

# IMPACT ACTION

A hand with a pink manicure points downwards from the top left towards the year '2009'. The background is dark with several bursts of red and orange fireworks. A green arrow points from the end of the 'IMPACT ACTION' title towards the right.

Quarterly newsletter for IMPACT 2012, a business action plan led by the Valdosta-Lowndes County Chamber of Commerce

January 2010

VOL. 03 NO. 01

2009

2010

2009 ANNUAL REPORT

# LIST OF INVESTORS

*We are grateful to these corporate  
and community leaders for  
making IMPACT 2012 a success!*

Aaron's Rental Purchase  
ACE Electric  
Advanced Hearing Solutions  
Alert-Tech Systems  
Allan Dear Real Estate  
Ambling Companies  
American Classifieds  
American Drill Bushing  
Ameris Bank  
ASA Engineering & Surveying, Inc.  
Astro Exterminating Services  
AT&T  
Atlantic Southern Bank  
Chet & Myrna Ballard (P)  
Bank of Valdosta  
Barnes Drug Stores of Valdosta  
BB&T  
Bemiss Citizens Bank  
Black Crow Media  
Blanton and Griffin Insurance  
Brandon, Rackley & Dukes, P.C.  
James Bridges (P)  
Bush Investment Group, LLC  
Carson McLane Funeral Home  
Cauthan Construction Company  
Citizens Community Bank  
City of Hahira  
City of Lake Park  
City of Remerton  
City of Valdosta  
CJB Industries, Inc.  
Classic Art & Frame Company  
Coldwell Banker Premier Real Estate  
Coleman Talley LLP  
Colony Bank  
Colquitt EMC  
Colson Printing Company  
Coombs Heating & Air Conditioning  
Covington's Dining & Catering / 306 North  
Coward Electric and Industrial Contractors  
Culbreth, Minick & Associates, PC  
Cypress Lakes Development / Teamtemps Personnel Staffing  
Darby Bank  
Fred DeLoach (P)

Elliott, Blackburn, Barnes & Gooding  
Ellis, Ricket and Associates Architects  
ERCO Worldwide, Inc.  
Express Employment Professionals  
Eye Associates of South Georgia LLC  
Family Health Care  
Farmers & Merchants Bank  
Farmers Home Furniture Company  
First State Bank & Trust Company  
Fowler, Holley, Rambo & Stalvey, P.C.  
Friendly Financial Services, Inc.  
Full Circle Marketing & Advertising  
Fusion Creative Marketing  
Genesis Christian School  
Georgia Power Company  
Mary & Tom Gooding (P)  
Great Southern Yellow Pages  
J. Glenn Gregory Architects  
Griffin Corporation  
Griner Automotive Group  
Guardian Bank  
H & S Supply Company  
Henderson & Godbee  
The Herndon Company  
Holiday Inn/Comfort Suites/ Days Inn  
Home Builders Association of South Georgia  
Home Instead Senior Care  
Jodi's Accessories  
Johnson Distributing Company  
Keeman Petroleum Company, Inc.  
Kentucky Fried Chicken  
Lamar Advertising  
Landis International, Inc.  
Lovell Engineering Associates  
Lowndes County  
Lowndes County Farm Bureau  
James McGahee (P)  
Magic Media, Inc.  
Mediacom  
Mike Hill Real Estate  
Miller Hardware Company

