

## THE GUARD INITIATIVE

The **Guard Initiative** is an ongoing effort to study the impact of Georgia's aerospace and defense companies who perform Department of Defense (DoD) related work so that we can:

- Promote the State's aerospace and defense capabilities
- Provide Georgia suppliers with the opportunity to connect with other suppliers
- Provide information on State resources to help grow your business
- Encourage development of economic diversification plans to lessen the impact of DOD spending adjustments on individual companies and regions
- Provide information on State resources designed to assist workers affected by DoD budget adjustments

## PLANNING PHASES Define the Economic Region Map Regional Assets Form Regional Leadership Group Conduct a SWOT Analysis ORGANIZE Communications Develop Future Vision and Engage Community Short-term Operation Plan Long-term Operation Plan

## **OBJECTIVES**

Understand the extent of the aerospace and defense contracting footprint in the State.

- · Supply chain mapping
- Economic modeling tool: http://ow.ly/UkNVp

Share the results of the study with regional leadership for the purpose of developing regional economic diversification strategies and helping companies identify new business opportunities outside the DOD market.

## **GUARD INITIATIVE SURVEY**

The Georgia Department of Economic Development is reaching out to all Georgia companies who perform Department of Defense (DoD) contract work to have them complete the following survey about their DOD contract work and their supply chain: http://ow.ly/UkOdJ

Any questions regarding the GUARD Initiative should be directed to **Bo Causey**, **Senior Project Manager** at **(678)** 313-6486 or **bcausey@georgia.org**.