



# BrookNotes

Summer 2014

The Newsletter of the Brookwood Hills Community

Volume XXVII, No. 5

## BWH Annual Ice Cream Social & Dog Swim

*Contributed By Kirsten Boehner & Jennifer Webster*

Please join us on Sunday September 7, 2014 from 3:30-5:00 PM for a blow out party to say goodbye to the pool and summer fun.

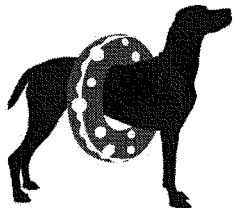
Fun in the park starts at 3:30 PM. We will have ice cream and fixings for everyone while supplies last and before it melts. A BWH train will be available for toddlers while older kids (plus young at heart) can try their hand on the rock wall and spider web.

Enjoy the last bit of splashing and diving throughout the day until the pool closes at 5:00 PM for the year. Our canine friends are invited to the pool area just before 5:00 PM to limber up for their cannon balls and free-style.

This year we made t-shirts and hats in honor of the dogs of BWH (thanks Don Mock!). To order your gear, visit <http://www.zazzle.com/BWHFlare> . When you order, use the promotional code: ZAZZLEREACS1 for 50% off! Proceeds from the shirt sales will help fund the party.

Front pocket image:

Back of t-shirt:



BWH DOG SWIM



A big **thank you** to our two major sponsors: Peachtree Hills Animal Hospital & Barking Hound for making this event possible.

## Congratulations to Our Graduates!

*Contributed by Proud BWH Parents*

**Charlie Carroll**, son of Lesley and Jamie Carroll of 12 Camden Rd., graduated from Woodward Academy and will attend John Hopkins University in the Fall; he was awarded a four-year Army ROTC scholarship and will play baseball for the Hopkins Bluejays:

**Brook Gentry**, oldest daughter of Boyd and Cathy Gentry at 84 Palisades, graduated from North Atlanta High School in May. She will attend Colby College in Waterville, Maine as a Presidential Scholar. Go Mules!

**Caroline Holliday**, daughter of Hunter and Rebecca Holliday at 185 Huntington Road, graduated from Whitefield Academy and will attend Washington & Lee University in Lexington, Virginia in the fall.

**Will McCollum**, son of Morre and Mike McCollum at 240 Brighten Road, graduated from North Atlanta High School and will attend The U.S. Air Force Academy.

**Savannah Lee**, oldest daughter of David and Kem Lee at 84 Huntington Road, graduated from The Lovett School and will attend Georgia Technical Institute this fall as a member of the Presidential Scholarship Program.

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BrookNotes is published monthly for residents of Brookwood Hills on behalf of the Brookwood Hills Community Club, 77 Wakefield Drive, Atlanta, GA 30309. BrookNotes is sponsored on alternate months by Patti Junger of Dorsey Alston, Realtors and Sarah Hagood of Specialty Homes, Inc.

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### Contribute to BrookNotes

BrookNotes welcomes articles, art work, photographs and story ideas. The deadline for the next issue of BrookNotes is **Friday, September 12th.**

Submissions may be dropped off at **102 Wakefield Dr.** or e-mailed to [brooknotes@brookwoodhills.com](mailto:brooknotes@brookwoodhills.com).

## BWHCC 75<sup>th</sup> Anniversary Party

Contributed by Kirsten Boehner & Jennifer Webster  
BWH Social Co-Chairs



Please join us on

**October 18th, 2014 from 7:00 PM -10:00 PM**

for a “grown ups” only party to celebrate the past, present and future of the Brookwood Hills Community Club. We are hard at work on the finishing details but you can expect great food, drinks, music and friends to be there.

More information will be forthcoming but be sure to **SAVE THE DATE!!**

### BWH Security Information

*Contributed by Gregory Fiore  
BWH Security Chair*

<b>Security Signs at the BWH Entrances</b>	A security incident has occurred in the neighborhood. Call the BWH Security Info Hotline for details.
<b>BWH Security Information Hotline</b>	(404) 325-5114
<b>Neighborhood Patrol Cell Phone</b>	(404) 242-3321
<b>BWH Security Chair</b>	<a href="mailto:security@brookwoodhills.com">security@brookwoodhills.com</a> (657) 229- 4728 (text or call)

## Inaugural Best Butt in Brookwood Hills a Huge Win for CHOA!

*Contributed by Wendy Lewis/CHOA Friends*



The Children's Healthcare of Atlanta Brookwood Hills Friends would like to extend a sincere thank you to all of the sponsors, teams, volunteers, donors and attendees who made the inaugural Best Butt in Brookwood Hills a huge success! On Saturday, June 21,

families sampled amazing BBQ, rode Harley the mechanical hog and enjoyed great music while raising more than \$10,000 for specialized care and equipment as well as cutting-edge research at CHOA.