Moore, Clarke, Duvall & Rodgers, P.C.  
Music Funeral Services  
Nexxtep Technology Services  
Packaging Corporation of America  
The Park Avenue Bank  
Pinnacle Prime Contractors / GPM  
Pleats & Creases  
Prince Automotive of Valdosta  
Prudential ACS Real Estate  
Quillian Powell Construction  
Radiology Associates of Valdosta, PC  
Regal Marine  
Regions Bank  
Regulatory Compliance Services  
Richard Hill & Associates  
Riley Church Pew Company  
Ron Borders GMAC Real Estate  
Larry Rodgers (P)  
SAFT America  
S. C. Barker Construction  
The Scruggs Company  
Scruggs Concrete Company  
C. Byrd Simmons, P. C.  
SMITH Northview Hospital  
South Georgia Medical Center  
South Georgia Vein Center  
South Georgia Travel  
Southeastern Capital Management Group, LLC  
Southeastern Federal Credit Union  
Southeastern Freight Lines  
Sunset Farm Foods  
Talk 92.1  
U.S. Press  
Valdosta Daily Times  
Valdosta Electric Company  
Valdosta Insurance Services, Inc.  
Valdosta Magazine  
Valenti, Rackley & Associates, LLC  
WAAC FM, WGOV AM, WLYX FM  
WALB TV10  
Waller Heating & Air Conditioning Company  
Wetherington Farms  
Williams Investment Company  
WTLH-TV Fox 49/WTLF-TV(CW)  
WTXL TV



DEAR  
IMPACT 2012  
INVESTOR:

# FROM THE CHAIRMAN

In spite of an unpredictable and often disappointing economy, 2009 was a very good year for IMPACT 2012. The Chamber has taken the important goals that were set by the 72 business and community leaders who developed the Business Action Plan very seriously, and with the financial support of IMPACT 2012 investors, a great deal of progress was made in 2009. I hope you will review this annual report and agree that your money has been invested wisely – in our community.

All of us on the IMPACT 2012 Oversight Committee want to thank our investors for their financial support in our initiatives of IMPACT 2012. In a period where businesses have had to cut every possible

corner, IMPACT 2012 had a 97 percent collection rate in 2009 from our original investors. 97 percent! That's an indication of the importance this community places on the five major initiatives of IMPACT 2012.

As the 2010 chairman of the Oversight Committee, I would like to thank the committee and the Chamber Board for their work on the IMPACT 2012 initiatives during these tough economic times.

Curtis Fowler, 2010 Chairman  
IMPACT 2012 Oversight Committee

## 2010 OVERSIGHT COMMITTEE:

**Curtis Fowler**  
Fowler, Holley, Rambo & Stalvey, PC

**Jeff Hanson**  
The Park Avenue Bank

**Terri Lupo**  
Georgia Power Company

**Walt Gill**  
GPM (Gill Property Management, LLC)

**Walter Hobgood**  
Express Employment Professionals

**James McGahee**  
South Georgia Medical Center

**Mike Godwin**  
Ambling Companies

**Tim Jones**  
Citizens Community Bank

**Paul Nichols**  
Nexxtep Technology Services, Inc.

*IMPACT 2012 includes a number of initiatives designed to work together to enhance Valdosta-Lowndes County's position as the business, educational, social and cultural center of excellence for South Georgia. Funded by 129 community-minded investors, IMPACT 2012 is a five-year, \$2.3 million business action plan, led by the Valdosta-Lowndes County Chamber, with measurable goals and outcomes. Shareholders receive regular progress reports from the Chamber. Questions or comments are welcome. Please contact IMPACT 2012 Oversight Committee Chairman Curtis Fowler (cfowler@valdostacpa.com).*

# WORKFORCE DEVELOPMENT & EDUCATION

**2009 GOAL:** Establish a "Boot Camp" to develop better managers and supervisors.



Supervisors from a wide variety of businesses and industries participated in this year's Boot Camps for Supervisors. This year's Boot Camps served 101 participants. The goal for this important IMPACT 2012 initiative was to serve 100 local supervisors.

