

Entrepreneur **Will Peterson**

Also Inside:

College Planning

2014 Scholarship Winners





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we'd love it if you'd like us

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How do you pick your college of choice?

The Word, with Will



As the end of another summer draws closer, most of us begin looking ahead towards a new school year. Whether it's back to another year at the school you've been attending or your freshman year at high school or college, a new year can bring excitement, but it may bring a bit of nervousness. When I would start a fresh year

at school, I always looked forward to seeing familiar faces, meeting new friends and the opportunity to learn new things (nerdy, I know). Along with the anticipation of what was to come, I would also have a feeling of uneasiness because I was worried that a class might be too difficult or I might not have on the right outfit for the first day. Looking back, those edgy feelings seem ridiculous, but I know that they are real. I'm here to let you know if you have those feelings that I had, they are normal and you will survive. So take in all of the emotions, enjoy that first day and have a great year! You may not have too many more "first days" to come.

Our main feature in this edition of Ne[x]t Magazine is a product of Cobb County. Will Peterson attended McEachern High School and went on to graduate from Shorter University. He now owns a restaurant in Marietta, Otter's Chicken. Will talks about how he got his start in the restaurant business, what led him to Otter's and what his plans are for the restaurant's future.

Also inside, for students who may have college on their mind, we provide a guide to help you get started with the process of looking at options for furthering your education. From selecting a school, to admissions requirements and determining the costs, we've got you covered. Be sure to check this article out so you can start on planning ahead.

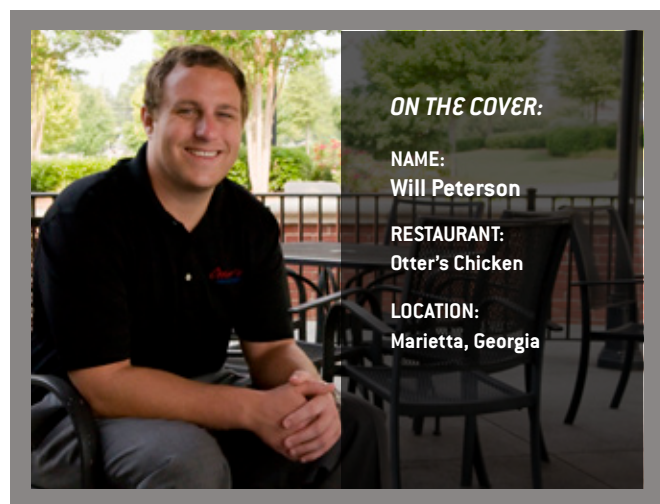
Finally, we announce the winners of the 2014 Georgia's Own Scholarship Giveaway. We could only have eight winners, but we had numerous quality applications. We had close to 200 candidates this year and want to thank everyone who submitted an application. Best wishes to all who will be attending college during the 2014-2015 year!

FEEDBACK.

Thanks to those of you who have sent in your comments and questions. We always want to hear back from our readers! Let us know what you think. Send your comments and questions to will@doyouix.com and we'll try to post it online or in our next issue.

CONNECT.

Have you connected with i[x]? Be sure to check us out on Twitter (@doyouix) and Facebook ([facebook.com/ixgeorgia](https://www.facebook.com/ixgeorgia)). We are constantly posting tips and letting our community know about contests and giveaways. We also want you to be a part of the conversation, so let us know what you are thinking.



ON THE COVER:

NAME:

Will Peterson

RESTAURANT:

Otter's Chicken

LOCATION:

Marietta, Georgia



COLLEGE:

The Ins and Outs of Planning Ahead

Deciding to attend college is one thing, but choosing which college to attend is a big decision. Many students make the mistake of waiting until their senior year to prepare for and select a college, but the sooner you can get started, the better. There are multiple factors that must be considered when picking a school.

