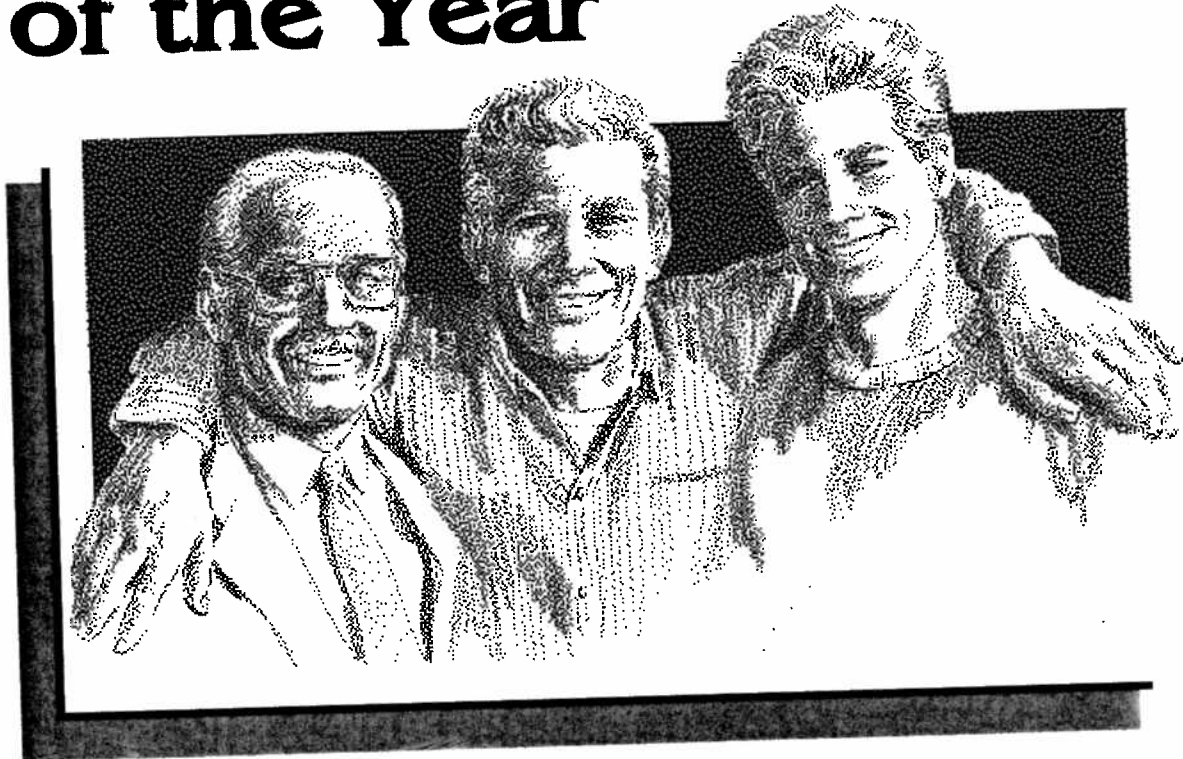


Georgia's Family Businesses of the Year



Family businesses are a pillar of the Georgia economy, a fact celebrated each spring by Kennesaw State University. For the eighth year, KSU's Family Enterprise Center has announced its Family Businesses of the Year, spanning companies of all sizes and types. The awards identify models of families working together across generational lines to grow their companies and improve their communities.

"Family businesses play a crucial role in Georgia's economy and society," says Dr. Craig Aronoff, director of the Family Enterprise Center. "The ones we honor are as committed to family and community as they are to business excellence."

This year's winners are Selig Enterprises of Atlanta in the Large Business Category (Schuster Enterprises of Columbus and Sizemore Inc. of Augusta were finalists); Short & Paulk Supply Co. of Tifton in the Medium-Sized Business Category (finalists: APD Transmission Part of Atlanta, Kids II Inc. of Alpharetta and Van Winkle & Co. of Atlanta); and Sprayberry's Barbecue of Newnan in the Small Business Category (finalists: J&S Chemical of Canton and Marbury Engineering of Albany).

The winners are profiled on the following pages.

