

NTBA

NATIONAL
TOWN BUILDERS
ASSOCIATION

2024 NTBA SPRING ROUNDTABLE



TOWN AT TRILITH: **A CASE STUDY**

APRIL 11-APRIL 14 | 2024 | FAYETTEVILLE, GA

Town at Trilith

With a grateful nod to a generation of new urbanists, the Town at Trilith is proud to share the vision, passion, design, development and execution of our version of New Urbanism. Built on 235 acres directly adjacent to the largest film and television studio in North America, Trilith is home to creatives, artists, storytellers and makers from all over the world. Under a shared banner of "Inspiring Human Flourishing", Trilith is committed to creating a community where everyone feels loved, served, inspired and connected. Join us as we do a deep dive on the vision, land plan, design principles, design intent, multi-family, fee-simple residential, main street retail, amenities, public art and much more. Hear from the Trilith Development Team, City Officials, Town Urbanist, Landscape Architects, and other key contributors as they share the good, the bad and even a little bit of the ugly in building a true mixed-use community.



CONTENTS

SCHEDULE

SESSION 1: Keynote Address: The Power of a Shared Vision	6	SESSION 10: Landscape & Hardscape Design, Public Art & Amenities as Art	15
SESSION 2: Introduction to Trilith	7	SESSION 11: Trilith X's & O's	16
SESSION 3: Design Intent: (Land Plan, Residential, Walkability, Amenities, Scale)	8	SESSION 12: East Point Update	17
SESSION 4: Human Scale Retail (Multi-Family, Curated F&B, Main Street Retail, Town Centre Office)	9	SESSION 13: Wish I Had Thought of That (Feedback & Continuous Improvement)	17
SESSION 5: The Power of Story in Placemaking	10		18
SESSION 6: Q&A with Trilith's Chief Visionary (Vision, Passion, Culture, Urgency)	11	TOURS	
SESSION 7: Creating Exponential Value	12		
SESSION 8: Imbedding the Passion of the Founder(s) in a Project	13		
SESSION 9: Can a Small Developer Have an Outsized Impact?	14		

SPONSORS



NEQUETTE
ARCHITECTURE & DESIGN

2024 SPRING ROUNDTABLE SCHEDULE

Thursday, April 11 | PRE-ROUNDTABLE ARRIVALS (OPTIONAL)

- 8:00 AM Presentation for Pre Tour – Atlanta Transformation Re-Developments
Presenters: Eric Kronberg, Elizabeth Ward
- 8:30 AM Bus to Georgia Avenue
- 9:15 AM Walking Tour
- 10:30 AM Bus to Krog Street Market and Lunch
- 12:15 PM Walking Tour Beltline
- 1:30 PM Bus to Chick-fil-A
- 2:00 PM Chick-fil-A Backspace Tour
- 4:00 PM Bus Back to Hotel

Thursday, April 11 | ROUNDTABLE DAY 1

- 5:00 PM **Welcome to Spring Roundtable**
Presenters: Rob Parker, NTBA President
- 5:15 PM Scholarship Presentation
- 5:30 PM Introduction of Sponsors
- 5:45 PM Session 1 – Keynote: The Power of a Shared Vision**
Presenters: Trilith Team* & City of Fayetteville
- 6:30 PM Welcome Cocktail event



Friday, April 12 | **ROUNDTABLE DAY 2**

7:30 AM Breakfast

8:30 AM Session 2 - Introduction to Trilith
Presenters: Rob Parker, Trilith Team*

9:30 AM Break

9:45 AM Session 3 - Design Intent (Land Plan, Residential, Walkability, Amenities, Scale)
Presenters: Lew Oliver, Louis Nequette

10:45 AM Break

11:00 AM Session 4 - Human Scale Retail (Multi-Family, Curated F&B, Main Street Retail, Town Centre Office)
Presenters: Bill Lynch, Louis Nequette, Trilith Team*

12:00 PM Lunch

1:00 PM Session 5 - The Power of Story in Placemaking
Presenters: Frank Patterson

2:00 PM **Tour Overview**

2:30 PM **Walking Tours**

6:00 PM Dinner on Your Own

Saturday, April 13 | **ROUNDTABLE DAY 3**

7:30 AM Breakfast

8:30 AM Session 6 - Q&A with Trilith's Chief Visionary (Vision, Passion, Culture, Urgency)
Presenters: Dan Cathy

