



LANIER OUTLOOK

The LLA Newsletter



Fall 2022

LETTER FROM THE PRESIDENT

The Holidays - it's hard to believe it's that time of year again, but here we are. I love this time of year and the many joys this season brings, especially the quality time with friends and family. Although, I can't help but to think, "If I can just make it through the next couple of months, I'll be back on the lake once again!" I'm sure many of you feel the same - and many die-hard anglers would wonder why I'm not out there right now. Whether you enjoy your holidays on the water or near the shore, I hope the lake holds a special place for you, even if only as a spectacular backdrop during this time of year.

As the year comes to a close, I'm reminded of the great work done by the Lake Lanier Association. **Together, our board, our members, our partners and our volunteers – the LLA collective – made a big impact on the lake we all love.** Suffice it to say, it's been a record-breaking year in many respects!

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- Support LLA on Giving Tuesday
- Thank You, Tom Vivelio
- Be featured on TV with Bev Knight, from the Good Life Group!

A few notable accomplishments come to mind:

- We doubled the number of Life Jacket Loaner Stations, from 4 to 8! Including new locations in Hall Co. and supplies/labor generously provided by Michael James Remodeling.
- We enjoyed record-breaking attendance at our Annual Member Celebration hosting over 700 members and more than 30 business sponsors!
- LLA purchased our first "company vehicle" - our gently used pontoon, the 'Ms. Jackie.' She has been prominent on the waters of Lanier, doing good work since late Spring.
- Our Solar Lights maintenance program ensured every light (those not requiring a new pole installed by USACE) was functional by May, resulting in the highest percentage of functioning lights on record. In addition, we replaced another 100 lights this year with new models. Two-thirds of the lights on the lake are now less than 2 years old.
- Our Channel Marker refresh pilot has been a success - *please read on for more information contained in this newsletter.*
- We implemented a new Membership Management platform, making it easier for us to accept donations and for new members to join. Renewals and plan level changes now occur with ease, and our members' ability to update their own account has never been easier.
- And, of course, Shore Sweep! At the hands of 1,400+ volunteers, 90 tons of trash was removed from Lake Lanier.

I'm proud of what we've collectively accomplished in 2022, and I'm confident that we are poised for an incredible year in 2023. **More than anything, the support of our members is what has allowed us to achieve such tremendous progress this year.** As we close out the year strong, I invite you to consider furthering your support of the Lake Lanier Association with year-end donations or on Giving Tuesday, as we will continue use your contributions to do great things on the lake in 2023 and beyond!

Lake season will be here before we know it. Until then, I wish you a very happy holiday season to you and yours!



Todd Baxter, LLA President

Board of Directors

President

Todd Baxter

Vice President Administration, Finance

Billy Powell

Vice President Operations and Shore Sweep

Bonny Putney

Vice President Legal Counsel, Erosion and Sedimentation

Clyde Morris

Vice President Marketing

Sheila Davis

Treasurer

Rolando Barberis

Bev Nicholls

Dan Ohman

Kelly Marlowe

Tom Child

Tom Vivelio

Matt Williams

Skip Short

Tom Shillock

Staff

Executive Director

Amy McGuire

Communications & Membership Coordinator

Victoria Clevenger



Lake Lanier Association

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Call for Volunteers!

There are lots of ways to get involved with LLA in 2023



Join the Lake Lanier Association Board of Directors!

We are looking to hear from individuals with expertise, ability, passion, and dedicated time to serve on the LLA Board of Directors. Interested parties can send their resume and a brief introduction to LLA President, Todd Baxter. Intro emails should include a statement about your desire to join the LLA Board and the value you hope to bring to the Lake Lanier Association.

Interested candidates can send their resume to Todd Baxter at todd.baxter@lakelanier.org for further consideration.

Learn more about the LLA Board of Directors at www.lakelanier.org/our-story/our-board/

Volunteers Needed: Erosion & Sedimentation Committee

Have you ever noticed a river of red water sunning into the lake during or soon after a storm? Or noticed an increased amount of sediment at the bottom of the lake along the shoreline? We certainly have and so we formed the Erosion & Sedimentation (E&S) Committee six years ago to focus attention on activities that affect the lake through erosion, runoff, and sedimentation. Typically, these are construction projects on land bordering the lake and its tributaries. But impacts to water quality take other forms that are equally threatening to the lake, such as increased volumes of trash, nitrogen, metals, oils, phosphorus and E. coli. These are all areas with which the E&S Committee concerns itself.

Who is on the E&S Committee and what do they do? Two Board members and one LLA member currently make up the Committee. Those three members take on the job of receiving and responding to reports from members of the types of activities mentioned above. That usually means visiting a site to view a situation firsthand, working with affected LLA members, and then communicating with developers, civil engineers, contractors and local government officials to help rectify the problem.

But sometimes it also means getting out in the rain and trudging through mud, collecting and analyzing water samples, taking photographs and otherwise documenting problem sites that are not being adequately monitored and policed by the responsible government agencies. Oh, and finding, interpreting, and applying the appropriate laws, regulations, ordinances, and best management practices.