Initiated this year was an award for a Georgia family business over 100 years old. Cox Enterprises of Atlanta, which dates from 1898, is the first recipient.

Winners will be honored at a May 20 luncheon at the Cobb Galleria Centre. The keynote speaker will be Lansing Crane, chairman/CEO of Crane & Co., a manufacturer of high-grade specialty paper, including paper on which U.S. currency is printed. Crane is a sixth-generation family leader of the company.

Sponsors of the program include BDO Seidman LLP; Goldman, Sachs & Co.; J. Smith Lanier & Co.; Sutherland, Asbill & Brennan LLP; and Wachovia Bank.

Aronoff holds the Dinos Distinguished Chair of Private Enterprise at Kennesaw State University. He is assisted by Associate Director Dr. Joseph Astrachan, an internationally recognized scholar on family businesses.

For more information on the Family Enterprise Center, call 770-423-6045.



J.P. Short III-VI with 1-year-old Jackson

Short Supply Long on Tradition

By Wayne Parham

As father and son drive east along U.S. Highway 82 outside Tifton, the dad turns to the 4-year-old and asks "J.P., what you want to do when you grow up?" From the back seat of the king cab Chevy comes the enthusiastic and gleeful reply.

"I'm gonna sell lumber," he says.

At an age when most kids want to be a fireman, police officer or sports star, little J.P. Short VI wants to follow in his dad's footsteps. And he may very well. He even says his 1-year-old brother, Jackson, will do the same.

If J.P. follows his dream, he'll be the fourth generation to sell lumber and hardware from the Tifton-based Short and Paulk Supply Company Inc., winner in this year's Medium-Size Business Category.

With the second and third generations at the helm today, the 85-employee company continues to grow from its small beginnings. In 1941 — when J.P. Short III and his uncle, H.M. Paulk, started the company — it had just three employees. J.P. had worked in the hardware business in the Tifton area in the early 1900s before starting Short & Paulk.

The Short family gained full ownership in 1963, following the death of Paulk two years earlier. When asked why he didn't change the name of the company, J.P. III said "Short Supply" might not be the best name for a lumber business.

The four generations of Shorts living in Tifton today remain a close-knit family, with J.P. Short III, his son, grandson and two

great-grandsons living in adjacent homes around a lake.

Family and business have always been closely linked. Just as young J.P. VI wants to follow in the family trade, so did J.P. Short V, known as Jay. At age 5, Jay began sweeping floors and placing price stickers on merchandise in his dad's store. Today the 32-year-old Jay and his dad, J.P. IV (Jordan), work together — his father as president and CEO, and Jay as vice president.

Father and son together oversee a business that produced nearly \$13 million in sales in 1998.

"We try to sell a quality product at a competitive price and give extraordinary service," says Jay. "We try to treat employees and customers the way we want to be treated."

What's made the company strong through the years? Jay credits paying extra attention to service as well as the experience of the employees. Five have 28 or more years on the job, and sales people average eight to nine years. The paint salesman at the Tifton store, for instance, has been with the family business since 1978. Prior to that, he worked 18 years with a major paint company.

"The quality of our people is what sets us apart," says Jay. "We've got close to 20 employees who have been here at least 10 years."

While the lumber supplier can't always match the costs of larger competitors, it can offer more service.

Builders don't have to haul items to a job site because Short and Paulk delivers, and takes the time to unload the supplies where needed. This may mean using a boom truck to lift bundles of shingles onto a roof for a construction crew.

"That kind of service has value," says Jay.

With a fleet of 25 vehicles, Short and Paulk is adept at delivering and unloading trusses, lumber and other construction supplies across the area.

Headquartered on South Main Street in Tifton, the company operates Short and Paulk in Tifton; Bullard Builders Supply in Sylvester; and Fitzgerald Home Center in Fitzgerald. Tifton also is home to the company's truss manufacturing plant, and the Shorts operate Flash Rentals, an appliance and furniture rental business in Fernandina Beach, Fla.

The company is diversified, but 60% to 70% of its business comes from the lumberyard in Tifton.

One day, J.P. VI probably will know those numbers.



*Jay Short:
Experienced
employees
and
personal
service
explain
company's
success.*