



PRESENT THE
Council for Quality Growth's
2024 FOUR PILLAR TRIBUTE

HONORING

— *the legacy of* —

HERMAN J. RUSSELL SR.
& THE RUSSELL FAMILY

PURE GRIT
BUILT TO LAST

2024 TRIBUTE CHAIRS

- Jay Bailey
- Leona Barr-Davenport
- Dan T. Cathy
- Cynthia Day
- David Eidson
- Ernest Greer
- Sheffield Hale
- Virginia Hepner
- Doug Hertz
- Tommy Holder
- Bob Holder
- John Jackson
- Joia Johnson
- Cynthia Jones-Parks
- Keith Mason
- Dave Moody
- Egbert Perry
- T. Dallas Smith
- Jeffrey Tompkins
- Felker Ward
- Regynald Washington
- Mack Wilbourn
- Bruce Williams
- Ambassador Andrew J. Young



OCTOBER 10, 2024 | 6:00 PM
 GEORGIA WORLD CONGRESS CENTER
 GEORGIA BALLROOM



— 35 Years —
FOUR PILLAR
 QUALITY | RESPONSIBILITY | VISION | INTEGRITY



COUNCIL
 for **QUALITY**
GROWTH



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FOUR PILLAR
 QUALITY | RESPONSIBILITY | VISION | INTEGRITY

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| Tommy Holder | Bruce Williams |
| Bob Holder | Ambassador |
| John Jackson | Andrew J. Young |
| Joia Johnson | |

HONOREES OVER TRIBUTE HISTORY

| | |
|------|-----------------------------|
| 1990 | Steve Reynolds |
| 1991 | Wayne Shackelford |
| 1992 | J.W. Benefield |
| 1993 | D. Scott Hudgens |
| 1994 | Wayne H. Mason |
| 1995 | Virgil R. Williams |
| 1996 | Paul A. Duke |
| 1997 | Jim Cowart |
| 1998 | J.D. Caswell |
| 1999 | A. Ray Weeks, Jr. |
| 2000 | Louise Radloff |
| 2001 | F. Wayne Hill |
| 2002 | Governor George Busbee |
| 2003 | Richard L. Tucker |
| 2004 | Charlie Brown |
| 2005 | U.S. Senator Johnny Isakson |
| 2006 | John Wieland |
| 2007 | John A. Williams |
| 2008 | Tom Cousins |
| 2009 | Mayor Shirley Franklin |
| 2010 | Arthur M. Blank |
| 2011 | R. Charles Loudermilk, Sr. |
| 2012 | Mayor Sam Massell |
| 2013 | John C. Portman |
| 2014 | Steve Selig |
| 2015 | Dan T. Cathy |
| 2016 | Jenny Pruitt |
| 2017 | Governor Nathan Deal |
| 2018 | Paul Bowers |
| 2019 | Larry Gellerstedt III |
| 2020 | Doug Hertz |
| 2021 | Ambassador Andrew Young |
| 2022 | Carol B. Tomé |
| 2023 | Ed Bastian |

BE PART OF THIS SPECIAL TRIBUTE

The prestigious Four Pillar Tribute annually pays homage to one of our region's and state's greatest leaders, professionally and civically. The Council for Quality Growth depends on sponsors like you to support our work and the quality growth of our region by joining us to honor our annual Four Pillar Tribute Award recipients. The Council and the 2024 Four Pillar Tribute Chairs invite you to support the legacy of Herman J. Russell Sr. & The Russell Family for their ongoing contributions to our region and state.

Since the 1950s, Herman J. Russell and the generations of the Russell Family that followed have displayed unwavering commitment to bettering our Atlanta region. Mr. Russell became a benchmark of leadership, dedicating much of his time to civic, philanthropic, business, and community-oriented initiatives. After his passing in 2014, Russell's children have carried on the torch of leadership and continued their father's legacy while building their own. Through "Pure Grit," Mr. Russell developed an empire that is "Built to Last." Learn more about The Russell Family's chosen theme below.

T. Dallas Smith, Founder & CEO at T. Dallas Smith & Company, will serve as the Master of Ceremonies, and the Tribute Speakers on the Four Pillars of Quality, Responsibility, Vision, and Integrity are:

- Ernest Greer, Co-President, Greenberg Traurig
- Jay Bailey, President and CEO, Russell Innovation Center for Entrepreneurs
- Keith Mason, Founder, KWM Capital Management, LLC
- The 3rd Generation Russell Family

"Looking back on all that he's done for our city and the people in it, I guess the only way to do Herman Russell justice is to say that when it came to building Atlanta over all these years, he's played a role in EVERYTHING."

– Ambassador Andrew Young, Foreward, *Chicago Review Press, 2014*
"Building Atlanta: How I Broke Through Segregation to Launch a Business Empire"

PURE GRIT. BUILT TO LAST.