Who would be a good volunteer? Anybody who cares about the lake and wants to help keep it clean and free from sedimentation and pollution. If you've got training, experience, or knowledge about the types of things described above, you could be especially helpful. Three people is not enough and the Committee needs help with all of its activities.

How do I get involved? It's easy! Send an email to Amy McGuire at amy@lakelanier.org with your name, contact information, and a resume or summary of your experience and/or expertise in anything related to what the Committee gets involved in. We'll follow up and explore how the Committee's activities and your desires fit together.



The Lake Lanier Association is launching a Social Committee!

Do you like planning and executing special events? What about entertaining large crowds? Then the LLA Social Committee is for you!

As a committee member, you will help plan the LLA Annual Member Celebration which takes place annually in the spring. In addition, there are opportunities to plan pop-up social events for LLA members at various, fun places around Lanier.

This is a new committee, and the first meeting is slated to be held in January. We need several dedicated members to help us organize upcoming events and socials. Please reach out to info@lakelanier.org to join the Social Committee!



Volunteers Needed for the Business Sponsor Committee



This committee is actively recruiting, educating and supporting the LLA Business Members! As a member, you will visit Business Members and share the LLA mission, plans and activities, as well as offer opportunities to get involved with the LLA community.

The Business Member Committee is vital in assisting the LLA staff, so participation includes helping Business Members join or renew their LLA membership. The Business Member Committee meets once a month throughout the year. Please reach out to Sheila Davis at sdavis@gonorton.com with questions and to join the committee.

Adopt-a-Lake Water Quality Testers Needed

LLA is looking for volunteers to collect water samples and perform the Adopt-a-Lake Water Quality responsibilities! Help is needed in the following locations:

- Toto Creek or Thompson Creek area in Dawson County
- Old Federal Island and Lanier Sailing Club area (2 volunteers preferred)
- Thompson Bridge (Gainesville) and Little River

Adopt-a-Lake water testers collect samples once per month, year round. Having your own vessel to collect samples is preferred. Samples are collected once during a 10 day period each month, generally the 9th-19th (schedule will be provided). After the sample is collected, volunteers bring the sample and data sheet to the LLA office. All details provided during training. The LLA understands cold weather conditions and makes allowances when possible. LLA provides testing equipment and training.



Adopt-a-Lake volunteers are dedicated and wonderful! Interested in helping test the water of Lanier? Please email LLA, with ATTN: Bev Nicholls at lakeinfo@lakelanier.org to learn more.

Shore Sweep 2022

Celebrating a Record Breaking Cleanup



PROGRAM UPDATE BY BONNY PUTNEY

Once again lake lovers from all around Lanier (Over 1,400 of you!), stepped up and removed over 90 tons of trash during the 2023 Shore Sweep. We at the Lake Lanier Association are very humbled and grateful for the community support. Shore Sweep is living proof of the deep affection and care the community has for our beautiful lake.

I get asked a lot, “Do you want to beat the Shore Sweep record from last year?” My answer is always the same – ‘No! I would love for 1,400 people to come out, and we end up with only 5 tons of trash, because that’s all the trash we could find.’ We are a long way from only having to deal with 5 tons of trash, but we have made huge strides to make the annual cleanup easier, safer, and more effective.

Our new partnership with United Rental was a huge, positive impact on the cleanup. They provided heavy equipment and the most helpful and talented volunteer operators at seven Shore Sweep locations around the lake. I have never seen a heavy equipment operator carefully stack floats so efficiently that every square inch of the dumpster was utilized. We are excited that United Rental has committed to helping again next year and will have equipment and volunteers at EVERY Shore Sweep site!

There are so many people to thank who make an event like Shore Sweep possible! From our dedicated site Captains, to our dumpster suppliers, and each volunteer. Plus, the business sponsors, suppliers, community partners and workers. **All of YOU are what makes Shore Sweep happen and help keep our lake clean.** We look forward to all of us gathering to do it again next year, our 35th year of Shore Sweep. 35 years, wow - and one of the oldest and most successful cleanup efforts in the US. We have so much to be thankful for and to celebrate as the 35th annual Shore Sweep approaches. I'm sure we will have some celebration and make it special.

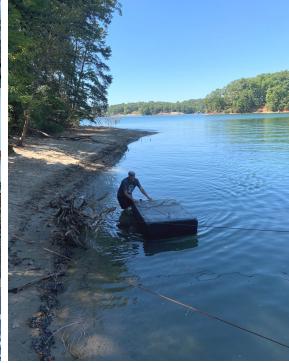
Though Shore Sweep has ended, LLA does not stop working to keep our lake clean. The issue of dock floats is a complex concern and seems to be an issue unique to Lake Lanier. We will be working with our community partners to figure out a better way to clean up the floats in a more environmentally friendly manner than just taking them to the landfill. Many of you know that Hall County will not accept the floats as trash in their landfill, so this issue has got to be addressed now.