The highlight of the day was the voting for the winning team: The Sweathogs! The team was comprised of Dan Granot, Mike Jones, Glen Kolker and Ian Zabor who won the hearts and tastebuds of the crowd.

Our other amazing teams that kept everyone's bellies full were:

**Butt, Sweat & Beers:** Peter Kotchen, James Lewis, Chip Lusk and Gajan Retnasaba

**Bearded BBQ:** Jeremy Miller and Brad Walker

**East/West Mashup BBQ:** Mike, Will and Clark McCollum

**Frankly My Dear, I Don't Give a Ham:** Jim, Emily and Whitaker Boatright

**Master Basters:** Ed Katz, Matt Little, Ryan Newth, Pete Powell and Doug Smock

**Pain in the Butt:** Chad and Mace Hood

**Triple B BBQ (Big, Bad, Bald):** Chris and George Mattie and Brian Macaluso

We would like to give a huge thanks to our sponsors (listed below), a special thank you to the winners' gift bag donors: Rachele Mock/Bing's Nola, Barre 3, Capital Investment Advisors, SPANX and CHOA; and a shout out to Mitch Wickland of Goat Rodeo for providing the PA system for the event.

By the conclusion of the event, everyone was planning the next one. Stay tuned for details on when The Sweathogs will have the chance to defend their title!

The event was organized through volunteers with the Brookwood Hills Friends group, which is one of more

than 33 community volunteer groups that support CHOA through fundraising and service projects. Donors and volunteers are instrumental in our efforts to make Georgia a safer, healthier place for our children to grow. If you are interested in joining the group's service and social activities, please contact Wendy Lewis at [wendylew1@gmail.com](mailto:wendylew1@gmail.com) or Eva Walker at [Evangeline.walker@gmail.com](mailto:Evangeline.walker@gmail.com).

Best Butt in Brookwood Hills 2014 Sponsors

### Whole Hog:

Capital Investment Advisors  
ProGold Lubricants

### Pig Out:

Georgia's Own Credit Union  
The Koebler Family

### Little Piggy:

The Armentrout Family  
The Bermet Company/Kelley and Neil Berman  
The Caldwell Family  
Sabina & Tom Carr  
The Hood Family  
The Jackson Family  
Jim & Marguerite Lewis  
The Wanamaker Family  
Stephen & Betty Walker

### In-Kind:

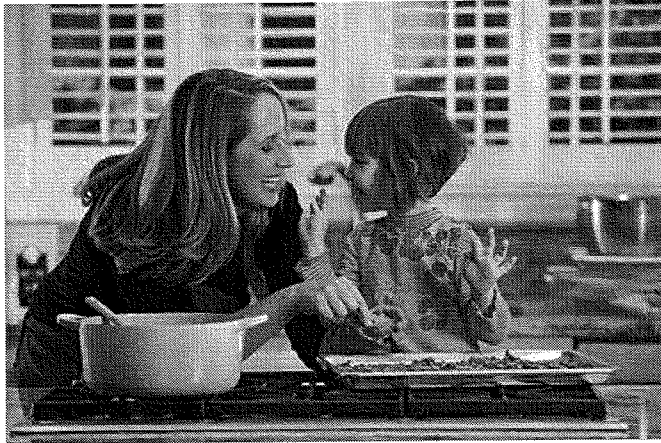
Trial Graphix  
Deborah Celcia-Wagoner Photography



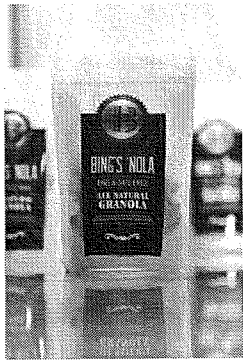
## Do you know about Bing's 'Nola?

*Contributed by Rachele and Bing Mock*

Have you snacked on *Bing's 'Nola* yet? About a year ago, Camden Road neighbor, Rachele McGinty-Mock, began to package, gift and then sell the snack she originally created for her family's easy enjoyment. This past summer you may have picked up some *Bing's 'Nola* at the pool snack bar.



