



# **Annual Report 2010**

German American Chamber of Commerce  
of the Southern US, Inc.

# Who we are

The German American Chamber of Commerce of the Southern United States, Inc. was founded in 1978 to promote and support bilateral trade between Germany and the US. Our main office is located in Atlanta, Georgia and we opened a branch office in 2008 in Houston, Texas to better serve our region. We are a private, non-profit organization and serve as the official representative of German industry and trade in the southern US.

Our organization is part of an international network composed of 120 German foreign chambers of commerce and government offices in 80 countries. These organizations are under the direction of the German Chamber of Industry and Trade in Berlin (DIHK).

## Our mission...

Fostering German-American trade relationships. To deliver the best possible service to our clients and members, respecting clients' and members' time, and being partners in their endeavors.



# Letter from the Chairman

When moving to North Carolina four years ago after a couple of years in Mexico City and in Portugal, my family and I were overwhelmed by the dynamic development of this region. People here are enthused to bring their lives and lives of others to the next level, which we share. When meeting the GACC South team for the first time, I observed this same enthusiasm of a team working very hard to fulfill its mission.

The GACC South is the go-to place for German companies doing business in the southern United States. The team, as well the new offices, spread the positive spirit of the "new economy" and stand for fun of doing business, growth, customer orientation, personnel development and the permanent desire to improve. It made me very happy and proud when the Board of Directors elected me as Chairman in May of this year. It is great to be part of this team and I will be devoted to continue the excellent work my predecessor, Dr. Eike Jordan, started 30 years ago.

Under the leadership of Kristian Wolf, the team of 35 employees working in Atlanta and Houston do an outstanding job in helping German companies establish business in the US, attracting new industries, informing US companies about doing business in Germany and in being an active partner to numerous German organizations who promote German-American business.

We are very content to see that our members appreciate the services the GACC South provides to them, as evidenced by the 189 new members gained in 2010 and the impressive number of members renewing their membership for the 2010-2011 year.

The regional Chapters form an important part of the GACC South's activities; they are all run on a volunteer basis and I would like to sincerely thank the Chapter Presidents Klaus Becker (North Carolina), Peter Caldwell (Tennessee), David Lewis (South Carolina), Traute Malhotra (North Texas) and Jan Wiedemann (South Texas) for their hard work and achievements in promoting the German-American business relationship.

I would also like to acknowledge the incredibly strong support given by my colleagues from the Board of Directors, all of whom invest innumerable hours of their valuable time into their engagement with the chamber.

Has our dedication, motivation and effort paid off? The answer is most definitely yes and best supported by the fruits of our labors. For example, the GACC South is the spearhead of promoting sustainability and German energy technology in the Southern US. The GACC South also helps new businesses enter the US market and aides in creating business opportunities for both German and American companies. Our activities have helped create jobs and growth in 11 Federal States!

As acting Chairman, I am proud to work with an organization that is so successful in achieving their goals and maintaining their vision. I would like to thank you for contributing to this success and for taking an active role in our community. Let's continue to work together to make 2011 another successful year for German-American Trade.

Matthias Schönberg  
CEO, Continental Tire the Americas, LLC  
Chairman of the Board, GACC South





A man in a dark suit and light-colored shirt is seen from the side, looking out of a large window. His arms are crossed. Outside the window, a multi-story brick building with many windows is visible under a clear sky. The scene is brightly lit, suggesting daytime.

## Letter from the President & CEO

2010 was a year of renewal. We kicked off the year with the opening of our brand new offices in Atlanta and Houston. We welcomed new companies from a variety of industries including manufacturing, renewable energies, logistics and more. We worked to develop conferences to better address the business development of the southeast, including the first annual Texas Offshore Wind Energy Roundtable (TOWER) & Offshore Wind Law (OWL) Conference. We closed out the year on a high note with our 15th Annual Gala at the St. Regis Hotel in Atlanta and a reception at the New York Stock Exchange for our Second Annual German American Business Outlook presentation.

Our membership has grown again in size and quality, and we welcomed great new additions to our already tremendous Board of Directors. We are thankful to our members and sponsors for their unwavering support. I would also like to thank our staff members for their relentless effort to serve our members and clients throughout this year. Their commitment and motivation are paramount to our continued success.

We anticipate further growth of our network in the South and aim to create more awareness of how important German investment has become to this region. In a year when many new lawmakers and governors are taking over, this will be crucial to continued development. We look toward 2011 with excitement as the US economy continues on its path of recovery and many new German investments take place throughout the South. Best regards for the coming year!

Kristian Wolf  
President & CEO  
GACC South

# A word from our Consul Generals

In 2010 like in previous years, joint ventures with the GACC South have been highlights throughout my calendar. In January, we enjoyed the Grand Opening of the new GACC South premises on Howell Mill Road, with Atlanta Mayor Kasim Reed and GACC South members from at least five states of my consular district. In February, the meetings with business representatives and city officials Kristian Wolf and I held in Nürnberg, Stuttgart and Halle, promoting trans-Atlantic opportunities in Germany. In April, the Annual GACC South Meeting in Savannah with more than 150 GACC South members, this time preceded by the first Annual Meeting of the new German-American Culture Foundation (South). In July, the visit to Sage Hill Industrial Park in South Carolina, probably the world's first industrial park fully equipped with hydrogen infrastructure, and to the nearby Center for Hydrogen Research (CHR). In August, the very internal 2<sup>nd</sup> joint staff pool party of Consulate and Chamber, as a warm-up to the very public 7<sup>th</sup> German Bierfest where Kristian Wolf and I tapped the keg. In November, the stellar Annual GACC South Gala in Buckhead, this time a Bavarian night with President Reinhold Bocklet of the Bavarian State Parliament. I look forward to 2011 as another year of joint promotion of German-American cooperation for jobs and prosperity.