9:30 AM Break

9:45 AM Session 7 - Creating Exponential Value
Presenters: Joe Minicozzi

10:45 AM Break

11:00 AM Session 8 - Imbedding the Passion of the Founder(s) in a Project
Presenters: Casey Roloff, Steve Mouzon, Trilith Team*

12:00 PM Lunch on Your Own

1:00 PM Session 9 - Can a Small Developer Have an Outsized Impact?
Presenters: John Marsh

2:00 PM Session 10 - Landscape & Hardscape Design, Public Art & Amenities as Art
Presenters: Todd Fuller, Jake Pitman, William Massey

3:00 PM Break

3:30 PM Session 11 - Trilith X's & O's
Presenters: Trilith Team*

4:30 PM Session 12 - East Point Update
Presenters: Jonathon Dodson, Cordelle Love, Erica Emery, Monique Short, Sandino Thompson

6:00 PM Group Dinner

Sunday, April 14 | **ROUNDTABLE DAY 4**

8:00 AM Breakfast

9:00 AM Session 13 - Wish I Had Thought of That (Feedback & Continuous Improvement)
Presenters: Trilith Team*, NTBA Leadership

10:00 AM Roundtable

***Trilith Team:** Rob Parker, Jake Pitman, Brett Baker, Rick Halbert, Tiffany Harris

PRE-TOUR

Atlanta Transformation Re-Developments

Presentation:

Eric Kronberg
Elizabeth Ward

Presentation on background around Summerhill Neighborhood Re-development. Eric Kronberg & Elizabeth Ward Williams will present a brief background on the Turner Field redevelopment sparked by the Atlanta Braves departure to Cobb County. Carter and Georgia State University won the redevelopment RFP. Carter chose to focus on a main street redevelopment of Georgia Avenue as the first phase of redevelopment. This effort was very focused on placemaking as a value creation strategy for the broader development. Significant residential development followed closely behind, including a great townhome project developed by Hedgewood and designed by Lou Oliver. Join us as we take a tour! We'll make a stop at Chick-fil-A on the way back to understand some of their successful back-end processes.



Eric Kronberg

Eric Kronberg is a zoning whisperer. He specializes in examining and demystifying zoning ordinances to find ways to make great projects possible and help others navigate through the zoning swamp. He uses his skills for the force of good as a principal at Kronberg Urbanists+Architects, leading the firm by combining skills in planning, development, architecture, and zoning. Eric leverages this potent cocktail to chart the course of best possibilities for each site's redevelopment. His work with Kronberg U+A, the Incremental Development Alliance, the Congress for the New Urbanism, the Georgia Conservancy, and the Atlanta Bicycle Coalition has solidified his stance as an advocate for vibrant, inclusive, and lasting communities.



Elizabeth Ward

Elizabeth is a licensed architect and certified city planner, with Masters degrees from Georgia Tech in Architecture and City & Regional Planning. A native Atlantan, she also received her undergraduate B.S. in Architecture from Georgia Tech. A true believer in "conscious urban placemaking," Elizabeth uses her multiple skillsets to navigate and elevate complicated urban infill projects. Her background allows her to wear many hats throughout the design and planning processes, and she has played critical roles in the range of commercial, residential and master planning projects at every scale.



SESSION 1

The Power of a Shared Vision

Presentation:

Mayor Edward Johnson Brett Baker
Rob Parker Rick Halbert
Jake Pitman Tiffany Harris

How did a wheat field in unincorporated Fayette County, GA become a remarkable new urbanist town, as well as the home of North America's largest film and television studio in less than 10 years? While there are many layers to be peeled back to fully appreciate "how" it happened, the beginning of any great story starts with "why". In this session we will discover how the vision and passion of a "founder" inspired a small team of "believers" to recruit an army of "doers" to do what many said was impossible. From the early days of Pinewood Atlanta Studios and Pinewood Forest to the success of what is now known as Trilith, the vision has been clear, and the partners have been passionate. Creating an environment that inspires human flourishing has become the siren call for a team that truly believes that if people live better lives, they will tell better stories. Before we take a deep dive in the "how", join us in exploring the "why" that drives every decision.



