



Gwinnett job growth nearly double U.S. average  
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**Chick-fil-A eyes Morris Brown for Truett Cathy legacy center**

By Maria Saporta  
CONTRIBUTING WRITER

A multipronged effort is under way to create an urban version of Camp WinShape on the underutilized campus of **Morris Brown College** in downtown Atlanta.

The community complex would be developed to honor the legacy of Truett Cathy, founder and CEO of **Chick-fil-A Inc.**, who also founded Camp WinShape at **Berry College** in Rome, Ga.

Negotiations are currently under way to locate the "Truett Cathy Youth and Community Center" on the Morris Brown property as part of a long-term lease.

The situation is complicated because of Morris Brown's financial debts as well as questions of property rights and guarantees.

But the Truett Cathy Center is generating strong civic support, and several different organizations are working through the various issues to try to make the community project a reality.

"We can confirm that progress is being made, and we are hopeful we'll have full resolution soon," said Don Perry, Chick-fil-A's vice president of public relations. "We feel for us to comment further on the matter would not be appropriate at this time."

➤ See **MORRIS BROWN, 26A**

**Morris Brown:** The Truett Cathy Youth and Community Center would have a three-pronged mission — to offer a complex with multiple sports; to become a community resource that can help strengthen families; and to provide financial training.

**Court battle could roadblock Truett Cathy legacy center**

By Douglas Sams  
STAFF WRITER

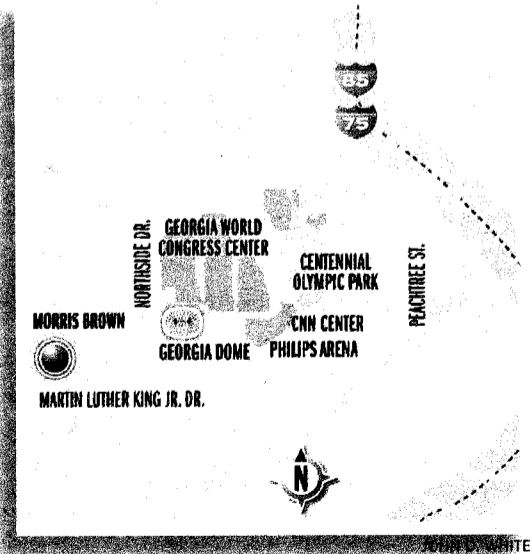
A dispute over who owns some of the **Morris Brown College** campus could roadblock plans to redevelop it into a Truett Cathy Youth and Community Center.

In a lawsuit filed in April in federal court in Atlanta, a Morris Brown creditor claims the college's founder, **African Methodist Episcopal Church Inc.**, has conducted "a fraudulent conspiracy between AME and Morris Brown to shield Morris Brown's assets from legitimate creditors."

The lawsuit was filed by a Maryland company called **GTAS Asset Solutions Inc.**, which says Morris Brown incurred debts of more than \$20 million between 1970 and 2005.

"Morris Brown encumbered all of the college's property in exchange for the bonds and capital notes at issue," the complaint claims. "Morris Brown subsequently defaulted on its obligations, but it and AME have blocked the attempts of legitimate creditors, including plaintiff, to collect on the debts."

GTAS claims it holds interests in some of Morris Brown's property, and that AME owes it \$13.7 million.



The lawsuit could stymie Chick-fil-A Inc. from launching a community redevelopment project around Atlanta University Center, including the existing Morris Brown facilities, an intown version of the nationally known Camp WinShape at Rome, Ga.'s, **Berry College**.

➤ See **LEGACY CENTER, 27A**



**MTV tunes into new ATL locale**

By Urvaksh Karkaria  
STAFF WRITER

**MTV Networks**, a division of entertainment conglomerate **Viacom Inc.**, could bring up to 200 jobs to metro Atlanta

The company is said to be seeking up to 40,000 square feet of office space where it could locate accounting, finance and potentially other "back office" work, according to sources.

Viacom (NYSE: VIA) owns **Paramount Pictures Corp.**, and networks including BET, Comedy Central and Nickelodeon.

Viacom's interest in metro Atlanta comes as another media giant eyes the region. Atlanta is a finalist to land a key business unit for **Time Warner Inc.** (NYSE: TWX) that could involve up to 500 jobs.

MTV has looked at a location in Marietta, Kelly McAndrew, a Viacom vice president confirmed. The company has also looked at sites in the Nashville area (where MTV has a major presence) and Indiana.

"At this point in time, no decision has

➤ See **MTV, 31A**

**Biotech invests \$150M into treating baldness**

By Urvaksh Karkaria  
STAFF WRITER

A Marietta biotech is developing a cell-multiplication technology aimed at treating baldness.

**Aderans Research Institute** is working on a process, named Ji Gami, that can convert a few thousand hair-producing follicle cells into millions. The company expects to end up investing about \$150 million in developing and commercializing the technology.