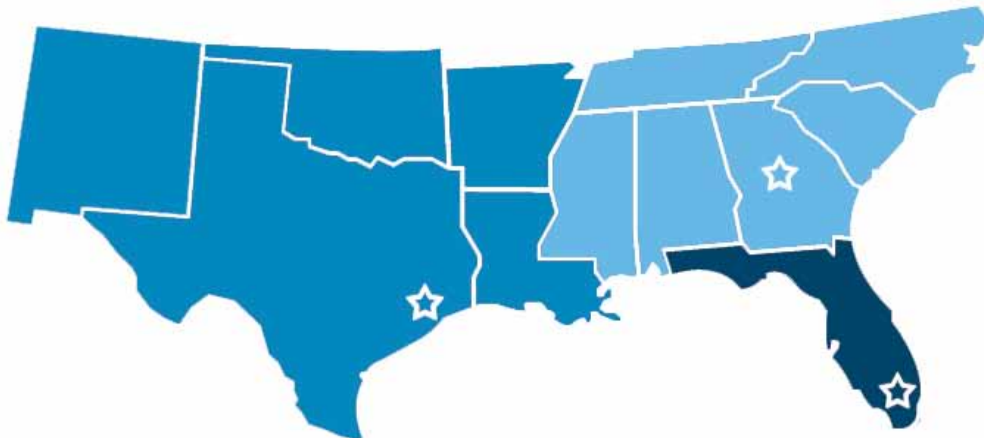
Dr. Lutz H. Görgens  
Consul General of the Federal Republic of Germany  
Alabama, Georgia, Mississippi, North Carolina, South Carolina and Tennessee

It is an honor and a privilege for me to send my greetings and best wishes on the occasion of the publication of the first Annual Report of the GACC South. From day one when I took over as Consul General in Houston in July 2009, the Chamber, and in particular the Houston office under the competent leadership of Jan Wiedemann and his deputy, Julia Zimmermann, have supported me and the Consulate in our work. We try to be equally helpful in their activities wherever we can. After all, our goals are the same: to enhance business relations between Germany and the US in every possible way and to support German interests – be it investments, trade, or other aspects – in an increasingly competitive environment. I am happy to say that our “product”, Germany, has always been and still is very attractive. The Chamber's focus on new technologies, particularly in energy production, distribution, and efficiency, has proven extremely successful. All staff in the Consulate General and I personally look forward to continuing and increasing our cooperation with the GACC South.

Roland Herrmann  
Consul General of the Federal Republic of Germany  
Texas, Louisiana, Arkansas, Oklahoma and New Mexico

I would like to extend my sincerest congratulations to the GACC South and its leadership on the publication of its first Annual Report. I greatly enjoyed the excellent cooperation with the GACC South on my first tenure as Consul General in Florida from 2004–2007. It is very rewarding to see upon my return to the same post that the GACC South is flourishing even in these present times of more austerity and that its dynamic leadership has developed a number of new and exciting projects. I am looking forward to further strengthening our cooperation built upon our common goal to enhance business relations between Germany and the United States of America.

Eva Alexandra Countess Kendeffy  
Consul General of the Federal Republic of Germany  
State of Florida, The Commonwealth of Puerto Rico and the U.S. Virgin Islands



# State of the Chamber

## DOING BUSINESS IN THE SOUTHERN UNITED STATES

The business environment of the southern United States is very company-friendly due to the region's low operating and real estate costs, educated workforce, economic incentives and non-union companies. Furthermore, the southern US provides companies with an excellent transportation infrastructure. Atlanta's Hartsfield-Jackson International airport is the busiest airport in the world and has the best flight connections within the US. This region also has two of the largest container ports in the US: one in Savannah, Georgia and the other in Charleston, South Carolina.

Metro Atlanta's large presence of German companies has developed into an extensive German-speaking business community, which includes lawyers, CPAs, banks, insurance and real estate brokers. This is particularly important for small to medium sized German companies expanding to the US. Texas and its surrounding states are at the forefront of sustainable and renewable energies, including solar, wind, water and biofuels.

In addition to the advantages offered to companies, this region draws in many young people due to the high standard of living and low living costs. As a result, the southern US has experienced a large population growth and is now deemed as one of the fastest growing regions in the states.

## THE ROLE OF THE GACC SOUTH

All AHKs (German Chambers of Commerce across the world) fulfill three main tasks at their locations. That is:

### Official Representation of German Companies

AHKs are the key players of German foreign business development on behalf of the Federal Republic of Germany. They represent German business interests in their countries and they inform about and promote Germany as a business location.

### Member Organizations

AHKs are member organizations for companies actively involved in bilateral business relations. These members give the authority needed when interacting with politics, business and administration in terms of promoting the bilateral business relations.

### Service Providers to Companies

Under the brand "DEInternational" AHKs provide services to companies both from Germany and their host

countries in order to support their foreign business activities.

