July 21 Meeting: Club Assembly



Newly Elected President, Shelley Hammell shares her vision and goals for the coming Rotary year. Hear from the Treasurer and our various committee chairs on the exciting things planned for the year and share your feedback in an engaging table exercise.

Remember to RSVP for you and your guests! We love hosting guests at our meetings and want to make sure we have enough food and seats to ensure an amazing experience! RSVP Here: July 21 Meeting

Message from the President

Thank you to everyone who made our first meeting of the year a great success! I hope you were as moved as I was hearing Rebecca Guinn speak about the need to do better and keep people with their pets. I shared some important statistics on the mental health benefits of owning a pet.

We may not realize how much our pet gives back from a simple paw on your lap or a nudge for attention – these are wellness cues

MEETINGS

July is Maternal and Child Health Month

7/21	Club Assembly
7/28	Fireside chat with Mason Ailstock, President & CEO, Rowen: Progress Report on Rowen, GA
8/4	Mr. Kevin Rathbun, Chef and Atlanta restaurateur
8/11	Sam Donaldson, interim associate dean of Academic Affairs and Professor of Law, Georgia State University
8/18	No Meeting: Register for Thirsty ThirdsDay
8/25	Ricky Smith, General Manager, Hartsfield-Jackson Atlanta International Airport (ATL)
9/1	No Meeting Labor Day
9/8	Dr. Bryan Johnson, Atlanta Public Schools Superintendent

EVENTS

7/21	Board of Directors Meeting
7/24	LifeLine Orientation
7/24	Thirsty Thursday
8/2	Pawsitivity Partnership; Signature Project Orientation at LifeLine
8/5	GRSP Welcome for Daniela Bergamo @ Hartsfield International Airport
8/16	Pups on the Path
8/16	Lunch After Pups on the Path - All Are Welcome
8/18	Board of Directors Meeting and Reception for the new District Governor, Steve Ivory

BIRTHDAYS

7/17	Elizabeth Martin

that encourage us to pause and reconnect with the world around us. The mental health benefits are dramatic with decreases in depression, anxiety, loneliness, and suicides. And pet owners experience increases in fitness and health by simply walking their dog or spending time with a purring cat.

We have a lot of opportunities to engage. Please renew your commitment to Buckhead Rotary by putting service above self and consider one of our upcoming volunteer events. As you heard, LifeLine Animal Project is our new signature project, and I am calling on all Buckhead Rotarians to consider volunteering. The orientation being held on July 24th and then again on August 2nd are great ways to learn more about LifeLine and our pawsitivity partnership. Even if you cannot attend the orientation, please come out for our first Thirsty Thursday of the new Rotary year on July 24th. I can't wait to see you at these events.

Nominate Your Fellow Rotarians
It's an important focus for my presidency to recognize Rotarians doing good in our club. Please nominate your fellow Rotarians who deserve a sincere thank you for their dedication. Whether they've consistently shown up, lent a hand, or gone above and beyond. Simply send their name and a brief description of why you are nominating them to Jim Coleman jcolemanoss72@gmail.com. These awards are given out at various intervals throughout the year. Whenever you experience Rotarians doing good, please take a moment to nominate them.

Our next meeting is Monday July 21st. Need to join by Zoom, click the link below.

https://us06web.zoom.us/j/87941219913?pwd=S15RIBjTE1TRk1NaDRNa3hTcmphUT09

Let's Celebrate!

Follow Buckhead Rotary on social media to keep up with our amazing members!

7/21	Kevin Andrews
7/23	Jared Guyer
7/24	Peter Jensen
7/26	Jimmy Cook
7/30	Dave Peterson
7/31	Benjamin Vayens
8/1	Collette Brown
8/1	Trent Collett
8/5	Richard Higgins
8/5	J Gibson
8/6	Blake Beyer
8/6	Ken Clary
8/9	Matthew Jollay
8/13	Fotemah Mba

WEDDING ANNIVERSARIES

7/17	Brandi Smith-Cray (0)
8/3	Kari Kirkley (23)

ROTARY ONLINE

https://buckheadrotary.org
https://rotary6900.org/
https://rotary.org/

SOCIAL MEDIA

LEADERSHIP

President	Shelley Hammell
President-Elect	Jeff Clark, Jr.
Immediate PP	Denise Starling
Vice President	Jeff Clark, Jr.
Treasurer	Radu Zernoveanu
Secretary	Michael Stimpert
Public Image	Mark Meltzer
Sergeant-at-Arms	Garth Peters



Big cheers and love for our amazing Rotary family member Allie Damico Geisler and her new husband, John

The two were married on May 17th at the breathtaking Atlanta Botanical Garden, surrounded by friends and family from across the U.S.—and even across the pond! Their love story continued with a beautiful honeymoon in Jamaica.