Mayor Edward Johnson

Mayor Edward Johnson has been a Fayetteville elected official since Jan. 2012, serving first as a city councilman. He has served as Mayor since January 2016. He has lived in Fayetteville since 1994. He was re-elected for a third term in November 2023. After graduating from Dillard University with a degree in biology he was selected to attend the U.S. Navy's Aviation Officers' Candidate School and upon graduating was commissioned an officer in the U.S. Navy. He served in many assignments as a Navy Surface Warfare Officer obtaining the rank of Commander. While in the U.S. Navy he attended the U.S. Naval War College and Salve Regina University obtaining two Master of Science Degrees. Mayor Johnson retired as a U.S. Navy commander. He also retired as an educator and now serves as full-time pastor of Flat Rock African Methodist Episcopal Church in the Fayetteville area.



Rob Parker

Rob Parker is President & CEO of the Town at Trilith, an award-winning, master planned residential and mixed-use community located in south metro Atlanta, Georgia, adjacent to Trilith Studios. Town at Trilith accolades and honors include mixed-use Community of the Year from the OBIEs, "Best American Living Award" from the National Association of Homebuilders and "Community of the Year" from Builder & Developer Magazine. Rob has a master's degree in organizational leadership from Gonzaga University and over thirty-five years of experience in executive leadership on a local, national, and international level. He currently serves as the President of the National Town Builder's Association (NTBA) and is on the national board of directors for the Congress for the New Urbanism (CNU). Prior to his work as a town builder/place maker, Rob served as a chief executive in a variety of industries including music entertainment, charitable organizations, and community development.



Jake Pitman

Jake is Director of Operations for the Town at Trilith, while also leading both Trilith Outdoors, and the Town's HOA. Jake's operations team creates remarkable events, promotes the town center, and partners with residents, commercial tenants, contractors, artists, and film productions. The Trilith Outdoors team helps maintain water features, tree canopies, community gardens, boardwalks, running paths, residential and commercial buildings, and a variety of innovative spaces in the new urbanist development. Jake is an Atlanta native and graduate of Georgia State University with a degree in Business Management.



Brett Baker

Brett serves as the Director of Residential Construction for the Town at Trilith. Brett joined the Trilith team in 2017 and has helped support the design and construction of over 300 homes in the first two phases of the project. Brett has led the effort to design and build micro-homes (tiny houses) and canopy homes (tree houses) at Trilith. In addition to supporting the Builder's Guild, Brett also serves as the primary liaison to the residential home sales team and our partners at Berkshire Hathaway Home Services.



Rick Halbert

Rick serves as the Vice President of Construction for Trilith Development, LLC and has been leading and serving all areas of construction for both Trilith Studios & the Town at Trilith since 2013. Prior to joining the Trilith team, Rick spent over 30 years in a variety of construction and development roles including building restaurants that have been enjoyed by millions.



Tiffany Harris

Tiffany Harris is a Community Manager with over fifteen year's experience in property management, multifamily and student housing. She has a proven track record of success in lease up communities and new construction housing. Tiffany has a B.S. in Marketing with a concentration in advertising from the University of Alabama at Birmingham. Without a doubt she is a proud ALABAMA Football Fan – ROLL TIDE! Tiffany currently manages the community and commercial tenants, passionately promoting human flourishing throughout the Town at Trilith.

SESSION 2

Introduction to Trilith

Trilith Team *See session 1 for bios*

Presentation:

Rob Parker, *President & CEO Town at Trilith*
Trilith Team

Originally envisioned as “company town” for the film and television industry, the vision grew much bigger as the founders researched best practices, met smart people, and visited remarkable places around the world. Trilith was inspired by 40 years of new urbanism and fueled by the wisdom of Suburban Nation, The Walkable City, Congress for the New Urbanism, National Town Builders Association, and so many other creative people, places, and resources. Twenty-four different land plans were drawn by multiple designers before one was chosen that had the density, scale, the mix of uses, and the interplay of public and private spaces that would inspire human flourishing. This session will provide an overview of the project and lay the foundation for a much deeper dive into the who, what, where, when, why, and how of the Town at Trilith.



