



— 35 Years —
FOUR PILLAR
 QUALITY | RESPONSIBILITY | VISION | INTEGRITY



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PRESS RELEASE

For Immediate Release:

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**Council for Quality Growth Names Speakers & Chairs for the
 2024 Four Pillar Tribute honoring the H.J. Russell Family**

Donata, Jerome, Michael, and the Late Herman J. Russell to Receive 35th Annual Four Pillar Award on October 10

ATLANTA, GEORGIA – On October 10, 2024, the [Council for Quality Growth](http://councilforqualitygrowth.org) will honor the legacy of Herman J. Russell Sr. and the Russell Family with its 35th annual [Four Pillar Tribute](#). This is the first time in the history of the Tribute that the living legacy of a family will be honored. The 2024 Tribute will recognize the lasting impact of family patriarch Herman and ongoing contributions of his three adult children, Donata Russell Ross, H. Jerome Russell, and Michael Russell Sr. The 2024 reception and dinner are presented by the Arthur M. Blank Family Foundation, Delta Air Lines, Georgia Power, and Norfolk Southern, and will be held in the Georgia Ballroom of the Georgia World Congress Center.

The theme of the Russell’s Four Pillar Tribute is *Pure Grit. Built to Last*. With pure grit, a vision to succeed, commitment to quality workmanship, responsibility to family and community, and uncompromising integrity, Herman J. Russell Sr. created an empire that was built to last. He helped forever transform the Atlanta skyline with such projects as Coca-Cola Enterprises, Hartsfield-Jackson Atlanta International Airport, luxury high-rise apartments, State Farm Arena, and Mercedes-Benz Stadium, to name a few. His tenacity and can-do spirit resulted in sound business practices that he instilled in his adult children. They have continued to grow their father’s legacy to pass on to their children, grandchildren, and future generations. Today, Donata is CEO of Concessions International, Jerome is President of Russell New Urban Development, and Michael is CEO of the H.J. Russell & Company. The ongoing story of the Russell family is one that is embedded in the City of Atlanta and perfectly exemplifies the Council’s ‘Four Pillars’ of leadership – Quality, Responsibility, Vision, and Integrity.

At the 2024 Four Pillar Tribute, a special group of Tribute Speakers will speak to the presence of these ‘Four Pillars’ of leadership in the lives and work of Herman, Donata, Jerome, and Michael. Tribute Speakers include Ernest Greer, Co-President of Greenberg Traurig, Jay Bailey, President and CEO of Russell Innovation Center for Entrepreneurs (RICE), Keith Mason, Founder of KWM Capital Management, and a member of the 3rd Generation Russell Family. T. Dallas Smith, Founder and CEO of T. Dallas Smith & Company, will serve as the Master of Ceremonies. The evening will also feature a special musical tribute and entertainment, a video tribute to the Russell Family, and remarks from other special guests. An esteemed group of Tribute Chairs have been selected to pay tribute to the living legacy of Herman J. Russell Sr. and the Russell Family for their collective impact and exemplary leadership among Atlanta and beyond, including:

- | | | | |
|----------------------|---------------------|---------------------|----------------|
| Jay Bailey | Virginia Hepner | Keith Mason | Mack Wilbourn |
| Leona Barr-Davenport | Doug Hertz | Dave Moody | Bruce Williams |
| Dan T. Cathy | Bob Holder | Egbert Perry | Ambassador |
| Cynthia Day | Tommy Holder | T. Dallas Smith | Andrew Young |
| David Eidson | John Jackson | Jeffrey Tompkins | |
| Ernest Greer | Joia Johnson | Felker Ward | |
| Sheffield Hale | Cynthia Jones-Parks | Regynald Washington | |

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For 35 years, the prestigious Four Pillar Award recognizes outstanding individuals who demonstrate the ‘Four Pillars’ of leadership – Quality, Responsibility, Vision, and Integrity – and exemplifies the Council’s mission of promoting balanced and responsible growth. The Council for Quality Growth commends the work of the Russell family, both past and present, that has contributed to Atlanta’s success story, making it a better place to live, to work, and to visit. The Council is incredibly proud to continue its annual tradition of recognizing extraordinary leaders in our region and state by adding the legacy of Herman J. Russell, Donata Russell Ross, H. Jerome Russell, and Michael Russell Sr. to the prestigious list of Four Pillar Award honorees. Sponsorship information is now available at www.FourPillarTribute.com.

What: Council for Quality Growth’s 35th Annual Four Pillar Tribute

Who: Honoring the Legacy of Herman J. Russell Sr. and the Russell Family, including Donata Russell Ross, H. Jerome Russell, and Michael Russell Sr.

