

# ATLANTA BUSINESS CHRONICLE

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Atlanta Business Hall Of Fame

## Coca-Cola, UPS and Junior Achievement of Georgia are proud to announce the induction of



**R. Charles  
Loudermilk, Sr.**  
Chairman & CEO  
Aaron Rents, Inc.

Charles Loudermilk's daughter, Lisa, claims that her father has never known the word "work." Loudermilk, who will celebrate his 80th birthday in July, agrees. He has no plans to retire from the company he founded and has run for the past 52 years.

"I love my work and I have friends there," says

the Atlanta native. "The doc says I'm healthy, so sitting in that chair every Monday morning is where I want to be."

Loudermilk's is a true American success story that began in 1955 when, with a \$500 loan, he purchased 300 used folding chairs from an Army Surplus store and rented them out for tent parties and auctions at a daily rate of 10¢ per chair. Today, Aaron Rents, Inc. (intentionally named to guarantee first positioning in the Yellow Pages) is a leader in rental, sales and lease ownership and specialty retailing of residential and office furniture, consumer electronics and home appliances. What began as a \$30-a-day dream now accrues over \$1 billion a year in sales in America and Canada.

Loudermilk's lifelong dedication to community service is equally impressive. He is a former co-chair of the Atlanta Action Forum and has served as a director on multiple boards, including the Corporation for Olympic Development, the Executive Committee of the Atlanta Convention and Visitors Bureau, the Lovett School, the Piedmont Hospital Foundation, and the Atlanta Community Blood Bank. Loudermilk belonged to the Omni Group, which built the Atlanta Omni and owned the Atlanta Flames and Atlanta Hawks. A Rotarian since 1957, Loudermilk also founded the Buckhead Coalition, which steers the orderly growth of the Buckhead community, where he resides and serves as chairman of the Buckhead Community Bank.

Always an influential voice for good government, Loudermilk served as a chairman for MARTA and says his most rewarding civic experience was co-chairing Andrew Young's mayoral campaigns in 1981 and 1985.

His generosity is well known, not only by his alma mater, the University of North Carolina, but by hospitals, colleges, and locales throughout Georgia. In the town of Demorest, near the birthplace of his father, Jake, Loudermilk established "Jacob's Ladder," a trio of residences situated on 15 acres that is home to children who were once homeless.

Assisting children has always been important to Loudermilk, and it is Junior Achievement of Georgia's dedication to youth that makes his selection as an Atlanta Business Hall of Fame Laureate particularly meaningful. He understands first-hand that active encouragement generates success.

"Ninety percent of who I am is because of my mother," he says. "It was she who told me and my brother that we could be anything we wanted to be, and worked two jobs to ensure that we went to college and had every opportunity to succeed."

"JA of Georgia encourages young people by providing mentoring, tools and opportunities that prepare them for professional success," Loudermilk said. "It's a great feeling to be associated with that."