SESSION 3

Design Intent (Land Plan, Residential Design, Walkability, Amenities, Scale)

Presentation:

Louis Nequette
Lew Oliver

When the target audience of next generation creatives, artists, storytellers, and makers came into clear focus for this project, the decision about who to choose as town planners/urbanists became clear as well. Local designer Lew Oliver was a perfect choice for both the land plan and the single family residential, and Birmingham architect Louis Nequette was tapped to design the Town Centre that included the multi-family and ground floor retail. These talented NTBA members worked both independently and together to create a seamless blend of 750 single family homes, townhouses, micro-homes, tree houses, and custom homes (Lew) and 600 multi-family units, restaurants, retail, and commercial spaces (Louis). The addition of a boutique hotel, fitness and wellness center, commercial office and ultimately a 7-acre live audience entertainment complex, has attracted national firms like Nelson Worldwide, Perkins & Will and Marriott Hotels.



**Louis
Nequette**

Louis' primary role is to lead Nequette Architecture and Design and promote growth for his team and their clients. Louis divides his time between three key efforts – hands-on design coaching to establish a strong solid direction for each project; internal team building to maintain the cultural strength of the firm; and of course, the pursuit of great clients and projects that fulfill the firm's vision of placemaking to foster community. Nequette's contributions at Trilith are concentrated in the Town Center, including 263 residential units, clubhouse, one-story above-grade parking deck, and 35k square feet of retail space in eight buildings across three city blocks.



Lew Oliver

Lew is a Georgia-based urbanist, master planner, and designer with more than three decades of experience in advancing New Urbanism and residential design. He designs whole towns using methodical land planning techniques and global expertise in building design. Master plans by Oliver are designed with each community's values, local vernacular, and climate in mind. He focuses on the pedestrian experience in each of his site plans, ensuring that physiological and psychological wellness of residents is paramount. Each of his plans considers how to enrich the landscape, how to accommodate many lifestyles, and multi-modal transportation. Oliver's latest plan collections are ideal for tighter footprints and development speed, allowing for a larger accommodation of systems-built efficiencies. When Oliver is not designing for places like Trilith in Atlanta, he is trailblazing a new, elegant identity for off-site construction.

SESSION 4

Human Scale Retail (Multi-Family, Curated Food & Beverage, Main Street Retail, Town Centre Office)

Presentation:

Bill Lynch Trilith Team
Louis Nequette

To deliver on the promise of walkability to a vibrant Town Centre, the team at Trilith set out to carefully curate great restaurants and retailers. After designing exceptional ground floor retail spaces as well as a few stand-alone spaces, it was time to fill them. Beginning with the formation of a “culinary council” to identify food types and creative concepts, the team hit the road to experience food in DC, Asheville, Atlanta, NYC, CA, and more. This session will share a general overview and an extended time of Q&A to make sure the team answers anything you want to know about main street retail at Trilith.