This is Rachele's story: My daughter Bing, and I both suffer from food allergies. So I created a wholesome snack my entire family would enjoy. No eggs, no nuts, no soy, which gave us no worries. Bing's 'Nola is packed with Omega 3's, contains healthy mono-unsaturated fats, and is made with all-natural ingredients in our allergy-free kitchen.



Package design is my professional background. I designed packaging for Coca-Cola and other brands for over 10 years — which lead to me teaching package design when I became a Professor of Design. One of my former students worked with me on the initial logo and layouts. Building a brand out of nothing became a really fun side project.

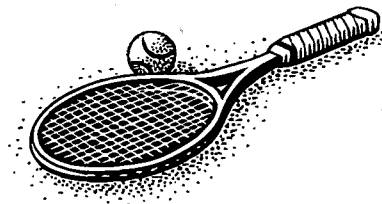
Last Halloween we gave out 150 packages out to our very many Brookwood Hills trick-or-treaters. That was my 'soft launch'. After that, our friends and family all began receiving 'Nola for holiday gifts. After receiving a gift, a friend of mine began selling it at her dance studio. From there a real local (and social media) following began. I am so thankful for every bag I sell, and I'm still a little surprised to hear how much people love it — and so happy my family has yet to tire of it!

If you would like a free 2oz sample bag of *Bing's 'Nola* delivered to your door, Rachele invites all her BWH neighbors to try it. All you have to do is email your name

and address to [Rachele@bingsnola.com](mailto:Rachele@bingsnola.com).

*Bing's 'Nola* is also available for purchase online with in-state shipping, or you can always email an order for pickup at Rachele's kitchen on Camden Road (you may recognize the *Bing's 'Nola* milk-box next to her orange front door). Visit at [bingsnola.com](http://bingsnola.com) or [facebook.com/bingsnola](https://www.facebook.com/bingsnola)

## BWH Junior Tennis Program Contributed by Coach Jake



The Brookwood Hills Junior Tennis program is still accepting students!!

4-7 year olds come from 3.30-4.30 Monday through Friday.

7-10 year olds come from 4.30-5.30. Monday and Tuesday are full, but there is still room on Thursday and Friday!!

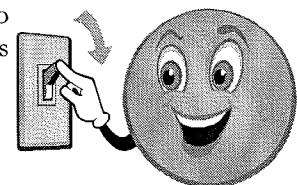
10-14 years come from 5.30-7.00, this group is on Monday and Tuesdays only.

Please contact Jake at [brookwoodhillstennisprogram12@gmail.com](mailto:brookwoodhillstennisprogram12@gmail.com) for more information.

## Reminder to Neighbors!

Please remember to turn the tennis courts lights off!

Thank you!



## Burying Utility Lines in BWH — Part II

*Contributed by Ramsey Battin, Beautification Chair*

Since writing last month's article on the potential utility line burial project, I have had many neighbors approach me with questions about this type of project. This article attempts to answer some of these questions and also provide a roadmap for this project.

### What is the Impact of this Project on Sidewalks, Driveways, Street Trees etc.?

A utility burial project entails little to no destruction of existing infrastructure or trees. Instead, the project utilizes an advanced underground directional drill that places conduit underneath everything that current exists – including the roots of our big trees.

### Would a Project Like this Improve the Value of my Home?

There is no clear study that provides insight into how the burial of utility lines affects housing values. That said, when you have a minute, drive down Collier Road towards Howell Mill and take a left into the Collier Commons neighborhood just before Fellini's. While their architecture is not nearly as beautiful as ours, it's still attractive – and you can appreciate everything the street has to offer because there are no utility lines. What's that worth? I don't know – but I do know that the cost to bury all the utility lines in Brookwood Hills equates to roughly 1-2% of the average sales price of a home in Brookwood Hills (more on cost below). I also know that we would be the only historic neighborhood in Atlanta to bury utility lines.

### What Happens to the Street Lights Currently Mounted on Telephone Poles if this Project Moves Forward?

We would need to replace those lights with new stand-alone street lamps to ensure the safety of the neighborhood. The community would need to come together on what those lights would look like, but the fact that we're an historic neighborhood leads me to believe that a traditional, "acorn-style" street light, similar to what's in front of the Brookwood condo building, might make sense for Brookwood Hills.

### Can this Qualify as a Tax Deductible Project?

I have not been able to find a precedent that burying utility lines would qualify as a tax deductible project. The property that would be buried is private (owned by Georgia Power, Comcast, AT&T) and improving private property (even if it's not your own) does not qualify as a tax deductible project. I do think that the instal-

lation of any new historic street lights to replace the City-owned lights on telephone poles would be tax deductible – and we have already begun the process of identifying potential sources of funds from third parties to help pay for this aspect of the project.

### Can the Brookwood Hills Community Club serve as a Financing Vehicle for this Project?

The BWHCC's mission is to operate as a social club for the neighborhood. As such, using the Club to "assess" neighbors for this project would place the Club's tax status in jeopardy. I believe the Club could contribute, if it choose, to the undergrounding of power lines running next to its property along Wakefield, Parkdale and Huntington.

### Can We Get Georgia Power to Help Pay for this Project?

I've had multiple conversations with people from Georgia Power about their potentially helping to finance this project. At the end of the day, unfortunately, GP's view is that it's cheaper for them to periodically roll trucks to deal with downed power lines than to help pay to bury utility lines. I've even asked whether they would be able to establish our own "Brookwood Hills Fee" on our utility bills (assuming there was consensus for such a thing by all of us) – and they stated there was no precedent of them doing this.

### What Does a Project Like this Cost?

That's the million dollar question! The short but not very satisfying answer is "it depends". The range of answers are driven by a) how much do we want to bury and b) what is the specific context of the houses in that area (in terms of how big they are, which determines how much electric load they need) and how spread out they are from each other.

At the cheapest level, neighbors could choose to simply bury the overhead service lines that run from the poles to their homes. This approach would leave the utility poles in place – but reduce the impact of these service lines on our street trees and be a way to start the burial process. This approach would also serve to reduce the cost of any larger project later on to get rid of the lines and poles running along the street. The cost to bury utility lines from the pole to a house is approximately \$1,600 if the house is on the same side of the street and approximately \$3,000 if it's on the other side of the street. In both cases, the line would run down the pole to the ground and would then go in an underground conduit to the house; many houses in the neighborhood have already done this – you'll notice a gray conduit running down the side of the pole). There is additional cost to make the connection at the house – and that connec

*Continued from page 5*

tion can be relatively easy/inexpensive if the existing meter is on the side of the house and close to the ground or much more expensive if the overhead service line goes in on the second floor or at the center of the house. To the extent that two houses next to each other happen to have their meters right next to each other, the lines can be brought to the houses in a common conduit, thus reducing the cost to each homeowner.

The next cheapest option would be to bury to bury all the wires sitting between one pole with a transformer and the next pole with a transformer (not every pole has

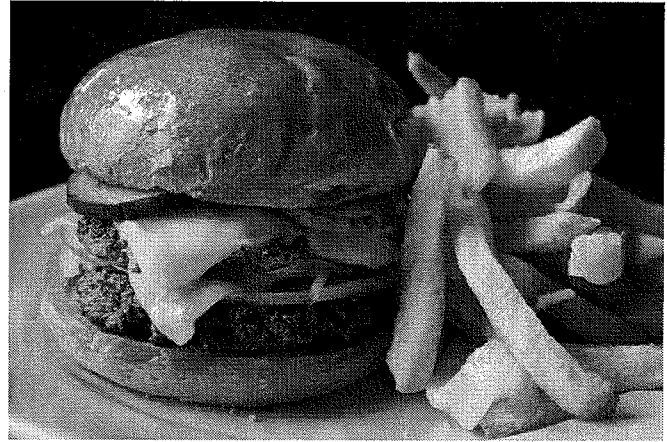
a transformer) – and leaving the poles with transformers in place. The cost of this approach is \$10,000 - \$12,000 to bury 125' of overhead high voltage lines plus the costs to bury the service lines to each house. To give you a feel for how this applies to the neighborhood, houses on Upper Camden have approximately 50' of frontage on the street – meaning that 125' would cover 4 houses. That would imply a cost of approximately \$3,000 - \$4,000 per house plus the connection cost at the house. For houses on Palisades, where the lots are bigger, that same fixed cost would have to be spread across a smaller number of houses – increasing the cost per house. For 200' of overhead lines, the cost is \$15,000-\$17,000 plus the cost to bury service lines to the house.

