

California Cereal Products, Inc. to Locate a Cereal Manufacturing Facility in Macon, GA



Sterling Savely, Chairman and CEO of California Cereal Products, Inc., joined local officials at the Georgia Sports Hall of Fame in Macon to announce that the California based company has purchased the 454,476 sq. ft. former Keebler/Kellogg food manufacturing facility in the Allied Industrial Park area. Sterling Savely stated, "Our orders exceeded our capacity in our California facility, and this building fits perfectly in our expansion plans." California Cereal Products, Inc. chose Macon as the site for their second plant after searching for other facilities on the East Coast. "When fully operational the plant will employ up to 235," according to Savely.

"California Cereal Products will be a great addition to our community," stated Charles Bishop, Chairman of the Bibb County Commission. "This will provide employment opportunities for the former Keebler/Kellogg employees left unemployed when the facility closed earlier this year," continued Bishop.

Savely stated, "The reception we have received from development officials in Macon, Georgia has far exceeded our expectations. Everyone has been eager to help."

Jeff Counsell, Trammel Crow in Chicago, Illinois represented California Cereal Products, Inc., and Art Barry of Coldwell Banker/Berhardt and Barry Commercial in Macon, Georgia represented the owners in the \$6.5 million transaction.

California Cereal Products, Inc., based in Oakland, California, is a supplier and contract manufacturer of batch cooked breakfast cereal, producing traditional oven-roasted crisp rice, whole grain brown crisp rice, corn flakes, wheat flakes, multi-grain flakes, and sugar coated variations. The product is shipped to markets in Asia, Australia, Europe, the United States, and South America.

Since January of 2005, fifteen companies have expanded or relocated to Macon as a result of the efforts of the Macon Economic Development Commission. These companies represent investment of over \$207 million and over 1,201 new jobs.

The Macon Economic Development Commission is the private/public partnership responsible for recruiting new business and industry to Macon and Bibb County in Georgia and for the retention of established companies. If you would like more information on economic development in Macon, please contact Pat Topping, CEO, Senior Vice President at 478-621-2030 or visit www.maconworks.com.



Verizon Wireless Brings Wireless Broadband to Central Georgia

Verizon Wireless announced it is making wireless broadband service available for Macon, Warner Robins and surrounding areas. The company said it is the first to bring the service to Middle Georgia. The service would allow users to connect laptop computers wirelessly anywhere in the service area at broadband speeds. The area also includes Fort Valley, Perry, Forsyth and Milledgeville. The Macon area becomes the third in Georgia, behind Atlanta and Athens, to get the service, said Greg Heenan, director of data sales for Verizon, and that Savannah, Augusta, Columbus and Albany will follow. According to him, laptop users can currently get cellular connections to the Internet at dialup speeds, and Verizon's service allows remote connections at speeds that rival direct service link connections. Heenan said the service is particularly popular with business people who frequently work in remote locations.



Stroud and Company's Star Software Project

Buildings Magazine recently announced that Stroud and Company has been recognized for its construction of Star Software's new facility. This project was highlighted in the publication's October 2006 issue, along with other exemplary projects. This issue was the magazine's first annual recognition of innovations in the building industry.

More than 50 unique project innovations were submitted from around North America. The entries were reviewed by a judging committee that established criteria based on aesthetics, function, performance and sustainability.

This is the second recognition Stroud and Company has garnered for this project. Earlier this year, the Georgia Branch of the General Contractor's Association presented Stroud and Company with a Build Georgia award.