The GACC South is comprised of two primary sectors, Consulting Services and Marketing. The **Consulting Services Department** (under the brand "DE International") supports small and medium sized German companies in their efforts to enter and expand their business in the US market. Our team of professional, trustworthy bilingual employees is experienced and familiar with the US market. Together we develop and implement a strategy based on the company's individual needs. We provide the following services:

#### General Information Services

Address Research  
Business Partner Search  
Business Representation  
Establishing a Company  
Trade Show Services  
Market Research  
Site Selection

In addition, we offer a variety of industry-specific events and projects, especially for companies in the fields of renewable energy, energy efficiency and the automotive industry. Our Houston office specializes in site selection services and renewable energies. Germany is a leading supplier of innovative clean technologies and it is the GACC South's goal to successfully position these technologies in the US market to meet local energy needs.

1,500 German subsidiaries in the southern US  
40 business representation clients  
15 market entry projects  
3 companies in our business incubator space

The **Marketing Department's** primary aim is to publicize the German-American business community and its importance to economic development and job creation in the region, while working to facilitate networking and sharing of resources amongst the German-American business community. The Marketing Department consists of three sections, membership, events and public relations.

The **membership team** works to recruit new members while providing valuable networking and other resources

to current members. A monthly membership newsletter outlines new benefits in the Member to Member (M2M) program, provides an overview of the new members and their industries, and informs membership about relevant news and milestones in the region.

677 members in the region  
189 new members in 2010  
126% increase in Patron members\*  
26% increase in overall number of members\*

The **events team** plans a wide variety of events ranging from breakfast meetings with key members of the German-American business community, to our annual German Bierfest in Atlanta, which draws over 3,000 attendees. The majority of our events are networking and business based, and our members and clients rely on our events to create business connections and opportunities.

34 events (not including chapter events)  
5,189 event attendees

The **public relations team** works with the media in the region to provide coverage of major milestones and company announcements, while further expanding the reach of the German-American business community. We work to get the message out about our business through newsletters, websites, the German American Trade magazine, and social media presences. We also work with clients and members to ensure that their marketing plans will work in the US, which offers a drastically different marketing environment than Germany.

Over 70,000 website views  
25 press releases w/ over 13,700 online views  
63 blog posts w/ over 8,900 views  
615 LinkedIn group members  
46 Twitter followers\*\*

Looking back on 2010, we see that the success of the chamber and the German-American business community as a whole is a large testament to the strength and willpower of the people within it. We thank all those who have been involved for their efforts and support.

\*since 2008  
\*\*started in summer 2010 to post news

## Staff Spotlight

Meet Elaine Walters  
Director, Accounting & Administration

I came to work at the GACC South in 1996 after working in administrative positions at several manufacturing companies. In 2001, I became Director of Finance and Administration and have witnessed a tremendous growth in the Chamber, not only in consulting and membership, but in the number of full time staff. My years at the Chamber have been educational, interesting and challenging and I will miss it when I retire at the end of 2011.







## Letter from the VP & Director of Consulting Services

Our 11 experienced, bilingual staff members of the GACC South Consulting Services department are well-equipped to handle the unique needs of German companies entering the US market. Over the past year, we have served close to 40 business representation clients as well as carried out 15 market entry projects. We "test the waters" with market surveys and business partner searches, provide sales and marketing support, as well as trade show and bookkeeping services, among others.

Currently, three companies use our incubator offices as a convenient home base. Our clients represent industries as diverse as automotive, renewable energy, and consumer goods. Tailored to fit our clients' needs, our services are backed by a strong expert network and a close cooperation with important international multipliers in the region.

We not only serve our clients but also the greater Southeastern business community by hosting international delegations and by organizing industry-specific conferences, such as the e-Mobility and Logistics Conferences. These events provide business matchmaking opportunities and inform about the latest industry trends while the delegations attract potential investors to the region.

Martina Stegmeier  
Vice President and Director,  
Consulting Services  
GACC South

### *Consulting Case Study: Proplant, Inc.*

Proplant Inc. provides engineering services for production and logistics. Headquartered in Wolfsburg, the company, whose clients include Volkswagen, Audi, and Porsche, began working with the GACC South in 2009. Not having any prior experience on the US market, the GACC assisted Proplant with a market research. This first step was followed by a business partner search to identify and contact American business partners for future collaboration within the automotive industry. After the completion of this project, Proplant became a business representation client in April 2010, receiving full office support, including customer service, bookkeeping, and access to the GACC's extensive contact network. At this point, Proplant is employing 7 employees with the goal to increase its staff up to 10 by the end of 2010.

# Conference Highlights 2010

*February 23, 2010 - Austin, Texas, USA*

## *US-German Conference on the Commercialization of Nanotechnologies*

The GACC South – Houston Office partnered with Germany Trade and Invest to host the first "US-German Conference on the Commercialization of Nanotechnologies" in Austin, Texas and featured four speakers who presented about the successes achieved in the commercialization of nanotechnology, both in Germany and the United States.



*March 22-23, 2010 - Berlin, Germany*

## *2<sup>nd</sup> German American Energy Conference*

The 2<sup>nd</sup> German American Energy Conference took place at the House of German Business in Berlin, Germany. This conference is the flagship event in the transatlantic energy dialogue and is organized by the German American Chambers of Commerce and the German Energy Agency.



### Staff Spotlight

*Meet Silke Miehle  
Manager, US Market Entry Services*

After graduating in 2003, I started my career at Volkswagen Logistics in Wolfsburg where I gained work experience in SCM and CRM concepts. In 2006, I began working for Tchibo Logistics in Bremen as a project manager. After my husband got a job offer in Atlanta, we just packed a container and moved! I always liked the idea of living and working in the US.

I joined the GACC South in Atlanta in 2009 where I hold the position of Manager, US Market Entry Services. Additionally, I am responsible for our automotive competence center. Working in this international team has provided me a great opportunity: with our expertise as well as our great network throughout the Southeast, we can help German companies to enter the US market. My team and our member companies are a great platform to realize this successfully.



## *June 3, 2010 - Atlanta, Georgia, USA*

### *eMobility*

The South has become a new center for the automotive industry. In June, the GACC South hosted the 1<sup>st</sup> e-Mobility Conference with more than 70 attendees. The State of North-Rhine-Westphalia presented the status quo "Electro Mobility in Germany" whereas CU-Icar, the Clemson Research Institute for Automotive, explained clean transportation technologies. Furthermore, experts from Bertrandt, Continental, GA Power, and Hofmann & Krippner discussed future requirements for hybrids as well as electric cars and the connectivity to the smart grid.



## *September 21, 2010 - Atlanta, Georgia, USA*

### *The Georgia Water Challenge*

Organized by the GACC South, the Japan External Trade Organization (JETRO), and the Japanese Chamber of Commerce of Georgia (JCCG), the "Georgia Water Challenge" was held in Atlanta in June. More than 50 attendees signed up for the seminar. The manufacturers Hansgrohe and TOTO, besides other products both manufacturers for high-end bath products, presented their newest water efficiency technologies.

## *October 19-22, 2010 - Houston, Texas, USA*

### *TOWER & OWL*

The GACC South – Houston Office hosted the premier of the annual Texas Offshore Wind Energy Roundtable (TOWER) and Offshore Wind Law (OWL) Conference. This conference focuses on the developments and potentials of the Texan offshore wind market.

## *November, 2010 - Hanover, Germany*

### *Food Forum*

With an annual turnover of \$1.3 trillion, the US food industry is the largest market in the world. However, German importers must consider a number of regulations before doing business in the US – therefore the GACC South and the Chamber of Industry and Commerce Hanover organized a Food Forum in September. More than 130 attendees signed up for this conference in Hanover, Germany. Companies such as Dr. August Oetker and Abraham Schinken gave first-hand advice in a panel discussion. In addition, FDA experts, marketing and technical surveillance specialists, as well as lawyers presented important information about how to enter the US market.

# Letter from the Managing Director, Houston Office

In January 2008, we opened the German American Chamber of Commerce of the Southern US, Inc. – Houston Office with two employees. Since then the Chamber has not only expanded to a new and larger office, but has also grown to include a staff of twelve.

2010 was a busy and successful year for us and began with the official office opening of the new GACC South – Houston Office in January and continued with many conferences, in addition to the comprehensive consulting services offered to our German clients.

The 2nd German American Energy Conference were held on March 22-23 at the House of German Business in Berlin, Germany and focused on "Promising Markets for Renewables and Energy Efficiency." On October 19-22, 2010 the premier of the annual Texas Offshore Wind Energy Roundtable (TOWER) and Offshore Wind Law (OWL) Conference took place with approximately 100 wind energy professionals in attendance to learn more about the potential of the Texan offshore wind market.

Additionally, our consulting team has assisted more clients with their site selection process this year than ever before. These clients included successful medium-sized companies such as Schulz and Mage Solar. Through these and newly introduced services such as collection services and project financing, we helped bring millions of investment dollars and hundreds of new jobs to the southern US.

Although 2010 was a great success, we have set even more ambitious goals for 2011. These goals include a multitude of conferences focused on renewable energy and energy efficiency, as well as an expansion of the consulting services we offer, such as human resources and business development.

Jan Christoph Wiedemann  
Managing Director, Houston Office  
GACC South

## *Site Selection Case Study: MAGE SOLAR*

The GACC South actively supported the German solar company "MAGE SOLAR" with its site selection and took on the task of process control. Working jointly with MAGE SOLAR, the GACC South created a personalized list of criteria to allow for the selection of appropriate states and counties. Determining criteria included strategic logistic locations, proximity to customers, qualified personnel, tax burdens, and financing. Individual states and counties were asked to submit offers, which were analyzed and compared by the GACC South Team. To give MAGE SOLAR an idea of available properties, site visits were also arranged by the GACC South. Negotiations with contractual partners were conducted by the GACC South conjointly with the accounting firm, Rödl & Partner and the law offices of Smith, Gambrell and Russell. The new North American corporate campus of MAGE SOLAR will be home to the company's headquarters, a large manufacturing facility, as well as a solar academy. All administrative and operational processes necessary to serve the growing US solar market will be managed by the new headquarters.



# Houston Highlights 2010

2010 began with the official office opening of the new GACC South – Houston Office on January 27, 2010. Both Kristian Wolf, GACC South CEO & President, and Jan Christoph Wiedemann, GACC South – Houston Office Managing Director, are excited about the rapid growth and financial strength the Houston office has developed over the past two years.

After a successful launch in 2009, the 2<sup>nd</sup> German American Energy Conference took place on March 22–23, 2010 at the House of German Business in Berlin, Germany. The theme of this year's conference was "Promising Markets for Renewables and Energy Efficiency" and drew over 400 participants from both sides of the Atlantic. In addition to the topics featured at last year's conference (solar, wind and bioenergy), energy efficiency was included to reflect the growing need for clean and sustainable energy in the United States. The 2<sup>nd</sup> German American Energy Conference not only offered participants information on the current trends and support frameworks within the US energy market, but also discussed how German companies are well positioned to enter the renewable energy and energy efficiency market in the US.

On October 19–22, 2010, the GACC South – Houston Office kicked off the premier of the annual Texas Offshore Wind Energy Roundtable (TOWER) and Offshore Wind Law (OWL) Conference with approximately 100 wind energy professionals in attendance. The objective of this conference was to provide insights into the latest developments of the offshore wind energy markets as experts have agreed that Texas offers great potential for the development of offshore wind energy. The conference also addressed the opportunities of this emerging market as well as characteristics, risks, technological capabilities and inevitable challenges that will come forth such as the Jones Act, which were presented by A-list speakers from organizations such as Baryonyx Corporation, E.ON Climate and Renewables, Hochtief, SIAG, and SIEMENS.

In addition to these conferences the GACC South – Houston Office also organized the WINDPOWER 2010 German Evening Reception which took place on May 25, 2010 at the Magnolia Hotel in Dallas, Texas. This evening reception allowed over 250 German and American leaders and professionals from the wind energy industry to network and exchange ideas about the current trends and developments of wind energy in the United States and Germany.





## Letter from the Director, Marketing

I have now been at the GACC South for four-and-a-half years and have witnessed the immense business growth of the southern region. It is an honor and a privilege to work with this organization and such a fantastic team. I love the diversity of my job; every day is new and exciting.

Over the past year, we have examined our marketing strategy to determine how to better recruit members, serve our members' interests and increase awareness about the GACC South. We have created new and exciting benefits for all members and believe our strategy has proven successful as evidenced by our new member growth, which has exceeded past years.

Our team has hosted 34 events with over 5,000 attendees in 2010. We have further developed communication processes and found more useful and efficient ways to reach out to our members and friends. Our reach has extended further in the Southeast, with more people aware than ever before of the strength and value of the German-American business community. We are forging headlong into the new era of online and social media, developing our online community through our blog, LinkedIn group and Twitter account. We are also reworking our email communications, hoping to create a better experience for our audience and lay the foundation of resources for the coming years.

We have a true "Dream Team" at the GACC South and I am looking forward to the further development and growth of our community in the coming year.

Stefanie Jehlitschka  
Director, Marketing  
GACC South

## Member Case Study: Transparent USA

"Joining the chamber has drastically improved brand awareness for our organization in the southeastern states and has helped me grow my professional and personal network immensely. The GACC and its' staff take a hands on approach to help me get the most out of my membership. I have truly enjoyed and benefited from my involvement throughout the past year and I look forward to many more years of partnering with the German American Chamber. Thanks for everything!" - *Stefan Gutman, Director, Strategic Consulting, Transparent USA*





## Annual General Meeting 2010

On Friday, April 30, 2010, the German American Chamber of Commerce of the Southern US, Inc. held its Annual General Meeting in Savannah, Georgia. As part of the Annual General Meeting, Chairman Matthias Schönberg and Vice Chairman Steven Markham were elected by the Board of Directors. Schönberg as Chairman marked an historical occasion for the GACC South, as he is the first chairperson to be based outside of Atlanta, Georgia.

In addition to the election, the business program of the Annual General Meeting included a variety of interesting speakers who discussed how to further expand German business within the Southern US, and what challenges would face the community as it continued. Mr. Gregory Miller, the First Vice President and Chief Economist of Suntrust Bank, Inc. spoke about how to move forward past the recession and what trends would be seen. Mr. Matthias Sonn, Head of the Economics and Science Department of the Embassy of the Federal Republic of Germany, Washington, D.C., expanded upon transatlantic economic challenges and opportunities.

The GACC South would like to extend our sincere thanks to their sponsors in Savannah for embracing the chamber's Annual General Meeting, as it was the first time we worked closely with the city to integrate the event into the fabric of the city's business life.

## 15<sup>th</sup> Annual Gala

The German American Chamber of Commerce of the Southern US, Inc. hosted its 15<sup>th</sup> Annual Gala at the exclusive St. Regis, Atlanta's premier hotel, on Saturday, November 20, 2010. Along with our Gala Partner, Audi, and our Gala Patron, the State of Bavaria, we were proud to host 450 distinguished guests at the premier black tie event of the year. Guests included GACC South members, First Vice President of the Bavarian State Parliament Reinhold Bocklet and members of the Bavarian delegation, Senator Chip Pearson, Consul General Dr. Lutz Görgens and his fellow members of the Atlanta Consulate Corps, Mr. Mackensen from Audi, Chairman of the Board Matthias Schönberg and members of Board of Directors.

Some of the evening's highlights included a raffle for a one-year lease for an Audi A5 Cabriolet and a silent auction with close to 100 items. A portion of the proceeds will benefit the charity SOS Children's Villages. The evening was an elegant and festive occasion where the strength of partnership and unity was jointly celebrated by the GACC South, its partners and the German-American business community we so proudly serve.

## Staff Spotlight

*Meet Carsten Jacobi  
Consultant, U.S. Market Entry Services, Project Coordinator Renewables*

I joined the GACC in March 2010 after graduating with an MBA from Florida State University. Ever since, I experienced what it means to work in a truly international environment. I work on a variety of projects in various industries and interact with businesses from Germany and the United States on a daily basis. In addition, the executive level professionals and political figures I get to deal with make my work an exciting experience. I currently head up the renewables program at the GACC in Atlanta and my work enables me to promote renewable energies 'Made in Germany' to serve energy needs in the United States.

I had the strong urge to launch a career in the U.S. ever since I spent a high school year in Columbus, Ohio. I always liked the idea of working and living abroad and using my intercultural and language skills to bridge the gap between Germany and the United States. The GACC is a combination of German business and American entrepreneurial spirit and a great platform to do so. And my coworkers are a truly diverse group of people that's fun to work with.



