

The agency was instrumental in identifying and nominating Callaway partner and founder Bruce Cox for the Ernst & Young Entrepreneur of the Year Award. In 2006 and 2007, Bruce was recognized in the prestigious finalist group of 15 company leaders from Georgia, Alabama and Tennessee, which was culled from hundreds of entries. Cookerly has also facilitated Callaway entering and winning the following awards that recognize outstanding growth and performance:

- 2nd Fastest Growing Company by *Atlanta Business Chronicle*, April 2006
- "Built to Last" finalist by *Catalyst*, October 2005
- Fastest Growing Company of 2005 in Georgia, based on an annual revenue growth rate of 1,621 percent, July 2005
- TOP 50 Entrepreneurs by *Catalyst* in 2004 based on annual revenue growth rate of 865%, August 2004

INSIDE METRO BUSINESS
UP CLOSE: BRUCE B. COX

Accounting entrepreneur has plenty to smile about

By HEAVY G. HALL
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Who else accounts isn't? Callaway, an entrepreneur with one of metro Atlanta's wildest business personalities, typically makes up images of sports-wearing, off-road land-roverers crawling back up a hillside. But Bruce B. Cox brings a sense of humor to his world of spreadsheets and financial columns.

Cox, who in 2002 was a founding partner in Callaway Partners, an Atlanta-based accounting and consulting firm, says he's always been a fan of sports and an optimistic outlook, and he wants to be a leader.

Having that sense of optimism and a positive attitude are important parts of a successful company, he says. "It's not just the ability to change risks and a can-do attitude, he says.

His own entrepreneurial spirit, he says, "has been a great help in my day and great business asset, but I think deep down, I like to play. I'm a fan of sports."

That philosophy has given Cox and Callaway's other founders, including its chairman and CEO, a lot of success. The company was founded in 1997 and is now a \$100 million business. It's a testament to the fact that a positive attitude and a can-do attitude are important parts of a successful company.

FOUNDING PARTNER, CALLAWAY PARTNERS

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