

2010 Business Plan

VALDOSTA - LOWNDES COUNTY



CHAMBER OF COMMERCE

Leading Businesses.
Leading Communities.™

workforce development & education

Vice Chairman: Greg Justice
(Regal Marine)

- Assist with developing necessary job skills and work ethics so the Valdosta area workforce can remain competitive in the job market in the existing workforce
- Conduct four Boot Camp Workshops for Supervisors with a goal of 25 attendees per session

5-Star Employer

- Launch the 5-Star Employer Program campaign to include No Diploma, No Job, DRUGS DON'T WORK, Make Education Work, Work Ready and Specialist Certificates

DRUGS DON'T WORK

- Provide DDW members with required training every other month in a newsletter format and assistance during the certification and annual re-certification process

Helping Your Child Succeed

- Present HYCS to 400 parents

CHOICES

- Recruit and train 11 volunteer presenters
- Present the CHOICES program to 1,250 students

Job Shadow Day

- Recruit and train 25 businesses to host Valdosta and Lowndes High School students for Job Shadow Day 2010

Region 10 STAR Coordination

- Organize and host Region 10 STAR Student/Teacher Banquet to announce Regional Winner

Lowndes County Certified Literate Community Program

- Organize and co-sponsor the Annual Sam's Club Literacy Fair to collect more than 3,500 books with 25 literacy service providers as vendors
- Organize and host the EAGLE Award Reception

World Class Recognition

Chairman: Sherry Zipperer (First State Bank & Trust)

- Award two supervisory employees and two non-supervisory employees with cash awards of \$1,500 each

Business/Education Roundtable

- Host and facilitate at least one Business-Education Roundtable discussion between business leaders and educators in the community

Manufacturers Council

- Provide an opportunity for networking and discussion of common issues specific to the manufacturing community
- Provide a vehicle for the collective voice of manufacturers to be heard in the community
- Distribute the Annual Business Retention and Expansion Process Survey with a goal of 10 on-site visits
- Organize the Manufacturer of the Year nomination, application and recognition process

Workforce Education Support Team (WEST)

- Research funding opportunities to support current and future workforce development initiatives

public affairs

Vice Chairman: James MaGahee (South Georgia Medical Center)

Government Affairs Council

Chairman: Paula Goff (SMITH Northview Hospital)

Federal Legislative Committee Chairman:

Sally Bloom (Mediacom)

State Legislative Committee Chairman:

Darrell Wilder (Georgia Power Company)

Local Legislative Committee Chairman:

Paula Goff (SMITH Northview Hospital)

- Develop a Federal, State and Local business agenda and support pro-business legislation by keeping the business community informed
- Participate in Regional Advocacy Committee, SOWEGA United
- Coordinate Census 2010 Complete Count Committee
- Raise awareness of available seats on State and local boards and authorities

Gateways Committee

Chairman: Marshall Conner (Georgia Power Company)

- Prepare RFP for a comprehensive unified Gateways Architectural Master Plan and select landscape architectural firm

Military Affairs Committee

Chairman: Brian Geary (Ace Electric)

- Provide a link between military and the Valdosta-Lowndes County business community through the interaction of military personnel and the business community.

business expansion

Vice Chairman: Tom Gooding
(Elliott, Blackburn & Gooding, P.C.)

Targeted Business Expansion Committee

Chairman: Dana Massingill

- Facilitate the creation of 200 new jobs for college and university graduates
- Increase an understanding of the need for building a creative community that is attractive to college and university graduates and/or relocating knowledge-based businesses

Valdosta And Lowndes Expansion Team

Chairman: Sue Cox (Covington's Dining & Catering)

- Strengthen the relationships among local economic development professionals to effectively work together to create a "No Wrong Door" philosophy when assisting with the needs of the local business community.

- Develop a standard tool for measuring effectiveness of local business resources
- Host the 2010 Ameris Bank Business Outlook Breakfast

MetroOne

- Promote the value and benefits of MetroOne to members, potential members, employers, the community-at-large and the State of Georgia
- Encourage diverse social interaction among young professionals
- Provide personal and career development opportunities for young professionals
- Educate members on legislative and public policy issues affecting the quality of life of young professionals

member services

Vice Chairman: Jay Prince (Prince Automotive)

Membership Committee

Chairman: Jay Prince (Prince Automotive)

Retention:

- Increase overall membership retention rate from 83% to 86%

Membership:

- Increase Chamber memberships from 1,535 to 1,540

Marketing Committee

Chairman: Laura Love (South Georgia Medical Center)

- Directly address IMPACT 2010 and utilize in-kind contributions to promote Chamber programs and events

- Monitor open rates of Chamber e-publications, Web site hits, public relations and marketing that result in stories run and Chamber publications

Ambassadors Committee

Chairman: Lyndi Soles (Lamar Advertising)

- Increase number of Ambassadors from 27 to 35 and expand the role of committee
- Conduct 85 Ribbon Cuttings/Ground Breakings in
- Involve every Ambassador in Operation Thank You
- Coordinate Member Crashers: Monthly visits to Chamber businesses

operations & administration

Chairman of the Board: Terri Lupo
(Georgia Power Company)

