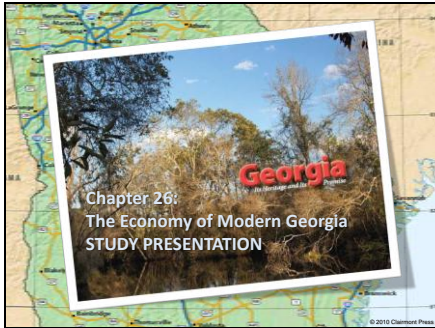
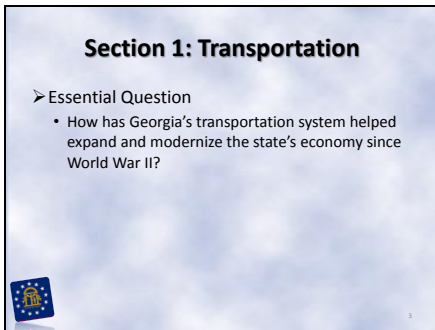


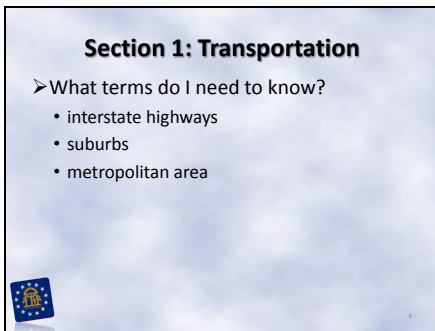
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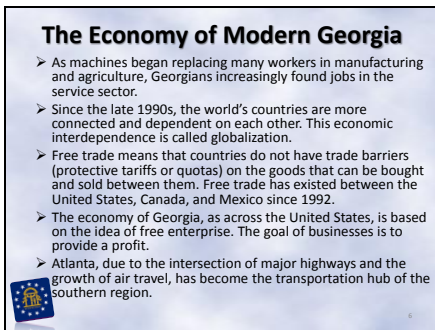
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Highways


- Construction of Georgia's 1,244 miles of interstate highways took place in the 1960s and 1970s, providing many jobs.
- I-85, I-75, and I-20 all go through Atlanta, ensuring the city's position as a major transportation hub in the Southeast.
- Vacationers and trucks carrying consumer goods had faster and more efficient travel through the state due to interstate highways.
- More people moved to **suburbs** and this led to growing **metropolitan areas** such as Atlanta.



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Rail Transport

- Railroads lost business as interstates were built and other road systems improved.
- By 2000, two Amtrak lines provided the only passenger rail service in Georgia.
- Cargo rail lines decreased due to competition from trucking.
- Today, freight in Georgia is carried by the CSX and Norfolk Southern railroads. Some smaller lines connect industrial sites and small towns to those major lines.




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Water Transport

- By the end of the 20th century, only Bainbridge and Columbus still served barges carrying cargo on rivers.
- The ports on Georgia's coast remain a key part of Georgia's growing global trade.
- Brunswick and Savannah are the state's two major deepwater ports. Savannah gets the major portion of sea cargo.
- Savannah is one of the top five ports handling containerized cargo business. Cargo containers are about the size of semi-trucks.
- Georgia's deepwater ports and inland barge terminals support more than 280,000 jobs throughout the state.



This Sydney Lanier Bridge spans the South Brunswick River in Glynn County, Georgia. Beyond the bridge, the Port of Brunswick has connections to railroads and the interstate highway system.
Image: Georgia Department of Transportation




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Air Transport

- After World War II, some of Georgia's military airfields converted to civilian use.
- Georgia has developed commercial and general aviation in recent decades. General aviation airports do not have regularly scheduled airlines.
- Hartsfield-Jackson Atlanta International Airport, used only by commercial airlines, is the world's busiest airport.
- Delta Airlines relocation to Atlanta in 1941 marked a key to the growth of Georgia's air travel.






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Hartsfield-Jackson Atlanta International Airport

- In 1971, this airport, used only by commercial airlines, was named after William B. Hartsfield, a former mayor of Atlanta. In 2003, the name "Jackson" was added to honor Maynard Jackson, the first African American mayor of a southern city.
- In any single month, Hartsfield-Jackson Atlanta International Airport serves more than 6 million passengers on more than 60,000 flights.
- More than 30 passenger airlines, using five runways 24 hours a day, keep Hartsfield-Jackson the world's busiest airport.



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Delta Airlines

- In 1941, Delta Airlines relocated from Louisiana to Atlanta. At that time, Delta served the Southeast. It expanded during the 1940s and 1950s and began its first route to New York City in 1955.
- By the 1980s, Delta jets were flying to Europe and across the Pacific. Today, Delta serves more than 160 million passengers each year.
- More than half of all Delta passengers fly out of the Atlanta airport.