LLA will also be hosting additional, mini-cleanups events for those of you who enjoy helping keep Lanier clean and want to volunteer. Stay tuned for information on a cleanup effort on the North end, slated for the beginning of January. **Trash cleanup is something all of us can participate in and even with our individual efforts, we can make a huge difference in this crazy world.** Everyone can practice “pack-in, pack-out.” In a world where so much is out of our control, we can take responsibility for the trash we leave around the shores of Lanier. When we’re all good stewards of the lake, we all get to benefit from its beauty and cleanliness!



Once again, **THANK YOU to all of you who helped during Shore Sweep 2022.** A special thank you to those of you who pick up trash every time you are on the lake – no free tee-shirt, no free biscuit or hot dog... you just do, because you care about Lake Lanier. We thank you!

SPECIAL THANK YOU TO THE 2022 SHORE SWEEP SIGNATURE SPONSORS:



Thank You, Tom Vivelو!

LLA Board of Director, Tom Vivelو Set To Retire At The End Of 2022

Written by Victoria Clevenger
LLA Communications and Membership Coordinator



Tom Vivelو joined the LLA Board of Directors in 2012. Over the past decade, Tom has been an active Board Member involved in Shore Sweep, Safety, Marketing and Membership Recruitment and has assisted with many LLA programs. Most recently, Tom advocated for LLA to purchase our first “company vehicle” - the LLA boat, lovingly named the Ms. Jackie. Tom has chaired the LLA Boat Committee and helped ensure that the LLA vessel was up to date on all servicing, properly registered and looked for opportunities to be used along the shores of Lanier. In a way, Tom has had his hand in much of what LLA does throughout his time on the Board!

Prior to joining the Board of Directors, Tom joined LLA as a supporting member and his engagement grew while advocating for cleaner discharge into Lanier from the Gwinnett Water Treatment Facility. LLA was instrumental in forcing the State to keep the high standards set for discharge, and Tom saw the advantage of joining LLA and getting to work alongside other LLA Members in this fight for a Clean Lake.

Tom comes to LLA with 27 years of professional experience with BioLab, a water treatment chemical company making products for commercial and residential use. He is originally from Brooklyn, NY, but with several promotions and assignment changes, he found himself in Atlanta leading a new division for the company in 1990. Though he has retired from BioLab, he brought these years of marketing, sales and leadership skills to the LLA team.

Tom and his wife Betty started boating on Lanier in 1986 and kept his boat at Aqualand before making Lanier their full-time home in 1997. Nowadays, their time is shared between Lanier and their second home in Costa Rica. Together they enjoy boating, traveling and being active members of the community.

Betty is involved with the Red Bud Project, a conservation oriented organization. In addition to serving with LLA, Tom has participated in the Gainesville Times Editorial Board and the Metropolitan North Georgia Water Planning District - Lanier Basin Advisory Council. This group provides community input to the drinking water, stormwater and sewage plans for 15 Counties surrounding Atlanta. Today, Tom is the Chairman of the Lanier Basin and he is continuing a legacy started by former Chairman, Val Perry.

Tom and Betty's future plans include building their new home in Hoschton, Georgia. Though he won't be on the LLA Board in the new year, he plans to stay involved as an LLA member and volunteer when possible. His contributions will be missed, but his impact lives on far beyond his days in the boardroom.



Join us in thanks and well wishes to Tom Vivelو for his 10 years of service and dedication to the Lake Lanier Association!

Please look for a post on the LLA Facebook and Instagram to leave your kind remarks.

Channel Marker Refresh in Partnership with the Corps Pilot Project Update



PROGRAM UPDATE BY TODD BAXTER, PRESIDENT

I'm excited to share an update on the channel marker refresh project we told you about earlier this year. As I'm sure you've noticed, Lake Lanier has red and green markers, with letters and numbers on each, indicating location on the lake. While most people use their mobile devices to pinpoint locations on the lake, these markers were critical not long ago, and are still quite handy when you're unfamiliar with our lake or have no desire to pull out your phone while boating (Good for you, by the way!).

Many of these markers are in poor repair. There is some speculation around exactly when they were last replaced but suffice it to say it's been more than two decades.



Partnering with the USACE, LLA proposed a refurbishment plan which would replace a portion of the faded and damaged markers with new ones in an effort to determine replacement cost, in terms of both time and materials.

We chose to focus our efforts on the Chestatee and identified 12 markers (6 red, 6 green) for immediate replacement. We secured the services of Marine Specialities, and they have largely completed this initial project.

We are going to take the learnings from this exercise and use this as a feasibility study to determine our best approach to refurbishing a significant number of markers on the lake. **Stay tuned for our results and plans to be released in early 2023!**



Check out these shiny new markers!

You'll note they are marked with a sticker at the bottom indicating the date of replacement and QR codes for USACE and LLA. This will help us track longevity as well as make it easier for people to report problems with markers as they occur.



