



Health-care Services Directory

SPECIAL SECTION SECTION B

ATLANTA BUSINESS CHRONICLE



Survey says

Leadership survey finds businesses most concerned about regulations, health-care costs.

STRATEGIES 29A-31A

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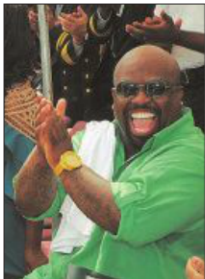
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CLASSIFIED 37A



The Insider

Singer CeeLo Green helps his sister launch a new nonprofit

8A



BYRON E. SMALL

Chick-fil-A, Gay Pride kick off Labor Day

By Amy Wenk
STAFF WRITER

More than 100,000 college football fans this Labor Day weekend will flood into downtown Atlanta for the annual Chick-fil-A Kickoff Game.

But, this year, the attention may not just be on football. Up the street in Midtown — a mere mile away — 75,000 people will congregate at the **Meliá Atlanta** hotel to celebrate Black Gay Pride, held in the city since 1996.

Considering the recent controversy over **Chick-fil-A** President and COO Dan Cathy's very public statements about his and the company's support of the "biblical definition of the family unit," might temperatures rise between the two groups?

Could we see protestors clad in cow costumes along some of Atlanta's most prominent streets?

"I don't know," said William Pate, president and CEO of the **Atlanta Convention & Visitors Bureau** (ACVB). Both events "have certainly coincided side by side for five or more years."

"I'm sure there are times when we have groups that don't see eye to eye."

But, this year could prove less peaceful. Since Cathy made his statement to The Baptist Press on

► See **CHICK-FIL-A**, 27A

"I'm sure there are times when we have groups that don't see eye to eye."

William Pate

Atlanta Convention & Visitors Bureau

'South site' gains favor for new Falcons stadium

By Maria Saporta and Amy Wenk
CONTRIBUTING WRITER AND STAFF WRITER

As the **Atlanta Falcons** and the **Georgia World Congress Center Authority** get closer to sealing a business deal for a new stadium, they also are getting closer to deciding where the new stadium will be located.

The GWCCA has commissioned consulting firm **Populous** to do a thorough analysis of the two possible sites — a northern site near the truck marshalling yard at Northside Drive and Ivan Allen Jr. Boulevard and a second site south of the Georgia Dome along Martin Luther King Jr. Drive and Northside Drive.

Several people close to the project say the southern site appears to be gaining momentum ever since the decision was made to go with a "one-stadium solution" rather than building a new stadium and keeping the Georgia Dome.

Both sites have pros and cons.

The north site has more property, which would give football fans more opportunity for tailgating before games. It also sits up higher on a hill, which could provide better vistas to show off the \$1 billion



The "southern site": Now home of Mount Vernon Baptist Church, it is across the street from the Georgia Dome.

stadium in relation to the skyline.

But the north site also is farther away from the main GWCC campus and the heart of downtown. It also has no direct access to MARTA's rail network.

By comparison, the south site is between two MARTA stations and adjacent to the GWCC campus.

The site, however, would not provide as much land for surface parking and tailgating, and it is not

► See **'SOUTH SITE'**, 27A

Mitt Romney's money man in Atlanta

By Dave Williams
STAFF WRITER

When the Republican National Convention kicks off Aug. 27 in Tampa, Fla., longtime Atlanta political operative Eric Tanenblatt will be in the middle of the action.

Tanenblatt's selection to represent Georgia on the convention's Credentials Committee is just the latest example of the political influence of Atlanta-based **McKenna Long & Aldridge LLP**, where he heads the national government affairs practice.



Tanenblatt
McKenna Long & Aldridge LLP

One of the most politically connected law firms in America also boasts former Gov. Zell Miller, ex-U.S. Rep. Buddy Darden, 2004 presidential candidate Howard Dean and recent addition Gary Hart, who sought the presidency in 1984 and 1988.

A strong emphasis on helping business
► See **MITT**, 21A

Chiropractic chain to open 30 clinics in metro Atlanta

By Urvaksh Karkaria
STAFF WRITER

A Scottsdale Ariz.-based chiropractic chain is expanding into the Atlanta market — drawn by the metro area's burgeoning population and a national trend toward wellness.

The **Joint** plans to add about 30 chiropractic clinics — an expansion that would create up to 150 jobs. The expansion is part of a national rollout that would include about 1,000 clinics.

The Joint markets itself as a wellness program that focuses on preventive care rather than symptom-based treatment, said Dr. Patrick Greco, who is developing the metro Atlanta clinics.

When bones misalign, it alters weight distribution throughout the joint, causing deterioration, Greco said. It also puts pressure on nerves leading to pain, inflammation and swelling.

Chiropractors apply pressure to the joints, pushing them back into position, establishing proper movement, taking pressure off the nerves and allowing weight to be evenly distributed around the joint.

"It's about keeping the bones in alignment, to prevent future occurrences

► See **CHIROPRACTIC**, 20A

Chiropractic chain to open 30 clinics

Continued from 1A

of the problem," Greco said.

