • \$2.00

### INSIDE

|                      |          |
|----------------------|----------|
| The Week In Business | 11A      |
| Editorials           | 34A      |
| Indexes of Companies | 35A      |
| Executive Profile    | 6B       |
| People in the News   | 6B, 7B   |
| Calendar             | 5B       |
| Leads                | 8B-11B   |
| Lists                | 30A, 32A |

### ON THE BEAT

|                                     |     |
|-------------------------------------|-----|
| Maria Saporta                       | 8A  |
| Real Estate Notes                   | 12A |
| Restaurants & Hospitality           | 18A |
| Finance                             | 20A |
| Medical Alert                       | 23A |
| Time Out with Eleanor Ringel Carter | 27A |

### CLASSIFIED 9B



### The Insider

Laura Turner Seydel and Stephanie Blank visit with First Lady Michelle Obama.

8A



SUBSCRIBE TO THE CHRONICLE call (404) 249-1010 or [atlanta.bizjournals.com](http://atlanta.bizjournals.com)

## New Atlanta Falcons stadium advances down the field

By Maria Saporta

CONTRIBUTING WRITER

**B**uilding a new open-air stadium for the **Atlanta Falcons** on **Georgia World Congress Center** land is a feasible solution, according to a consultant's report to be released Feb. 22.

The study by Kansas City, Mo.-based **Populous** will focus on the GWCC's truck marshalling yard along Northside Drive and Simpson Street, just north of the convention center, according to several people familiar with the report.

GWCC officials said they could not discuss details of the report until it is presented to its board at its Feb. 22 meeting. "It is not appropriate for me to comment until the report has been presented to the board," said Tim Lowe, CEO of **Lowe Engineers** and chair of the GWCC board.

The 21-acre truck marshalling yard is considered to be integral to the daily operations of the convention center. But apparently it is the only site owned by the GWCC that is large enough to accommodate an open-air stadium.

Populous and GWCC reportedly have determined that at least part of the site could continue serving as a truck marshalling yard, especially on non-game days. And on the eighth to 10 Sunday

► See STADIUM, 31A



**Forward pass:** A consultant's report to be released Feb. 22 says building a new open-air stadium on Georgia World Congress Center property is a feasible project.

BYRON E. SMALL

## Social media marketer Vitruve raises \$17M in venture capital

By Urvaksh Karkaria

STAFF WRITER

**A**n Atlanta software firm is turning "tweets" to dollars.

**Vitruve Inc.**, which helps businesses execute social media marketing campaigns and measure their effectiveness, has just raised \$17 million in venture financing. Vitruve plans to add up to 150 jobs, as it embarks on a domestic and global expansion.

Atlanta Business Chronicle first reported Vitruve's \$17 million raise on Feb. 17. The investment was led by Foster City, Calif.-based **Scale Venture Partners** and London-based **Advent Venture Partners**.

Vitruve, which has raised more than \$32 million so far, has seen revenues more than triple in the past year as marketers follow customers onto social networks, such as Twitter and Facebook.

Social media has moved beyond an outlet for sharing last night's dinner entrée. Consumers turn to social networking sites to get news in real-time, make purchasing decisions and vent frustration over despotic regimes.

Corporate America has noticed. Businesses — from Buckhead pizzerias to global wireless carriers — are using social media to push products and services and engage with customers. Twitter is proving its chops as the new call center, as companies such as Comcast Corp. and AT&T Inc. rush to address customer complaints and frustrations on the micro-blogging site.

"Social networking is going to be the primary



**Reggie Bradford:** "Social networking is going to be the primary customer channel, in terms of communication, outreach and support."

JOANN VITELLI

customer channel, in terms of communication, outreach and support," Vitruve CEO Reggie Bradford said. "Facebook is becoming the operating system of the Internet — [it is] the social layer that's connecting the world."

**Twitter** and **Facebook** provide a cost-effective — and immediate — avenue to connect with

► See VITRUE, 25A

## BofA Plaza could attract bids from Cousins, others

By Douglas Sams

STAFF WRITER

Real estate investors and operators are eyeing the chance to grab Atlanta's tallest skyscraper for a fraction of its former \$436 million price tag.

Opportunistic buyers will be watching closely in coming months as Bank of America Plaza owner **BentleyForbes** and lenders discuss restructuring \$363 million in debt backed by the 55-story North Avenue tower.

