

THE ARTHUR M. BLANK
FAMILY FOUNDATION



PRESENT THE

COUNCIL FOR QUALITY GROWTH'S

2023 FOUR PILLAR TRIBUTE

HONORING

ED BASTIAN

LEADING WITH PURPOSE



2023 TRIBUTE CHAIRS

David Abney
Leona Barr
Davenport
Dan Bastian
Frank Blake
Arthur M. Blank
Paul Bowers
John Hope Bryant
Dan T. Cathy
Walt Ehmer
Larry Gellerstedt III
James Hannan

Virginia Hepner
Doug Hertz
Tommy Holder
Donna Hyland
Katie Kirkpatrick
Milton Little
Ryan Marshall
John Maxwell
Terry McGuirk
William Pate
Billy Payne
James Quincey

Tony Ressler
Bill Rogers
Ginni Rometty
Michael Russell
Alex Taylor
Carol B. Tomé
Kathy Waller
Chris Womack
Ambassador
Andrew Young



FOUR PILLAR

QUALITY | RESPONSIBILITY | VISION | INTEGRITY



COUNCIL
for QUALITY
GROWTH

OCTOBER 12, 2023 | 6:00 PM
GEORGIA BALLROOM
GEORGIA WORLD CONGRESS CENTER

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David Abney	Ryan Marshall
Leona Barr Davenport	John Maxwell
Dan Bastian	Terry McGuirk
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Katie Kirkpatrick	
Milton Little	

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

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 recipient. The Council and the 2023 Four Pillar Tribute Chairs invite you to support Ed Bastian and his ongoing contributions to our region and state.

Ed Bastian has displayed a career-long commitment to people and community. As CEO of Delta Air Lines and in his previous roles, Ed continually shows an extraordinary ability to lead others. He currently leads the 90,000 people of Delta Air Lines and has made servant-leadership a central part of Delta's mission. It is no surprise that his theme for this year's Four Pillar Tribute is **Leading with Purpose**. Learn more about Ed's chosen theme below.

Frank Blake, Retired Chairman and CEO of The Home Depot, will serve as the Master of Ceremonies, and the Tribute Speakers on the Four Pillars of Quality, Responsibility, Vision, and Integrity are:

- Ginni Rometty, Former Chairman, President & CEO, IBM
- John Hope Bryant, Founder, Chairman & CEO, Operation HOPE
- Ambassador Andrew Young, Founder and Chairman, Andrew Young Foundation
- Dan Bastian, Vice-President and Co-Founder, Progressive O&P, Inc

LEADING WITH PURPOSE

Ed Bastian is well known for leading the team behind the world's most awarded airline. Under his leadership, Delta Air Lines has set the standard for reliability and excellence in the industry, even as the company faced some of its most difficult years navigating a global pandemic. It is the Delta people, however, that define Ed's purpose. "Taking care of the 90,000 people of Delta Air Lines is the greatest calling of my lifetime," he said. "It's an honor to serve them." Since taking the reins as CEO in 2016, Ed Bastian has been a champion of true servant leadership. He is dedicated to his guiding principle of "taking care of his people." Even during the darkest days of the pandemic, which had decimated the business, Ed prioritized health and well-being, job preservation, community service, and diversity. He saw the pandemic as an opportunity for Delta - an opportunity to be present, transparent and honest - when his people and his customers needed it most.

Through his leadership, Ed cultivates a people-first culture that harbors a sense of collective purpose and a drive to fulfill Delta's mission. He understands the importance of teamwork and the role Delta plays in connecting people, connecting communities, and connecting the world. His purpose is to lead Delta people to find a greater purpose of their own.

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 34th 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 Diamond level benefits and preferred logo placement in all marketing and event materials, including the Atlanta Business Chronicle. Presenting level exclusive to 5 companies.

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 Ed Bastian 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 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 Kristen Martin at 678-672-2551 or km@councilforqualitygrowth.org or Terrie Ward at 770-813-3389 or tw@councilforqualitygrowth.org.

Yes, I'd like to honor Ed Bastian 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



Ed Bastian

As CEO of Delta Air Lines, Ed Bastian leads more than 90,000 global professionals who are building the world's premier international airline, powered by a people-driven, customer-focused culture and spirit of innovation.

Under Ed's leadership, Delta is transforming the air travel experience with generational investments in technology, aircraft, airport facilities and, most importantly, Delta's employees worldwide. A 25-year Delta veteran, Ed has been a critical leader in Delta's long-term strategy and champion of putting Delta's shared values of honesty, integrity, respect, perseverance and servant leadership at the core of every decision.

Since being named Delta's CEO in May 2016, Ed has expanded Delta's leading position as the world's most reliable airline while growing its global footprint and enhancing the customer experience in the air and on the ground. During his tenure as CEO, Delta has become the world's most awarded airline, having been named the Wall Street Journal's top U.S. airline; the top-ranking airline in Fortune's World's Most Admired Companies; the most on-time global airline by FlightGlobal; the Platinum Award recipient for operational excellence by Cirium; among TIME100's Most Influential Companies; a Glassdoor Best Place to Work; and more.

In 2018, Fortune magazine named Ed among "The World's 50 Greatest Leaders," and in 2019, he was elected to the membership of the Council on Foreign Relations. In 2021, amidst a global pandemic, Ed was awarded for his Executive Leadership in FlightGlobal's 2021 Airline Strategy Awards and named among

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.



the Top 10 CEOs of 2021 in Glassdoor's Employees' Choice Awards as a leader who excelled at supporting their people. Most recently, Ed was honored by his peer CEOs and named Chief Executive magazine's 2023 Chief Executive of the Year.

Ed's values-based leadership propelled the airline to become the industry leader and a trusted global brand, guided by empathy, humanity and devotion to service, which has served Delta well in good times and bad. He has served as a Delta leader and steered the company through the most challenging periods of the company's history, including 9/11, bankruptcy and COVID-19.

When asked to sum up his job in five words, Ed's response is: "Taking care of our people." The answer reflects his leadership philosophy, which is based on the "virtuous circle" - if you take care of your people, they take care of your customers, whose business and loyalty allow you to reward your investors.

Ed joined Delta in 1998 as V.P. - Finance and Controller. He was named Chief Financial Officer in 2005, and in 2007 he was appointed to serve as Delta's President.

Before joining Delta, Ed held senior finance positions at Frito-Lay International and Pepsi-Cola International. Ed started his career with Price Waterhouse, where he became an audit partner in its New York practice.

Ed grew up in Poughkeepsie, New York, and graduated from St. Bonaventure University with a bachelor's degree in business administration. He lives in Atlanta and is deeply involved in his faith, family and community.



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