



ALPHARETTA BUSINESS ASSOCIATION news

JUNE 2024

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Brew Moon Fest

Thank you to everyone who joined us for the Alpharetta Brew Moon Fest! It was an incredible night of great food and beer and dancing in the streets of Downtown Alpharetta. A special thank you to our volunteers for their hard work and support in making this event possible.

Thanks to your support, we had the honor of donating a new greenhouse to the Alpharetta Community Agriculture Program. Brew Moon Fest proceeds will be used to gift this 24'x36' greenhouse located at Old Rucker Farm.

Don't miss our next Brew Moon Fest on September 21st!





Vote for Alpharetta Farmers Market

Please support the Alpharetta Farmers Market by voting in the 16th annual America's Farmers Market Celebration™ by American Farmland Trust from now until July 31: markets.farmland.org/markets/9982002. Your vote will help put the Alpharetta Farmers Market in the running for national recognition and cash prizes.

American Farmland Trust, a national nonprofit dedicated to saving farmland, promoting sound farming practices, and keeping farmers on the land, has run the Celebration for 16 consecutive years, elevating the increasingly essential role farmers markets play in providing communities with access to fresh, locally grown food and connecting farmers directly with their customers. In 2024, the Celebration will award \$15,000 in total cash awards to the top five markets in America—\$5,000 for first, \$2,500 for second, \$1,500 for third, \$750 for fourth, \$250 for fifth, and \$100 to first in each state. These funds will be awarded to markets for marketing, communications, and other needs that help expand the market's reach and impact.



ALPHARETTA FARMERS MARKET

New Members

- Acton Academy
- Brand Splash Apparel
- Cheryl Pett Design Ltd.
- Healy Wealth Management
- Home Town Mortgage
- INTQ Financial
- Jackets Contracting LLC
- Lacy McCaffrey Realtor
- ROI Performance Group
- Sandler by All in Selling LLC
- Senior Lifestyle
- TechNova Solutions LLC
- Virtual Properties Realty

Upcoming Events

[Click here](#)

- 6/27 June Afterhours
- 7/2 July Power Breakfast
- 9/21 Brew Moon Fest
- 12/7 Christmas Market



Sponsor Spotlight



APPEN MEDIA GROUP

Appen Media Group (AMG) is a family-owned news media company located in the northern suburbs of Atlanta. The company was founded in 1990 by Ray and Christina Appen, two veteran newspaper executives formerly with Knight-Ridder/Miami Herald. While they continue to work in the company, it is now led by their sons, Publisher Hans Appen and Director of Content and Development Carl Appen. Since its inception, AMG has focused on professionally produced local journalism in the areas of government, education, business, public safety, and lifestyle news and features. That core mission remains the same today and AMG's credible, unbiased, and timely community journalism is now disseminated across a wide spectrum of print, audio and digital platforms.

Share something we might not know about Appen Media Group or a special highlight for us to include. We are growing! In 2019 AMG purchased the Dunwoody Crier newspaper to expand its reach inside the perimeter. In 2020 AMG launched the Appen Podcast Network, a family of local community podcasts to reach a more diverse audience. In 2022 AMG launched the Sandy Springs Crier newspaper to expand its weekly total household penetration to 105,000 homes each week.

How has AMG benefited from being an ABA sponsor? AMG has always appreciated the opportunities that ABA provides to connect with local business owners who are part of the fabric that connects our business community to its residents. Those connections have helped to both grow AMG and increase the number of customers advertisers in AMG media products have enjoyed.

Any tips/advice for ABA members to help grow their business? Brag about yourself! Whether it is at networking events, social media posts, press releases or paid advertising – it is important for people to know about your accomplishments, growth and available products & services.



Lunch & Learn Recap

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Last week we hosted our June Lunch and Learn where we discussed building team morale and efficiency in small business. Employees value being heard and respected, so a servant leadership approach is best for success. Offering one-on-one meetings, open-ended questions, and providing support through active listening were just a few of the insights from the event. Thanks to the City of Alpharetta for providing a space for this event! And a big thanks to our panelists for sharing their expertise:

[Joe Noonan – Inside Edge Consulting](#)

[Becky Berry – Becky Berry Coaching](#)



Save the Date: Brew Moon Fest

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Saturday, Sept. 21, 2024
6:00 - 10:30 PM





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