Bill Lynch

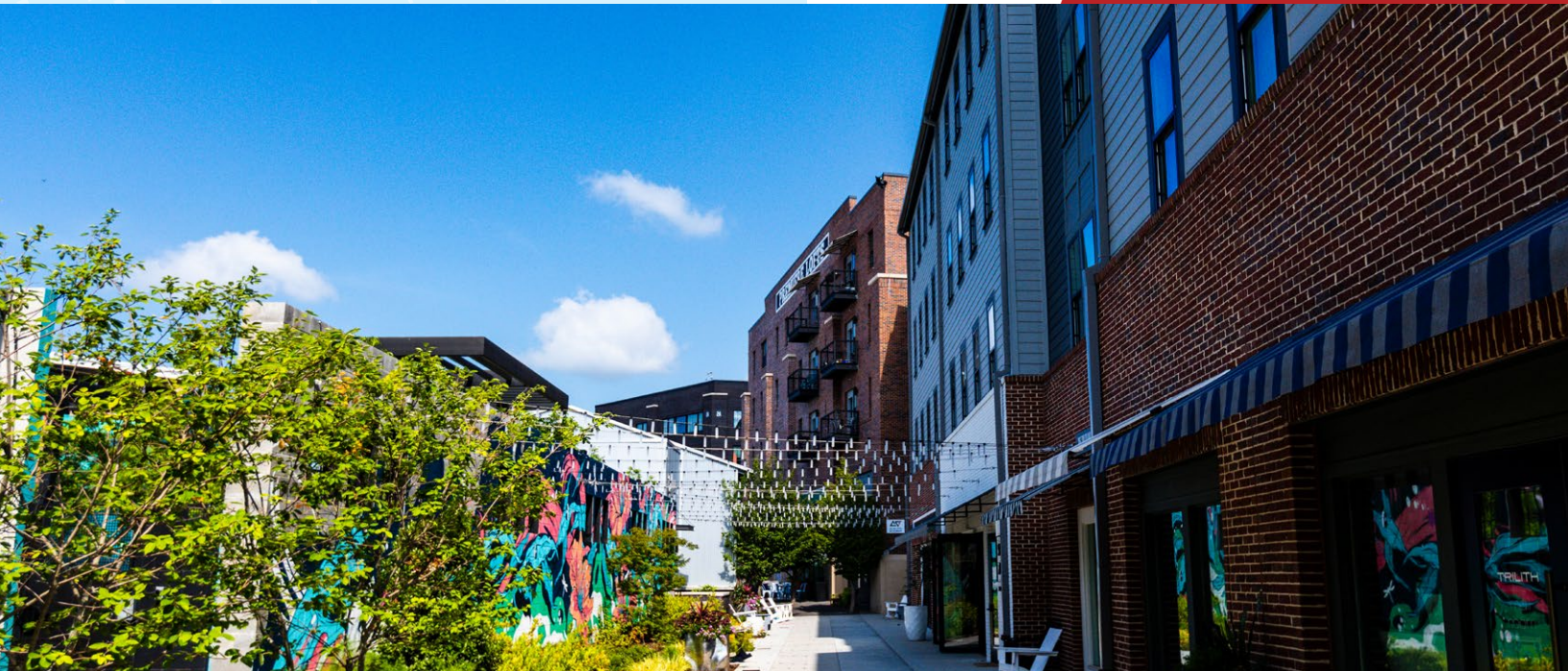
Bill Lynch is a founding Principal of Pace Lynch Corporation, an Atlanta-based real estate development and commercial real estate services firm, where he provides leadership for development, brokerage, and corporate strategy. Bill has also led retail curation, residential sales, and served as project director for Trilith (f/k/a Pinewood Forest), a \$1 billion mixed-use development adjacent to Trilith Studios, where Pace Lynch has also developed approximately \$50 million of assets. Bill is currently leading the development of Burton, a new marina village in the North Georgia mountains connected to Lake Burton.

Louis Nequette

See session 3 for bio

Trilith Team

See session 1 for bio



SESSION 5

The Power of Story in Placemaking

Presentation:

Frank Patterson, *CEO Trilith Studios*

Story is to the mind and heart, what oxygen is to the brain. The stories that we tell ourselves and others is at the core of how all of us experience life. For those who build towns and special places, story is the foundation for decision-making on town planning, design, materiality, and so much more. Architecture “sets the scene” for every movie ever made, which makes storytellers designers by default. Join this fun and fast-paced session with two experts in the power of storytelling in film & television share as they share both theoretical and practical applications to placemaking.



Frank Patterson

Frank Patterson is a studio executive, entrepreneur and higher education thought leader. He serves as President and CEO of Trilith Studios, the second largest purpose-built film studio in North America, where *Avengers: Endgame*, *WandaVision* and *The Suicide Squad* were produced, among others. Most recently, he led the transition of the studio from a facilities business to a three-pillar business focused on content, technology, and world-class facilities. The “Hollywood Reporter” named Patterson one of the nation’s top mentors to a generation of Hollywood filmmakers. The Florida Governor’s Office recognized him for “inspiring a generation of Florida filmmakers” and for his “contribution to and support of production in Florida.”



SESSION 6

Question & Answers with Trilith's Chief Visionary (Vision, Passion, Culture, Urgency)

Presentation:

Dan T. Cathy, *Chief Visionary Town at Trilith, Trilith Studios, Trilith Foundation, Trilith Institute*

While in London for the Olympics in 2012, Trilith's Chief Visionary Dan Cathy had an opportunity to tour Pinewood Studios, UK. Pinewood was Europe's answer to the growing influence of Hollywood's new "motion picture industry" in the 1930's. Recognizing the influence that stories told on the big screen have around the world, Dan came back to Atlanta and quickly assembled the land, people, and plan to build what has become the largest film and television studio in North America.