- Develop three-year budget projections
- Monitor quarterly budget vs. actual projections throughout year
- Review 2008 audit results and 2009 review results

economic development

Vice Chairman: Tim Jones (Citizens Community Bank)

S.E.E.D.S. Resource Center

- To provide service to 600 S.E.E.D.S. Center clients
- Assist 25 entrepreneurs regionally in successfully starting a new business
- Continue to build the S.E.E.D.S. Center database and utilize tracking by survey to maintain contact with all current and future S.E.E.D.S. Center clients
- Host 6 workshops and/or Lunch-n-Learns for small and start-up businesses with 12-15 attendees at each event
- Co-host a “VSEB Business Trade Show” with Valdosta Small and Emerging Businesses.
- Improve “Guide to Starting a Business in Valdosta-Lowndes County”
- Add First Research to the S.E.E.D.S. Center databases
- Research grant opportunities to enhance S.E.E.D.S. Center capabilities and underwrite the cost of the program
- Enhance S.E.E.D.S. Center Web site through Chamber 360° and maintain 1st page rank status with the Google search engine (S.E.E.D.S. Center Valdosta)

Professional Consultants Program

- Provide 75 hours of consultation within the region to entrepreneurs and small businesses
- Pair consultants with Business Plan Competition participants to foster mentor-protégé relationships
- Recruit 12 new professional consultants in the most demanded areas
- Provide speakers to support Chamber committees and networks

Business Plan Competition

- To generate and implement effective marketing in the community to recruit 15 qualified Business Plan Competition contestants and retain 5 qualified finalists
- To increase the Business Plan Competition prize package by adding to it and making it a more diverse package (i.e., supplies, banners, business cards, etc.)

Corporate Coaches

- Make certain all eligible participants are aware of CCP and build relationships when available

Inventors & Innovators Network

- Annually identify all patent and trademark attorneys, all manufacturers with potential for prototyping, and current patent-holders in the South Georgia region
- Host an Inventors & Innovators Network meeting with speakers, to meet twice a year
- Develop an online resource guide for inventors by July 2010

BIG Thinker Award

- Facilitate nominations for the 6th Annual BIG Thinker Award
- Host a BIG Thinker panel (panel being past winners)

Valdosta Networking Professionals

- Increase the number of Valdosta Networking Professionals from 31 to 45
- Develop a Web page for VNP linkable from the S.E.E.D.S. Web site

Chamber Choice Awards

- Identify and recruit 5 outstanding nominees for the Small Business of the Year and Minority-Owned Business of the Year

South Georgia Partnership for Regional Development

- In collaboration with the regional SGPRD partners the Chamber will coordinate an event featuring a speaker on community and economic development topics of interest to business and government leaders in the six-county region

Triple Crown Hometowns

- Attract and relocate 80 retiree households
- Targeted national advertising with financial support from IMPACT 2012
- Produce Triple Crown Hometowns magazine, Retirement Living South Georgia Style
- Produce and distribute TCH Monthly e-newsletter, Hometown Happenings
- Provide leads to investors of possible new clients and/or consumers
- Identify target markets and develop strategic marketing plan for Moody Officers and VSU Alumni
- Continue working on being recognized by the state as a “Certified Retirement Community” and state partnership

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mission

The mission of the Valdosta-Lowndes County Chamber of Commerce is to serve as the unifying force and focal point for enhancing the economic, social and cultural well-being of the regional community it serves. The Chamber shall seek to accomplish its mission by being the voice for business within the community; by addressing economic, political and quality of life issues, and through a selective business plan to achieve attainable community goals.

vision

Valdosta-Lowndes County Chamber of Commerce will lead economic growth in our regional area, creating a community that is entrepreneurial, open to change and fully integrated with other institutions to improve education and quality of life for all.



2010 board of directors



Back Row: David Durland (First State Bank & Trust), Jerome Riley (Riley Church Pews), Walter Hobgood (Express Employment Professionals), Allan Dear (Allan Dear Real Estate), Jay Prince (Prince Automotive), Brian Antoine (Antoine's the Flavor of New Orleans), Myrna Ballard (Valdosta-Lowndes County Chamber of Commerce), Phyllis Royal (Full Circle Marketing & Advertising), Carl Holley (Fowler, Holley, Rambo & Stalvey), Greg Justice (Regal Marine), Greg Reid (Edward Jones Investments), Tim Coombs (Coombs Heating & Air Conditioning), Stan Fillion (The Park Avenue Bank)

Front Row: Paul Nichols (Nexxtep Technology Services), Sue Cox (Covington's Dining & Catering), Tim Jones (Citizens Community Bank), Terri Lupo (Georgia Power Company), Jeff Hanson (The Park Avenue Bank), Sally Bloom (Mediacom), James MaGahee (South Georgia Medical Center)

Not pictured: Ed Cockman (Family Healthcare), Walt Gill (Pinnacle Prime Contractors, Inc.), Jeff Fulp (Erco Worldwide, Inc.), Tom Gooding (Elliott, Blackburn & Gooding, P.C.)