

VALDOSTA - LOWNDES COUNTY



CHAMBER OF COMMERCE

Leading Businesses.
Leading Communities.™

April 15, 2010
Board of Directors
Meeting
@
Country Inn & Suites



Board of Directors Meeting
Thursday, April 15, 2010
9:00 – 10:30 am
@ Country Inn & Suites

Agenda

- Call to order, establish a quorum, and review agenda
- Brief report from Tim Mabe (Valdosta-Lowndes County Conference Center & Tourism Authority)

ITEMS TO CONSIDER

- Consider minutes of the March 18, 2010 meeting
 - Consider March 2010 Financial Statements
 - Consider adoption of 2010 Federal Legislative Principle Statement and Policy Priorities
- **Business Expansion Division Update**
 - **Talking Points:**
 - **Is Valdosta-Lowndes County's economy performing as well as our peer communities?**
 - **What can our community do to create a higher wage economy?**
 - **What are knowledge-based businesses looking for?**
 - **Are we heading in the right direction?**

Chairman's Report

President's Report

Meeting adjourn

To access your PowerPoint on the Web Site
(<http://www.valdostachamber.com/about/Boardmeeting.html>) click on the tab
Our Chamber. Click Board of Directors Meeting and select the current meeting.
To find a specific item click bookmark and scroll down to that item.

Thank you for turning off your electronic device!
In the interest of courtesy, efficiency and productivity, we will appreciate
your full attention during the meeting



Upcoming Events:

Business After Hours

Tuesday, April 27
@ 5 -7 p.m.
(SMITH Northview Hospital)

Chamber 101

Wednesday, May 5
@ 8 – 9 a.m.
(Chamber)

Boot Camp

Thursday, May 6
@ 8 a.m. – Noon
(Department of Labor)

Business <2> Business Showcase

Thursday, May 13
@ 5 – 7 p.m.
(Conference Center)

Board of Directors Meeting

Thursday, May 20
@ 9 – 10:30 a.m.
(Country Inn & Suites)

Business After Hours

Thursday, May 20
@ 5 -7 p.m.
(Summit Pointe – South GA Vein Center)

➤ **Consider Minutes of March 18, 2010 Board of Directors meeting**

Minutes of the Valdosta-Lowndes County Chamber Board meeting held Thursday, March 18, 2010, 9:00 a.m. at Country Inn & Suites

Members Present: Brian Antoine, Myrna Ballard, Sally Bloom, Tim Coombs, Sue Cox, Allan Dear, Stan Fillion, Tom Gooding, Jeff Hanson, Walter Hobgood, Carl Holley, Tim Jones, Terri Lupo, James McGahee, Jay Prince, Greg Reid, Jerome Riley, and Kristia Gaines

Also Present: Cindi Cooper, Erica Biddix, Jud Rackley and Karil Brockington

Members Absent: David Durland, Jeff Fulp, Greg Justice, Paul Nichols and Phyllis Royal

Brief report from Valdosta-Lowndes County CVDA/Main Street – no report.

Minutes of the February 18, 2010 Board meeting were reviewed. S. Bloom made a motion to accept the minutes as presented. J. Riley seconded the motion and it passed unanimously.

Consider February 2010 Financial Statements – M. Ballard reviewed the Chamber financial statement. J. McGahee made a motion to accept the financial statements as presented. W. Hobgood seconded the motion and it passed unanimously. (see pgs. 3-28 of handout)

Consider Board Vacancies – Chairman Lupo reported the Board has two vacancies to fill. Chairman Lupo nominated Tom Carroll (Sunset Farms Food, Inc.) to serve the unexpired term of Ed Cockman. J. McGahee seconded. All approved. Chairman Lupo nominated Al Turner (William A. Turner, Jr., Attorney) to serve the unexpired term of Walt Gill. T. Gooding seconded. All approved.

IMPACT 2012 Update– M. Ballard reported.

Talking Points: School System Unification – J. Rackley and W. Hobgood reported

There being no further business, the meeting was adjourned at 10:30 am

To access your PowerPoint on the Web Site (www.valdostachamber.com) click on the tab our Chamber. Click Board of Directors Meeting and select the current meeting.