Delta is one of the world's largest commercial airlines and is based in Atlanta.
Image: Public Domain




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Section 2: Agriculture

- Essential Question
 - What were the effects of mechanization on the state's agricultural industry?




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Section 2: Agriculture

- What terms do I need to know?
 - pasteurization
 - broilers
 - agribusiness



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Cotton

- Farming in Georgia became more diverse in the post-war years as mechanization changed the way farmers produced crops.
- By the late 1940s, cotton picking machines made it possible to have fewer cotton farms but more production.
- Manmade fibers such as rayon and polyester in the 1950s and 1960s lessened the demand for cotton. Today, less than 10 percent of Georgia's farming income comes from cotton.




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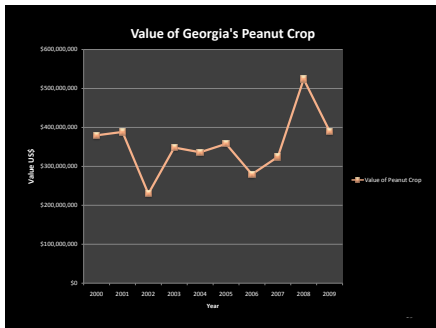
Other Crops

- By the 1950s, Georgia was the country's top peanut producing state. The state also leads the nation in pecan production.
- Improved transportation has made truck farming an important part of the economy.
- Many vegetables, including Georgia's sweet Vidalia onions are important crops.
- Georgia-grown peaches and apples are the state's key fruits.



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Livestock

- Beef cattle and hogs have long been part of Georgia's agricultural economy.
- By 1946, Georgia law required **pasteurization**, the process of heating milk to kill bacteria that cause disease. Milk production became more profitable and efficient with new machines in the 1960s.
- Georgia is the nation's leader in **broilers**, chickens weighing less than 2.5 pounds. By the mid-1990s, Americans ate more chicken than beef and pork.
- **Agribusiness**, including processing products for market, has grown Georgia's economy.

Georgia's agricultural industries today are modern and mechanized.






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Section 3: Manufacturing

➤ Essential Question

- How have Georgia's natural resources affected industries in Georgia?



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Section 3: Manufacturing

➤ What terms do I need to know?

- kaolin
- Cold War
- containment



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Mining and Forestry

➤ Georgia granite and marble, hard rocks from the Piedmont areas, are shipped across the country and the world.

➤ Pure **kaolin**, a white clay found near Georgia's Fall Line, is used in medicines, paints, ceramic tiles and sinks, chinaware, and paper. Kaolin mining and production grew into a billion dollar business.

➤ Georgia timber is a major industry. The timber is used for boards, paper, and paper products.



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Carpets

➤ Tufted textiles, in which yarn stands straight up, is how most carpet is made. Factories creating tufted bedspreads and rugs expanded in north Georgia.

➤ This segment of the carpet industry grew into larger rugs and wall-to-wall carpeting.

➤ By the 1960s, nylon made carpets less expensive than wool and sales skyrocketed. Four Georgia companies now dominate the carpet industry.

➤ The Dalton area of northwest Georgia is one of the world's major carpet production centers.



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Military and Defense

- The Cold War of the mid-to-late 20th century led to a U.S. policy of **containment**, or a policy to contain the former Soviet Union's political system of communism.
- Wars in **Korea** (1950s) and **Vietnam** (1960s) were conflicts resulting from the U.S. desire to prevent the spread of communism in Asia.
- Due to this **Cold War** period of mutual suspicion, competition, and distrust of the world's communist governments, most of Georgia's military bases became permanent. Georgia's large military installations brought jobs, income, and people to the state's towns and cities.
- The Lockheed Martin plant in Georgia, which built large military transport planes, continues to build and modernize aircraft as part of the American aerospace industry.




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Other Manufacturing

- Other important industries in Georgia center on transportation, including automobiles, school buses, and golf carts.
- KIA opened an automobile plant in 2009. For many years, Ford and General Motors operated manufacturing plants in Georgia.
- Blue Bird, headquartered in south Georgia, is the world's largest maker of school buses.
- E-Z Go and Club Car golf carts are made in Georgia.




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Section 4: Services

- Essential Question
 - What is the role of service industries in the health of Georgia's economy?




