



Steve Nygren, Founder and CEO of Serenbe

In 1994, he and his wife Marie retired to a farm outside Atlanta, with their three daughters. Six years later, he became concerned about urban sprawl invading their adopted country paradise and in 2000 led the effort to create the Chattahoochee Hill Country Alliance to bring together landowners, developers, and conservationists to find a mutually agreed upon solution for balanced growth.

In 2004, the Nygren's began the development of Serenbe interlacing agriculture with a range of housing choices mixed with shops, galleries, restaurants and a full-service Inn. The result is reminiscent of century-old communities where many of your needs are within a walkable distance and neighbors know each other. Today, Steve serves as the CEO of Serenbe and lives in the community full-time.

Awards

- Southface's Argon Award – 2017
- Global Wellness Institute's *Leader in Innovation Award* – 2017
- International Ground Source Heat Pump Associations' *Visionary Award* – 2018
- Georgia Trend's Most Respected Business Leader – 2019
- Atlanta Magazine's Groundbreaker Award – 2019
- Atlanta Magazine's Atlanta 500: Legend in Restaurants & Hospitality – 2016 - 2019
- ACVB Hospitality Hall of Fame



Marie Nygren, Co-Founder of the Serenbe Community and the Inn at Serenbe

A native Atlantan, Marie grew up at her mother's, Margaret Lupo, restaurant, Mary Mac's Tearoom. This is where her love of hospitality was born. After college, she returned to work at Mary Mac's. This was short lived as she married Steve Nygren at any early age and had three daughters. Active in civic affairs, they loved their city life.

On a whim, they bought a farm south of the city and it transformed their lives. They gave up the city lifestyle and traded it for a quieter, gentler life.

A few years later, with the Olympics coming, they opened a bed and breakfast named Serenbe. Marie's hospitality skills were back in play.

Then, four years later the opportunity arose to create a community. Ground was broken in 2004. Today there are 1100 residents and over 500 homes. Marie lives among them and plays often with their 6 grandchildren.

serenbe



Member Host & Caterer:
Chef Daryl Shular



EVENT LOCATION:

FarmEd Kitchen and Bar

1927 Lakeside Parkway
Suite FK01
Tucker, Georgia 30084

(470) 294-2938

- ▶ Meet With Decision Makers
- ▶ Receive Warm Referrals
- ▶ Meet Members Ready to Do Business
- ▶ Share Industry Insights & Best Practices
- ▶ Build Strategic Partnerships & Alliances

Located inside Lakeside Centre at building 1927. Lakeside Centre office park is located at the light of Robin Hill and Lakeside Parkway. When you turn into the office park turn towards the Lakeside Centre sign onto Lakeside Parkway. Look for the 15 mph sign as you enter and Veer right up the hill towards the FedEx and UPS drop off boxes. Building 1927 is at the top of the hill. The restaurant entrance is a part of the Prep building located at the Patio. If you do not see a patio or Prep sign, and you see food trucks you are in the back of the building. Proceed out to Northlake Parkway make a right then another immediate right into the office park building 1927 is at the top of the hill.

Please RSVP by 3/3/23 to Deborahsg@bcnetwork.biz or 404.630.5535