Types of Colleges/Universities

One of the first things you need to know is the difference between the many types of colleges and universities that exist so that you'll have a better understanding of the school you would like to attend. Colleges and universities are different things. Usually they are all lumped together as "College", but there is a difference. In general, a college offers education in one specific area, while a university is a collection of colleges. When you go to a university, you attend one of their colleges, such as the business college or college of engineering. Universities are often larger and offer more majors and degree options (bachelor's, master's and doctoral degrees). Also, some colleges/universities are public and others are private. We'll help you sort through the basic types.

Public Colleges and Universities

Public colleges and universities are funded by state governments to give residents of each state the opportunity to receive a public education. Class sizes and the number of degrees offered are usually larger. At public universities, class sizes can sometimes reach 200 students. In-state students applying to their public colleges or universities are admitted in far greater numbers and pay lower tuition than students applying from out-of-state.

Private Colleges and Universities

Private colleges and universities don't receive funds from state legislatures and rely heavily on tuition and private contributions which generally means tuition rates are higher. At private colleges, class sizes are typically smaller and access to professors is much easier. State residency isn't a major factor at private colleges as tuition remains the same for all students.

Four-Year and Two-Year Colleges

Four-year colleges offer programs that lead to a bachelor's degree in four years. These include universities and liberal arts colleges. Two-year colleges offer programs that last up to two years and lead to a certificate or associates degree. These include community colleges, vocational-technical colleges and career colleges.

Liberal Arts Colleges and Universities

Literature, history, languages, mathematics and life sciences are some of the courses offered at liberal arts schools. Most are private and offer



At private colleges, class sizes are typically smaller and access to professors is much easier.

four-year programs that earn a bachelor's degree.

Community Colleges

Community colleges offer two-year associate degrees that prepare you to transfer to a four-year college to earn a bachelor's degree. They also offer other associate degrees and certificates that focus on preparing you for a certain career. They are an affordable option with typically lower tuition.

Vocational-Technical and Career Colleges

If you're looking for specialized training in a particular field or industry, vocational-technical and career colleges may be for you. Culinary arts, medical-records technology, hair-styling and dental hygiene are possible programs of study.

Arts Colleges

Arts colleges offer specialized training in areas such as music, theater or fashion design in addition to traditional course work. Most of these offer associate or bachelor's degrees in the fine arts or specialized field. These colleges usually offer certificates or associate degrees.



For-Profit Colleges and Universities

For-profit colleges are educational institutions that are operated by private, profit seeking businesses, and typically prepare students for a specific career. Many are online, but some have physical locations as well. For-profit colleges have no entrance requirements and give you more flexibility with your schedule (great for parents or people currently employed). Some disadvantages include questions with accreditation for online schools as some of your credits earned may not transfer to another institution and negative association with some employers towards online degrees.



Paying for School

Planning ahead for the cost of college sounds like a daunting task. If you're lucky enough, your parents may have already started the process with a college savings plan (for any parent who may be reading, start saving as soon as you can, even if it's just a little at a time – every little bit helps). But, if you're like a lot of young people, you're going to have to figure out how to cover the costs of an advanced education on your own. With

Saving just \$50 a month can become \$600 in savings that can go a long way towards paying for college.

the average student debt for the class of 2013 at \$29,400 according to CNNMoney, the best advice for students is to begin saving and preparing as early as possible. If you don't have a way of earning income, try getting a job in the summer or after school. Saving just \$50 a month can become \$600 in savings that can go a long way towards paying for college.

Another option to pay for school is through scholarships. There are thousands of scholarships available from academic to athletic scholarships. Don't worry however, if you're not a star athlete or at the top of your class academically, there are still plenty of scholarships available. Start by looking at local companies and institutions (such as Georgia's Own) and then move your search to the internet. Scholarships.com has a large database of available scholarships that you might be able to win.

If you don't receive enough money through scholarships and are still short, student loans can help fill the remaining void. Millions of students rely on student loans to pay for some or all of college, so you won't be alone. When searching for financial assistance, you should always start with scholarships and grants, which cost you nothing and do not have to be repaid. Once you have minimized how much you'll have to borrow through scholarships, grants, and savings, you can begin applying for student loans.