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Section 4: Services

- What terms do I need to know?
 - retail
 - shopping center
 - centennial



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Retail

- By the 1950s, **shopping centers** emerged in the suburbs. Some shopping centers became enclosed malls by the 1970s.
- Warehouse-type stores, such as Atlanta-based Home Depot, expanded across the country.
- In 1979, Bernie Marcus and Arthur Blank opened a warehouse-type store that sold supplies for home improvements. Both men have become leading philanthropists, donating millions of dollars for charitable purposes.
- Home Depot built its reputation on customer service, employing professionals in various areas of home repair and improvement who know their products.




Lenox Square in Atlanta is in one of the region's largest shopping centers. Its neighborhood is home to one of the ten wealthiest Zip Codes in the nation. The average home is priced over \$700,000.
Image: Public Domain

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Banking and Insurance

- Banks and insurance companies headquartered in Georgia include SunTrust, Synovus (processes electronic payments), and Aflac, with more than 40 million policies in force.
- Synovus, based in Columbus, grew into one of the “100 Best Companies to Work For” in the country, according to *Fortune* magazine. The company was started by a father and son, James Blanchard Sr., and Jr.
- Three Georgia brothers – John, Paul, and William Amos – started the American Family Life Assurance Company (Aflac) in 1955. In 1974, the company began selling policies in Japan, which proved to be very successful.



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Entertainment and Sports

- Georgian Ted Turner's cable TV enterprises have made Atlanta an important world center for media. Turner founded Cable News Network (CNN), Headline News Network (HLN), Turner Network Television (TNT), and Cartoon Network among other successful cable networks.
- In the 1960s, Atlanta Mayor Ivan Allen, Jr. led an effort for a professional sports stadium. Allen worked for years to get a major league team to Atlanta and correctly predicted that professional sports teams would bring prestige to Atlanta and the state, create thousands of jobs, and grow the economy.
- The Atlanta Braves (baseball), the Atlanta Falcons (football), and the Atlanta Hawks (basketball) began playing in the 1960s; professional hockey returned to Atlanta in the late 1990s with the Atlanta Thrashers.
- Television coverage benefitted the Masters Golf Tournament in Augusta, a prestigious international event each April.
- Auto racing is popular at the Atlanta Motor Speedway.



The interior of CNN Center is one busy hub of activity in Atlanta.
Image: Public Domain

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Tourism

- Tourism grew into the second largest industry in Georgia. State and local convention and visitor bureaus spread across Georgia to attract more tourists and promote the state's history and beauty.
- More than 200,000 Georgians work in the convention and tourism industry, which has a 30 billion dollar economic impact.
- The 1996 Summer Olympic Games in Atlanta attracted 2 million visitors to the **centennial** anniversary of the modern Olympics.
- The games resulted in major building projects and Atlanta was seen as a major international city.



Centennial Olympic Park in Atlanta draws tourists to its many sites, including the SunTrust Tourist.
Image: Public Domain


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Section 5: Personal Finance

➤ Essential Question

- How do personal money management choices affect a person's life?




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Section 5: Personal Finance

➤ What terms do I need to know?

- income
- expenses
- overdraft
- interest
- investment
- certificate of deposit
- stock
- mutual fund
- repossess



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Income and Expenses

➤ The decisions that individuals make to manage their money affect our economy.

➤ **Income** is money that an individual acquires.


➤ **Expenses** are things that require money in order for an individual to satisfy his or her wants and needs.

➤ The four most important areas of personal finance are budgeting, saving, investing, and credit.

➤ Checking accounts are useful in managing money, but if you spend more than you have in the account, you will be charged expensive **overdraft** (bounced check) fees.

➤ The best way to manage money is to plan a budget and follow it.

➤ Expenses should never be more than income.



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Saving and Investing

➤ Savings should be part of a budget and means keeping some of your money for a future purpose or benefit.

➤ Savings can provide emergency funds or a way to achieve future goals.

➤ An **investment** is when you spend your money on something with the goal of making a profit or more money.





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Saving and Investing		
Type of Investment	Benefit	Purpose
Savings account	pays interest and is insured at most banks	to have money for emergencies, large purchases, vacation, etc.
Stock	stockholders get a part of the profits from a company and are part owners	to have money for the future in a long-term investment
Mutual fund	a group of stocks; fund owners share the profits from a company and are part owners	reduces the risk of owning a single company's stock
Certificate of deposit	pays interest and is insured at most banks	safer place to invest than stocks or mutual funds, but not as profitable or flexible

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Credit

- Credit keeps the economy going by keeping money in circulation. It is a major part of our economy.
- A car or house are examples of items that people often buy using credit. However, if payments are not made on time, a lender may **repossess** the car or house.
- Credit can easily get out of control. Making payments on time and in full is important for a good credit history.
- A good credit history allows you to qualify for future credit and lower interest rates.



Additional Notes:

