

Member Spotlight

“A Lady’s Touch” Adds Class, Style to Interior Design

Interior decorating is a business that requires an eye for style and class. Businesses will invest in decorating if it sends the right image to their clients. Similarly, homeowners want to get the right feel for their home.

The truth is, most people can’t grasp how colors, décor, furniture style and appointments compliment each other or how they combine to give a room or an entire business just the right look. Advice and assistance from a professional can make the critical difference in the impression a business makes on clients when they visit the office. Style and a look of quality add confidence to the surroundings and enhance positive feelings. Environments do count. And they pay dividends.

If you’ve ever walked into a room, office or hotel lobby and immediately noticed an array of colors, fabrics, lighting and furniture that work to-



When she is not consulting with a client or working on a design project, A Lady’s Touch owner Wanda Gilchrist can often be found at one of her retail clients, presenting a workshop for the store’s customers. Although it’s not the norm, Wanda welcomes the opportunity to work with homeowners and business managers who understand the basics of interior design. Otherwise, she starts with the basics, offers suggestions and ideas, but is always listening to what her client wants. “There are so many choices,” she said. “My goal is finding the one that’s exactly right.”

gether to please the senses, you’ve seen the work of a professional interior decorator.

A mix of science and art, it’s also a business and one of the best in metro Atlanta is headed by Wanda Gilchrist, CEO & President of A Lady’s Touch, Inc., located in Conyers. This minority-owned company was founded by Wanda in 1996 and was originally located in Stone Mountain. Wanda started the company because she believed there was a need for an affordable, yet high quality interior decorator in the Atlanta metro area.

She had perfected her many talents while attending Sheffield School of Interior Design, Atlanta Technical College and American Intercontinental University, where she still serves as Vice President of their Student-ASID (American Society of Interior De-

Member Spotlight, cont’d. on page 6

Welcome New Georgia Chamber Members

These members joined the Georgia Chamber between December 18, 2007 - January 24, 2008

Accretive Group.....Raleigh, NC	Cynthia A. Mercer, MD..... Athens	North Georgia Primary Care, P.C.Jasper
AIM Medical Associates PBC	Davis Paul Company..... Atlanta	Northwest Radiology Consultants..... Atlanta
dba Albany Internal Medicine..... Albany	Dekalb Emergency Physicians..... Decatur	Old Savannah Tours.....Savannah
Anesthesia Associates of Dalton..... Dalton	Dermatology Associates of Atlanta..... Atlanta	Orthopedic Surgery, P.C.Lawrenceville
Apex Medical Center, P.C.Marietta	Diaz Foods..... Atlanta	Perimeter OB/GYN Care, LLC.....Tucker
Arthritis & Rheumatology of Georgia..... Atlanta	EAir Communications..... Powder Springs	Pulmonary & Critical Care of Atlanta..... Atlanta
Athens Women’s Clinic, LLP..... Athens	Emily W. Ham Consulting..... Atlanta	Quantum Radiology.....Marietta
Atlanta Women’s Healthcare Specialists, LLC..... Atlanta	ENT Associates of Savannah..... Savannah	Raymond E. Tidman, MD..... Blue Ridge
B2T Training..... Alpharetta	Experient..... Atlanta	Robert H. Spector, MD..... Atlanta
Barnett Neurosurgery, P.C.Duluth	Genevieve Fairbrother, MD..... Atlanta	Rod M. Duraski, MD..... Lagrange
Blue Ridge Marble & Granite.com..... Nelson	Gentle Touch, Inc.Covington	Roy W. Vandiver, MD..... Atlanta
Building Owners and Management of Atlanta..... Atlanta	Georgia Power Company..... Augusta	Sadie G. Mays Health & Rehabilitation Center..... Atlanta
Bullock Pediatrics Group, LLC..... Statesboro	Greg Erdelyan, MD..... Stockbridge	Sidney P. Smith III, MD..... Savannah
Butts County Board of Commissioners..... Jackson	Informatica Corporation..... Redwood City, CA	Signature Consultants..... Atlanta
C. Mark Thigpen, MD..... Augusta	The Insurance House..... Marietta	South Eastern OB/GYN , P.C.Brunswick
*Capital South, LLC..... Marietta	Internal Medicine Associates, P.C.Macon	Southern Surgical, P.C.Dublin
Cardinal Logistics Management Corporation..... Roswell	Jeffrey H. Flatow, MD, LLC..... Lawrenceville	Statesboro Imaging Center..... Statesboro
Carr Medical Group, P.C.Loganville	Judson G Black MD, LLC..... Atlanta	Summit Surgical Specialists, P.C.Marietta
Center For Preventive Cardiovascular Care, P.C.Marietta	Lattimer Moffitt Communications..... Atlanta	Terrena J. Cook, MD..... Augusta
Center For Primary Care, P.C.Evans	The Ledlie Group..... Atlanta	Thomaston OB/GYN Associates, P.C.Thomaston
Charter Bank..... West Point	Macon OB/GYN Associates, PA..... Macon	UltraCare Medical Office..... Columbus
Chattahoochee Healthcare..... Villa Rica	Manpower..... Atlanta	Vinings Medical Center, P.C. Atlanta
Columbus Family Medicine Association..... Columbus	Matheson Gerds Communications, LLC..... Atlanta	W. Scott Bohlke, MD..... Brooklet
Corporate Express..... Atlanta	Michael H. Haldwin, MD..... Andersonville	The Women’s Group of Gwinnett..... Snellville
Country Inn & Suites - Conyers..... Conyers	Naturally Yours Cuisine..... Atlanta	William H. Megdal, MD..... Athens
Crowe Chizek and Company, LLC..... Atlanta	North Chattahoochee Family Physicians, LLC..... Suwanee	

*Cornerstone Member

signers). Wanda is also a Georgia licensed real estate agent, which gives her an even greater appreciation of interior designs in the housing market.