Dan T. Cathy

Dan T. Cathy serves as chairman of Chick-fil-A, Inc, one of the nation's largest family-owned businesses. He was previously the company's chief executive officer, serving as CEO from 2013 until November 1, 2021, when his son Andrew T. Cathy became the third CEO in Chick-fil-A history. The son of Chick-fil-A Founder S. Truett Cathy, Dan continues to build on his late father's legacy as chairman, helping guide the business and supporting Chick-fil-A's executive leaders. Dan also seeks to inspire human flourishing through his service as the founder and chief visionary behind Trilith. The unprecedented community is now home to the largest film soundstage operation in North America, U.S. Soccer, and where makers, thinkers and dreamers feel at home.



SESSION 7

Creating Exponential Value

Presentation:

Joe Minicozzi, *Urban 3*

Using Trilith and Fayette County as a real-life example, Joe Minicozzi will unpack the way decisions about what is designed and built end up guiding the fiscal future of communities. Using maps, data and visuals Urban 3 will take us on a tour of the fiscal landscape that cities and towns inherit based on various kinds of development. Come discover how density has impacted the value per acre at Trilith and many other communities.



Joe Minicozzi

Joe Minicozzi is an urban planner imagining new ways to think about and visualize land use, urban design and economics. Joe founded Urban3 to explain and visualize market dynamics created by tax and land use policies. Urban3's work establishes new conversations across multiple professional sectors, policy makers, and the public to creatively address the challenges of urbanization. Urban3's extensive studies range geographically over 30 states, Canada, Australia and New Zealand. Joe holds a Bachelor of Architecture from the University of Miami and Master of Architecture and Urban Design from Harvard University. In 2017, Joe was recognized as one of the 100 Most Influential Urbanists of all time.



SESSION 8

Imbedding the Passion of the Founder(s) in a Project

Presentation:

Casey Roloff, *Seabrook* Trilith Team
Steve Mouzon

“Five years after turning over our remarkable project to be stewarded by the Homeowner’s Association, I barely recognize the place.” Versions of this statement have been echoed by place makers nationwide as the communities they founded with high ideals devolve into petty battles over individual interests. Is there anything that founders can do to make sure their plans & dreams get realized and sustained into the future? Join this session as we brainstorm together how to leave behind more than just a set of design principles and rules for future leaders. Is there a way to inspire future residents to embrace a “charter” or “set of ideals” that helps ensure the culture carries forward to the next generation?



Casey Roloff

As CEO and Town Founder of Seabrook, Casey has been a part of the community from its conceptualization to the thriving beach town that it is today. From New Construction to the expanding hospitality program, he continues to work with his growing teams through each existing development that continues to bring new urbanism to life on the Washington Coast.



Steve Mouzon

Steve is an Architect, Urbanist, Author, Blogger and Photographer based in Tuscaloosa Alabama. He cofounded the Urban Guild which was instrumental in the creation of the Katrina Cottages Initiative. The Guild is the nexus of Project: SmartDwelling, which works to redefine the house to be much smaller and more sustainable. Steve speaks regularly across the US and abroad on sustainability issues. He blogs on Original Green Stories, Useful Stuff and WE Do This Because. He also posts to the Original Green Twitter Stream.

Trilith Team

See session 1 for bio



SESSION 9

Can a Small Developer Have an Outsized Impact?

Presentation:

John Marsh, *Marsh Collective*

Opelika Alabama is experiencing a remarkable renaissance that has been fueled by the passion of a few small developers who care deeply about the town. For years NTBA member John Marsh has been investing in housing, restaurants and retail around an energized town center that is attracting attention from across the region. Although no one can do it alone, John and his team have been leading by example by investing in historic buildings and by activating those spaces with events, weddings, and activities that put people on the street. Join us as John shares his vision & passion for Opelika, along with the successes and mistakes made along the way.