**MARKER REFRESH BROUGHT TO YOU
BY THE LAKE LANIER ASSOCIATION
IN PARTNERSHIP WITH USACE**





Shop & Support LLA with Tucket Footwear

Dear Friends and Neighbors of Lake Lanier,

The Lake Lanier Association and Tucket Footwear have formed a partnership! When Dennis McCormick, Founder of Tucket Footwear, approached LLA about the opportunity we were thrilled to have the support of a local business specializing in boating shoes. Our first thought was, "Our members will love these!"

As you know, the Lake Lanier Association is committed to preserving and protecting the quality of Lake Lanier. This lake we all love is truly one of the most beautiful lakes in the country, it provides drinking water for everyone that calls the greater Atlanta area their home and is one of the most popular recreation destinations with over 12 million visitors a year - making it vital to protect for future generations to come. That being said, we are always working to raise funds and forge new partnerships to support our on-lake initiatives that work towards a Clean, Full and Safe Lake Lanier.

Therefore, LLA is proud to announce our new partnership with Tucket Footwear! This stylish boating shoe is functional and sophisticated, as well as locally owned and made in Buford, Georgia. Tucket Footwear makes a hybrid deck shoe that sheds water, has a slip resistant material and can take you from the dock to dinner in no time. **Tucket Footwear has committed to donating 20% of any Tucket Footwear purchase directly back to the LLA!**

Please check out Tucket Footwear at www.tucketfootwear.com and enter code "**LLA2022**" at checkout, so sales and donations can be tracked. This is a wonderful opportunity to help the Lake Lanier Association and in return, get some great shoes for boating fun. Tucket Footwear makes a great holiday gift too.

Thank you for supporting LLA with your Tucket Footwear purchase!

Amy McGuire
Executive Director



Learn More & Shop at www.tucketfootwear.com.

Adopt-a-Lake

Celebrating 22 Years of Water Testing



PROGRAM HIGHLIGHT BY VICTORIA CLEVINGER

Since 2000, volunteers have been testing and sampling the waters of Lanier each month. Did you know that this is one of the longest surviving volunteer testing programs on a reservoir this size? Or what about the fact that this is the only program to test every month on Lanier? That's right, the Adopt-a-Lake program and our dedicated volunteers are pretty amazing. Keep reading to learn more about this Clean Lake initiative!

The Adopt-a-Lake program was initiated in 2000 with the guidance of Georgia Lakes Society. In 2002, the program was expanded with the help of a local lab and then again in 2013, when Gwinnett Water Laboratory offered to begin doing our chlorophyll analysis using the same methodology as the Georgia Environmental Protection Division (EPD).

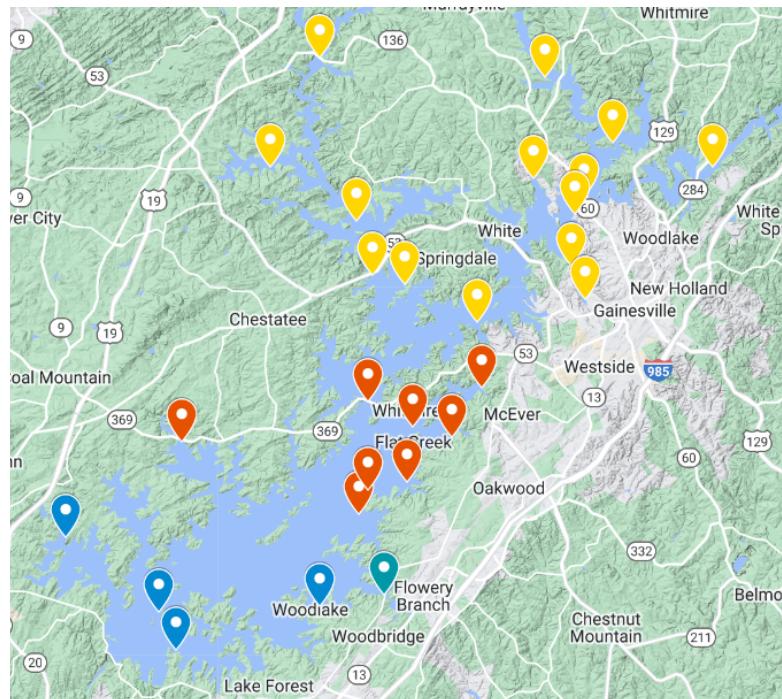
Let's Break It Down - Adopt-a-Lake By The Numbers

LLA currently has 24 volunteers that assist with the Adopt-a-Lake program. They test monthly from 28 different locations around Lake Lanier - including 5 bridges, 4 docks and 18 bays or coves.

The testing locations are divided into three sections of the lake:

- 15 sites - North of Browns Bridge
- 7 sites - South of Browns Bridge and North of a line LLA has drawn from Four Mile Creek to Aqualand Marina
- 6 sites - South of the Four Mile Creek to Aqualand Marina line

The map below shows the sections color coded. The map is also linked on the LLA website as an interactive GoogleMap, if you'd like to check it out at www.lakelanier.org/our-work/clean-lake/adopt-a-lake/.