On that list of possible buyers: **Cousins Properties Inc. (NYSE: CUZ)**, the Atlanta real estate company that completed the 1.2-million-square-foot building in 1992 and sold it to BentleyForbes almost

► See BOFA PLAZA, 25A

**Bank of America Plaza:** Cousins had a similar turnaround opportunity in 2007, when it bought downtown's 50-story One Ninety One Peachtree Tower.



## Foreclosures up 11% in metro area during 2010

By Lisa R. Schoolcraft

STAFF WRITER

The number of home foreclosures in metro Atlanta spiked 11.2 percent in 2010, continuing a wave of distress that has kept the housing market from recovering from the Great Recession.

Lenders in the 11-county metro area took possession of 34,937 houses through foreclosure last year, according to RealValuator.com, an Atlanta company that tracks real estate transactions. That was up from 31,428 houses in 2009.

And that's despite a freeze on foreclosures instituted last fall by major banks such as Bank of America, in the wake of a scandal over whether the paperwork for foreclosures was properly signed and approved.

RealValuator's data came from Cherokee, Clayton, Cobb, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry and Rockdale counties. It lists the actual number of homes that were taken back by lenders in foreclosure, not foreclosure notices, which can inflate

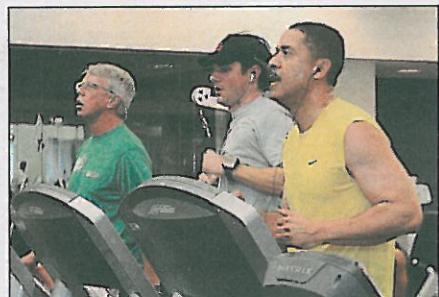
► See FORECLOSURES, 31A



# ATLANTA'S HEALTHIEST EMPLOYERS

SPECIAL SECTION

The top companies leading the way in workplace wellness



**POWER UP**  
Georgia Power stays healthy 'Southern Style'

2C



**HEALTH-CENTERED**  
Ovation Benefits spreads its healthy work ethic

4C



**KEEP MOVING**  
Burr & Forman keeps participation numbers rising

4C

**LARGE COMPANIES (500+ Employees)**

PHOTOS/SPECIAL

**Printpack Inc.**

In an effort to keep employees healthy, flexible packaging manufacturer Printpack Inc. decided to open a fitness facility in each one of its locations for use by associates and their spouses. Offering classes such as aerobics, tai chi and yoga at no extra charge, many of these facilities are also equipped with a trainer or fitness instructor to assist gym-goers with their wellness goals. The No. 2 company in the large company category in Atlanta Business Chronicle's 2011 Healthiest Employers Awards, Printpack's commitment to having a healthy workforce also includes providing free biometric screenings and health fairs. Offering financial incentives for positive test results, the participation rate for the annual biometric screenings is more than 85 percent.



"Printpack is currently participating in a BIOAGE challenge, which determines an associate's biological age through a series of tests and compares it to their chronological age. Prizes are awarded for Best Overall and Most Improved," said Carla McCormick, Printpack health and wellness manager. "The participation rate for our health challenges for the last four years has been over 50 percent."



**McCormick**  
Printpack Inc.



Other components of Printpack's wellness program includes an online portal where employees can track nutrition and exercise and take online health courses as well as weight-loss groups and disease management programs.

Printpack is also in the process of opening onsite medical clinics in its national locations.

"I receive multiple e-mails and letters a year from associates and spouses thanking Printpack for the focus it puts on the health and wellness of its employees," McCormick said. "The participation rates speak for themselves ... though we are constantly looking for new and innovative ways to engage and compel associates to a healthier lifestyle."

As part of Emory University and Emory Healthcare's benefits plan, employees are provided with a multitude of wellness services, many of them free of charge. Covering a range of support, education, interventional and assessment programs, the wellness offerings are provided through Emory's Faculty Staff Assistance Program (FSAP), employee health services, an onsite pharmacy and fitness center as well as across-campus partnerships. Emory is the No. 4 company in the large company category in Atlanta Business Chronicle's 2011 Healthiest Employers Awards.



"Our wellness collaborations are guided by our commitment to advancing possibilities within higher education and medical services through innovation, creating communities and engaging society, and providing patient-centered care," said Eddie Gammill, manager of wellness programs and the FSAP.

Some of these programs include counseling to address issues such as depression, addiction or marital issues as well as nutrition and fitness. Emory

also offers its employees comprehensive health screenings, weight-management programs, cooking demonstrations and tobacco-cessation programs. The philosophy of wellness also encompasses employee support groups and educational workshops on anger management, grief and loss, and substance abuse recovery.