Respectfully submitted,

Karil Brockington

Karil Brockington
Senior Director of Administration

VALDOSTA - LOWNDES COUNTY



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Operations & Administration

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Financial Statements March 31, 2010

\$\$

Please refer to your handout.....

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➤ **Items to Consider**

- **Consider Minutes of the March 18, 2010 Meeting**
- **Consider March 2010 Financial Statements**
- **Consider adoption of 2010 Federal Legislative Principle Statement and Policy Priorities**

The header features a collage background. On the left, there is a grey 3D-style 'Draft' watermark. The main background shows a group of people in red and white uniforms playing drums, with an American flag on the left and a document with cursive text on the right. The text 'Federal Legislative Principle Statement' is overlaid in a white, serif font.

Draft Federal Legislative Principle Statement

The Valdosta-Lowndes County Chamber of Commerce believes that government's proper role in the economy is to act and pursue policies to support and encourage a capitalistic, free enterprise system that creates a climate in which private business can flourish and be successful.



Federal Legislative Principle Statement

We believe that one of government's primary purposes is the protection and defense of private property rights and we believe that the Federal government's role should be limited to those powers expressly given to it by the Constitution of the United States.



Federal Legislative Principle Statement

We believe that a government's role should be limited in nature and should encourage entrepreneurship through a tax system that rewards rather than punishes productivity and innovation.



Federal Legislative Principle Statement

We favor a government that is fiscally responsible, one that abides by the same laws they levy upon others, and one that responds to the will and the voices they represent while ensuring that the rights of private property and enterprise are protected.



Federal Legislative Principle Statement

We acknowledge that the use of government incentives can be effective, but only endorse incentives that support American jobs. We realize that government spending can be a boost to our economy if used wisely and judiciously, but this spending should be done with a limited purpose and a well-defined benefit as indicated by the will of the people.



Federal Legislative Principle Statement

We support and encourage our leaders to address our complex issues with innovative and creative ideas to address our concerns, but to do so without compromising our core beliefs including rights to private property and to free enterprise.



Federal Legislative Principle Statement

We realize that government regulation is sometimes necessary, however, regulation should always be limited in scope to address the specific problem, and the goal of any regulation should be to ensure that there is a level playing field to ensure the maximum opportunity for success for entrepreneurs and the protection of our system of private property and free enterprise.



Federal Legislative Principle Statement

We oppose overbearing regulation that creates burdens and obstacles to private enterprise. We oppose regulation which amounts to government efforts to create social engineering through regulation of free enterprise. We oppose burdensome regulations that amount to hidden taxes on private enterprise.



Draft Federal Legislative Policy Priorities

- **Education, Workforce Development & Job Creation**
- **Energy and the Environment**
- **Health Care**
- **Labor, Employment and Immigration**
- **Small Business**
- **Taxes**
- **Excessive Government Regulations**



AMERICAN FREE ENTERPRISE. DREAM BIG.



Education, Workforce Development & Job Creation

It is imperative to educate and train our workforce while keeping up with changes in technology and science. The Chamber promotes the outreach to businesses to determine the skills and training needed for their employees in keeping up with changes in technology and science. Additionally, the training must reflect the availability of employment within the area in order to retain the talent educated locally. Job creation is possible only through a strong private sector, therefore, the Chamber supports all efforts to promote free enterprise.



Draft Federal Legislative 2010 Policy Priorities

Energy and the Environment

The Chamber supports the development of a National Energy Policy for energy supply & demand involving both the public and private sectors. To ensure that our energy needs are met, bolster our economy, and enhance our national security, we should reduce our dependence on foreign sources of energy by stepping up our domestic conservation and efficiency efforts, including nuclear and tidal, developing alternative energy sources, and increasing our own domestic production.

The Chamber will monitor water supply, ownership and quality concerns, including storm water discharges.

The Chamber opposes the imposition of carbon taxes on energy production or use.