How Does It Work? Tell Me More About The Water Testing!

LLA is fortunate to have amazing and dedicated volunteers that help collect the samples and test monthly. Some of our volunteers work multiple sites or have been volunteering with the program since its creation 22 years ago!

Each month volunteers go out to their designated testing site, before gathering a sample they note weather and water conditions. This includes testing the water temperature and noting water clarity using a Secchi disk. All observations and information is recorded on a data sheet.

Then, the volunteers collect a sample of water using provided instruments. The sample is carefully filtered. Once this step is completed, the small chlorophyll laden filter paper needs to be handled with much care. Volunteers will place the filter paper in foil - so that light does not tamper the result and kept frozen until it is taken to the lab for further analysis.



In partnership with the Gwinnett Water Laboratory, the 28 collected water samples are analyzed each month. The results are stored in a database and produce a chart LLA has dubbed the “Lake Lanier Index.” The index does not indicate water safety, only the level of algae in the lake. These results are shared with interested parties to help understand the conditions of the water, trends and assist in decisions related to lake cleanliness. By the end of 2022, we will have completed over 2,300 tests since our partnership with Gwinnett Water Laboratory in 2013!

Lake Lanier Index - October 2022				
QUALITY INDICATORS	October 2022	PREVIOUS MONTH	PRIOR YEAR	COMMENTS
TEMPERATURE (degrees Fahrenheit)	72	80	74.9	
LAKE LEVEL (feet above sea level on the 15th)	1067	1068.5	1071.9	The Lake dropped another 1.5 feet
SECCHI (feet)				Slightly better Secchi readings. Low in Longwood Park of 3.3 feet and high of 18 feet (Great) in Shoal Creek.
Section A	5.5	4.9	6.9	
Section B	8.5	8.9	9.4	
Section C	13.3	11.7	10.2	
Overall Average	8.3	7.9	8.3	
CHLOROPHYLL (micrograms per liter)				Our Chlorophyll a decreased a bit. The high of 16 was off Watuga Dr and Longwood Park. The low reading was in Shoal Creek and Cocktail Cove of 2.5.
Section A	10.5	11.3	10	
Section B	5.6	7.7	7.3	
Section C	4.1	4.5	5.6	
Overall Average	7.3	8.4	8.4	
Lake Lanier Index	5.6	5.5		A small change for the better

Section "A" North of Brown's Bridge. "B" center region South of the Bridge to a line from Six Mile Creek East to Aqualand Marina. "C" South of this line to Buford Dam every month.. We have more stations in Section A, giving it greater weight.
Secchi Readings are taken by lowering a weighted disk into the water & measuring the distance it can be seen thus giving a gauge of clarity
Chlorophyll is used to determine nutrients in the lake
Lake Lanier Index is a measure of nutrients and clarity, NOT water safety
Thanks to Gwinnett Water Lab for our chlorophyll a analysis, our Adopt-A-Lake volunteers and Lake Lanier Assoc. Members

Interested In Helping With The Adopt-a-Lake Program?

LLA is looking for volunteers to collect water samples and perform the Adopt-a-Lake Water Quality responsibilities! **Help is needed in the following locations:**

- Toto Creek or Thompson Creek area in Dawson County
- Old Federal Island and Lanier Sailing Club area (2 volunteers preferred)
- Thompson Bridge (Gainesville) and Little River

Adopt-a-Lake water testers collect samples once per month, year round. Having your own vessel to collect samples is preferred. Samples are collected once during a 10 day period each month, generally the 9th-19th (schedule will be provided). After the sample is collected, volunteers bring the sample and data sheet to the LLA office. All details provided during training. LLA understands cold weather conditions and makes allowances when possible. LLA provides testing equipment and training.

Adopt-a-Lake volunteers are dedicated and wonderful! Interested in helping test the water of Lanier? Please email LLA, with ATTN: Bev Nicholls at lakeinfo@lakelanier.org to learn more.



Bev Nicholls Leads the Charge

LLA Board Member, Bev Nicholls, has been leading the Adopt-a-Lake program since 2002. Each month she coordinates with the volunteers, as well as collects the samples and takes them to the Gwinnett Water Laboratory. Bev has fostered vital partnerships and relationships around Lanier to support this Clean Lake initiative. These partnerships include the Gwinnett Water Laboratory, The Water Tower, and EPD. Bev Nichols has also encouraged other LLA board members to be involved with this program, as several of them currently volunteer to test.



The Lake Lanier Association is fortunate to have Bev Nichols as a dedicated member of our team. She brings a background of sales, real estate and medical technologies; but she would say "*Adopt-a-Lake is my job and I love that it is fun!*" She credits her dedication to the important place Lake Lanier has held in her life. Bev says, "*It's fulfilling to be a part of the Adopt-a-Lake program and do something good that helps the lake.*"

THANK YOU, BEV - FOR ALL YOU DO FOR LAKE LANIER!

