

GEORGIA HISTORICAL SOCIETY



## GEORGIA BUSINESS HISTORY INITIATIVE

*Sharing the Stories of the Businesses that Built Georgia*

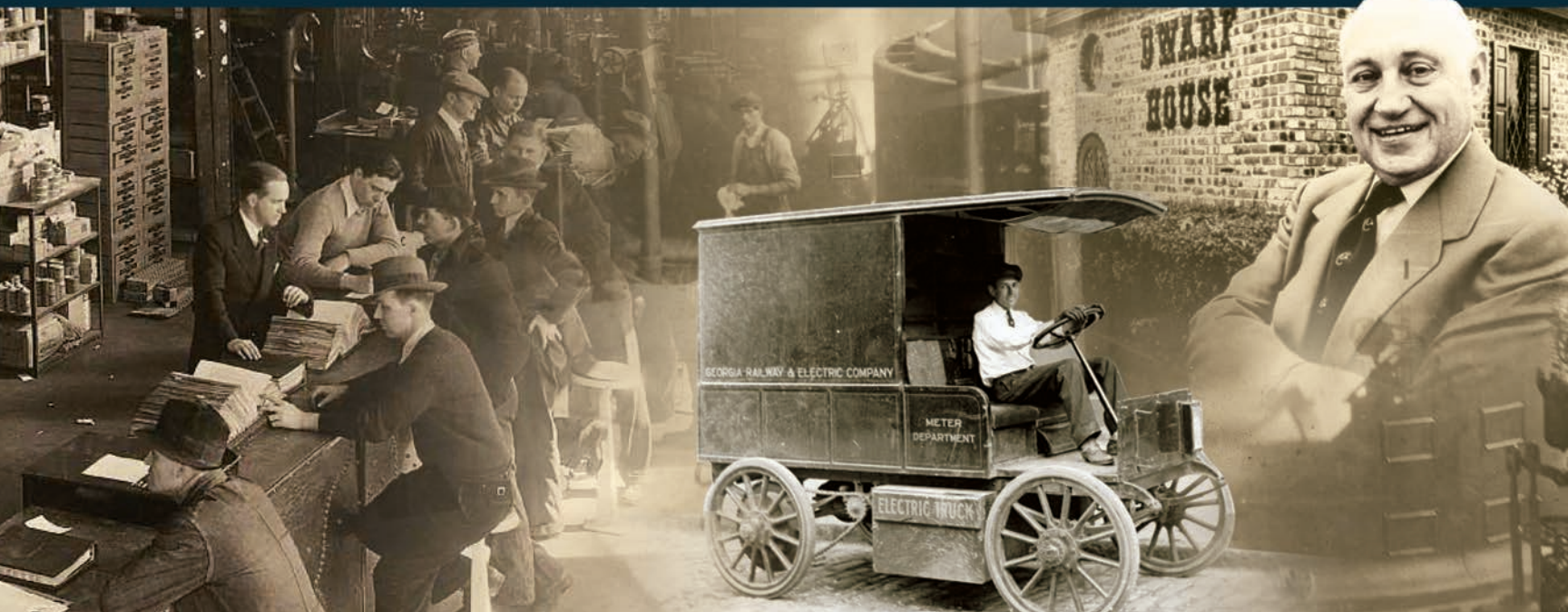
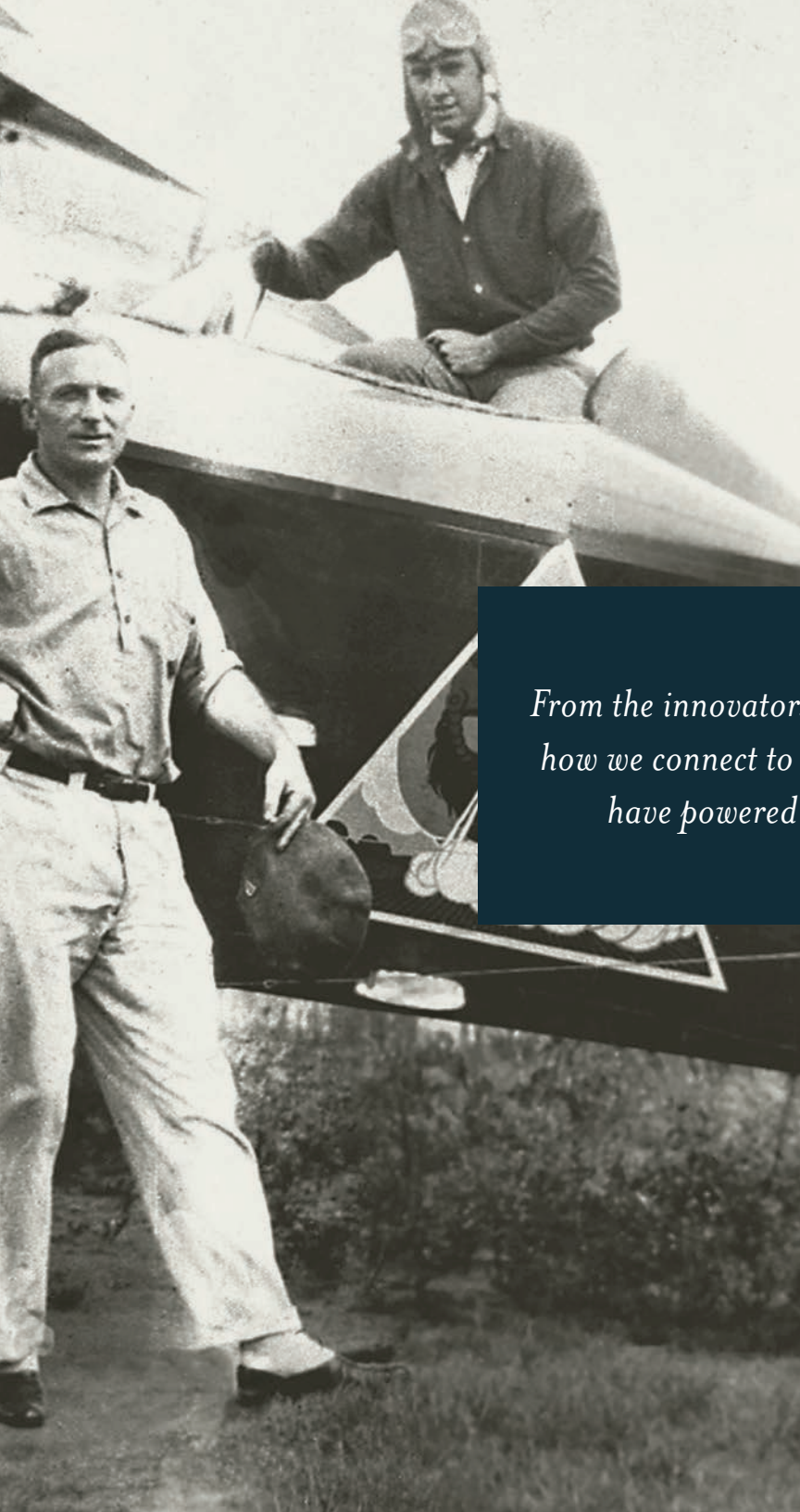






Image: Men working in a cargo hold, circa 1955. MS 1700-OS01-04-01,  
Georgia Ports Authority photographs, Georgia Historical Society.

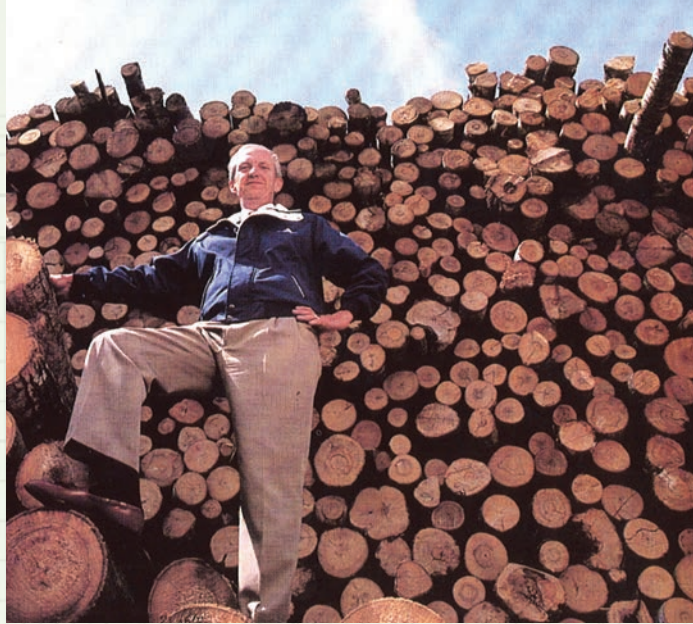




*From the innovators who have changed  
how we connect to the world and who  
have powered our growth...*



