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### SS8H12

- A; Evaluate the consequences of the end of the county unit system & reapportionment
- B: Describe the role of Jimmy Carter in GA as state senator, governor, president & past president
- C; Analyze the impact of the rise of the two-party system in GA
- D: Evaluate the effect of the 1996 Olympic Games on GA
- E: Evaluate the importance of the new immigrant communities to the growth & economy of GA

### SS8E3

- C: Evaluate the importance of entrepreneurs in GA who developed enterprises such as Coca-Cola, Delta Airlines, Georgia-Pacific & Home Depot

## Consequences of the end of the county unit system & reapportionment

In 1917, Georgia enacted the *county unit system* which gave each county a certain amount of votes during the primary based on the type of county (rural, town or urban). This system strengthened the power and influence of rural counties while minimizing the hold of urban centers. Since many of these counties were home to more blacks and progressive white voters being allowed fewer votes, officials who were discriminatory and white supremacists tended to get elected & able to retain power.

In the 1940s & 50s, several Georgians & other southerners tried to end this system. It wasn't until 1962 in the Tennessee case *Baker v. Carr* that caused it to finally end. It was ruled by the Supreme Court that the system was a violation of the "one man, one vote" principal & that it was unconstitutional.

At the same time, another lawsuit regarding the county unit system in Atlanta. A Fulton County voter, James Sanders, sued Georgia's Democratic Party, complaining that his vote counted less than it would if he were from a rural county. The court agreed with his argument, thus ending the county unit system in Georgia.

In 1964, another case was brought to the Supreme Court that eroded the imbalance of power held by rural voters. In the *reapportionment* case *Westberry v. Sanders*, a group of Fulton County voters sued the state based on how their Congressional districts were drawn. Georgia was divided into voting districts based on geography & population. This allowed many rural counties to have more influence than urban areas. The Supreme Court ruled that Congressional districts must be divided by population, with each district having roughly the same amount of voters.

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The end of both the county unit system and reapportionment had a lasting effect on Georgia. Elections were more fair because the "one man, one vote" ideal was in full effect. African Americans & whites who lived in urban areas has equal say based on the large amount of people that lived in these areas. More African Americans were elected into public office when counties were reapportioned & more elected positions were created for urban areas.

## Jimmy Carter

James E. "Jimmy" Carter was a GA senator, governor and president. He is also a Nobel Peace Prize winner, second to Martin Luther King Jr. He was a successful & popular governor. His post presidential career was one of the most accomplished by a former president.

Carter was born in Plains, GA to farmers & community leaders. He attended public school in Plains and went to GA Tech. He graduated from the Naval Academy in 1946 & went on to begin a career with the Navy. But when his father died, he left to take over the family business & farm.



After becoming a community leader in Plains, he became interested in running for office. In 1962, he was elected to the state senate. In 1966, he ran for governor, coming in third to Lester Maddox & Ellis Arnall in the Democratic Primary. In 1970, he ran again for governor & won.

As governor, Carter is most well-known for his reorganization of state government & his consolidation of state agencies. He focused on improving GA's educational, justice and mental health systems. He appointed more women & minorities to governmental positions than all of GA's past governors combined.

After his 4 years ended, he set his sights on a presidential run. Due to his primary success, he received the Democratic nomination for president and barely defeated incumbent President Ford in the 1976 election. The Watergate scandal & the nation's poor economy were major factors in his election.

As president, he established the Camp David Peace Accords between Egypt & Israel & the Strategic Arms Limitation Treaty with the Soviet Union. He also boycotted the 1980 Olympics in the Soviet Union due to their invasion of Afghanistan, was looked upon negatively in regards to his management of the Iranian Hostage Crisis & was perceived as not doing enough to remedy the crippling US economy.

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After losing the 1980 presidential election, Carter returned to GA & founded the Carter Center which monitors elections, resolves conflicts and treats diseases world-wide. He supported the Habitat for Humanity program, wrote several books and was inducted into the GA Writers Hall of Fame in 2006.

## **Rise of the Two-Party System**

After Reconstruction, Democrats dominated Georgia politics for over 100 years. For the most part, the Democratic primary was the state's true election because the Republicans had a weak showing in the elections for GA's top political offices. Republicans did not put up a candidate many times. However, a political shift started in the 1960s based on the Democratic Party's support of the Civil Rights Movement & the end of the county unit system and reapportionment which allowed more state representation.