To the extent that we want to get rid of all the poles in the neighborhood (including the ones with transformers), the cost starts to escalate dramatically. In this case, the cost to bury 125' of utility lines where there is a transformer on the existing pole is ~\$40,000 (this also includes the cost of burying overhead service lines to two houses). This cost increase is due to the fact that the utility has to install ground-mounted transformers and then run each individual house's service line from this new transformer to each house. For 200' feet, the cost is approximately \$65,000 (which includes the cost of burying overhead service lines to four houses). In certain cases, especially on streets where the houses are smaller and closer together (electricity starts to dissipate from the lines over longer distances), a transformer can serve up to 8 houses. On streets where the houses are further apart and larger, the transformer may be only able to serve 3-4 houses. Again, another situation where the answer to the cost question is "it depends". But, in general, think of a range of \$8,000 - \$12,000 per house.

What are the Chances We Get this Project Kicked Off?

## Big Food is Not the Enemy, Neither are Hamburgers

*By Chef Linton Hopkins Reprinted from Esquire.com*



Chef Linton Hopkins [resident of BWH] serves 24 handcrafted, locally sourced burgers each night at his pub Holeman & Finch in Atlanta. Last year, after partnering with Aramark and Turner Field, he started serving 1,200-2,000 burgers at every Braves home game. There are no additives. He uses the same high-quality ingredients. Hopkins found a way to scale up his production without compromising the quality of his product or increasing the price. He's changing the landscape of fast and big food, and here's how he thinks we can make it better.

We demonize words in this country.

I'll dress in my white chef's jacket and stand in front of school children and say, "Who here thinks cheeseburgers are bad for you?"

And they'll all raise their hands. Because they're getting programed that the word "cheeseburger" is bad.

So I reformulate it.

"How about fresh-baked, zero-additive bread? And pasture-raised beef with no hormones? And cheese? And your grandmother's recipe for pickles?"

That doesn't sound like it's bad for you, does it?

I believe in a world where cheeseburgers are healthy and chocolate cake is what you deserve on your birthday and makes your life better. And you should have ice cream.

People say, "Fast food is wrong."

"Big Food is bad."

Fast food isn't wrong. Sometimes I'm hungry and I want



*Continued from page 6*

my food fast. And Big Food isn't the enemy. How many people are there on this planet? We need some big farms and big kitchens. The problem is how we've structured most large-scale and quick-service food operations. We've added preservatives to reduce the cost of waste and increased levels of salt and bad fats to mask an inexpensive, low quality product.

I believe in pure food. I'm a cancer survivor, and I'm not convinced that just because a rat didn't get cancer from a chemical in a five-year study means I want to put it in my food. Bread should be made of "Flour, water, salt, yeast, egg." You shouldn't have to have an organic chemistry degree to understand what you're eating.

But there have been enough tirades about the evils of Big Food. This isn't about pointing fingers. We—the consumers, the restaurants, and the food companies—have a shared problem, and we need to find a shared solution so that we, as a country, provide good food for all. Over the past few years, I've had the opportunity to work with the good people of Aramark, the food management company that handles the Atlanta Brave's Turner Field, and Delta's Gate Gourmet. Talking to the chefs and cooks who work at these giant food companies, I've learned that chefs are all the same. We want to cook good food. And a lot of times it's the logistics that tell us whether or not we can.

Every logistical system we have should be to protect food, and any system that asks food to not be fresh and good and pure is a bad practice. Of course, so many of these practices that we now find problematic started out with good intentions. Business wants to attract the consumer. You see it when a farmer wants to be the first to bring tomatoes to market because he gets a competitive edge. He finds a variety that ripens earlier, and then all of a sudden, he's attracting customers because he's the only person selling tomatoes. You can see how this idea developed in an innocent way to: "We're the first restaurant to have a tomato salad year round."

That wasn't done out of evil. It was good business, trying to celebrate products and gain market share, but it led to the idea that we can do that with everything. That we can erase seasonality. One of the dangers of course was that in the post-World War II industrialization, we thought chemicals could solve everything, and we started adding preservatives that made food shelf-stable for months at a time. With the cold war, Big Food moved toward a nonperishable, guaranteed inventory system that was inexpensive and required less labor. More factories developed the capacity to use those chemicals and the product started moving into the grocery store. So in a sense it was a good practice: we needed to create a shelf-stable food to feed our population. And we still need to hold some inventory so that regardless of

weather pattern, we can feed everybody. But now that we understand the risks of adding artificial chemicals to our food, why don't we focus on dehydration or freezing? Salt, pure vinegar, and spices are all you need to preserve something for a long, long time—especially with heat canning. We don't need artificial preservatives to protect our population.

Last year, we scaled up the burger from my pub, Holeman & Finch, going from 24 handcrafted burgers a night to 1,200-2,000 every time the Braves play a home game. When we moved our cheeseburger to Turner Field, originally Aramark had us deliver bread on Wednesdays. We're a zero-additive business, so our rolls were turning to mold by the end of the week.