From his humble beginnings in segregated Atlanta, when he shined shoes as a kid to put money in his pocket that his parents could not, Herman J. Russell knew he was going to defy expectations. "To hell with segregation. I'm going to be what I want to be," he used to tell himself. That ambition and grit took him from shining shoes to owning a stand where he also sold candy and shoestrings. From there, he followed in his father's hard-working footsteps and became a master plasterer, paying his way through Tuskegee Institute. Next came civil rights strategist. Economic generator. Builder. And, ultimately, founder of the largest African American, family-owned real estate development, construction, and airport concessions businesses in the country for 60 years and counting.

With pure grit, a vision to succeed, commitment to quality workmanship, responsibility to family and community, and uncompromising integrity, Mr. Russell created an empire that was built to last. He helped forever transform the Atlanta skyline with such projects as Coca-Cola Enterprises, Hartsfield-Jackson Atlanta International Airport, luxury high-rise apartments, State Farm Arena, and Mercedes-Benz Stadium, to name a few. His tenacity and can-do spirit resulted in sound business practices that he instilled in his children. As adults, they have continued to grow their father's legacy to pass on to their children, grandchildren, and future generations.

Born without a silver spoon to make life's harsh realities more palatable, H. J. Russell instilled in his children, Donata Russell Ross, H. Jerome Russell, and Michael Russell Sr., that if a door isn't open, try a window. If the window is closed, try the chimney, but don't give up. That's *Pure Grit; Built to Last.*

ABOUT THE AWARD

The Four Pillar Award is a prestigious leadership award given to an outstanding individual who has served his or her community, region, and state. This is the 35th year that the Council for Quality Growth, a not-for-profit trade association that promotes balanced and responsible growth, has paid tribute to such leaders. The Four Pillar Tribute is a unique honor that celebrates the recipient's philanthropic efforts as well as his or her significant contributions to economic development and the region's quality of life. The "Pillars" represent "Quality," "Responsibility," "Vision," and "Integrity," the principles on which the Council was founded.



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TRIBUTE OPPORTUNITIES

PRESENTING TRIBUTE – \$50,000*
CHAMPION TRIBUTE – \$25,000*
SIGNATURE TRIBUTE – \$15,000*

*Presenting, Champion, and Signature Sponsorship benefits are customized to each sponsor and include preferred logo placement in all marketing and event materials, including the Atlanta Business Chronicle.

| ADDITIONAL TRIBUTE OPPORTUNITIES | PRESENTING TRIBUTE \$50,000* | CHAMPION TRIBUTE \$25,000* | SIGNATURE TRIBUTE \$15,000* | DIAMOND TRIBUTE \$10,000 | PLATINUM TRIBUTE \$5,000 | GOLD TRIBUTE \$2,500 | SILVER TRIBUTE \$1,500 | BRONZE TRIBUTE \$750 |
|--|------------------------------|----------------------------|-----------------------------|--------------------------|----------------------------------|----------------------|------------------------|----------------------|
| Number of Tickets to Reception, Dinner & Program | 20 | 20 | 20 | 20 | 10 | 8 | 4 | 2 |
| Opportunity to make special remarks on stage during the Tribute event | ✓ | | | | | | | |
| Ad in Tribute Program | Full Page | Half Page | | | | | | |
| Personalized Message to the Russell Family to be included in Four Pillar Tribute Scrapbook | ✓ | ✓ | ✓ | ✓ | | | | |
| Recognition on Rotating Digital Signage at Event Reception | Logo | Logo | Logo | Logo | | | | |
| Verbal Recognition before the Tribute Audience | ✓ | ✓ | ✓ | ✓ | ✓ | | | |
| Included in the Tribute's Digital Presentation | Logo | Logo | Logo | Logo | Logo | | | |
| Sponsor Recognition in Event Ad in Atlanta Business Chronicle | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | |
| Invitation | Logo | Logo | Logo | Logo | Company Name or Personal Listing | | | |
| Tribute Program | Logo | Logo | Logo | Logo | Company Name or Personal Listing | | | |
| Four Pillar Website | Logo | Logo | Logo | Logo | Company Name or Personal Listing | | | |

For more information or to sponsor, contact Megan King at 770-813-3372 or mk@councilforqualitygrowth.org.

Presenting Sponsors as of June 3, 2024. Full sponsor listing available online.

Yes, I'd like to honor the Russell Family at the following level:

- PRESENTING DIAMOND SILVER
 CHAMPION PLATINUM BRONZE
 SIGNATURE GOLD

NAME: _____ TITLE: _____

COMPANY NAME: (AS IT SHOULD APPEAR IN THE PRINTED MATERIALS) _____

BILLING ADDRESS: _____ CITY _____ STATE _____ ZIP _____

PHONE: _____ EMAIL: _____

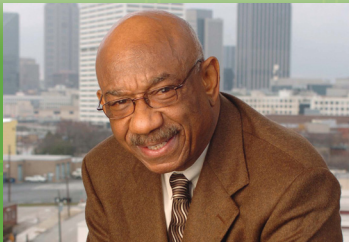
CARD NUMBER _____ EXP _____ CSV _____

NAME ON CARD _____ SIGNATURE _____

Your Tribute Sponsorship to the Council for Quality Growth, a 501(c)6 nonprofit organization, is not tax deductible as a charitable contribution for federal income tax purposes but may be deductible as a business expense. You may choose to have your Tribute Sponsorship dedicated to the Council's Quality Growth Institute, a 501(c)3 nonprofit organization, which may qualify as a charitable deduction for federal income tax purposes in whole or in part (please consult with your tax advisor). When you select a Tribute Sponsorship Level, please indicate to which arm of the Council you would like to contribute.