As early as the 1930s, white Georgians began to have issues with the National Democratic Party & Roosevelt's New Deal policies. The party began to become more & more progressive, favoring civil rights laws causing many white southerners to leave the party. In the 40s, some southern political leaders created the "Dixiecrats" and fought federal civil rights legislation. Other southern Democrats like George Wallace & Lester Maddox became independents. Many white southerners shifted their allegiance to the Republican Party because their platform was "small federal government" and shifting federal power back to the states. The end of the county unit system & reapportionment made it easier for Republicans to run for offices in districts that were like minded.

The shift was slow. The first sign was in presidential elections. In 1964, GA's electoral votes went to a Republican presidential candidate. The only Democratic presidential nominees to win in GA since then were Jimmy Carter in 1976 & 1980 & Bill Clinton in 1992.

The switch to a two party system was even slower in the Senate. But, in 1980, republican Mark Mattingly defeated Herman Talmadge for the office. Mattingly lost to Wyche Fowler, a Democrat, in 1987 who in turn lost to Paul Coverdell in 1993. Today's GA's senators Johnny Isakson & Saxby Chambliss are both Republicans. 8 of the 14 Congressional representatives from GA belong to Republicans.

The shift was slowest at the state & local level. Republican Bo Callaway won the popular election for governor in 1966. Jimmy Carter, a Democrat, was the governorship in 1970. It wasn't until 2002 that GA elected a Republican governor, Sonny Perdue, a former Democrat who switched parties. He was the 1st Republican governor in GA since Reconstruction.

## The Effect of the Olympic Games on Georgia

In 1990, it was announced that Atlanta "finally won something" & was chosen as the host of the 1996 Olympic Games. Not since the International Cotton Exposition has Atlanta



hosted such a large event. Beating odd favorites, Athens, Greece, to host the games, Atlanta began to prepare for this important international event. In order to be ready, the city built new or added to existing sports stadiums, repaired sidewalks, built public parks, added more hotel rooms & revitalized the downtown area with new homes & apartments.

The idea to host the Olympics came from former UGA football player and lawyer, Billy Payne. Together with Andrew Young, Paine was able to create a successful bid for the games. Organizers hoped to show the world that Atlanta was an "international city". One ready to take part in the global economy. Once Atlanta won the games, Paine & Young worked on securing funds for building projects, finding advertisers and selling tickets.

On July 19, the games began. Most of the events were held in the metro Atlanta area with cities like Athens, Savannah and even Birmingham, Alabama holding events. Everything went well with the exception of a bomb exploding, killing 2 spectators.

Most of the reviews of the games were mixed. The international press had trouble getting to some of the events & a glitch in the computer system kept them from instantly being able to report the results as promised. On the other hand, many international & domestic visitors were impressed with the "southern hospitality" received and the effort the city put into preparing for the games. The IOC appreciated the record breaking attendance numbers & tv ratings for the games.

Atlanta was the largest beneficiary of the games. Hotel rooms in the city expanded to over 60,000. The city showed it was capable of hosting such a major event. It became a hub for conventions & sporting events with the help of the airport which is one of the busiest in the world. Growth was experienced for the 1st time in many years because many young, urban professionals moved into the city limits based on their experiences at the games & improvements made to the city. The 1996 Olympic Games generated around 5.1 billion dollars in revenue for the city & state.

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## Immigrant Communities in Georgia

From the beginning, immigrant groups made their way to GA to seek better opportunities. During the colonial period, the Salzburgers, Highland Scots, Portuguese Jews & Scot-Irish came to GA because of religious, economic & political freedoms.

After the Revolution, immigration slowed in the state. While blacks were forcefully brought to become slaves, few immigrants to GA or the rest of the South. Until 1975, Georgia was primarily a "black & white" state. This changed in the 70s & 80s when thousands of immigrants started moving to GA. Most were hoping for greater economic opportunities. Some immigrants came from Asian countries, but the majority came from Latin America.

3 industries actively sought & helped bring Latinos to GA: agricultural, carpet/textile manufacturing & construction. Each industry viewed migrant workers as a source of cheap labor.

