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<http://www.gabb.org>

## **Experts to Discuss Sub-Prime Fiasco, Business Marketing at Georgia Association of Business Brokers Conference March 20**

ATLANTA -- Who's to blame for the sub-prime loan fiasco? How do you market in a tough economy? Georgia business brokers statewide will hear advice on these topics from expert speakers at the Georgia Association of Business Brokers state-wide Spring Conference on March 20 in Atlanta.

**Gary T. Jones, a retired managing director of the bank Credit Suisse First Boston** and a professor of the practice in the Georgia Tech College of Management, will offer his insight into the sub-prime fiasco.

"I call it "The Sub-Prime Primer: A Perfect Storm," says Jones, a member of the Georgia Tech Foundation Board of Trustees. "There is enough blame to go around for everyone, from the sourcing of the loans and the forces that inflamed the origination process, to the rating agencies, to the bond insurers, to the Financial Accounting Board, to the Securities and Exchange Commission, to Fannie Mae and Freddie Mac. The investment managers who, through their insatiable appetites, demanded more and more mortgage products, all contributed to make this truly a Perfect Storm."

Advice on marketing in a difficult economy through branding will come from **Chris Lemley, Director of Georgia State University's Professional Selling and Sales Leadership Program**. Lemley says he wants to dispel the myth that branding is all about advertising and propose ideas that have been effective during economic downturns.

"In these economic times, advertising tends to be relatively expensive, and one cannot usually track sales results to it," says Lemley, whose 28 years of experience in marketing include senior management positions at two large international advertising agency networks. "Development of brand equity is really about managing all 'points of touch' with customers and potential customers to create more transactions at a good price."

The Georgia Association of Business Brokers (GABB) is the state's only professional organization and Multiple Listing Service dedicated to helping in the purchase and sale of businesses and franchises, and the merger and acquisition market.

Other conference sessions include "Recasting Financial Statements" by broker Patricia MacDonald of the CBI Business Group; "Protecting your Commission" by Atlanta attorney Larry Domenico; "Valuation of Your New Listing" by brokers David Still of Capital Endeavors, Inc. and Pat Harkins of Anchor Business Advisors, Inc., and Chairman of the GABB Spring Conference; and "How to use GABB and its forms to help your practice" by broker Nick Nicholson.

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## **GABB Conference – Page 2**

The GABB Spring Conference, which is open to the public, will be held on March 20 from 8:00 a.m. until 4:30 p.m. in the conference room of Metro Brokers GMAC Real Estate at 5775 Glenridge Drive, Building E, Classroom 1, Atlanta, GA 30328. Due to economic realities, GABB has reduced registration to \$25 for GABB members and \$50 for non-members, plus \$25 for those wishing to earn real estate licensing credit. After March 13, there will be a \$25 late fee. Register at <http://www.gabb.org> or contact Pat Harkins, Conference Chairman, at (770) 649-7666, or Charles Jay, Education Chairman, at (478) 477-6272. [Download registration forms here.](#)

Many of the more than 100 members and associates of the GABB, founded in 1986, have commercial real estate experience or serve the industry as attorneys, CPAs, financial planners, lenders, appraisers or environmental experts. The GABB offers one of the foremost multi-list support systems (BBMS) in the U.S. for broker members to provide a common database for instant access to listing details to enhance the co-brokering process and expedite business sales.

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### **Speaker Bios:**



**Gary T. Jones**, a 1971 graduate of Georgia Tech, earned an MBA from The Darden School at the University of Virginia. His career has included work at L. F. Rothschild, as the firm's youngest partner in charge of High Grade Corporate Bond Trading and Sales, at the investment banking firm, Donaldson, Lufkin, & Jenrette (DLJ), which eventually merged with Credit Suisse First Boston, an arm of Credit Suisse Group. Jones now serves Georgia Tech as a professor of the practice in the College of Management, teaching a popular course for MBA candidates and upper classmen on *Management of Financial Institutions*. A member of the Georgia Tech Foundation Board of Trustees, Jones is on the Executive Committee and the

Investment Committee. He previously was chairman of the Development Committee. Jones and his wife, an attorney, recently returned to Atlanta after living in the New York area for more than 30 years.



**Chris Lemley** is the Managing Director of the Professional MBA Program at the J. Mack Robinson College of Business of Georgia State University. Lemley's major national and international clients included the Sara Lee Corporation, Twentieth Century-Fox Films, Universal Pictures, The Hoover Company, the Southern Company, Los Angeles Times, Newsday, Wrangler Jeans, Polygram Entertainment, Bertelsmann Music Group, Siemens, Federated Stores and Jack Nicklaus Development Corporation. In addition to his teaching duties, he consults with CEO's in turn-around and high-growth companies on many marketing areas including organization, sales, marketing communications, strategic marketing planning and the use of new media in commerce.

*Note to Media: Journalists are invited to attend and cover the conference. To interview a conference expert, contact Stuart Brady at 404-663-8080 [sjb@theBUSINESSHOUSEinc.com](mailto:sjb@theBUSINESSHOUSEinc.com) or Diane Loupe at 404-374-3990 [dloupe@mindspring.com](mailto:dloupe@mindspring.com)*

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