The chiropractic industry in the United States is expected to grow at an average annual rate of 2.3 percent, reaching \$14.2 billion in revenue by 2017, said Anna Son, analyst at **IBISWorld Inc.**

"Adoption, however, is limited due to a lack of evidence supporting chiropractic as a primary form of healthcare," Son said.

Similar to tanning and massage salons, The Joint offers discounted sessions to members. Members receive four adjustments for a \$49 monthly fee. Additional adjustments cost \$19 each.

"With the membership model, we are able to give a discounted rate because people are coming in on a more regular basis," Greco said.

The Joint was launched in 1999 and is led by John Leonesio, who founded Massage Envy, a membership-based massage chain.

Atlanta is a natural market for expansion of wellness services because most Southern states have active and health conscious populations, Leonesio said.

Atlanta also offers an opportunity for the Joint to recruit talent. The country's largest chiropractic school, **Life University**, is located in Marietta, providing a steady supply of talent, Greco said.

In Atlanta, the Joint expects to open 800-square-foot to 1,200-square-foot clinics over the next 24 to 36 months. Each clinic is expected to see about 2,000 patient visits a month.

On October 1, clinics are scheduled to open in Buckhead, Dacula and Peachtree



Greco
The Joint

City. In the next year, the Joint expects to have clinics in several metro Atlanta locations, including Midtown, Brookhaven, Marietta, Kennesaw, East Cobb, Alpharetta, Windy Hill, Johns Creek, Cumming and Newnan.

Demand drivers

A sedentary lifestyle and ubiquitous use of computers and mobile phones are driving demand for chiropractic wellness services. Greco is seeing an increase in lower back and neck and shoulder pain from sitting down and being in front of computers all day.

Slouching and excessive jaw clenching, triggered by mental stress, can cause bones in the spine and other places to misalign, Greco said. Musculoskeletal reactions to allergies, pollution and medication can cause muscles to get tighten, also causing bones to misalign. And, physical activity can stress the body and also lead to misalignment, Greco said.

Wellness chiropractic care is also being fueled as the cost of health care increases and employers pass on more of the cost to employees. As insurance deductibles rise, consumers are getting more proactive about wellness care, seeking to prevent medical problems before they occur.

"Over the last couple decades, people have become more responsible for their own wellness — doing everything from exercising more to managing their diets," Leonesio said. "People are saying 'I am responsible for my own health' and they are adding [chiropractic services] to their health routine."

"People are saying 'I am responsible for my own health' and they are adding [chiropractic services] to their health routine."

John Leonesio
The Joint

Companies like the Joint are likely to benefit from the growing trend of wellness services.

"It's less costly to prevent a disease than to treat it," IBISWorld's Son said. "Governments and companies realize that and try to invest more in wellness and prevention."

Baby boomers don't want to age, Son said. "They want to stay young forever," she quipped.

For the Joint, a membership-based wellness care model is financially attractive — the company's revenue have doubled in the past year.

The all-cash model frees up chiropractors to focus on care, instead of dealing with insurance companies, Leonesio said.

"When we got into the business, we realized that chiropractors were spending a tremendous amount of time ... on filing insurance claims and collecting money," he said. "They became administrators, not doctors."

Each Joint clinic costs about \$100,000 to \$150,000 to launch and, on average, generates about \$50,000 a month in revenues, Leonesio said. "That's very, very lucrative for the doctor," he said.

Reach Karkaria at ukarkaria@bizjournals.com.

NEWS BRIEFS

SunTrust capital plan OK'd

The **Federal Reserve** has approved **SunTrust Banks Inc.**'s capital plan. In June, Atlanta-based SunTrust (NYSE: STI) submitted the plan to the Federal Reserve for its Comprehensive Capital Analysis and Review, known as the stress test, following the failure of a portion of the test in March. In the approved capital plan, SunTrust did not request an increase in its common stock dividend or the repurchase of shares of its common stock in 2012.

'Camelot' in Tuxedo Park sells for \$3.6 million

A house known as "Camelot" in Atlanta's posh Tuxedo Park neighborhood has sold for \$3.56 million.

PalmerHouse Properties agent Vanessa Jackson represented the buyers, while **Keller Williams'** Lisa Vayle was the listing agent.

The house at 3750 Tuxedo Road was listed for \$4,490,000 and sold for \$3,564,000 on Aug. 21.

The property is the third-highest dollar volume sale in Atlanta and Georgia in 2012 and is best known as the 2008 Atlanta Symphony Orchestra Decorators' Showhouse.

Built in 2007 and located on two acres in the prestigious Tuxedo Park section of Buckhead, Camelot is made of brick and limestone and features 40-foot ceilings, elevators reaching all four levels, a four-car garage, and a granite pool.

The Fulton County property tax bill for this property \$70,223.






#socialmadness

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We're down to the wire for Social Madness; check out this week's head-to-head matchups in the national round. It's not too late to vote, follow, like, and connect to help your local favorite win!

 Small companies 1-99 employees	 Medium companies 100-499 employees	 Large companies 500+ employees
<ul style="list-style-type: none"> OneLouder SparkPeople Reed Street Productions, DBA Run For Your Lives The Clymb 	<ul style="list-style-type: none"> TOMS Jamba Juice Hard Rock International Fandango 	<ul style="list-style-type: none"> Target Dell Levi Strauss & Co. Southwest Airlines

