Georgia Launches Electric Mobility and Innovation Alliance

In July, Georgia launched a statewide initiative to strengthen its position as a national leader in the electric mobility industry. Led by the Georgia Department of Economic Development (GDECD), the Electric Mobility and Innovation Alliance (EMIA) includes partners from the private and public sectors ranging from electric utilities, government, industry, education, nonprofits, and other stakeholders, focused on advancing Georgia’s role in developing the electric mobility industry and its supply chain. In conjunction with the initiative, GDECD launched a new website: georgia.org/mobility.

According to a report by the Alliance for Automotive Innovation, automakers are planning to invest $250 billion in electrification by 2023, and IHS Markit predicts that there will be 130 EV models available in the United States by 2026. As the center of the southeast automotive corridor, with close proximity to the region’s numerous automotive original equipment manufacturers, Georgia is well-positioned to capitalize on these trends to support the entire EV supply chain, according to Georgia Gov. Brian Kemp.

"Georgia has a proven record of investing early in the resources and infrastructure needed to connect it to the world and develop jobs of the future," said Gov. Kemp. "The Electric Mobility and Innovation Alliance will ensure that our state is positioned to continue leading the nation in the rapidly growing electric mobility industry."

In recent months, Georgia has attracted numerous international companies in the electric mobility industry, including: the nearly $2.6 billion SK Innovation electric vehicle battery manufacturing facilities in Jackson County; the Dutch e-mobility charging systems leader Heliox; Turkish EV-parts manufacturer TEKLAS; German-owned lightweight automotive-body parts manufacturer GEDIA; and SK-supplier EnChem of Korea. In 2018, school bus maker Blue Bird introduced their all-electric buses, and the company recently reported its 500th delivery or sale of electric buses.

Several of these major EV infrastructure companies are based in or near MEAG Power Participant communities.

Building on existing assets, the Electric Mobility and Innovation Alliance will offer policy recommendations intended to further enhance the state’s attractiveness to the electric mobility industry and foster innovation in related fields, including drones, autonomous vehicles, connected vehicles, battery technology, and more. The five EMIA committees will develop a multi-step approach that sets objectives for Supply Chain, Infrastructure, Workforce, Innovation, and Policy/Initiatives. The Carl Vinson Institute at the University of Georgia will host EMIA’s committee meetings and integrated research forums.

Jim Fuller Elected to APPA Board

MEAG Power President & CEO Jim Fuller in June was elected to the American Public Power Association Board of Directors during APPA’s National Conference in Orlando, Florida. Fuller was elected to a three-year term.

MEAG Power Board member Steve Rentfrow, former General Manager of the Crisp County Power Commission, rolled off the APPA board after serving two terms.

Fuller also serves as Chairman of the Board of The Energy Authority and is on the Board and Steering Committee of the Large Public Power Counsel.
GDEcD Panel Features Steve Jackson

In July, the Munich office of the Georgia Department of Economic Development held a panel discussion for German industry on Georgia’s electricity market, focusing on the clean, reliable supply available to firms locating in Georgia.

Georgia Power and Green Power EMC panelists were joined by MEAG Power’s Chief Operating Officer Steve Jackson. The panel was moderated by Public Service Commissioner Tim Echols.

Much of the focus was on Georgia’s clean energy future, with Commissioner Echols pointing out that the state is now No. 7 in the nation in solar generation.

Jackson discussed the value of Georgia’s – and MEAG Power’s – reliability and economic supply. “Fuel diversity is a big part of economic supply,” he said. “Nuclear is our non-emitting base. We are also blessed with a good amount of hydro. We can build on that; adding solar power fits well with that non-emitting portfolio. And we will continue to look at other resources like wind and hydrogen.

“Solar is especially important right now in providing commercial and industrial customers the type of energy they want.”

Participants Win APPA Reliability Awards

Four Participants were 2021 recipients of the APPA’s RP3 Award (Reliable Public Power Provider). Albany Utilities, Calhoun, Cartersville and Newnan Utilities were among the utilities nationwide recognized for system reliability, safety, work force development and system improvement.

Fort Valley and Marietta Power won the RP3 Award in prior years.

Two other Participants won a 2020 APPA Certificate of Excellence in Reliability Award. Calhoun and Cartersville were recognized as among public power utilities with average top quartile SAIDI (System Average Interruption Duration Index).