Promoted through the FSAP website and a bi-monthly newsletter, Emory's wellness program is also highlighted through posters, flyers, podcasts and e-mails to employees.

"Through the various FSAP outreach events and presentations, we promote all of our services, however, one of the strongest promotional tools continues to be word-of-mouth from our clients," Gammill said.

One of Emory's most popular programs is the Weight Loss at Work for Wellness challenge, which helped 449 participating employees lose an estimated 2,200 pounds over 12 weeks. Overall, 613 employees have taken part in the FSAP education and outreach workshops and 1,828 individuals have

**Children's Healthcare of Atlanta**

Children's Healthcare of Atlanta follows the philosophy that "in order to care for kids, we must first take care of ourselves." As the No. 3 ranking company in the large company category in Atlanta Business Chronicle's 2011 Healthiest Employers Awards, Children's is taking care of its employees through its Strong4Life Employee Wellness Program.

"Our employees benefit from a wellness program so extensive, that it's become truly life-changing. It is designed to continuously inspire and challenge our employees as they strive for improved health and well-being," said Linda Matzigkeit, senior vice president of strategic planning and human resources and founder of Strong4Life.

Children's wellness program covers everything from healthy menu choices in the cafeteria to stress-management programs as well as nutrition and exercise offerings. Healthy lifestyle consultations, wellness forums and chronic disease management also help keep employees educated about how to improve their overall well-being. To encourage exercise, Children's provides employees with



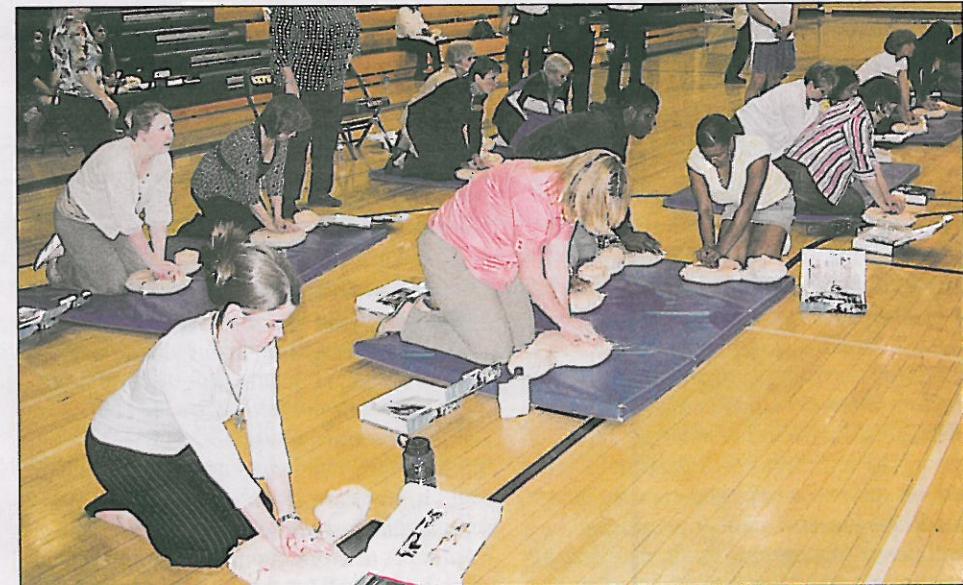
**Children's**  
Healthcare of Atlanta

electronic pedometers and offers group fitness classes and organized sports. Nutritional coaching and programs like Weight Watchers at Work are paired with competitions and rewards.

"At Children's, our employees do more than deliver exemplary care; they also influence health by serving as role models for patients and families. We stand behind our role models every step of the way through support, activity, nutrition and fun," Matzigkeit said.

As a result of the support offered by Children's, employees are seeing results. Paula Hickman, manager of physician data systems, lost 150 pounds in a little more than a year through the Strong4Life program, and employee Erika Anderson lost more than 90 pounds. Since the program's inception, Children's employees have lost more than 32,000 pounds and walked close to 2.5 billion steps.

"We take the health of our employees seriously and are committed to making their lives easier and healthier," Matzigkeit said. "A strategic investment in the health of our employees will improve productivity and employee morale."

**Emory University/Healthcare**

participated in the comprehensive health screening events.

"The FSAP utilizes a holistic model of care in the provision of services that addresses the promotion of the healthy mind, body, relationships and workplace," Gammill said. "As health-care

costs continue to rise, the link between individual physical and emotional health, risk reduction, behavioral change, and outcome measurement continues to be critical in the design and evaluation process of our wellness initiatives."

— All profiles compiled by Giannina Smith