**2009 GOAL:** Expand "World Class Employee Recognition Program" to improve work ethics.



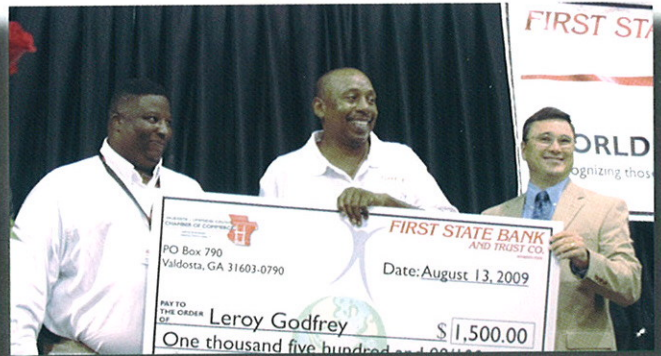
2009

World Class Recognition

**FIRST STATE BANK AND TRUST CO.**

MEMBER FDIC

a SYNOVUS bank



First State Bank and Trust's **Sherry Zipperer** (left) presented the four "World Class Employee" awards at the August World Class Recognition Breakfast. **Margo Smith** (Ole Times Country Buffet) was one of the well-deserving winners. **Leo Godfrey** (Saft) received his "big check" from First State Bank and Trust's **Ed Hutchinson** (right). We received 29 total World Class Employee nominations in 2009 (22 in 2008). Four outstanding employees received \$1,500 checks from First State Bank and Trust.

**2009 GOAL:** Partner with businesses, Valdosta State University, Valdosta Technical College and local schools systems to expand internship opportunities to improve and enhance workforce development.

Lowndes High students learned about the radio business from **Jay Mathews** at Black Crow Media. The 2009 Job Shadow Day included 97 Lowndes High School Career and Technical Education students who had the opportunity to learn about potential career opportunities. With the support of IMPACT

2012, Job Shadow Day was a success, with 25 local businesses participating.



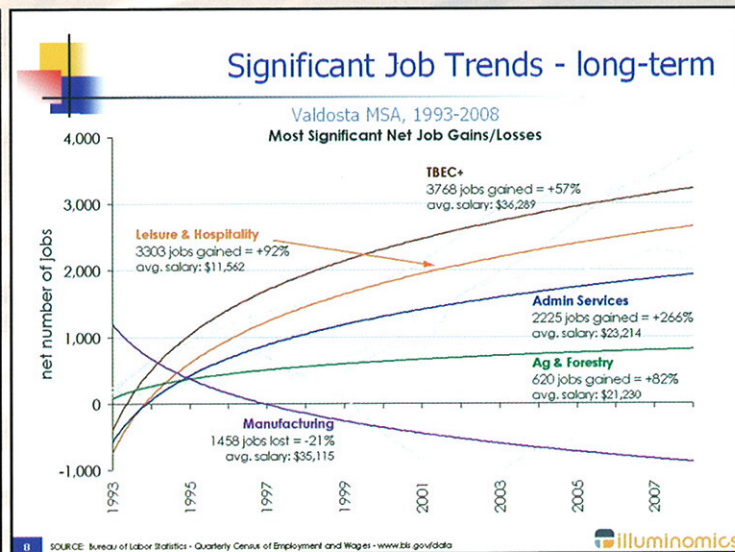
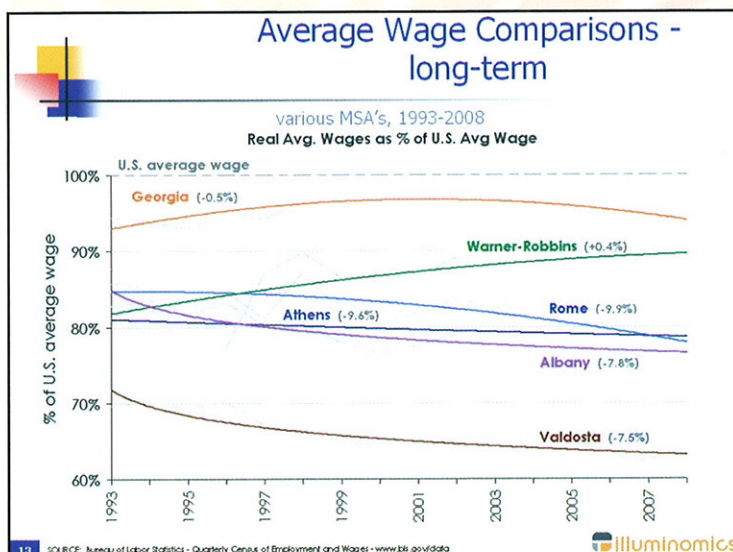
**2009 GOAL:** Encourage 400 parents to become more involved with their children's education.

