

People

In The News

Gordon takes Southern Seasons to new heights

EXECUTIVE PROFILE

EILEEN GORDON

Current job:

Publisher and editor of Southern Seasons Magazine

Former job:

Field producer for Seasons Magazine

Hobby:

Interior design and playing with her dog, Duke



By Cathy Cooper

CONTRIBUTING WRITER

In the initial pages of Southern Seasons Magazine, the editor's letter features a photograph of an elegant Eileen Gordon standing beside a national or local personality.

In her eyes, though, is a mischievous sparkle that communicates an essential part of her nature — pure fun.

Gordon, the editor and publisher of Southern Seasons, is no stranger to luminaries; she's interviewed and been photographed with everyone from Donald and Ivanka Trump to local developer Hal Barry. She's also no stranger to the camera. Thirty years ago, as a model, she was photographed in victory lane with Richard Petty, winner of the Atlanta 500, and then-Mayor Sam Massell. She also donned silver boots and was strapped into a helicopter and flown around the Polaris Room of the Atlanta Regency Hyatt as a stand-in for Jane Fonda to promote the movie "Barbarella."

"When I look back, I don't have any regrets about the fun I've had," she says.

The product of a refined mother from an artistic and literary background, and

a father from a family of doctors and scientists, Gordon was a true amalgam.

As she puts it, "I had a left-brain/right-brain thing where there was a little contest going on."

As a curious and vivacious 17-year-old in Atlanta, Gordon attended The University of Georgia.

"I lacked the focus as to getting a serious education, so I was only at Georgia a short time," she says. Gordon was approached by a modeling agent while at the mall.

Thinking it sounded glamorous, she joined Atlanta Models & Talent Inc., with her mother sneaking her to photographers' studios while the two told her father she was making trips to the library.

Gordon was offered an opportunity to go to New York where she continued to model. She joined the East Coast Stuntman's Association, where she engaged in athletic feats such as being thrown through a plate glass window of sugar glass and falling two stories to an air mattress on the soap opera "General Hospital." She "drove frantically" as a stand-in for Katherine Ross in the original "The Stepford Wives" and was hired

ACCOUNTING

- **Moore Colson** hired Amy Quinn as a senior manager in the real estate practice.
- Atkinson, Hennin & Associates P.C. promoted **Tabitha L. Jones** to tax senior.
- Porter Keadle Moore LLP added **Jane Walley** as tax director.
- PricewaterhouseCoopers LLP admitted **Jeff Booth, Carrie Parker** and **Keith Robinson** into the firm's partnership.



Trowell

- **Mandy Trowell** joined Flammer Relations as senior account manager.
- Arketi Group appointed **Micky Long** vice president.



Loyal



Moeckel

- **Amy Loyal** joined Rees Associates Inc. as an architectural designer and **Christine Moeckel** was added as an administrative assistant.
- **Katrina Smith** joined ATC Associates Inc. as a business development specialist in the Atlanta office.



Haber

- LBI Atlanta appointed **Steve Haber** director of business development.

ARCHITECTURE & ENGINEERING

- sky design Inc. added **Jenny Sun** as project designer.
- Rees Associates Inc. hired **Dannia Balestena-Baffi** as an architectural designer. Balestena-Baffi will work on a wide range of facility design for local and national clients.

ARTS & NONPROFIT

- The Georgia Research Alliance hired **H. Lee Herron** as vice president of commercialization. In this role, Herron will oversee an array of strategic programs focused on launching new science and technology companies built around university research discoveries.



Westphal

- **Deborah Westphal** was named executive director for the Institute of Real Estate Management.

BANKING & FINANCE



Caudell

- **J. Keith Caudell** was named CEO and president of Bank of Hiawassee.
- HomeService Lending promoted **Marie Couture Pike** to vice president.

BOARD APPOINTMENTS

- **Ginny Bishop**, director of marketing for Sharp Residential, was added to the board of Music for Megan Charity Benefit Event.



Duffy

- **Eugene Duffy**, a partner and principal at Paradigm Asset Management Co., was appointed to the board of directors of Sunrise Bank of Atlanta.

GOVERNMENT



DiGiovanni

- The Atlanta Development Authority named **Tom DiGiovanni** as chief financial officer.

HOSPITALITY

- **Jerry Nix**, vice chairman and chief financial officer of Genuine Parts Co., was appointed to the Cobb-Marietta Coliseum & Exhibit Hall Authority.



Simmons

- Epps Aviation at DeKalb Peachtree Airport (PDK) appointed **Will Simmons** to the position of customer management and business development for its charter department. In this position Simmons will market the charter department, acquire management aircraft, and work with current and new charter customers to manage aircraft contracts and concerns.



Stark

- **Stephen J. Stark** was named director of operations for the Georgia Tech Hotel & Conference Center.

LAW

- **Bill Jordan**, a partner with Alston & Bird LLP, was re-elected chairman of the Georgia Ethics Committee.



Crumrine

- **Rebecca Crumrine**, an attorney with Davis, Matthews & Quigley P.C., was appointed to the Executive Committee of the State Bar of Georgia Family Law Section.

- **Joshua C. Bell** of Kirbo, Kendrick & Bell LLC was elected president of the Young Lawyers Division of the State Bar of Georgia.

- **Amy Howell** of the Georgia Department of Juvenile Justice was installed as president-elect, **Michael Geoffroy** of Telrite Corp. was added as treasurer, **Stephanie Kirijan** of Georgia Power Co. was named secretary. **V. Sharon Edenfield** of Edenfield, Cox, Bruce & Classens P.C. and **Darrell L. Sutton** of Moore, Ingram, Johnson & Steele LLP were appointed newsletter co-editors.

- **Elena Kaplan** of Jones Day was named immediate past president.

MEDIA & COMMUNICATIONS

- WGCL-TV, Meredith Broadcasting's CBS affiliate in Atlanta, hired **Steve Schwaid** as director of news and digital content. Jennifer Valdez was added as meteorologist for "Better Mornings."



Fasick

- **Teresa Fasick** was promoted to division vice president of compensation, benefits and HR administration for the Comcast Southern division. In this position, Fasick is responsible for helping the field HR team, being a liaison with the corporate compensation and benefits group, and being the key divisional benefits and compensation lead.

- Turner Sports promoted **Jeff Organ** to vice president of talent relations for production and new media, where he will be responsible for directing talent relations and services for all on-air sports personalities on three networks, including TNT, TBS and NBA TV.

ADVERTISING & PUBLIC RELATIONS



Quarles

- LBI Atlanta named **Ernest Quarles** vice president of technology. As vice president of technology, Quarles will be responsible for supervising LBI Atlanta's technology team and lead all technology-related initiatives for clients.

as a photo double for Marlo Thomas of "That Girl" fame.

She simultaneously took night classes at NYU where she fell in love with interior design. What she learned in those classes served her well when she moved back to Atlanta after four and a half years in New York. She met the love of her life, had a daughter and embarked on a career in design.

After many years doing "mainstream society things" and "nesting," fate threw another curve and she divorced, but rebuilt her life. She spent a lot of time at ADAC and Miami Circle, then in its infancy. Miami Circle hired her as director of marketing.

Gordon's contributions to the design industry in Atlanta led to her meeting then-Season Magazine publisher Gloria Lane. Gordon had produced a launch party at Miami Circle, its premise being to tell people that they no longer had to have a designer or architect to come in and shop wholesale. There she was approached by Lane, who told Gordon that she would print every word of the Miami Circle press release penned by Gordon if she would come to work for her and sell advertising for the magazine.

Gordon worked as a field producer for the original Season magazine for 15 years. She did everything from writing to taking the mail out.

The original Season closed its doors on Jan. 11, 2006, without notice, leaving the all-female staff worried about their livelihoods.

"Everyone was shocked," says Gordon, "I just gathered the staff together ... I said, 'Would you trust me?'"



SPECIAL

I asked them to give me one week, and I took the offer of this magazine to two companies."

Fast lane: Eileen Gordon with racer Richard Petty and Mayor Sam Massell.

One was Bob Brown, owner of Red Baron Antiques, and the other was Tom Tropea of developer Thomas Enterprises Inc.. While both companies wanted the magazine, the corporate process of Thomas Enterprises would have taken too much time, says Gordon.

Conversely, when Gordon approached Paul Brown, Bob Brown's son, Paul contacted his father (who was then on a yacht in the middle of the Caribbean). According to Gordon, Paul hung up the phone with his father and told her: "Dad's swimming back because the boat will take too long." And thus began Gordon's business relationship with Brown, whom she calls "the P.T. Barnum of our

time; he knows what people want before they even want it."

According to Gordon, within 14 days, Brown had an office space built out and stocked with state-of-the-art computer equipment. Immediately, advertisers were contacted and told that cancelled checks for advertising in the former and legally unconnected Season magazine would be given their ad in the new Southern Seasons magazine.

The staff was reunited and charged with the seemingly impossible task of presenting the spring 2006 issue of the new Southern Seasons within a five-week period, with Gordon at the helm as publisher and editor and Brown as CEO.

Gordon thought it critical that Southern Seasons feature the South.

"We didn't buy press packages ... we felt that there is so much power and fascination with this area, that we had more than enough right here."

If you know an executive whose hobby — or day job — is unusual enough to be in print, contact Thornton Kennedy at thorntonkennedy@bizjournals.com.

CONTACT THE CHRONICLE

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PERSONNEL & HUMAN RESOURCES



Kaplan



Agee

· **Lisa Kaplan** joined Corner Office Consultants as a senior recruiting consultant focusing on information technology and IT consulting positions for fast-growing small businesses. **Sara Agee** was added as a recruiting consultant focusing on Oracle ERP Consulting positions nationwide.

· MDI Group hired **Lee Pearlman** as client services manager. **Gary Tichansky** was added as employee service manager and **Viviana Winterbottom** was appointed client service manager.



Delice

· Volt Services Group appointed **Pierre Delice** branch manager of the Southeast region accounting and finance office. In this role, Delice will lead the staffing and consulting services across a broad spectrum of finance functions for Volt's clients. **Chris Bennett** was named account manager and will lead business and development efforts.

· **Tom Gates** joined Volt Services Group as a senior recruiter. Gates will be responsible for placing talent into contingent and consulting engagements. **Andrew Bingham** was added as a professional search recruiter and will provide talent acquisition solutions. **Ebony Webster** was hired as a personnel assistant. Webster will support the team with office management and daily operations.

REAL ESTATE



Flint

· RADCO Development Solutions named **Roderick Flint** senior vice president of Western operations and master-planned communities. · PointClear LLC appointed **Ryan Ogden** vice president of business development.



Hayhurst

· **Martha Hayhurst** was named president of Harry Norman, Realtors. · Preferred Real Estate Funds added **Andrew Knox** to the acquisitions team. Knox's primary focus will be on the underwriting and analysis of assets under consideration along with identifying potential assets for acquisition.

· The Trilogy Group LLC hired **Adam Wenz**, **Mark Harden** and **Alex Powell** as associate brokers. **Chuck Evans** was appointed director of brokerage services. Wenz is responsible for representing national tenants in locating sites and negotiating leases and purchases. Harden and Powell specialize in site selection for commercial land acquisition and development projects. Evans will oversee the operation of the retail brokerage services in addition to representing regional and national retail tenants and developers in strategic growth initiatives and lease and sales negotiations.



Clark

· **Patrick Clark** was promoted to general manager and vice president for Newland Communities. Clark manages all operations and development for the developer's Georgia properties, which include Sterling on the Lake in Flowery Branch, Windermere in Cumming, and a planned community on the Etowah River in Cherokee County.

TECHNOLOGY

· Peak 10 Inc. appointed **Jeremiah Dooley** director of engineering. In this position, Dooley will focus technical leadership on Peak 10's comprehensive managed services portfolio.



Patrick

· The Sextant Group Inc. named **Brian Patrick** and **Mark Gillis** principals of the firm. Patrick will lead the Atlanta office and direct operations in the southeastern United States.

GENERAL BUSINESS

· ORTEC added **Steve Wheeler** to the North American management team as vice president of alliances. Wheeler will be responsible for increasing the reseller channel group and creating the alliances partner network. · NexCen Franchise Management Inc. named **Darius Billings** director of retail brand marketing and merchandising.

ACHIEVEMENTS

· **Womble Carlyle Sandridge & Rice PLLC** was rated as a top firm for banking and finance in the 2008 Chambers: America's Leading Lawyers for Business list. Banking and finance group leader **Steven S. Dunlevie** was recognized individually, and overall 32 Womble Carlyle attorneys appeared on this year's list.

· **Skanska USA Building Inc.** earned three 2008 Project Achievement Awards from the South Atlantic chapter of the Construction Management Association of America. The award winners are The Peninsula at St. John's Center condo tower in Jacksonville, Fla., in the Overall Project category as well as the Building Project-\$50 million to \$100 million category. The third award is for work at Building 76 of the Federal Law Enforcement Training Center under the Building Renovation-Under \$20 million category.

· CBS 46 News at 11 p.m. was awarded the Emmy for Best Daily Newscast. **Jeff Gilbert** was awarded an Emmy for outstanding Newscast Director for his work on CBS 46 News at 4 p.m.