Allie, your Buckhead Rotary family couldn’t be happier for you both! Click here to congratulate the happy couple!

RETAILING

Atlanta jeweler Brown & Co. opens uber-luxe watch boutique

It's one of just four boutiques for Patek Philippe in the US

BY RACHEL COHEN NOEBES
rcohen@bizjournals.com

Tick-tock, time to get your wallets out.

Brown & Co., a decades-old name in the Atlanta jewelry game, is expanding its relationship with exclusive watch brand Patek Philippe. Brown & Co., which celebrated its 50th anniversary last year, not only carries the watches at its growing Buckhead Village campus, but it also has opened a rare, dedicated boutique for the label – one of only four in the country.

Open since late April, the intimate mono-brand salon is located across from Brown & Co.'s main Buckhead Village retail location, behind French eatery Le Bilboquet.

Patek Philippe claims to be the last family-owned Genevan watch manufacturer. Founded in 1839 by Norbert de Patek and Jean Adrien Philippe, the Swiss company has continued production without interruption for nearly two centuries.

Since 1932, the manufacturer has been owned by the Stern family.

The Buckhead boutique takes no more than two appointments at a time to ensure personalized customer service. It features rare timepieces, with some collections having limited global production of a few thousand annually.

The watches can range anywhere in price from $25,000 to over seven figures.

Brown & Co. courted Patek Philippe for decades

Brown & Co. President Sara Beth Prendeville, daughter of company founder Frank Brown, told Atlanta Business Chronicle the collaboration is 35 years in the making.

Prendeville remembers her father writing a letter to Henri Stern Watch Agency in Manhattan, which manages all business for Patek Philippe in the U.S., every year asking to work with the brand.

In 2015, she decided to take matters into her own hands and cold-called the agency. Due to a mix-up, the sales representative engaged with Prendeville before realizing she wasn't who he thought. They exchanged information, and he became Brown & Co.'s first Patek Philippe brand representative.



BYRON E. SMALL | ABC

Sara Beth Prendeville, president of Brown & Co. Jewelers

After two years of getting to know Brown & Co.'s "values" with visits back and forth between Atlanta and New York, the deal was signed, and Brown & Co. began carrying Patek Philippe's watches in 2017. At that point, there were approximately 100 points of sale for Patek Philippe watches in the country. Today, there are around 38, as the brand has seemingly become more selective with its partnerships.

"We are not only so honored and excited to maintain our partnership but also grow it with opening this boutique," Prendeville said.

Prendeville is the latest in her family to lead Brown & Co.

The self-described "Atlanta-proud" president was born in Roswell and graduated from Auburn University before working at Brown & Co.'s second store, a Buckhead location about a mile away from its current home. (Its original Roswell location is still open.)

Prendeville decided to head to California to attend gemology school before working in San Francisco and then opening the first retail boutique for Swiss watchmaker Breitling in New York City.

In 2013, she officially joined the family business.

Three years ago, Prendeville became president of Brown & Co. She said this "catapulted" her to "make things happen" she felt needed to change. A big portion of that was relocating the Buckhead store.

"We just wanted to be surrounded by more like-minded brands," she said.

Brown & Co. opened in Buckhead Village in September 2023. Prendeville said she believes the development owned by Atlanta-based Jamestown LP has the ideal mix of approachable and high-end brands. Thanks to its walkability, "there's not really another place" like the shopping center in the city, she said.

Prendeville has no plans to sell Brown & Co.

She added that Atlanta is a unique retail environment. When many of Brown & Co.'s global partners ask about Atlanta, they want to know where the retail is between the airport and Buckhead.

"Yes, there is [some] outside of the malls, I say, but it's not probably the retail that we would align well with, or at least what we're kind of looking for," she added.

The president of Brown & Co. believes that Atlanta is a unique market because in a lot of other major cities in the country, there are more large independent jewelers.

Prendeville is dedicated to maintaining the company's presence and keeping what she described as "one of the largest independent jewelers" in the country in Georgian hands.

"I feel like I am going to do whatever I can to make sure that we are Atlanta's premier jeweler – that we are quality, we are independent, family-owned, and we're not going to sell," she said.

Big congratulations to our very own Buckhead Rotarian, Sara Beth Prendeville, on her incredible feature in the Atlanta Business Chronicle!

As President of Brown & Company Jewelers, Sara Beth has led the charge in opening one of only four Patek Philippe boutiques in the entire country—right here in Buckhead. This milestone marks the culmination of 35 years of determination, family legacy, and timeless vision.

"Being part of the Buckhead Rotary Club connects me to others who care deeply about Atlanta and inspires me to keep investing in the city that's given so much to my family and our business."

We're proud to have a trailblazer like Sara Beth in our club! Click here to congratulate Sara Beth!