As part of the process, physicians harvest about a centimeter of scalp tissue, generally from the follicle-rich back of the head. The cells from the follicles are multiplied at Aderans' 8,000-square-foot Atlanta manufacturing lab. The new cells are then reinjected back into the patient's scalp.

"We take a nickel's worth of tissue and we're getting 30-40-50 times" the number of hair-producing cells, Chief Operating Officer Vern Liebmann said.

The cell-multiplication process, which uses a proprietary solution and "cooking" process, takes about 10 to 20 days. No plant- or animal-derived growth factors

➤ See **BIOTECH, 31A**

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## Biotech invests \$150M into treating baldness

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are introduced, thereby decreasing the likelihood of complications.

Liebmann refers to the proprietary process as "our special Coke recipe."

"We have found combinations of materials, methods and environmental conditions that allow the cells that we are interested in, to grow," he said.

Aderans' regeneration technology could extend well beyond treating baldness.

The molecular units that tell a follicular cell to multiply are from the same family of molecules that tell human organs and limbs to grow. Decoding the secrets of hair regeneration may unlock the science of organ regeneration.

Aderans' hair regeneration treatment is meant for people who have pattern hair loss, or are naturally balding, rather than those suffering hair loss following chemotherapy or surgery.

Conventional hair loss treatments, including surgical transplantation, run into a common problem: The finite number of hair on an individual's head limits the degree of redistribution possible.

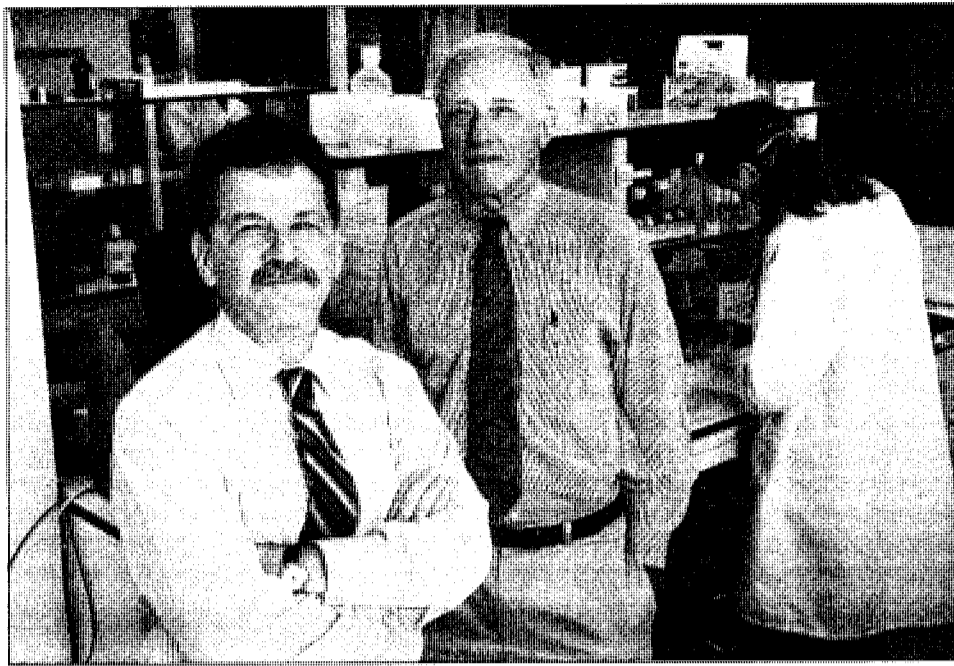
Once a person begins to lose hair, his or her supply of hair-generating follicles diminishes. For people who are considerably bald, there often isn't enough hair on the back of the head to make up for the loss on top, leaving the client with a make-do patchwork of thinly implanted follicles.

Several attempts have been made to develop cell-based hair generation technology, said John Cole, an Atlanta hair restoration surgeon.

"The problem with the technology is that when it does grow hair, it tends to be quite fine," Cole said. "So, it doesn't produce much of a cosmetic benefit."

Aderans technology is in Phase II clinical trials to see if the multiplied cells produce sufficient hair and if the hair grows over time.

As part of the Phase II trial, which began in late 2008 and concludes next year, Aderans monitors patients for a year after they had been injected with the



PHOTOS/JOANN VITELLI

**Hair-raising:** Vern Liebmann, left, and Dr. Kurt Stenn with Aderans Research. Krystal Watkins, right, examines a growth sample.

**"Propecia and minoxidil (Rogaine) are only marginally effective."**

John Cole

Cole Hair Transplant Group

regenerated cells. More than half of study participants showed "significant" hair growth one year after the cell product treatment was administered, the company said.

"Interim data from the early stage of Phase II shows that about 50 to 70 percent of trial subjects are responding at a level that's at least as good as anything that's out there for growing hair, and we expect the later stage to get even better," CEO Dr. Ken Washenik noted.

### Growing market

Aderans Research Institute is owned by Tokyo-based **Aderans Co. Ltd.**, the world's largest manufacturer of wigs. Aderans also owns Bosley, the world's largest hair transplant company.