364 parents experienced 'Helping Your Child Succeed' in 2009. Since the program's launch in spring 2008, 644 parents in 18 businesses have viewed the presentation. Pictured is one of the presenters, **Laverne Rome** (Lowndes County Schools), with a parent at one of the presentations. The program is made possible by a grant from Regal Marine to the IMPACT 2012 initiative.



# EXPANSION OF TARGETED BUSINESSES

**2009 GOAL:** Facilitate the creation of 200 new jobs for college and university graduates in information technology, environmental technology, medical services and support, and other knowledge-based businesses.



Creative Cities Consulting was retained to provide a thorough economic analysis of past trends and current conditions in the economy of the Valdosta MSA, including comparisons with comparable Georgia cities. The consultant worked with the Targeted Business Expansion Committee to benchmark current economic trends for quantitative analysis and future measurements of success.



A first-ever Inventors Workshop, co-sponsored with Georgia Tech, took place in June to provide inventors and innovators with needed resources to commercialize their inventions.



SEG A Medical Research was the winner of the fourth annual Guardian Bank Business Plan Competition. **Robbin Miller** received \$15,000 in start-up capital from Guardian Bank, along with nearly \$50,000 in in-kind services including accounting and legal service for one year, a Web site, advertising and marketing assistance, and a variety of other goods and services designed to ensure success. Pictured with Miller is Guardian Bank's **Parrish Clark**.



**2009 GOAL:** Create a marketing outreach program to encourage young professionals to live and work in Valdosta-Lowndes County after completing their university or technical college education.

The MetroOne Mentor Program was launched in 2009 with 16 mentors and protégés currently paired. Pictured are **Terri Lupo** (Georgia Power) and **Angela Hobby** (Valdosta Technical College), one of the mentor-protégé pairings. "My mentor, Teri Lupo, is an amazing example of a woman who has been successful at handling the pressures of both her professional and personal life," said Hobby. "It has been invaluable to me to be able to go to her with questions and concerns about my job, my future goals and the balance of my home life with work. This is a great experience and any young professional who is aiming to become a leader in this community really should take advantage of this program."



MetroOne also coordinated 12 professional development opportunities including a half-day seminar for 55 participants (43 participants in 2008) and significantly grew active membership by 31% (436 members in 2009, compared with 333 in 2008).

# ENTREPRENEURIAL & SMALL BUSINESS DEVELOPMENT

**2009 GOAL:** Enhance and strengthen the S.E.E.D.S. Center for Entrepreneurial Development.



**Mikel Wisenbaker** (Executive Custom Homes) was one of the 500+ clients who utilized the services of the S.E.E.D.S. Center in 2009. The S.E.E.D.S. Center offers sophisticated resources for entrepreneurs free of charge, thanks to IMPACT 2012.

Phantom Media Productions is one of the 11 businesses established with S.E.E.D.S. Center assistance. Pictured are owners **Kerry Laster** and **Kevin Cheatham**.



- 146 ABC's of How to Start a Business' have been distributed (222 in 2008)
  - 113 demographic reports have been generated (144 in 2008)
- 286 targeted direct mailing lists have been created for clients (275 in 2008)
  - 5 commercial property owners used Retail Lease Trac (8 in 2008)
- Added the 'Tools For Business' Web site portal with 4,140 page views

## ATTRACTION OF AMENITY-SEEKING RETIREES

**2009 GOAL:** Develop and implement targeted national advertising for retiree recruitment and expand the marketing efforts of the Triple Crown Hometowns Program.