Research Costs

Knowing what you'll be paying to attend a college or university plays a huge factor into what type of school is right for you and where you'll be attending. Once you start thinking about possible destinations, you'll want to research everything from tuition (in-state vs out-of-state) and room & board to books, school supplies other fees associated with each school. A great place to get started on this research is: <http://collegecost.ed.gov/scorecard/index.aspx>.

Admissions Requirements

Some colleges have certain ACT or SAT score requirements or specific course requirements, so be sure to research those well in advance. If you wait until your senior year, it may be too late to take the required courses or you may discover that your scores aren't high enough to meet their standards. During your junior year, try to pick out a few colleges you think you may want to attend so that you'll give yourself enough time to insure you've done enough to get into those schools. It may require that you take tougher courses such as advanced math and science. If you take a solid high school curriculum, not only will it help with admission, but college course work will be an easier transition.





Entrepreneur
Will Peterson
of Otter's Chicken



"If the Colonel had our chicken, he'd be a General by now." That's the slogan at one of Cobb County's recently named Top 25 Small Businesses, Otter's Chicken. If you've ever been in Marietta, Georgia and driven by Otter's Chicken at The West Cobb Avenue without stopping, you've been missing out on some great food.



Otter's, as it's called by the locals, is a family-friendly, sports-themed restaurant specializing in freshly prepared (not frozen) chicken tenders served in a variety of ways. Owner Will Peterson, a Cobb County native, recently sat down with us to chat about Otter's, how he got started in the restaurant business and his overall entrepreneurial spirit.

i[x] Tell us a little about yourself

WP I grew up in Marietta where I attended McEachern High School. I went on to college at Shorter University in Rome, GA, where I obtained a Masters Degree in Business Administration.

i[x] When and where was the Otter's franchise founded?



WP Otter's Chicken was founded in Nashville, Tennessee by Talbott and Stuart Ottinger, Steve Logan and Charlie Fitzgerald. The first Otter's restaurant opened in 2003, and ultimately, the concept was expanded to include locations in three states. Peterson Foods

opened its first restaurant in June of 2010.

i[x] How and when did you come to own Otter's?

WP I was looking at several different chicken concepts and got a recommendation from Rob Shuler (Former Auburn Football player who blocked for Bo Jackson) to come check out the Otter's concept in Nashville. Based on that recommendation I drove up to Nashville the next day and as soon as I tried the food, I knew Rob had picked a winner.

i[x] What decisions went into deciding to focus on chicken?

WP The main reason that the Otter's concept originally appealed to me was that it was a simple operation and that allowed an extreme focus on doing things right.

i[x] What types of meals do you offer at Otter's?

WP We offer chicken tenders, chicken wings, chicken wraps, chicken sandwiches, chicken salads, buffalo chicken dip and fried pickles and mushrooms.

Additionally, everything on our menu can be ordered fried or grilled. We use 100% fresh never frozen, antibiotic and hormone free chicken and source all of our ingredients locally.

i[x] Do you have any plans of expanding your menu?

WP We have plans on adding a “Georgia’s Own” Chicken Sandwich. I can’t tell you anymore about it, but you can come to Otter’s and try it soon!

i[x] In 2013, Peterson Foods purchased the Otter’s concept from the restaurant’s founding group and parent company. Tell us a little about that.

WP On June 11th of 2013, we finalized the purchase of the Otter’s Chicken Tenders Restaurant Concept from the restaurant’s founding group and parent company. This acquisition terminated our existing franchise agreement and gave us rights to Otter’s Trademarks and concept.

i[x] What makes Otter’s unique from other local restaurants?

