

JUST OUTSIDE THE PERIMETER BUT A WORLD AWAY

Carl House Creates Extraordinary, Memorable Events

A gorgeously transformed 1903 antebellum-style home stands majestically on exquisitely landscaped grounds between Atlanta and Athens in the small town of Auburn, Ga. On weekends, this gorgeous home is filled with smiling faces as brides and grooms stand before one another in the elegant gardens or magnificent ballroom saying, "I do." However, something new is cooking at this popular venue, and it's not just the chef's culinary delights.

With a satchel full of coveted awards for excellence, service and hospitality; and having earned a respected reputation in the competitive event industry in Atlanta and beyond, Carl House is now recognized as the "go-to" wedding venue of the Southeast. Recently, owner BB Webb has been expanding her venue's repertoire, branching into the corporate arena, specifically as a preferred team-building destination. However, there is more, and one meeting with this vivacious woman is all that's needed to see why!

As she quickly turns her head to share her thoughts, the room grows dizzy with anticipation, "Our vision is to create extraordinary, memorable events," says Webb, "weddings, meetings, retreats, fundraisers, sweet 16 parties. We're all about service, quality and attention to detail." Reading her book of testimonials from clients, clearly they agree.



Aristar Photography

Webb's skilled and personable team can be involved with as much or as little of the planning as her clients prefer. Webb's keen ability to network and partner with other entrepreneurs has created a catalog of other businesses to turn to on behalf of her clients, whether in need of a band for an event or Santa over the holidays. Her latest offering is a vendor showcase

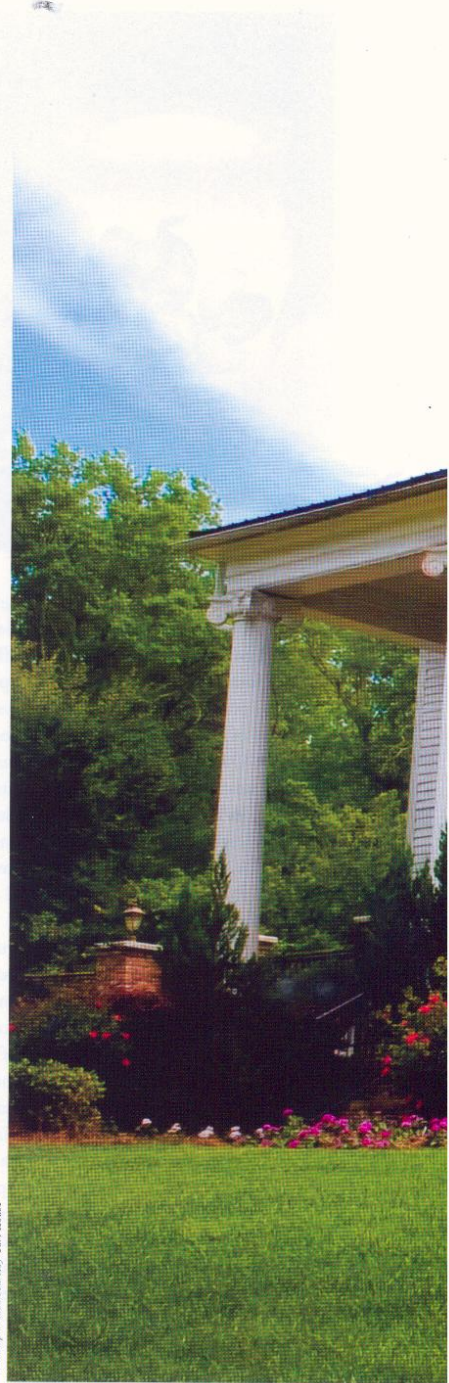


Photo provided courtesy Carl House





Photo provided courtesy Carl House

on her meticulously appointed third floor, introducing clients to other service providers.

