

Live Positively



For over 100 years, and throughout the Chattanooga area, Chattanooga Coca-Cola Bottling Company has been a long-time supporter of nonprofits, education, community events, and civic organizations. This year, the company enhanced its support by taking a leadership role in the health and well-being of its employees and the Chattanooga community.

In December 2008, the company kicked off Live Positively, a campaign dedicated to making a positive difference in the world by redesigning the way we work and live so that healthy living and sustainability is part of everything we do.

In particular, Chattanooga Coca-Cola Bottling Company made a pledge to make constructive improvements in three areas: health and well-being, family and community, and the environment. The company asked each of its 400 employees to establish goals for themselves in each of these fields.

Within months, members of the company successfully made lifestyle changes that impacted their health and well-being or the wellness of the community. The successes were wide ranging, from personal accomplishments to initiatives leading to stronger families, conservation of resources or just helping young men and women.

Chattanooga Coca-Cola Bottling Company employees are standing proudly as they live positively for the betterment of themselves, their community, and the world around them.

Health & Well-Being



CLARISSA SPURLING

Clarissa Spurling desired to improve her physical health. However, work and a busy home life left little time for relaxation or true “living.” For that reason, the launch of Live Positively captured Clarissa’s attention. “I’d settled into a routine, sedentary lifestyle where I was gaining weight, eating poorly, tired all the time, and not much of a joy to be around,” Clarissa shares.

In December, Clarissa committed to performing some type of exercise each day. Kickboxing, step aerobics, cycling, and yoga kept her busy until the weather warmed, then the self-described “nature nut” was able to walk or run every day at lunch. Clarissa now strives to add healthy foods like soy milk, yogurt, and green tea to her diet. As she’s improved her eating, Clarissa has found that she not only enjoys but also craves healthier foods. “I feel so much better than I have in a long time. I have even pondered the idea of competing in my first triathlon.”

Family



JEFF HART

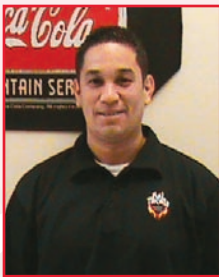
On his first go-round, Jeff Hart exceeded his goals for Live Positively. Committing to “pick out a needy child every year and provide school clothes for him or her,” Jeff stumbled across not one child but a trio in need. Cared for by their grandparents, the children—an 18 year-old boy, 13 year-old boy, and 11 year-old girl—lacked proper cold weather attire, and Jeff generously stepped in. For the 18 year-old, Jeff purchased a jacket, jeans, shoes, and other items; he provided various clothing pieces for each of the younger children as well. Since extending his hand in goodwill, Jeff has remained in contact with the oldest child, who has expressed his desire to someday repay Jeff for his kindness.



Chattanooga Coca-Cola

Jeff, of course, expects no repayment and simply hopes that his actions encourage those who have the means to help others.

Community



EMILIANO MORENO

As part of Live Positively, Emiliano Moreno wanted to “continue to be an asset to the Hispanic community,” building upon a history of going above and beyond. Along with his work, Emiliano has served as a liaison to the local tiendas, Hispanic grocery stores. In this role, Emiliano has formed friendships that extend beyond work.

“I have established a personal relationship with the local Hispanic community by providing them with the essential components, fundamentals, and common principles of how to become a better citizen,” Emiliano shares.

His work has helped Hispanic citizens acculturate to the United States. At the same time he has been successful in educating others about the variety of cultures within the Hispanic population. Emiliano notes, “Every Latino has their own culture, denomination, and food of origin based on what country they are from.”

Emiliano also works with groups dedicated to improving the community. One organization is STAND, whose mission is to engage community members to express their ideas for the future and then lead positive change.

Environment

Richard Rankin offered an inspiring, eco-conscious objective for Live Positively: “catch rain water from the roof for use on all outdoor landscaping and activities.” To meet this goal, Richard is constructing a French drain system through which



RICHARD RANKIN

he will channel the gutters from his home. The collected water will then be stored in a 5,000 gallon underground tank that will be attached to Richard’s sprinkler system and set on a timer. He notes that a “rainwater collection system is an ‘environmentally friendly’ way to recycle that which is already available to us.”

Richard hasn’t focused solely on reusing water. He has also delivered truckloads of old newspapers to the recycling center. Richard’s efforts to use what is at hand and to recycle serves as a model example for how to reduce consumption of natural resources and make a positive impact on the earth.

Chattanooga Coca-Cola Bottling Company

Live Positively was introduced by The Coca-Cola Company and embraced by Chattanooga Coca-Cola Bottling Company for the betterment of its employees and the Chattanooga area. Through personal goals and individual initiatives, Live Positively has already changed the lives of many and will continue to do so for years to come.