## Other Major Events 2010

- Mar 30 – Houston, TX: Business Luncheon  
"Getting Your Message Across –  
How to Win Over German Clients"
- Apr 8 – Atlanta, GA: Expert Luncheon on  
Bioenergy
- Apr 13 – Austin, TX: Expert Luncheon on  
Solar Energy
- Apr 14 – Austin, TX: "Wind Boom in Texas":  
2<sup>nd</sup> German American Wind Energy  
Conference
- May 4 – Atlanta, GA: YEC Professional  
Seminar "Presentation Skills  
Workshop"
- May 11 – Houston, TX: Business Luncheon  
"Fraud Detection and Prevention  
in International Business"
- May 20 – Atlanta, GA: "A Taste of Germany"  
Spargel Gourmet Dinner
- May 24 – Dallas, TX: Windpower 2010  
German Evening Reception
- Jun 10 – Houston, TX: Networking Event –  
"Shell Energy Scenarios to 2050 –  
An Era of Revolutionary Change"
- Jun 24 – Atlanta, GA: Business Seminar  
"State and Local Incentives for  
German Companies Locating  
in the Southeast"
- Jul 27 – Atlanta, GA: YEC Professional Seminar:  
"Always On: Maintaining Your Public  
Image in Private"
- Aug 13 – Milton, GA: 8<sup>th</sup> Charity Golf  
Tournament
- Aug 19 – Houston, TX: "Building Global  
Relationships" Seminar
- Sep 14 – Houston, TX: Conference on  
Industrial Energy: Efficiency as  
the Competitive Advantage  
for Manufacturers
- Oct 14 – Washington, D.C.: German American  
Energy Forum 2010
- Oct 21 – Atlanta, GA: Business Seminar &  
Reception: "Foreign Exchange,  
Protect your Profits and Mitigate  
Risks"
- Nov 7 – San Antonio, TX: Texas  
Renewables 2010
- Nov 18 – Atlanta, GA: Transatlantic Logistics  
Conference
- Nov 18 & 19 – Atlanta, GA: "An Introduction  
to the Max Planck Florida Institute"

# Member Events Highlights

## *New Year's Reception*

The annual New Year's Receptions were located at the GACC South offices in Atlanta and Houston, with between 200 to 300 guests. Held in January, they were a casual gathering of the GACC South community, providing an exceptional forum for networking and the ever-important opportunity for face-to-face interaction. We were honored to welcome newly-elected Atlanta Mayor Kasim Reed to the event in our Atlanta office, as well as many members and partners of the GACC South. In addition, the member company Poggenpohl US, Inc. was kind enough to sponsor a champagne corner to welcome our guests.

## *New Member Reception*

The annual New Member Reception was located at the GACC South office in July, with 150 guests. We host this event to officially welcome the new members of the GACC South to the community. This allows old and new members to meet personally, and provides new members with the opportunity to see our offices first-hand, meet the GACC South team and enjoy the company of their fellow members. The event was jointly sponsored by Transparent USA, LLC, who joined the chamber in November 2009, and HK Automation Inc., a new division of the member company Hoffmann + Krippner Inc., who joined the chamber in March 2008.

## *7<sup>th</sup> Annual Bierfest*

The 7<sup>th</sup> Annual Bierfest was held on Saturday, August 28<sup>th</sup> in Woodruff Park in Atlanta with over 2,500 guests. The Bierfest featured unlimited samples of over thirty types of German beer. There was also German food from vendors such as Petite Auberge and Village Corner, as well as a Kids Zone from the Hawks/Thrashers. There were performances by The Conditionals, DJ Eric ZBD, and Jacob Herzog and the Bavarian Express. The magazine Beer Connoisseur and the events website Yelp were also in attendance.

## *Breakfast w/ ...*

Several times this past year, Breakfast w/ events were hosted in the GACC South Atlanta office featuring an interesting member of the German-American business community. Instead of a formal speech or presentation, these events provide the space for informal discussion, where members can ask questions and speak with the guest. 2010 guests included people such as Wolfgang Krueger, Executive Director of the German Cultural Center Atlanta, Reverend Dr. Margot Kässmann, Thomas Wiedenhöfer from Georgia Biomass LLC, Michael Eissing from RWE Innogy Cogen GmbH.

# Co-organized Events

## *Burgers & Spätzle*

The cultural seminar "Burgers & Spätzle: Bridging the Cultural Gap between Germans and Americans" was hosted in coordination with our partner, the German Cultural Center of Atlanta, with special guest speaker Rita Wuebbeler, Founder and President of INTERGLOBE Cross-Cultural Business Services, Inc. This was a fast-paced, 90-minute seminar with over 70 attendees. Participants enjoyed Rita's engaging and eye-opening presentation, where they learned, among other things, the difference between the American "peach" and the German "coconut". Afterwards, guests networked while sampling the delicious burgers and spätzle prepared as a tongue-in-cheek representation of the two cultures.

## *European Social Mixer*

In August, the European community of Atlanta (and even some members from beyond the state who were adventurous to make the drive) took over Fadó's Irish Pub and Restaurant. A 'best national costume' contest was held, spurring people to show up in kilts, dirndls, lederhosen, feathered fadora hats and more. The event was held in conjunction with the Belgian American Chamber of Commerce, the British American Business Group, the Danish American Chamber of Commerce, the French American Chamber of Commerce, the Netherlands American Chamber of Commerce and the Swedish American Chamber of Commerce.