Jim Puckett is in the last year of a four-year term as mayor of Fitzgerald. He is a long-time educator and most recently owner of Puckett’s Place Hometown Diner. He is running for his second term this fall.

Puckett is a progressive thinker when it comes to marketing the community. The city’s 62-foot-tall topiary chicken is perhaps the best example. A topiary expert from Tennessee, Joe Kyte, is the lead designer. Both men are confident the topiary structure’s uniqueness will help increase tourism in Fitzgerald.

The chicken is not even complete (expected later this year), but Puckett already has heard from news outlets across the country, including The Wall Street Journal, which did a feature on the Fitzgerald fowl. Each news story about Fitzgerald is, in effect, free marketing and an indication that the plan is working.

Fostering young people’s interest in government, particularly Fitzgerald’s city government, is the goal of the junior city council. Puckett’s vision for the ideal junior city council member is a reflection of his own government service. “I want that child that has a strong work ethic, that C student who has a part-time job, who does those things above and beyond, trying to become a better person,” said Puckett.

His desire to be mayor, he says, was based on a similar theme: “I believe I can help.”

The best part of being mayor, he says, is being accessible to any citizen, even in Walmart. Everyone should know the mayor of his or her community and feel free to speak to him or her, he believes.

That same access and willingness to help is the hallmark of MEAG Power’s relationship with the city, Puckett says. “The network of experts I and the council have at our disposal from MEAG Power can help us know how to talk about rates and the service we provide our customers. They’re willing to help in whatever way they can.”
Fitzgerald
The Unlikely Becomes Likely in Fitzgerald

Ponder a hypothetical conversation between Union soldier J.M. Mosher of the 64th Illinois Infantry and Confederate soldier W. J. Crawford, who served with Robert E. Lee – a conversation replete with emotion over strife that ripped a nation apart. Both are buried in Fitzgerald Evergreen Cemetery.

By the summer of 1895, Union veterans escaping conditions in the Midwest came with their families by wagon and train to join the colony that became the city of Fitzgerald. Individuals and families with ties to both sides, the most unlikely candidates for harmony and a common vision, built a successful community in South Georgia.

This improbable beginning is literally the first of numerous astonishing narratives about the people, the businesses, the government and institutions of Fitzgerald.

An 80,000-square foot, state-of-the-art factory in Fitzgerald employs 60 people whose mission is to feed the world’s most at-risk kids. MANA, both the non-profit’s company name and product name, is a ready-to-use therapeutic food (RUTF) composed of peanut paste, milk and a special mix of vitamins and minerals. MANA helps feed more than 3 million children in 48 countries through partnerships with humanitarian aid organizations.

The non-profit launched with $2 million of capital, some of which came from the local peanut industry leadership of entrepreneur Allen Conger, who was among the first to produce a 100 percent non-genetically modified peanut.

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FITZGERALD

Population: 8,534

Ben Hill County Population: 16,700

Utilities: City: solid waste, stormwater

Fitzgerald Water, Light and Bond Commission: electricity, natural and LP gas, and water/sewer

Transportation: U.S. Highways 129 and 319 intersect in Fitzgerald; Fitzgerald is only 20 miles east of I-75

Notable Employers:

- Southern Veneer Products – manufacturer of quality veneer and plywood
- Golden Boys Foods, Ltd. – peanut butter production
- West Fraser Lumber – lumber mill
- MANA – ready-to-use therapeutic food (RUTF) production
- Modern Dispersions South (MDSI) – manufacturer of thermoplastic compounds
- Polar Beverages – distribution
- Protein Plus, LLC – peanut butter paste
- Enviro-Log – fireplace logs made from waxed cardboard
- Covered Wagon Trailers LLC – manufacturer of utility trailers
- Ben Hill County School System – County school system
- Dorminy Medical Center – local hospital, part of Georgia telemedicine network
- Wiregrass Technical College – Technical school

“We are looking to bolster awareness about the Fitzgerald brand. Our soon-to-be-finished 62-foot topiary sculpture, the largest in the world, has already drawn attention to our community of unique museums, art installations, live performances, and festivals.”