So I said, "Well, we're going to have to change that."

Wednesday bread delivery wasn't written in the Bible. It wasn't handed down from Mount Ararat. So we figured out a system that allowed us to deliver fresh bread every day. Rather than design food to fit a perfect model, we designed a model around the perfect food.

There's a lot of money built up around the additive food world, and large food companies come to me all the time and say, "Linton, we buy your bread, but it has a shelf life problem."

Shelf life's not the problem. The problem is a system where people actually want to hold a lot of inventory that never goes bad. Mold is a quality of bread. We don't need to have bread sit there all the time. Our bread shelves should be empty by the end of the day. And customers should be okay with an empty shelf. In our society, we expect to have everything right now. But by meeting that expectation, we've created a system where we're shipping mediocre food from all around the world. We're harvesting tomatoes that aren't ripe and that need a certain kind of soil with chemicals to survive just to feed this need that a sandwich has to have a tomato on it regardless of season. We've created a spoiled food culture and we don't recognize what that's cost us. It has cost us pure food.

I find with Big Food the definitions of our words are often the difference. What do you call "fresh?" For large-scale food, they're proud that fresh meat can be ground and stored for 21 days without going bad. Why can't we create a system where we just grind the meat every day or every two days? The company's still grinding. We deliver fresh-ground meat to Turner Field every other day and cook it to order. Why do you want to hold inventory? Just because you possibly could run out? It's okay to run out.

Jean Anthelme Brillat-Savarin wrote: "Tell me what you eat and I'll tell you who you are."

*Continued from page 7*

I can promise you that the very definition of who we are as a country is defined by what we eat and how we don't make good food accessible to everyone. We need to work with Big Food to make pure food affordable for all. And we can do that by re-evaluating the logistics of large-scale food—eating seasonally, making it easier for small farms to sell to Big Food, and creating systems that reduce the cost of waste through just-in-time logistics and advanced packaging instead of relying on an inventory system that requires preservatives to keep food from spoiling. Take the H&F burger at Turner Field—I can cook that burger for a million people. It's completely scalable because we built the structure around it.

I see fathers and sons sharing a cheeseburger and a Coca-Cola at a ball game, which I love because I grew up going to Braves games with my grandfather and father. I want to live in a world where we don't demonize hamburgers and chocolate cake. As Mark Twain said, "If you can't make it to 70 without whiskey and cigars, it ain't worth going."

That was then. Now I think: If I can't get to 90 without barbeque, fried chicken, and chocolate cake, it's not worth going.

We need to make that food good again.

## Classifieds

LUSCA is offering a dozen oysters free with purchase of any bottle of wine from their list, Monday-Thursday 5:00 PM—7:00PM for all Brookwood Hills residents and residents from The Brookwood.

### Individual Tutoring and Morphology Class

Allyson Greene, an Orton-Gillingham Reading Specialist, has an opening for individual tutoring beginning in August. The Orton-Gillingham approach assists students with decoding, fluency, comprehension, spelling and handwriting.

Additionally, a small group Morphology class will begin in September for fourth and fifth graders. Morphology is the study of Greek and Latin roots, prefixes and suffixes. It is excellent knowledge for SSAT prep but also very powerful for reading comprehension and spelling for any student.

Please contact Allyson for further information:  
404-217-3713 or [AllysonG@att.net](mailto:AllysonG@att.net)

### SUPPORT ZOO ATLANTA & GOAT RODEO

Brookwood Hills' own Goat Rodeo will be among the featured bands at this year's Jazzoo Fundraiser at Zoo Atlanta on Saturday, September 13th from 6:30pm to 11pm. If you have not attended before, this is the most fun night at the Zoo all year! The ticket is all inclusive and includes bites from 30 of Atlanta's best restaurants, 20 open bars serving cool cocktails, and four stages featuring bands including Goat Rodeo! All the proceeds from the event support Zoo Atlanta's Animal Enrichment and Conservation Programs, which keep life interesting and fun for zoo animals and help sustain their counterparts in the wild. Tickets are On Sale NOW!!!! includes all food, drink, and entertainment, all night. Event from 6:30pm to 11pm. Come out on September 13 and support the animals, as well as this great institution that adds so much to our vibrant community.

[www.jazzooatlanta.org](http://www.jazzooatlanta.org)



## BROOKNOTES

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