Not only has Webb's perseverance and entrepreneurial expertise assured the success of her own enterprise during a challenging economy, but she has rallied support for other entrepreneurs by partnering with them and putting them in the spotlight. "We are more powerful working together than alone," asserts Webb. Her current joint venture is with Holder Landscaping Management Company. She is eager to grow her gardens into a preferred garden destination where garden enthusiasts can travel to view colorful perennials, herb gardens and unique, varietal combinations. Webb's background in the arts is evident in all she creates.

Webb is also hosting more and more public events at Carl House, starting with a monthly wine tasting dinner, the first occurring on September 16th. In addition, with Executive Chef, Derek Smith, (www.organiceatz.com), Webb is now offering a popular corporate team-building cooking workshop.

Her quarterly "Bridal Brunches" are quickly catching on, the last one highlighting the talents of both a fiddler and a bagpiper, in addition to florists, cake artists and other vendors who make weddings the custom events they are. Knowing that busy brides prefer a one-stop shop and variety, Webb also unfolded her new candy station and photo booth, both offerings enormously popular with brides. She smiles, "It's key to stay hip with the trends."

On October 21st from 5:30 p.m. to 7:30 p.m., Carl House will host a cross-county networking event with anticipated involvement from Barrow, Jackson, Oconee, Walton, and Gwinnett chambers intended as a regular business networking event. "In a global economy, to not be networking with our border neighbors lacks foresight. These events will give people who don't normally have a chance to meet, a bigger network. We need to think like a global community," she says. "I'm all about expansion."

These are not empty words for Webb who is constantly seeking opportunities to expand her own business and vision. Carl House was recently chosen by the popular



Say Yes to the Dress television show as a wedding venue. Film companies and product catalogue companies alike are seeking her venue for their interests.

Webb is in the planning stages of expanding her own entrepreneurial vision beyond Carl House by developing radio and television programming, all designed to champion the entrepreneur. These days she hones her content through speaking engagements and with several writing projects in the works. One wonders where she finds the time.

While Webb is an energetic and successful business woman, she is quick to give credit to mentors and teachers she has met along her path. Her most recent business coach, Brian Cork, drilled Webb on the need for bet-

ter systems, policies, procedures and protocol and introduced her to four key business tenants, which she uses daily: Communication, Alignment, Decisiveness and Accountability. "These, along with our 12 carefully crafted culture statements, guide me every day. I listen to everything and consider it all. The way you do anything is the way you do everything. I strive for consistency and continual improvement in everything I do."

"My best friend, Lulu, is one of the most under-the-radar, humble and successful business women I know with moxie and heart off the charts! She's a constant source of wisdom and my biggest champion. She truly knows me, and that

helps. I find that we are no one without our tribe of support. Business is not for the weak of spirit or heart."

Along with establishing Carl House culture and best business practices, Webb thrives on her personal philosophy of "possibility thinking." With a scheming smile she asserts, "If an employee has a complaint, I ask for their best solution." She coaches, "If it could work, what would that look like? Don't bring me limitation...please!" She rolls her eyes and laughs. "I consider, I want this or better...in fact, bring me better!" She relishes and admits a "no limits" policy as a personal mantra. One of her favorite songs, she laughs, is Asleep at the Wheel's rendition of "Don't Fence Me In."

What started as an elegant wedding facility has blossomed into a comprehensive venue, for as Webb puts it, "all the important events of your life." While brides and grooms continue to congregate at her facility to declare their loyalty and love, the Carl House team are equally excited about the new events they are attracting, any event seeking creativity, over-the-top service and exquisite surroundings!

And for the bride or company who wants their own private destination, how perfect, Carl House is, just outside the perimeter, (or Athens) and a world away! □

Carl House is located at 1176 Atlanta Highway in Auburn, Ga. For more information, visit www.carlhouse.com, or call 770.586.0095. To learn more about BB Webb herself, visit www.arrivingwithbbwebb.com or visit her blog at bbwebb.wordpress.com.

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