Mayor Jim Puckett

The Unlikely Becomes Likely in Fitzgerald (continued)

A local artist’s creation on an expansive outdoor mural on the Carnegie Center grounds honors a native son, a civil rights icon, and the champion of “one person, one vote,” Morris Abrams. Abrams, a lawyer and colleague of John F. Kennedy, was among the first to champion school desegregation in the 1950s.

He spent 14 years challenging Georgia voting practices and, finally, on March 18, 1963, the Supreme Court handed down its 8-1 landmark decision that established the principle of “one person, one vote.” Abrams spent his youth in Fitzgerald, and his parents are buried in the Hebrew Congregation of Evergreen Cemetery, not far from General Sherman’s drummer boy and Confederate soldiers.

Even with Fitzgerald’s rural location, 20 minutes from I-75, entertaining the improbable is in the DNA of this community’s leadership. For those efforts, Fitzgerald earned coveted coverage by the Wall Street Journal twice.
The Unlikely Becomes Likely in Fitzgerald (continued)

First, in December 1994, it was dubbed “the Recruiting Colossus from Nowhere” for remarkable industrial recruitment. More recently, in November 2019, Fitzgerald garnered coverage for a tourist recruitment tool, a 62-foot topiary chicken featuring a B&B at ground level.

The topiary utilizes available special local-option sales tax (SPLOST) dollars, initially slated for an obsolete initiative, and is expected to be open in 2021. The live greenery sculpture is taller than a Mickey Mouse topiary in Dubai and is a nod to the domesticated Burmese chicken population for which Fitzgerald is also known.

City leadership is also undertaking a unique concept for a new public space. Two 1.25-mile boulevard medians are set to become walking tracks and pedestrian parks.

The park concept takes the 1896 four-square city design and makes it 21st century-friendly. Two boulevards, named for Union and Confederate leaders, one west-to-east and one north-to-south, will become gathering places for residents and visitors.

It’s just the latest example of the unlikely becoming likely in Fitzgerald.

Industry & Tourism Mix in Fitzgerald

Modern Fitzgerald continues to live up to its time-honored drive for industrial success, to the tune of $30 million in existing industry capital expansion. Golden Boy, MANA, and West Fraser Lumber all needed larger footprints for production facilities. Polar Beverages, known for its line of seltzer flavored drinks, needed more warehouse square footage for Southern distribution.

A 2019 high-tech equipment installation ramped up production of polyolefin black masterbatches (carbon black thermoplastic resin) at MDSI. The new capacity for plastic compounds was in response to strong growth in a range of markets, including automotive, electrical components, and electronics packaging.

The newest industrial firm in town, Millex, is a furniture manufacturer for the hospitality and senior living market. Millex, a shortened moniker for Millwork Expression, partners with clients in the creation of living, work and play environments.

Tourism is a big business target for Fitzgerald. Festivals, lodging, restaurants, and more draw and cater to visitors. A recent comprehensive tourism plan is crafting the secret sauce for leveraging existing B&Bs, a winery, architectural tours, museums, bike races, and a skateboard park, as well as collaboration for a broader regional approach with neighboring counties.

Millex serves hotels with inviting case goods.
Fitzgerald Notables:

- Alexander Kane, an actor, producer and native of Fitzgerald, attracts the film industry to his hometown. Multi-million-dollar TV series and feature films, including the second season of Encounter and the film “Reactor,” starring Bruce Willis, chose Fitzgerald.

- Beyond dollars spent at existing businesses and local labor hired, an unexpected film spin-off brought Lil’ Chubb Custom LLC as a full-time business to Fitzgerald following a successful build on a custom motorcycle and additional mechanical props for film makers.

- Museums are a draw for Fitzgerald. The Blue and Gray Museum showcases a rare collection of 1,200 Civil War relics and artifacts. The renovated Masonic Lodge houses a 1,000-piece African Art Collection on loan to Fitzgerald for five years. TV personality and historian Sue Rochefort first hosted a Jewelry and Antique television show that has now evolved into the “From Hearth to Heart” cooking show/museum. She also curates the Vintage Kitchen Museum.

- Grand Theatre, a restored 1936 Art Deco theatre, features first-run digital movies. Available for rent, the Grand Theatre is a fully equipped live concert and drama facility with hi-tech stage lighting and digital sound.