Today, many of GA's cities as well as rural areas, have large immigrant populations from all over the world. However, there is much debate among GA's lawmakers & citizens about the influx of immigrants. They are mostly concerned with illegal immigrants & the cost they have on schools, health care & public transportation. Many see illegals as costing the state more than they benefit from though the carpet, poultry & agricultural industries are lobbying against strict immigration laws.

In 2011, the GA General Assembly passed an immigration law that is considered to be one of the toughest on illegal immigrants in the US. It allows police officers to question suspects about their immigration status & detain them if they are illegally in the country. To date, portions of this law have been blocked by the federal government.

## Georgia's Entrepreneurs

Several entrepreneurs in Georgia have created national & international companies. Ted Turner developed an international media empire when he created the 24 hour news network CNN & other cable tv networks. Truett Cathy, the founder of Chick-fil-A, who's "eat more chicken" cows can be seen all over GA & many other states. There are 4 major enterprises that were created or whose headquarters are located in GA. They offer the best example of the importance of entrepreneurship that support the state's economy.

### Coca-Cola

Coca-Cola was invented in Atlanta by John S. Pemberton in 1886. It took the ideas of several entrepreneurs for the



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company to develop into the multinational corporation it is today. Though Pemberton's product was a local success, it did not grow nationally until Asa Candler bought the company between 1889 & 1891. Even Candler did not see the full potential of the company. When 2 lawyers from Tennessee, Benjamin Thomas & Joseph Whitehead purchased the rights to bottle the product in all states except Mississippi, the company reached new heights. Candler sold Coca-Cola to Ernest Woodruff. His son, Robert Woodruff became president. He sought to expand the brand worldwide & during WWII, sold Coca-Cola to all American military personnel for 5 cents a bottle. This strategy made the brand a favorite among the military. Several bottling companies were set up throughout the world. Today, Coca-Cola is the world's largest manufacturer of non-alcoholic beverages & operates in more than 200 countries.

### Delta Airlines



Delta Airlines began as a crop-dusting operation in Macon, GA in 1924. It was founded by B.R. Coad & C.E. Woolman & called Huff Daland Dusters. It was created to help the destruction that the boll weevil was causing to the cotton fields. Coad & Woolman, natives of Louisiana, moved the company to Monroe, Louisiana in 1925. In 1928, Woolman bought the company & renamed it Delta in honor of the Mississippi delta region where the company was based.

In 1929, the company began passenger service, but was later discontinued. It resumed again in 1934, winning a contract with the US government to offer airmail service between Dallas & Charleston, with Atlanta serving as a base. In 1941, the company moved to Atlanta. After WWII Woolman continued to expand Delta's routes, use the newest & best technology & establish a reputation as a customer friendly airline.

In the late 70s, Delta began international service to the UK & Germany. In 1987, service extended to Japan. Today, despite financial losses due to 9-11, Delta is the largest airline in the world (based on number of passengers) & employs over 80,000 people worldwide.

### Georgia-Pacific

Georgia-Pacific began in 1927 as the Georgia Hardwood Lumber Company. It was founded by Owen R. Cheatham in Augusta & grew due to Cheatham's business & social skills. In 1947, the company acquired the first west coast based lumber facility & changed its name to Georgia-Pacific Plywood





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& Lumber Company. It was changed again to Georgia-Pacific in 1956. In 1957 pulp & paper were added to the product line. In 1982, headquarters was moved to Atlanta.

In 2005, the company was purchased by the private corporation, Koch Industries, & removed from the New York Stock Exchange. The name & headquarters remained even though it changed ownership. Today, Georgia-Pacific is the largest supplier of building products in North America. It is also a world leader in paper, tissue & construction based chemicals. The company employs 40,000 people worldwide.



## Home Depot

The Home Depot was founded in Atlanta in 1978 by Arthur Blank & Bernie Marcus who were coworkers fired on the same day. They had ideas that made the company very successful. These innovations include large stores filled with a variety of products, knowledgeable & highly trained employees & a marketing campaign that coined the store as a "one-stop shop for home improvement do-it-yourselfers". The company also offers free home improvement workshops to customers as a way to sell more products.

The company is the largest home improvement center & the 2nd largest retailer in the US. In 2011, the company made almost 70 billion dollars in sales, with stores in the US, Canada, Mexico, China, the UK & throughout South America. It was the youngest company to reach that amount of sales.