

IMPACT ACTION

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

Fall '09

VOL. 02 NO. 04

METRO VALDOSTA'S *Emerging Leaders*



Inside:

COMMUNITY CELEBRATES YOUNG PROFESSIONALS

WORLD CLASS EMPLOYEES HONORED

VALET KICKS OFF "NO WRONG DOOR" INITIATIVE

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
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
Gary Minchew Realty
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
Park Avenue Bank
Pinnacle Prime Contractors / GPM
Pleats & Creases
Presser Productions, Inc.
D/B/A Fox's Pizza@Funstreet
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
WTLH-TV Fox 49/WTLF-TV(CW)
WTXL TV

FROM THE CHAIRMAN



DEAR
IMPACT
2012
INVESTOR:

In today's economic environment, solid leadership is essential

in guiding our businesses through challenging times, while also planning for future opportunities.

MetroOne, a Valdosta-Lowndes County Chamber initiative whose goal is attracting and retaining young professionals to the Metro Valdosta area, has launched two new programs to insure that our community's future leadership can adapt and manage through the many challenges that lay ahead.

In the first program, representatives between the ages of 21 and 40 were nominated for the first Metro Valdosta Emerging Leaders contest. An outside panel of judges led by Chris Miller of Creative Cities Consulting judged the candidates on career accomplishments, professional expertise, and community and charitable involvement. Winners were announced at the third Annual Young Professionals Day on Sept. 4 in conjunction with First Friday activities in Downtown Valdosta.

MetroOne has launched a second new program – the Mentorship Program. Understanding that future leaders must deal with an array of decisions in an ever-changing environment, MetroOne is pairing experienced community leaders with these leaders of tomorrow to share their experience and leadership skills. Mentors and protégés were announced at a special reception at the Turner Arts Center on Sept. 14.

These are two more pieces of the puzzle made possible through your commitment to IMPACT 2012, ensuring a positive future direction for our community.

MetroOne was founded in 2007 and is open to all young professionals between the ages of 21 and 40. For more information about MetroOne, contact Melissa Wheeler at the Chamber.

Bill DeCoudres, Chairman
2009 IMPACT 2012 Oversight Committee

2009 OVERSIGHT COMMITTEE:

Bill DeCoudres
Guardian Bank

Jeff Hanson
The Park Avenue Bank

James McGahee
South Georgia Medical Center

Curtis Fowler
Fowler, Holley, Rambo & Stalvey, PC

Walter Hobgood
Express Employment Professionals

Paul Nichols
Nexxtep Technology Services, Inc.

Walt Gill
GPM (Gill Property Management, LLC)

Tim Jones
Citizens Community Bank

Mike Godwin
Ambling Companies

Terri Lupo
Georgia Power Company

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 Bill DeCoudres (bdecoudres@guardianbankonline.com).

EXPANSION OF TARGETED BUSINESSES

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.



Nineteen young professionals were recognized for career accomplishments and community

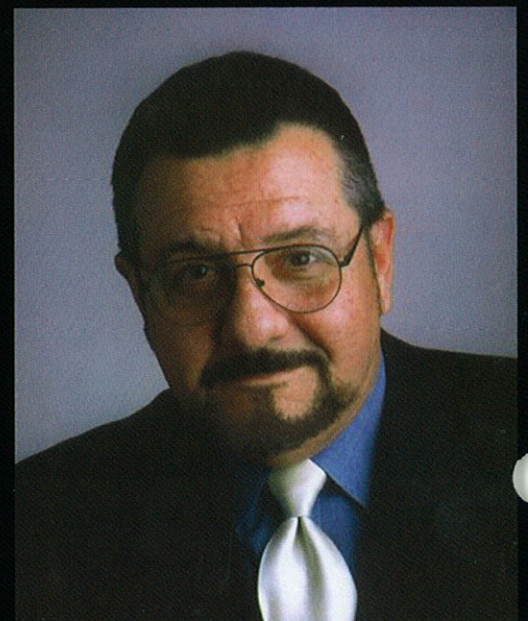
involvement at the 3rd Annual Young Professionals Day, hosted by Talk 92.1 in Downtown Valdosta on Sept. 4. Four were singled out for their exemplary commitment to make Metro Valdosta a better place to work, play, and stay, including Anne-Marie Wolff (City of Valdosta), Dan Deaver (C. Terry Hunt Industries), Carla Carter-Jordan (VSU) and Jonathan Sumner (City of Hahira). A special reception at the Turner Center for the Arts to honor the nominees and to kick-off the MetroOne Mentor-Protégé program was hosted by the Chamber and MetroOne on Sept. 14.

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.



The IT Professionals Network had a visit from Atlantan Frank Baia, a representative of the Technology Association of Georgia (TAG), at their quarterly meeting in August. The IT Pros will co-host the TAG Excalibur Awards via simulcast on Oct. 23. The Excalibur Awards rec-

ognize Georgia's "tech-enabled" companies who demonstrate exemplary competency in utilizing technology to enhance their business.



ENTREPRENEUR & SMALL BUSINESS DEVELOPMENT

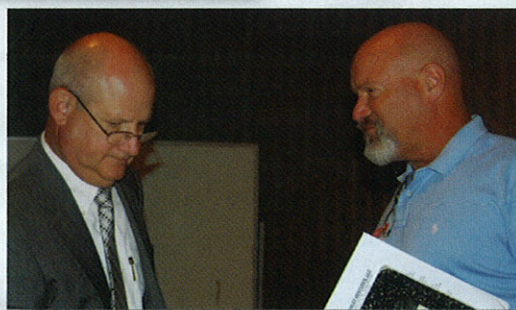
2009 Goal: Enhance and strengthen the S.E.E.D.S. Center for entrepreneurial development.



Eleven regional business owners 'graduated' from the Maximum Marketing Program, an intense five-week course provided without cost to the participants, thanks to IMPACT 2012 and the S.E.E.D.S. Center of South Georgia. Suzanne Barnett, director of the VSU Small Business Development Center, delivered the training program.

To buy or not to buy? That was the question posed in a September workshop called "Understanding How Property Ownership Can Help You and Your Business." The workshop featured area experts on the local real estate market, the tax benefits of owning commercial property, and the availability of SBA and other financing options.

Pictured right: Ray Chitty (Guardian Bank) answers David Demerssemen's questions after the workshop.



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.

Thanks to one of our generous IMPACT 2012 investors, our community is currently featured on two billboards on I-75, near Exit 16, for the next several months. With a current traffic count of 46,000 vehicles daily, that's a tremendous amount of exposure! Prospective retiree newcomers will visit our Web site (www.georgiaretire.com).

com) for additional information about Triple Crown Hometowns, and the many advantages of retirement, South Georgia style!

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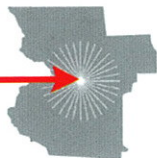
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By the year 2012, Valdosta–Lowndes County will enhance its position as the business, educational, social and cultural center of excellence for South Georgia. Recognized nationally as a “Smart Community” that uses technology effectively and provides 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.

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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.™