Why is the Adopt-a-Lake Program Important?

Excess algae growth in Lake Lanier can create water quality issues. At high enough levels it can create problems with drinking water as well as create issues for recreation. Due to these concerns, LLA initiated the Adopt-A-Lake Program in 2000 and has the most extensive Chlorophyll a (algae) testing program on Lake Lanier. This program has created a year-round baseline understanding of the algae levels in multiple areas around the lake.

To put it simply:

Some algae in the lake is good - it is a vital part of the ecosystem. However, we do not want an excessive amount, as it can become a hazard to swimmers and pets alike. It's essential to maintain a healthy balance.

*Special Thank You
to all the Adopt-a-Lake Volunteers!*

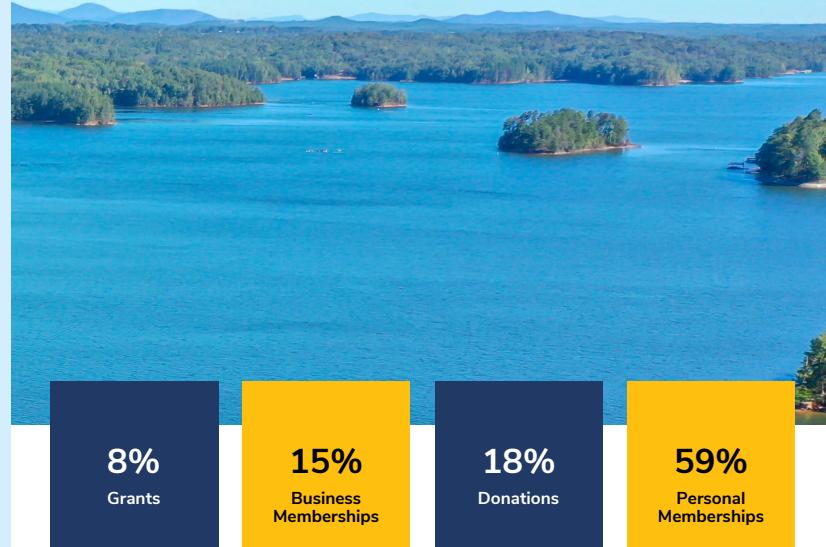


SUPPORT the Lake Lanier Association

The Lake Lanier Association is blessed with the incredible support of its members, community partners and business sponsors. We want to take a moment to say thank you for supporting LLA all year long. Not just with your donations, but also with your time volunteering in our many initiatives, reporting safety concerns and sharing the work of LLA with friends and family too. It takes all of us working together to protect and keep Lake Lanier Clean, Full and Safe.

In this season of giving, please consider supporting LLA on Giving Tuesday - which will take place Nov. 29th 2022. We hope that you will remember the Lake Lanier Association today and in your end of the year giving. Every tax deductible donation goes to keeping Lake Lanier Clean, Full and Safe!

Help us reach our goal of \$5,000 raised. Together, we make an impact on Lake Lanier!



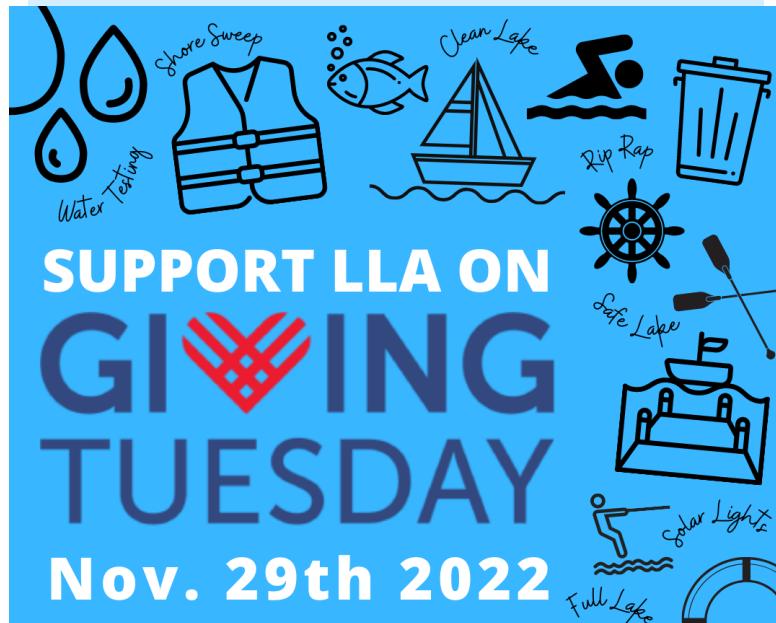
As a 501c3 non-profit, LLA is supported through a combination of grants, business memberships, donations and personal memberships. These contributions allow LLA to make a big splash on Lake Lanier and directly support our expenses:

64% On-Lake Programs and Initiatives
25% Administrative and Staffing
10% Fundraising Efforts

Your support on Giving Tuesday and at the end of 2022, will echo into the new year.