- Master of Ceremonies
 - T. Dallas Smith, Founder and CEO of T. Dallas Smith & Company
- Tribute Speakers *on Quality, Responsibility, Vision, and Integrity*
 - Ernest Greer, Co-President, Greenberg Traurig
 - Jay Bailey, President and CEO, Russell Innovation Center for Entrepreneurs (RICE)
 - Keith Mason, Founder, KWM Capital Management
 - 3rd Generation Russell Family
- Other Featured Speakers
 - Sally Riker, 2024 Chair, Council for Quality Growth
 - Michael Paris, President & CEO, Council for Quality Growth

When: Thursday, October 10, 2024

- 6:00 p.m. – Cocktail reception
- 7:15 p.m. – Dinner and Tribute presentation

Where: Georgia World Congress Center’s Georgia Ballroom

Attire: Black-tie Optional

Tickets are required for guests and are available at www.FourPillarTribute.com.

[Read the 2024 Four Pillar Tribute Honoree Announcement Here.](#)

[Download the full 2024 Sponsorship Brochure Here.](#)



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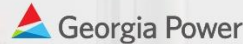
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Presented by:



OCTOBER 10, 2024 | 6:00 PM | GEORGIA WORLD CONGRESS CENTER

Quality • Responsibility • Vision • Integrity

TRIBUTE SPEAKERS

Ernest Greer
 Co-President
 Greenberg Traurig

Jay Bailey
 President & CEO
 Russell Innovation Center
 for Entrepreneurs

Keith Mason
 Founder
 KWM Capital Management, LLC

**The 3rd Generation
 Russell Family**

MASTER OF CEREMONIES

T. Dallas Smith
 Founder & CEO
 T. Dallas Smith & Company



TRIBUTE CHAIRS

James Bailey
 Leona Barr-Davenport
 Dan T. Cathy
 Cyanthia Day
 David Eidson
 Ernest Greer
 Sheffield Hale
 Virginia Hepner

Doug Hertz
 Tommy Holder
 Bob Holder
 John Jackson
 Joia Johnson
 Cynthia Jones-Parks
 Keith Mason
 Dave Moody

Egbert Perry
 T. Dallas Smith
 Jeffrey Tompkins
 Felker Ward
 Regynald Washington
 Mack Wilbourn
 Bruce Williams
 Amb. Andrew Young

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About the Four Pillar Tribute:

For 35 years, the Council for Quality Growth has paid tribute to outstanding individuals in the metro Atlanta region who exemplify the Council’s mission of promoting balanced and responsible growth through an annual leadership tribute that recognizes the ‘Four Pillars’ of leadership – Quality, Responsibility, Vision, and Integrity. The Four Pillar Award and Tribute is an unparalleled honor that allows the opportunity for the metro Atlanta region and State of Georgia to celebrate the recipient’s significant contributions to quality of life, community leadership, and economic development. The tribute and award have come to be known as the highest honor bestowed for the contributions. The event provides a platform to align the honorees’ impacts on the region and the state with the Council’s ambitions and serves as a beacon of inspiration to perpetuate our economic prosperity. More information about the annual Four Pillar Tribute can be found at www.fourpillartribute.com.

Past recipients of the Council’s Four Pillar Award include:

| | | | | | |
|------|--------------------|------|----------------------------|------|----------------------|
| 1990 | Steve Reynolds | 2002 | George Busbee | 2014 | Steve Selig |
| 1991 | Wayne Shackelford | 2003 | F. Wayne Hill | 2015 | Dan Cathy |
| 1992 | J.W. Benefield | 2004 | Charlie Brown | 2016 | Jenny Pruitt |
| 1993 | D. Scott Hudgens | 2005 | Senator Johnny Isakson | 2017 | Governor Nathan Deal |
| 1994 | Wayne H. Mason | 2006 | John Wieland | 2018 | Paul Bowers |
| 1995 | Virgil R. Williams | 2007 | John A. Williams | 2019 | Larry Gellerstedt |
| 1996 | Paul A. Duke | 2008 | Tom Cousins | 2020 | Doug Hertz |
| 1997 | Jim Cowart | 2009 | Mayor Shirley Franklin | 2021 | Amb. Andrew J. Young |
| 1998 | J.D. Caswell | 2010 | Arthur M. Blank | 2022 | Carol B. Tomé |
| 1999 | A. Ray Weeks | 2011 | R. Charles Loudermilk, Sr. | 2023 | Ed Bastian |
| 2000 | Richard L. Tucker | 2012 | Sam Massell | | |
| 2001 | Louise Radloff | 2013 | John Portman | | |

About the Council for Quality Growth:

The Council for Quality Growth is a trade organization that works to ensure continued growth and economic success for generations to come by providing advocacy, information, and education to its members. For 39 years, the Council has been committed to the mission of promoting balanced and responsible growth and is proactively involved in the formulation of policy and legislation critical to the growth and development industry. The Council addresses, head-on, strategic economic planning, infrastructure needs, and tough quality-of-life issues throughout the metro Atlanta region and state. Visit www.councilforqualitygrowth.org for more.

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