WP In addition to great food and excellent service, we are very much a community-oriented business. We are very involved with the local schools and sports teams, and do whatever we can to give back to the community in which we do business. It’s my opinion that if you take care of your community, your community will also take care of you.

i[x] Do you have any plans for more Otter’s restaurants?



“Nothing is more important than cash flow.”

WP Absolutely. I plan to open another location at Kennesaw State in early 2015 and 8 additional stores in the following years.

i[x] Can you talk a little about the work and time you put in as an owner of a restaurant?

WP Owning any type of business take a lot of work and time. Fortunately for me however, I really do enjoy working in the restaurant business. The hours are long and the work is hard, but it is also extremely rewarding.

i[x] What kind of advice do you have for someone starting his or her own business?

WP Be prepared. It will become your life for a while. Everything you think and do

will involve your business. There really isn’t any off time when it is yours. You need to know that the business you are starting is going to be something that you will enjoy doing.

i[x] As the i[x] program focuses on smart money management, I’m sure that you have had to deal with your share of financial decisions. Is there anything you’ve learned from the restaurant business that carries over to your everyday finances?

WP Nothing is more important than cash flow. You have to watch it meticulously. Make your inflow greater than your outflow. Sounds simple enough, but it is a challenge even for the Donald Trumps of the world.



2014 Scholarship Winners

Congratulations to our 2014 Scholarship recipients and thanks to all who submitted an application. Winners were selected based on their academic performance, community involvement, and money-management skills. Georgia's Own awarded a total of \$15,000 in college scholarships to be used in the 2014-2015 academic year.

Scholarship Winners:

\$5,000 – Danielle Purvis
Emory University

\$3,000 – Emily Dutton
University of Georgia

\$2,000 – Harrison Grier
University of Chicago

\$1,000 – Jonathan Bearden
University of North Georgia

\$1,000 – Valencia Bercier
Georgia Perimeter College

\$1,000 – Ashton Seibel
University of Georgia

\$1,000 – Cyana Triplet
Georgia Gwinnett College

\$1,000 – Rebecca Webb
University of Georgia

“At Georgia’s Own Credit Union, we recognize the significance of creating real opportunities for our young adult members. In addition to helping them realize their financial goals through our array of products and services designed to fit their needs and lifestyle, our scholarship program is yet another way we are empowering today’s youth to own their future.”

Amy Eagan
VP of Marketing & Sales of Georgia's Own Credit Union



Pictured: Amy Eagan, VP of Marketing & Sales and Danielle Purvis



Danielle Purvis
1st Place-\$5,000



Emily Dutton
2nd Place-\$3,000



Harrison Grier
3rd Place- \$2,000



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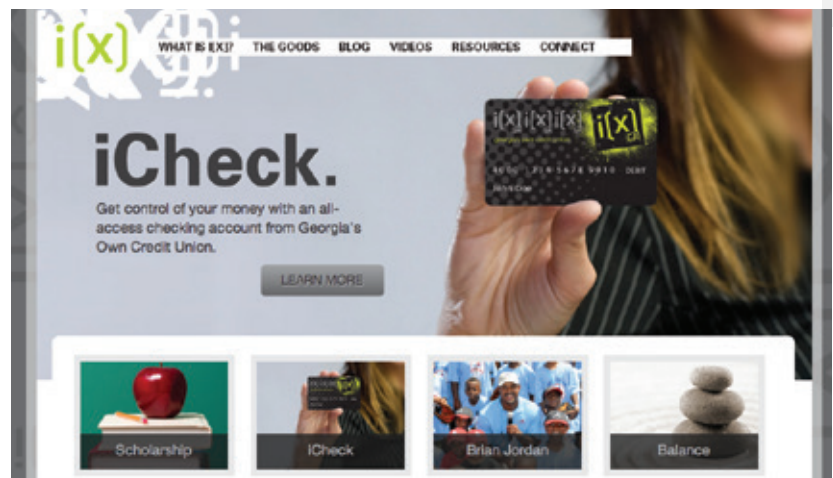
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