# GACC South Chapters

The German American Chamber of the Southern U.S., Inc. has four chapters in addition to its branch office in Houston through which it serves the eleven southern states. They are located in North Carolina, South Carolina, Tennessee and North Texas.

The Chapters ensure that the GACC South is represented in their area and facilitate networking and growth among their members. Chapter membership makes up almost half of the GACC South membership base. The division of membership as of December 2010 between Atlanta and the five chapters can be seen in the chart below.

The GACC South also has two affiliate organizations, the German American Business Chamber in Miami and the Alabama Germany Partnership in Birmingham. We worked closely with these affiliates in 2010, pursuing the common goal of promoting German-American business in the southern United States.

## **NORTH TEXAS**

Traute H. Malhotra  
North Texas Chapter Director  
12700 Preston Rd.  
Suite 190  
Dallas, TX 75230  
P/F (972) 437-5705  
GACC@THMRealty.com

## **NORTH CAROLINA**

Klaus Becker  
North Carolina Chapter Director  
2700 Coltsgate Road  
Suite 102  
Charlotte, NC 28211  
P (704) 442-7030  
F (704) 335-8803  
gaccnc@gaccsouth.com

## **SOUTH CAROLINA**

Dave Lewis  
South Carolina Chapter Director  
4 Washington Park  
Greenville, SC 29601  
P (864) 233-3230  
F (864) 289-2228  
scevents@gaccsouth.com

## **TENNESSEE**

Peter Caldwell  
Tennessee Chapter Director  
829 Pipers Lane  
Brentwood, TN 37027  
P (615) 376-4566  
F (615) 376-4557  
caldwell.p@comcast.net

## **AFFILIATES**

### **GABC MIAMI**

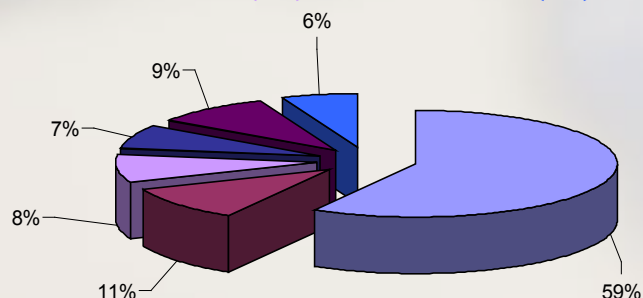
Miriam Metzger  
Executive Director  
100 N. Biscayne Road Blvd.  
Suite 2100  
Miami, FL 33132  
P (305) 371 4282  
F (305) 371 6145  
miami@gabc.us

### **ALABAMA GERMANY PARTNERSHIP**

Lauren Goodson  
Executive Director  
500 Beacon Parkway West  
Birmingham, AL 35209  
P (205) 943 4772  
F (205) 943 4780  
director@alabamagermany.com

### *Division of Membership Base*

HQ - Atlanta (59%)  
North Carolina (11%)  
South Carolina (8%)  
North Texas (7%)  
Branch - Houston (9%)  
Tennessee (6%)



## Staff Spotlight

*Meet Friederike Munzinger  
Events Associate*

Having the opportunity to go abroad has always been appealing to me. When I got the chance this year I took it. Since April 2010 I have been working for the Chamber as an events intern in the Marketing Department and I was given tasks like organizing our 7<sup>th</sup> Annual German Bierfest and our 15<sup>th</sup> Annual Gala. I'm grateful for what I have learned so far. Not only did I improve my language skills, but I was given great responsibilities from the beginning which strengthened my work abilities in general. Working in such a good work environment with great colleagues definitely makes up for being far away from home.



# On the Radar for 2011

January 20 – Houston, Texas  
New Year's Reception

January 25 – Atlanta, Georgia  
New Year's Reception

March 7 – Atlanta, Georgia  
1<sup>st</sup> German American Bioenergy Conference

March 14-17 – Miami, Florida  
Seatrade Cruise Shipping Convention

March 14-17 – Germany  
Board of Directors Road Show

April 28-30 – Asheville, North Carolina  
GACC South Annual General Meeting

May 3 – Houston, Texas  
OTC Conference German Evening Reception

May 12-13 – Berlin, Germany  
3<sup>rd</sup> German American Energy Conference

May 19 – Atlanta, Georgia  
Annual Asparagus Dinner

June 28 – Houston, Texas  
3<sup>rd</sup> German American Wind Energy Conference

July 12 – Atlanta, Georgia  
New Member Reception

August 16 – Atlanta, Georgia  
European Social Mixer

August 27 – Atlanta, Georgia  
8<sup>th</sup> Annual German Bierfest

September 29-30 – Houston, Texas  
2<sup>nd</sup> Texas Offshore Wind Energy Roundtable (TOWER) and  
Offshore Wind Law (OWL) Conference

October 19 – Houston, Texas  
Solar Power International German Evening Reception

November – Atlanta, Georgia  
16<sup>th</sup> Annual Gala

November 15 – Houston, Texas  
The Future of "Green Buildings": 3<sup>rd</sup> German American  
Energy Efficiency Conference



## Staff Spotlight

*Meet Catherine Tuten  
Consultant*

Having studied German since high school and completed a yearlong study abroad program in Bamberg during college, I definitely wanted to maintain my ties with Germany while honing my professional skills in the 'real world'. I was fortunate enough to land a Consulting internship at the GACC South in 2008, despite the recession, and have since transitioned to a full-time Consultant. My focus is the market entry of small- to medium-sized German companies. Working with diverse clients in a dynamic, international team has provided me a wealth of experience.



