

# Alpharetta Business Council (ABC) FAQ

## **Why Change Now?**

The Alpharetta Chamber of Commerce was created in 2013 and has had much success during that time. Unfortunately, it has also experienced a shrinking membership base and fewer sponsorship dollars with which to provide member benefits since Covid. As the Alpharetta Chamber Board began investigating options to further support Alpharetta businesses, they identified a common mission, vision and values with the Greater North Fulton Chamber as well as an already existing overlap in membership. The Alpharetta Chamber Board believes moving to a Council model with GNFCF will provide the most benefit to its members and the City of Alpharetta. Leaders from both organizations have worked for months to craft a smooth transition that maintains the Alpharetta identity and honors the organization's mission. The Alpharetta Chamber officially dissolved on July 1, 2025. There were no existing staff or remaining funds to transfer at that time.

## **What if I am already a GNFCF Member?**

Current GNFCF members with an address in the City of Alpharetta, will automatically be added to the new Alpharetta Business Council (ABC) membership so that they are ensured to receive event and other information specific to the Alpharetta business community. You will not be charged any additional amount over and above your usual GNFCF investment. Any GNFCF Member located in Alpharetta or doing business in Alpharetta would be encouraged to be part of the ABC.

## **What about Alpharetta Chamber Members who are not GNFCF Member?**

In an effort to honor funds that were paid to the Alpharetta Chamber, more than 100 Alpharetta Chamber members have been adopted as full members of both the Greater North Fulton Chamber and the Alpharetta Business Council through December 2025 at no additional cost. Should those members not choose to re-join GNFCF/ABC after that time, they will still have the option to pay for access to ABC events. ABC event admissions will be included for members but will have non-member pricing as well.

## **Will the Alpharetta Business Council have its own Board?**

The ABC will maintain its own Board made up of current and former Alpharetta Chamber board members. The Chair of the ABC Board Mary Trachian-Bradley, an attorney with Briskin, Cross and Sanford, will also serve as a full, voting member of the GNFCF Board. Members of the ABC will be encouraged to nominate individuals to serve on the ABC Board annually. The City of Alpharetta also has a seat on the ABC Board held by Charlie Jewell, Director of Economic Development. The goal is to engage board members who are current business leaders passionate about what Alpharetta has to offer now and in the future.

**Current Board Members:** Mary Trachian-Bradley, Charlie Jewell, Ted Schwartz, Jennifer Koon, Janet Rodgers, Eric Rivenbark, Eric Rowen, Chris Smith, and Scott Jordan

## **Why is the name changing:**

The Business Council model has been used successfully by GNFCF for the last 5 years in Milton to focus on businesses within the city footprint while not burdening small business members with membership dues in two separate organizations. Business Councils maintain their own local board of directors and brand logo as a city-specific organization. The word "council" has been used successfully for many years in Cobb County, GA and Charlotte, NC Chambers to identify their focus on cities within their footprint.

**How does GN FCC Administer the Councils?**

The GN FCC is a professionally run, 5-Star Accredited Chamber of Commerce with the capacity to provide experienced staff resources and infrastructure, while ensuring the local culture and spirit of the City of Alpharetta will be preserved and appreciated. Strong participation by the ABC Board and other member volunteers along with experienced GN FCC staff support in Alpharetta will be a vital way to maintain the Alpharetta Business Council identity.

**What will ABC Meetings and Events look like?**

The ABC Board will meet monthly as it shapes the programs and direction of the newly formed Council. We would expect there to be quarterly events in Alpharetta as well as a regular newsletter schedule with special emphasis on ABC Members and open to anyone who has a business in Alpharetta. The goal will be to attract more attention to City of Alpharetta businesses as well as marketing them and what they have to offer across the entire region. Today, the identity of the Alpharetta Chamber depends on its members participating in its events, and the ABC will be no different.

**The Alpharetta Business Council Office and Meeting Space Address:**

10000Avalon, Suite 100, Alpharetta, GA 30009

**Website:** [AlpharettaBusinessCouncil.com](http://AlpharettaBusinessCouncil.com)

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