Aderans Co. Ltd. is the largest provider of products and services for people suffering from hair loss, Liebmann said. The hair regeneration technology would give the company another product to market to that population.

Aderans Research Institute employs about 55 people in a 27,000-square-foot building. The company plans to add up to 20 jobs by the end of 2012.

It's good that the Marietta company is backed by deep pockets. Aderans has invested nearly \$100 million in developing the follicle cell multiplying technology. An additional \$50 million will be required to commercialize the technology.

If the investment is big, the potential profits are equally large.

With its experimental technology, Aderans is chasing a roughly \$1.2 billion annual balding treatment business in the United States. Hereditary hair loss affects 80 million men and women in the United States, Aderans noted, citing the **American Academy of Dermatology**.

The baldness treatment market has much room to grow — less than 10 percent of people who have hair loss and could treat it, do anything about it, and many are not candidates for hair

transplant surgery, Liebmann noted.

Aderans' cell-multiplying technology would compete with, and at times complement, hair transplant techniques and drugs such as Propecia and Rogaine. While the cost of Aderans' hair regeneration system was not disclosed, Liebmann said it would be cost-competitive with surgical hair transplants.

Cell-based hair generation technology is superior to medication, which primarily slows hair loss, rather than grows new hair, said Cole, who runs the Cole Hair Transplant Group.

"Propecia and minoxidil (Rogaine) are only marginally effective," Cole said. "[For] the vast majority of people who use those products ... they don't particularly get more hair."

The cell-based approach also addresses the hassle factor involved with taking a daily regimen of drugs.

"Men who are concerned with their aesthetic appearance are less likely to want to take prescription medications," Cole said. "You have the potential [with cell-based] technology to grab the patients that don't like to take medications, which is a huge percentage."

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## MTV tunes into new ATL locale

Continued from 1A

been made," McAndrew said, declining to offer a time line on when a site might be selected.

McAndrew declined to provide details on the kind of work the company might bring to Atlanta, or confirm how much office space it is seeking.

The **Georgia Department of Economic Development** declined comment on the MTV deal, as per its policy of not commenting on potential projects.

In Atlanta, MTV was said to be seeking sites designated by the state as "opportunity zones." Businesses in those areas can qualify for the maximum state job tax credit of \$3,500 per job. The incentive, which is available for new or existing businesses that create two or more jobs, are credits that can be taken against the business' income tax liability and state payroll withholding.

One site suggested to Viacom was Parkway Center, a two 12-story office tower development in Marietta, according to sources.

The 450,000-square-foot development, located at Interstate 75 and the 120 Loop, is in a Georgia "opportunity zone."

Glenn Aspinal of **Jones Lang LaSalle**

**"As more companies move toward [creating shared services], we've seen Georgia make the short list frequently, and this is a new target area for us."**

Gretchen Corbin

Georgia Department of Economic Development

**Inc.**, which represents Parkway Center, declined comment.

While the Cobb Chamber of Commerce declined to comment on the project, it noted in a statement: "Cobb is a strong supporter of IT and office projects and would love the opportunity to have Viacom join our existing corporate leaders such as Home Depot, The Weather Channel, Lockheed [Martin] and Manhattan Associates."

### Back office hub

Companies consider Georgia a desirable location for back office operations, including processing centers, customer care centers and telemarketing facilities.

The draw: abundant office space, a skilled workforce, particularly with two-year and four-year business degrees, and a steady workforce of military spouses living near Georgia's bases.

The technical college system of Georgia also supports this industry

through customized training it can provide. The Peach State is home to more than a half-million college and technical school students.

Georgia is home to more than 200 customer care, corporate solution and telemarketing operations, according to **Georgia Power Co.**

More recently, there is a trend in merging accounting, financial and HR functions across large companies' business units, creating "shared services" within these organizations, said Gretchen Corbin, deputy commissioner of the Georgia Department of Economic Development.

"As more companies move toward this model," Corbin said, "we've seen Georgia make the short list frequently, and this is a new target area for us."

The Time Warner project, which Atlanta is said to be competing for with Rochester, N.Y., and Tampa, Fla., is part of the conglomerate's plan to reorganize key

## Viacom Inc.

**Headquarters:** New York

**Background:** The global entertainment content company's media networks include BET, MTV, VH1, Nickelodeon, Nick at Nite, Comedy Central.

**In the news:** MTV could bring up to 200 jobs to Marietta. The company is said to be seeking up to 40,000 square feet of office space where it could locate accounting, finance and potentially other "back office" work.

divisions to help the company operate more efficiently. The business unit would include grouping information technology, human resources and other back office operations in central locations.

Earlier this month, Norcross-based **RockTenn Co.** said it was consolidating Chicago and metro St. Louis operations to metro Atlanta. The move would bring 500 accounting, finance, information technology, procurement and supply chain jobs to Georgia.

Last summer, Atlanta-based consumer accounts receivable management company, **Convergent**, said it would open a new customer care center in Augusta, Ga., and create 400 jobs.

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