**T**hank you to our 2010 Sponsors

---

Premium Sponsors

Rödl & Partner

Audi  
Truth in Engineering



Premium Sponsor & Exclusive Official Airline

Continental  
Airlines



VIP Sponsors



SIEMENS

"I VERY SIMPLY BUILT MY DREAM CAR AND FIGURED THAT THERE  
WOULD BE OTHER PEOPLE THAT SHARED THAT DREAM"  
DR. FERRY PORSCHE

## Board of Directors

Kristian Wolf  
**CEO & President, GACC South**

Matthias Schönberg  
**Chairman, GACC South**  
*CEO*  
*Continental Tire The Americas, LLC*

Steven Markham  
**Vice Chairman, GACC South**  
*President*  
*BLG Logistics, Inc.*

Dr. Ullrich Kämmerer  
**Treasurer and ex officio BoD, GACC South**  
*Dipl.-Kfm. WP StB RA FASr*  
*Rödl Langford de Kock LLP*

Thomas J. Harrold, Jr.  
**Secretary, GACC South**  
*Partner*  
*Miller & Martin PLLC*

Maj. William Bradley Carver  
**Assistant Secretary, GACC South**  
*Partner*  
*Hall, Booth, Smith & Slover, P.C.*

Klaus E. Becker  
*CEO*  
*NIROSTEEL LLC*

Gene Donnelly  
*Vice President*  
*Southern Region, BMW Group*

Frank Fischer  
*Plant Manager*  
*Volkswagen Group of America, Inc.*  
*Chattanooga Operations LLC*

Dr. Rudy J. Fritsch  
*Vice President Research & Technology*  
*The Coca-Cola Company*

Mario Göpfert  
*Partner*  
*Witte Pumps & Technology, LLC*

Stefan Grenzebach  
*Chief Financial Officer*  
*Grenzebach Maschinenbau GmbH*

Knut Günther  
*President*  
*KGE Associates L.P.*

Peter Halpaus  
*President & CEO*  
*IFF Inc.*

Wolfgang Hartert  
*Vice President*  
*Vorstellung, Inc.*

Heidi Hein  
*Vice President & Relationship Manager*  
*East West Bank*

Dr. Eike Jordan  
*President*  
*Jordan Inter Consult*

David W. Lewis  
*President*  
*Context Design Group LLC*

Andreas Maas  
*President & CEO*  
*Daimler Vans Manufacturing LLC*

Traute Malhotra  
*Real Estate Broker and Mediator*  
*THM Realty*

Tim Müller  
*President & CEO*  
*Tech-doc.net LLC*

Lars Oltmanns  
*President*  
*Coppenrath USA, LP*

Claudius Reckord  
*President & CEO*  
*VS America, Inc.*

Martin Richenhagen  
*Chairman, President & CEO*  
*AGCO Corporation*

Teri A. Simmons  
*Director International & Immigration Dept.*  
*Arnall Golden Gregory LLP*

Thomas Topp  
*Senior Vice President & CFO*  
*Heidelberg USA, Inc.*

Harry Volande  
*Executive Vice President & CFO*  
*Siemens Product Lifecycle Management*  
*Software Inc.*

Dennis Wagner  
*President & CEO*  
*BESTAR LLC*

Guido Woska  
*President*  
*Hoffmann + Krippner Inc.*

### Honorary Directors

Hans J. Damp

Dieter Elsner

Uwe Hinrichs

Dieter B. Rathke

Wolfgang Schmidt

Robin Spratlin

# Staff

Kristian Wolf  
*CEO & President*

Natascha Christoph  
*Office Manager*

Elaine Walters  
*Director, Accounting & Administration*

Betty Weller  
*Director, Finance*

## Consulting Department

Martina Stegmeier  
*Vice President & Director,  
Consulting Services*

Yvonne Harper  
*Manager, US Business Incubator*

Sybille Strunk  
*Manager, US Office Services*

Silke Miehke  
*Manager, Market Entry Services*

Amy Merrill  
*Senior Consultant, US Office Services*

Catherine Tuten  
*Consultant*

Sebastian Eich  
*Consultant*

Carsten Jacobi  
*Consultant, US Market Entry Services  
Project Coordinator Renewables*

Jennifer Bunn  
*Project Coordinator*

## Marketing Department

Stefanie Jehlitschka  
*Director, Marketing*

Nina Moeller  
*Marketing Research Analyst*

Pamela Jackson  
*Communications Coordinator*

Hannah Weinreich  
*Membership Coordinator*

## Houston Office

Jan Christoph Wiedemann  
*Managing Director*

Julia Zimmermann  
*Deputy Managing Director*

Thomas Schwegmann  
*Project Manager*

Angela Daberkow  
*Consultant*

Simone Glück-Schiffer  
*Consultant*

# 2010 Interns

*Thank you to all of the interns who have worked with the GACC South in some capacity over the past year. Your efforts are not overlooked.*

Coco Bassey  
Dominique Baryalei  
Zachary Blalock  
Nina Böttner\*  
Lorena Cazares  
Tobias Clausen  
Alexandra Dowty  
Franziska Grünberger  
Pamela Hiegl

Zadora Hightower  
Ole Kahlke  
Patrick Kempf  
Marcus Leach  
Britta Lipke  
Alex Locke  
Sarah McQueen  
Morgan Moretz  
Friederike Munzinger\*

Anita Rademacher  
Ulrike Rosenberg  
Ellen Schmidt  
Julia Schulz\*  
Carolyn Sels-Gomille  
Mona Spitzer  
Ben Warner  
Sebastian Weber  
John Williams

*\*staff as of January 2011*