Four Ways to Give:

- 01** Give a one time donation through our website: www.lakelanier.org.
- 02** Mail a Check to the Lake Lanier Association:
615 Oak St. Suite 200 Gainesville, GA 30501
Please mark Giving Tuesday or Donation in the memo line.
- 03** Choose to support LLA with your personal or business membership. Unlock access to TowBoat discount, member exclusive events and webinars.
- 04** Get Involved. LLA is always looking for volunteers to help with programs, events and in the office.
Interested in helping? Let us know, send an email to lakeinfo@lakelanier.org.



Thank You for supporting LLA!

Whether you give \$5 or \$5,000 - it all makes a direct impact on Lake Lanier. Every little bit helps. Thank you for your support now and throughout the year.

Lately with LLA

A sneak peak into the recent events of the Lake Lanier Association!

LLA ATTENDS THE FIRST EVER LAKE LANIER BOAT SHOW

During the weekend of October 14th-16th, the Metro Atlanta Marine Trade Association brought the first-ever premier in-water boat show to Lake Lanier. LLA was there for all the action and fun with a booth in the vendor village AND the LLA boat, "Ms. Jackie" on display at the docks. The LLA boat was specifically used as a life jacket loaner station for children, so parents could shop the docks with peace of mind. This opportunity allowed for LLA Board Members and volunteers to organically share about one of our on-lake initiatives - the life jacket loaner stations - and encourage boat show guests to visit our booth to learn more about the LLA. At the LLA booth, guests could also join or renew their membership using our new member platform, collect LLA swag such as dry bags and waterproof maps, and new to the booth this year - try on Tucket Footwear! A variety of sizes and colors were on display. As mentioned earlier, Tucket Footwear is a new LLA partner and we're thrilled to be receiving 20% of all sales when the code "LLA2022" is used. **Thank you to everyone who stopped by and said hello or joined / renewed your LLA membership at the boat show!**



LLA PRESENTS TO ENVIRONMENTAL LEADERSHIP STUDENTS AT UNG



Amy McGuire and Victoria Clevenger spent the morning of October 10th speaking to UNG students in an Environmental Leadership course. The goal was to showcase local organizations, such as LLA, that are doing good work in the North Georgia region for civic engagement, support and perhaps, even consider a career in environmental related fields. Students learned about the Clean, Full and Safe initiatives of LLA and learned how they can get involved. They engaged in great conversation and questions. *Special thanks to LLA member, John O'Sullivan, Ph.D., for the invitation to speak to your wonderful students!*

LLA RESPONDS TO ALGAE REPORT WITH CRK

In early November, the Lake Lanier Association received reports of algae blooms in Lake Lanier. Together with the Chattahoochee Riverkeeper, our resources were combined to locate the algae location and gather a sample. The sample was sent to a lab at Auburn University and results showed no level of toxins. While this was a Clean Lake win and amazing teamwork between LLA and CRK, it's a reminder to always report issues you see in Lake Lanier. We can't do anything to help, if we don't know about the issue. **If you See Something, please Say Something at www.lakelanier.org/get-involved/seesomethingsaysomething/**





Shop & Support LLA This Holiday Season!

Gifts galore, meals to prep, and last minute shopping too! What if you could support LLA with all that holiday shopping? Well, good news - You can!

The Lake Lanier Association can be supported with your every day shopping on Amazon and at Kroger. Not just at the holidays, but all year long. With a few simple steps you can shop as usual and LLA will receive a charitable donation at no additional cost to you!

Kroger Community Rewards

1. Sign into your Kroger account using the mobile app
2. Under the menu options select "Rewards"
3. Then select "Community Rewards"
4. Search "Lake Lanier Association" and LLA should appear as an option
5. Click "enroll" - that's it!

Here's a Great Idea - LLA tote bags make the perfect reusable shopping bag!



Amazon Smile

1. Sign into your Amazon account using the mobile app
2. Under the menu options select "Gifting & Charity"
3. Then select "Amazon Smile"
4. Search "Lake Lanier Association" and LLA should appear as an option
5. Click "turn on Amazon Smile" - that's it!

New this year, LLA is excited to partner with outfitters too! Now you can support LLA with a purchase at partnering organizations - Barefoot Bay Apparel or Tucket Footwear. With every purchase, LLA will receive a portion of the sale to support our mission towards a Clean, Full and Safe Lake Lanier!

Both Barefoot Bay Apparel and Tucket Footwear produce gear that is perfect for activities on the water, to wear at a backyard bbq or around town! These items make the perfect gifts and are sure to be conversation starters too. **Please use codes and links below to support LLA with your purchase!**



These super soft t-shirts and hats are made for bragging about Lake Lanier! With only the outline of the lake included, you're sure to be asked "What is that?" That's when the fun conversation begins! You can even tell them that the purchase of the shirt or hat supports your favorite non-profit on Lanier too!

