

FOR IMMEDIATE RELEASE
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ATLANTA – In August, the Alliance Academy will begin to prepare construction firms and construction service businesses for opportunities to bid on projects related to Atlanta Airport’s \$6.2 billion expansion program and other mega projects in and around the metro Atlanta area totaling some \$15 billion. The Alliance Academy, an executive construction and business management program, promotes enhanced business performance by delivering on-going personalized technical development focused on aggressive growth that builds capacity, capability and increases opportunity for participating firms. The program was established by the Greater Atlanta Economic Alliance’s on-going effort to build sustainable capacity in Atlanta’s construction industry.

“It is our mission that as a valued participant you and your business will benefit from our innovative executive learning environment,” said Alliance President Hebrew Dixon, III. “Upon completion of the program, you will take advantage of the market with a strategic plan for leveraging growth and creating wealth.”

Participants from the Alliance Academy’s 2003 inaugural class have received substantial contracting awards and enhanced their business development strategies – some increasing business by 200%.

The curriculum is comprised of executive learning tools that focus on business development and strategic planning as well as access to capital/insurance and bonding. Individual class topics include business development, insurance and risk management, financial statement management and accounting, safety, bonding and U.S. Department of Transportation Short Term Lending Program, human resources management, commercial banking, construction law, tax management, cost control management, administration management, estimating, scheduling and project management. After completing all

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course requirements, participants receive seven Continuing Education Credits.

“The Alliance Academy’s aggressive growth program provides participants with the necessary tools to take their firm to the next level,” said Alliance Chief Operating Officer Joe Jackson.

Classes begin August 5th and conclude October 2nd. For more information regarding the Alliance Academy, please visit www.atlantaalliance.org or call 404-530-5567.

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