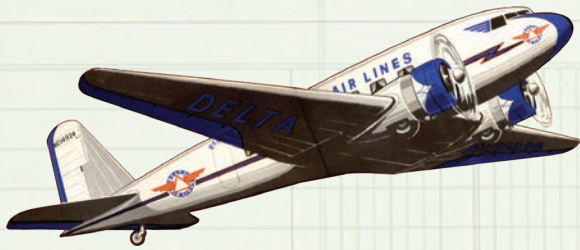




*to those who have shaped our  
communities and our lives at home.*







Each year, the Georgia Historical Society (GHS) selects iconic companies in our state to be honored through the **Georgia Business History Initiative**. By showcasing these companies, GHS seeks to teach students, citizens, and tourists alike about the pivotal role of Georgia's leading businesses in the economic, cultural, and social development of Georgia and the United States.

Participation in the Business History Initiative enables GHS to create and distribute exceptional educational resources recognizing the impact of Georgia's long-standing corporate citizens to the economic strength and well-being of our communities. Further, support for this program allows us to share these and other business-related resources with audiences young and old, highlighting examples of leadership and entrepreneurialism as well as collaborations between business, government, and private citizens that have been integral to the development of our communities throughout the past century.





- Georgia Historical Marker
- Original educational resources incorporating Georgia Standards of Excellence
- Featured coverage in statewide electronic and print media outlets
- Announcement in publications including *Georgia History Today*, the magazine of the Georgia Historical Society



Georgia is home to some of the most recognizable names in corporate America. In recent years, industries as diverse as tourism, music, and film, agriculture, manufacturing and shipping have helped to create one of the most dynamic and energized economies in the country. Georgia annually contributes approximately \$450 billion to the United States gross domestic product and has been recognized as one of the best states in the nation to do business.

A black and white photograph of three women standing in front of a Delta Air Service aircraft. The woman on the left is wearing a patterned dress and a hat. The woman in the center is wearing a dark dress with a light-colored pattern. The woman on the right is wearing a light-colored dress. The aircraft has "DELTA AIR SERVICE" and "INCORPORATED" visible on its side.

Historical markers discussing the history and impact of designated initiative members will be developed to share each company's history with a public audience. Each marker will also be included in GHS's award-winning online historical marker database that allows users not only to find historical markers on a wide variety of topics across Georgia, but also to create custom driving routes based on those markers. In addition, a new mobile app (available for iOS and Android devices) allows users to see markers near their location or to choose another Georgia location to explore historical markers while traveling. Serving as the basis for student projects and weekend excursions, Georgia's historical markers will help share the dedication, innovation, and determination that have shaped Georgia's economic landscape.









## Historical Markers

Roadside historical markers can be found throughout Georgia, sharing the stories of our past in an easily identifiable and understandable format. As part of the Business History Initiative, GHS develops new historical markers telling the story of each honoree company's contribution to the development of our state and nation. This executive summary of the company history is erected at a site of historical significance to the company and is also available online through the award-winning GHS Historical Marker website and mobile app.



## Educator Resources

The Georgia Business History Initiative also includes the creation of original educational materials about each honoree to enrich student understanding of the businesses that built Georgia. These resources can include a company profile, case study, and primary source-based classroom activities correlated to state performance standards. These materials are prepared by GHS education staff and made available for classroom use through our extensive statewide network of teachers and education partners and highlighted through targeted professional development sessions with Georgia teachers.







## HONOREES

*(New honorees are added regularly. Please visit [georgiahistory.com/bhi](http://georgiahistory.com/bhi) for updates.)*

Chick-fil-A

Citizens Trust Bank

CNN

The Coca-Cola Company

Colonial Group

Delta Air Lines

Dulany Industries

Genuine Parts Company

Georgia Dome

Georgia-Pacific

Georgia Ports Authority

Georgia Power

Georgia World Congress Center Authority

Gulfstream Aerospace Corporation

H.J. Russell & Company

Metro Atlanta Chamber

Southern Company

SunTrust

Synovus

TSYS

United Distributors

Waffle House





*For more information about honoree benefits in the Georgia Business History Initiative,  
please visit [georgiahistory.com/bhi](http://georgiahistory.com/bhi) or call 404.382.5410, ext. 117.*





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