Barefoot Bay Apparel is the freshwater division of Kenny Chesney's No Shoes Reef. LLA is pleased to be their first fresh-water partner in the Southeast!

Every purchase of a Lake Lanier product from Barefoot Bay Apparel casts 20% back to LLA! No code needed.

Shop Barefoot Bay Apparel at www.barefootbay.net.



Tucket Footwear is a leader in boating footwear with a hybrid deck shoe that sheds water and made with a slip resistant material to go from the dock to dinner in no-time. This stylish boating shoe is functional and sophisticated, as well as locally owned and made in Buford, Georgia.

Use code LLA2022 at checkout and Tucket Footwear will donate 20% of your purchase to the LLA.

Shop Tucket Footwear at www.tucketfootwear.com.

The Lake Lanier Association is always looking for more partners and outfitters to support our mission. Know someone that we should partner with? Let us know! Send us an email at lakeinfo@lakelanier.org.

Learn more about LLA Outfitters at www.lakelanier.org/get-involved/lla-outfitters/



Cruise Lanier in Holiday Style

Business Member Feature

Submitted by Lanier Boat Charter

As the holidays roll in many of you will be reopening your doors to family members, friends and co-workers for festive gatherings. Planning for the holidays takes a lot of effort in addition to your already packed schedule, so Lanier Boat Charter is here to offer some festive fun for everyone! Cruising with Lanier Charter this holiday season is perfect for family, neighbors, or office groups of 40 people or less.

We are happy to announce both our 3-Hour Sunset Cruise Into the Holiday Spirit and our All Inclusive Holiday Party Packages. Allow us to help you find your holiday cheer aboard the award-winning Song of the Chattahoochee, departing Thursday – Sunday from Safe Harbor Aqualand at 5:00PM and returns at 8:00PM. Her hull has been decked and we are packed with holiday themed activities during this outing, including a stop at the islands on Lake Lanier, allowing you passage through their Lakeside Lights Spectacular, a real treat for the senses. On board activities include movies, s'mores and treats, crafts for the kiddos - or kids at heart, and more. There might even be a santa sighting if you're on the nice list!

This is truly a special evening for all ages. Even better, Lanier Boat Charter will be accepting donations to the Lake Lanier Association with your ticket purchase. Find more information at www.lanierboatcharter.com or call (678) 882-8062 to plan your holiday cruise!

*Photos below from the 2021 Holly Jolly Cruise,
an LLA Member Exclusive event aboard the Lanier Charter Houseboat!*



**Looking for more holiday fun
around Lake Lanier?**

Make plans to watch the 2022 Holiday Boat Parade at Lake Lanier on Saturday, December 10th.

Lanier Boat Charter took home the Grand Prize in the 2021 parade!



Learn more, including parade route and watch spots at www.facebook.com/LanierHolidayBoatParade

Feature Your Home on TV

Business Member Feature

Submitted by Bev Knight and the Good Life Group

Most of us would agree, Lake Lanier is a great place to live. Positive media exposure can only raise our property values, so I'm excited to announce that our beautiful lake will be featured on the Emmy-nominated TV show, "American Dream TV, Selling Atlanta." I'm honored to have been selected as one of the hosts of this positive, uplifting show about local lifestyles and real estate. Needless to say, I'll focus on lake living. In each segment, I interview a local person who impacts the community, spotlight some impressive aspect of the area's lifestyle, and showcase a lake home. It will air on local CBS affiliate WUPA. Afterwards, it'll be on Apple TV, Roku and Fire TV. We also post it to our YouTube channel www.youtube.com/c/TheGoodLifeGroupLanier



So far, I've interviewed local hero, recovery diver Richard Pickering , Nairika Cornett, the impressive Executive Director of the Quinlan Arts Center, and the talented Lake Lanier artist, Anne Brodie Hill. I featured beautiful Lake Lanier by water, spotlighted the Gainesville cultural community and toured the only lake home plans designed by the legendary architect, Frank Lloyd Wright. In coming episodes, I'll do a story on VRBOs, the Olympic Rowing Venue and Brenau. I'll also feature some unforgettable lake homes and discuss real estate trends.

If you're ready to sell and want to see your home featured on our show or have an idea for a story, please call me at 678-860-0990 or email bev@housesonlanier.net. See you on the lake!



Save the Date!

Come See LLA at the 2023 Local Boat Shows

While winter is just setting in, Spring and boating fun will be here again in no time. The return of boat shows kick-off the season as we dream of warmer days and making memories on the water. LLA will be at the following Spring 2023 Boat Shows and we hope to see you there too. Mark your calendars and keep an eye out for more details coming soon!

North Georgia Boat and RV Show | February 10th - 12th, 2023 | Gainesville Marina

Lake Lanier Boat Show | March 3rd - 5th, 2023 | Margaritaville at Lanier Islands

**LAKE LANIER
BOAT SHOW**



MARINE TRADE ASSOCIATION
OF METRO ATLANTA