John Marsh

John Marsh is the Co-Founder of Marsh Collective, host of the Redemptification Podcast, and investor helping steward over \$1.5b in redemptive real estate in 12 small towns (with populations of 800-180k) around America.

Over the last 25 years, John and Ashely have guided over 60 startup businesses in various industries, such as Hospitality, Construction, Real Estate Investing, Advertising, and multiple Restaurants. John and his wife have renovated 280+ buildings within ten blocks of downtown Opelika to help save their city. Today, John's current focus is helping others make generational differences in communities and companies. By helping patrons bridge the gap between redeeming vision, financial sustainability, and execution to pioneering a new asset class of real estate which we have coined "Irreplaceable Real Estate." John and Ashely are grateful to have two sons and grandchildren living in Opelika.



SESSION 10

Landscape & Hardscape Design, Public Art, & Amenities as Art

Presentation:

Todd Fuller Jake Pitman
William Massey

Although anyone can appreciate well designed places, the creative class is particularly drawn to a sense of beauty and excellent design. Trilith's commitment to design, installation and ongoing maintenance of exceptional landscape has been a key differentiator. As part of that design construct is the idea that landscape & hardscape can be creatively designed such that it serves both as an amenity and as public art. In addition to creative landscape and hardscape design, Trilith has also invested in more traditional forms of public art such as murals, sculptures, paintings, and functional art. This has created a narrative of Trilith as a place of creativity, beauty and inspiration.



Todd Fuller

As a principal at HGOR, Todd Fuller strives to connect the public and private sectors to emphasize a return on investment with well-crafted, award-winning design solutions that have helped shape the southeast's landscape for the past 15+ years. Todd has a knack for working collaboratively within a team to bring out ideas, design, and aesthetics that create dynamic design solutions.

His approach is founded on an assimilation of components – art, technology, culture, sustainability – to deliver solutions for the full spectrum of project types. Todd's understanding of the capabilities of people-oriented destinations within the natural landscape strengthens form with function – resulting in meaningful places that speak to a site's context and aspirations.

Todd's most notable projects include Trilith, a diverse masterplanned development with the largest geothermal community in the U.S. and cutting-edge film studio environment, and Grant Park Gateway, which received the honor of becoming the world's first triple-certified project earning LEED, SITES, and ParksMart certification. In the past two years alone, Todd's adept understanding of landscape architecture and innovative thinking has led the firm to be recognized with several other award-winning projects that support sustainability and forward-thinking solutions for the community-at-large.



William Massey

William Massey is a found-object sculptor in Atlanta, Georgia who creates a revitalized whole from divided fragments. In his public installations, William utilizes not only physical pieces of history and equitable historical narrative, but also welcomes local communities in a collaborative process to create each artwork. Will works relentlessly to create artwork which prompts viewers to experience a sense of awe, honors past and present history, celebrates local community, pursues social and racial reconciliation, and physically endures the test of time. William received his BFA in Fine Art from Valdosta State University in 2012. Over the years William has created public and private artworks throughout the southeast, with clients including the Atlanta Beltline, Art Fields' in Lake City, SC, The City of Johns Creek, Georgia Power, Hapeville, GA, TRILITH in Fayetteville, GA, and many more.

Jake Pitman

See session 1 for bio



SESSION 11

Trilith X's & O's

Trilith Team

See session 1 for bios

Presentation:

Trilith Team

The Trilith team will share an overview of the financial proforma, sales strategies, home building approach, lot sales, green build, combating value engineering, lot sales true up, the magic of density and more. Q&A will focus on both the successes and the challenges of creating a true mixed-use community.



SESSION 12

East Point Update

Presentation:

Jonathon Dodson Monique Short
Cordelle Love Sandino Thompson
Erica Emery

After decades of under-investment in the East Point community in Oklahoma City, legacy residents decided something had to change. Organizing themselves around an inspiring vision of sustainable renewal, a team of aspiring young developers are attracting investment in local businesses by turning renters into owners. For the first time in years, East Point has restaurants and retailers not only surviving, but actually thriving. Come hear from these next-generation leaders as they share their vision, passion, and unique execution strategies to deliver remarkable results.

SESSION 13

Wish I Had Thought of That (Feedback & Continuous Improvement)

Presentation:

Trilith Team
NTBA Leadership