Triple Crown Hometowns was featured on a billboard on I-75 near Exit 18, which has a traffic count of approximately 46,000 vehicles daily. Now THAT'S exposure!

Triple Crown Hometowns also was featured in Forever Young magazine, a Canadian publication, in the April issue.



**2009 GOAL:** Advocate for the development of amenities sought by amenity-seeking retirees, including but not limited to active adult communities and public recreation facilities.



Triple Crown Hometowns partnered with Valdosta Country Club and Fellowship Home at Brookside to highlight two of our area's most attractive amenities for retirees. Receptions for retiree newcomers and IMPACT 2012 investors who support Triple Crown Hometowns provided a wonderful opportunity to show newcomers what Southern hospitality is all about. Triple Crown Hometowns relocated 41 retiree households in 2009.

**Valdosta Country Club**  
1917

**FELLOWSHIP HOME**  
AT BROOKSIDE

# ENHANCEMENT OF PRO-BUSINESS ENVIRONMENT

**2009 GOAL:** Advocate for pro-business permitting regulations and practices, and formalize a “rapid response team” to respond to business and industry needs.

Through IMPACT 2012, every organization and agency in Lowndes County with responsibilities for business and economic development works together through VALET – the Valdosta And Lowndes Expansion Team. The mission of VALET is to ensure that, regardless which door a business opens to begin the development or expansion process, it will be the “right” door. Pictured are the business and economic development professionals in Lowndes County.

- Finalized the VALET ‘No Wrong Door’ resource guide to assist start-up and expanding business through the licensing, permitting, and occupation process
- Began development of an on-line version of the ‘No Wrong Door’ process that will create a ‘process roadmap’ intended to streamline the business start-up and growth process



**2009 GOAL:** Host a regular forum among elected officials, education leaders and other economic development partners regarding business issues and initiatives.



With the support of IMPACT 2012, the South Georgia Partnership for Regional Development continued to provide a forum for regional leaders to meet and to discuss important economic development topics. **Mike Gaymon** (Greater Columbus Chamber of Commerce) met with the group in 2009 to discuss innovative ways to work together as a region. Gaymon shared with the group Columbus’ experience with The Valley Partnership, and challenged the South Georgia Region to explore similar partnerships.

## BUSINESS outlook 2009

A record number of top business leaders were on hand for the IMPACT 2012 Business Outlook Breakfast in February, sponsored by Ameris Bank. **Dr. Jeffrey Humphries** (University of Georgia) and **Dr. Cliff Lipscomb** (VSU) provided their perspectives on the economic outlook for our area in 2009. Pictured are members of the Ameris Bank team.



**IMPACT**

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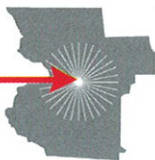
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Valdosta, GA 31603

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By the year 2012, Valdosta–Lowndes County will enhance its position as the business, educational, social and cultural center of excellence for South Georgia. Recognized nationally as a “Smart Community” that uses technology effectively and provides career opportunities for its technical college and university graduates, Valdosta–Lowndes County will be a forward thinking place to live, learn, work and play. Boasting a business-ready environment with a progressive school system, excellent health care, affordable housing and a quality of life second to none, Valdosta–Lowndes County will attract entrepreneurs and a diversity of new business and industry. Young professionals will come to Valdosta–Lowndes County to start a career, raise a family and then join a growing retirement community. With the support of its corporate and elected officials working together, Valdosta–Lowndes County will enhance its standard of living and continue to be a model for progressive communities throughout Georgia and the Southeastern United States.

**IMPACT**

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**A BUSINESS ACTION PLAN**

Led By The Valdosta-Lowndes County Chamber of Commerce

**VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE**

Leading Businesses.  
Leading Communities.™