Wanda is personally involved in every job the company does. Her "hands on" approach allows her to be certain that all projects are completed to her high standards, thus ensuring client satisfaction. A Lady's Touch offers a variety of services, including room design and decorating, one-day makeovers, consultations, furnishings, real estate staging and evaluations, space planning, holiday and event decorating, shopping services and decorating classes. Wanda says that conducting classes in decorating, such as the one she did recently for customers at Kirkland's in Conyers, is one of the best parts of her job. "I'm excited about teaching basic decorating techniques to our client's customers. The result is a more knowledgeable customer base and increased sales for our clients."

Wanda believes strongly that a decorator uses his or her own creativity and practical knowledge to craft a surrounding that is satisfying, pleasant and appropriate to

individual human needs. "The job of the interior decorator is to team up with a client to learn what they want for a particular space, then create it," she said. "The finished product must do more than just look good; it must also take into consideration the health, safety, and welfare of the public. The decorator must create an environment that is physically, intellectually and emotionally suitable for their clients. To meet these needs, the designer studies different tastes and living habits of their clients, ensuring that the final result reflects their personality and meets their functional requirements."

The clientele of A Lady's Touch includes department stores, restaurants, apartment complexes, subdivision home models and numerous private residences and offices in Georgia and South Carolina. A Lady's Touch is currently expanding their business to the public sector. "We plan to begin soliciting and bidding on local, state and federal contracts," stated Steve Gilchrist, Vice-President. "Our vision is to expand into the public arena and begin fulfilling the special design needs of government offices, a market that is currently being underserved by our profession. We've been amazed at the number of opportunities available for

small businesses to compete for government projects," Steve said.

Clearly, part of this company's strategy has been to seek the advice of other business-savvy leaders. According to Steve, "We found one of the best places to find great business leaders was among the members of the Georgia Chamber of Commerce. After meeting with Bob Hayes, a local manager with Georgia Power in Rockdale County, he invited us to join the state chamber. We became convinced this would prove to be an invaluable tool for expanding our business. And it is." A Lady's Touch is also a member of the Conyers-Rockdale Chamber of Commerce.

Because the full staff at A Lady's Touch, starting with Wanda and Steve, is totally committed to providing all of their clients with the finest in professional services, it's a good place to start for businesses or homeowners seeking quality interior design services.

Wanda Gilchrist is CEO/President of 'A Lady's Touch, Incorporated' (www.aladystouchinc.com), a 12-year-old company located in Conyers, Georgia, that specializes in full service interior decorating. She can be reached by e-mail at aladystouch@comcast.net or by phone 678-413-1199.

member services and benefits. It has enabled the state chamber to become more involved in public policy discussions and significantly add to its influence.

Perhaps more important, the campaign has led to a 135% increase in total membership, adding more members in more types of businesses in more places throughout the state. It helped set the stage for **The Georgia Initiative**, which wrapped up earlier this year after securing more than \$7.5 million in corporate pledges that will enable the state chamber to become a major player in policy development.

At a meeting of campaign planners in February, the focus was on how the campaign, by producing new members and dollars for the Georgia Chamber, can compliment the work of the new **Georgia Initiative** policy committees and enhance the stature of the statewide business organization. Plans were announced to hold the campaign kick-off luncheon on Wednesday, June 11th, at the Sheraton Atlanta Hotel and *Team Georgia Chamber '08* will be off and running.

Marcus Adams Joins I.T. Staff at Georgia Chamber



Adams

The information technology department has announced the addition of Marcus Adams to its staff.

A native Georgian, Marcus is a graduate of Clayton State College, where he earned a Bachelor's of Applied Science degree, specializing in e-commerce. He resides in Jonesboro.

In her announcement, Anne Patterson, Director of Information Technology at the Georgia Chamber, said that Marcus has both the experience and the knowledge to add substantial value to the organization's day-to-day operation, noting that his skills are a good match with the job. After extensive training on the current Georgia Chamber systems and configurations, Marcus will assume the role of providing front line tech support for desktop issues.

Margaret Bracey Choice for Project Coordinator



Bracey

Expanded operations in the Georgia Chamber's economic development department and the Tourism Alliance, has led to the hiring of Margaret Bracey as a Project Coordinator, assisting in managing projects and planning events in both areas.

A native of San Antonio, Texas, Margaret comes to Atlanta by way of New York City, where she was employed by *Glamour* magazine. Earlier, Margaret managed a photography studio in San Antonio and was on the staff of *Y'all* magazine in Oxford, Mississippi. She is a graduate of Old Miss.

First up on Margaret's agenda was the Georgia Quail Hunt, followed by the Red Carpet Tour in April.