

George Frankel

CEO

George Frankel became C.E.O. of Eternal Reefs, Inc. in January of 2000. George previously served as President and C.E.O. of Georgia Emission Testing Company. Prior to that, George was Vice President of Operations for Wachovia Corporation from 1979 to 1987.

After leaving Wachovia in 1987 George founded Georgia Emission Testing Co. (G.E.T.Co.) and in just two years, grew it to the largest automobile emission testing company in Georgia. When G.E.T.Co. was sold in 1998, it was one of the largest emission testing companies in the country. George then spent the next year as a strategic advisor to Eternal Reefs, Inc. as the company went through its business-planning phase.

George has attended numerous colleges and universities, is a graduate of the University of Wisconsin Bank Administration Institute at Madison and is a member of the Babson College Entrepreneur Fellowship.

George served as a Search and Rescue Specialist for the United States Coast Guard from which he was honorably discharged and is a past Vice President of the Atlanta Whitewater Club.