Make checks payable to Council for Quality Growth or Quality Growth Institute and mail to:
5901-C Peachtree Dunwoody Road,
Suite 500, Atlanta, GA 30328

GENERATIONS OF PURE GRIT - THE RUSSELL FAMILY



Russell Family patriarch, Herman J. Russell Sr.

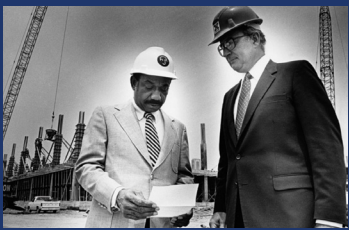


Prominent civil rights leaders gather in 1987, Herman J. Russell, Andrew Young, Richard Arrington and Jesse Hill.

The impact and presence of family patriarch Herman J. Russell Sr. is felt throughout Atlanta, the city he helped to build. Mr. Russell was a trailblazer. He developed some of the most monumental buildings in the city and the country along with a conglomeration of multimillion-dollar businesses before passing the baton to the next generation, his three adult children, Donata Russell Ross, H. Jerome Russell, and Michael Russell Sr. Together they are carrying on their father's legacy while expanding and leaving their own footprint as Georgia's leading African American family in construction, real estate, airport concessions, technology, and philanthropy.

As the 10th anniversary of Mr. Russell's passing approaches, it is fitting that his legacy is honored with the Council for Quality Growth's Four Pillar Tribute. The Russell Family embodies the 'Four Pillars' of vision, integrity, responsibility, and quality in all that they do.

The Russells have fully immersed themselves into the Atlanta community, serving on the boards of not just the family businesses, but also contributing to the work of the Georgia Historical Society, Central Atlanta Progress, Urban Land Institute, Atlanta Rotary, Atlanta Chamber of Commerce, the Carter Center, the Federal Reserve Bank of Atlanta, the Georgia Research Alliance, AEC Unites, and 100 Black Men of Atlanta, among others. In carrying on the family tradition, Donata, Jerome, and Michael are laser-focused on uplifting the Atlanta community through their philanthropic efforts while preparing the next generation, G3, to continue the Russell legacy of building quality structures and communities that stand the test of time.



Herman J. Russell consults with Bob Holder in 1983 on construction of Delta Air Lines building in College Park.



Donata Russell Ross has been a guiding force as CEO of Concessions International, which specializes in airport food and beverage concessions at Hartsfield-Jackson Atlanta International Airport. In her 40-plus years at CI, she has solidified the company's reputation as one of the best in the industry. She is also President of the Herman J. Russell Foundation.



H. Jerome Russell is President of Russell New Urban Development, leading the family's strategic direction and new business development focus. He oversees the company's real estate portfolio and chairs the Russell Innovation Center for Entrepreneurs (RICE). In addition to real estate development, Jerome has experience in property management, beverage distribution, logistics, and banking.



Michael Russell Sr. has been CEO of H.J. Russell & Company for 21 years. Before he was appointed to the helm of the largest African American-owned real estate and construction business in America, Michael learned every facet of the company, particularly the construction and program management divisions.



Gov. Joe Frank Harris presents Herman J. Russell with the Atlanta Business League's 1986 CEO of the year.



Herman J. Russell, Ambassador Andrew Young and Arthur M. Blank at the 2013 Four Pillar Tribute honoring John Portman.

View the documentary "Building Atlanta: The Story of Herman J. Russell" online at FourPillarTribute.com

Historical Photos: New Georgia Encyclopedia; Archives Division, Auburn Avenue Research Library on African American Culture and History, <https://www.georgiaencyclopedia.org/articles/business-economy/herman-j-russell-1930-2014/>, 2013 Four Pillar photo by Byron Small, Atlanta Business Chronicle.



ABOUT THE COUNCIL

The Council for Quality Growth, a not-for-profit trade association, is the only organization that works every day to ensure the metro Atlanta region's regulatory environment supports quality growth and development. As the only advocacy organization that operates broadly across the growth and development industry, the Council for Quality Growth brings together and advocates for those who work at the intersection of public policy and private investment, including developers, contractors, engineers, architects, planners, law firms, and banks. We are often engaged by the public sector to advise on regulations that protect communities while continuing to encourage economic development. For more information, visit www.councilforqualitygrowth.org.