Health Care

The Chamber supports the following efforts to improve health care:

Supports reforms that will lower costs and improve overall health care quality and accessibility, without increasing taxes on small business, government control and that promotes fair and free enterprise in a competitive marketplace.

Supports health care Information Technology by setting open standards for health care exchange that is secure and easy to adopt.

Supports incentive program for wellness, prevention and disease management.

Supports small business purchasing groups



Draft Federal Legislative 2010 Policy Priorities

Labor, Employment and Immigration

The Chamber will continue to monitor proposed legislation at the Federal level affecting employers, including Employee Free Choice Act; Fair Labor Standards Act revisions; Family and Medical Leave Act revisions; RESPECT Act; Healthy Families Act; Equal Remedies Act; Immigration Reform; and other proposals to modify or expand existing immigration, employment and labor laws. The Chamber seeks to encourage measures that are cognizant of costs to business and do not place undue new restrictions or regulations on business. The Chamber seeks to preserve exemptions for small business that are currently in place with respect to many Federal laws, such as ADA and FMLA. “

The Chamber advocates the government deal with illegal immigrants and develop a reasonable timeline for qualified workers to obtain citizenship.



Draft Federal Legislative 2010 Policy Priorities

Small Business

Small businesses account for three-quarters of all new jobs in this country and embody the spirit of innovation, entrepreneurship and individual initiative.

The Chamber supports bringing together America's small businesses-the engine of economic growth, the open exchange of information and ideas, thereby strengthening individual endeavors while amplifying the collective voice of business.

The Chamber supports incentives for small business through lower taxes and minimization of government regulations.



Draft Federal Legislative 2010 Policy Priorities

Taxes

The Chamber is committed to pro-growth tax policies that preserve America's global competitiveness and is opposed to tax increases that reduce businesses' ability to grow, invest and create jobs.

A successful economy depends on a tax code that rewards achievement, encourages investment and promotes growth.

The Chamber supports a fair collection of sales tax that includes online and catalog retailers.



Draft Federal Legislative 2010 Policy Priorities

Excessive Government Regulations

The Chamber opposes excessive government regulations. Each year federal agencies issue approximately 4,000 new regulations at an annual cost of nearly \$1.1 trillion. This amount is roughly equivalent to all U.S. individual and corporate income taxes paid annually and represents a huge hidden tax on the American public.

The federal regulatory system must be operated in an open and transparent manner and regulations should be based on sound, objective science. Furthermore, regulations should undergo rigorous technical analysis to ensure that they are cost-effective, flexible, and minimize regulatory burdens on business.



Standing Positions

- **Monitor I-75 and SR-133**
- **Protect our economic engines: Moody AFB, education and health care facilities**
- **Support efforts to provide veterans good health care and benefits in a timely manner**
- **Support the U. S. Chamber of Commerce’s “Free Enterprise Campaign”**
- **Support the U. S. Chambers of Commerce’s “Let’s Rebuild America Campaign: *Rebuilding America’s Infrastructure – It Starts With Economic Recovery*”**

Chamber Activity Reports

VALDOSTA - LOWNDES COUNTY



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- **Referrals**
- **Web Site**



March 2010 Correspondence/Activity Report (2009 Figures in Parentheses)

Mail Correspondence:

Newcomers Packets 33 (8)

Miscellaneous Information Requested:

Request for BBB:	<u>10 (11)</u>
Email Information Requested:	<u>12 (17)</u>
Request for Events:	<u>5 (0)</u>
Civic Club Lists:	<u>17 (3)</u>
Web site Referrals by Phone:	<u>30 (23)</u>
Manufacturers List:	<u>0 (4)</u>
Request for Directions:	<u>27 (30)</u>
Maps:	<u>81 (226)</u>
Request for Wild Adventures:	<u>5 (15)</u>
Membership Application:	<u>0 (5)</u>
Phone Books:	<u>56 (32)</u>
Membership List/Email:	<u>1 (5)</u>
Total Miscellaneous:	<u>244 (371)</u>



Member Referrals March 2010

Total Categories: 48

Top 10

Media:	5
Associate Members:	4
Hotels:	81
Organizations:	15
Restaurants:	99
Tourist:	15
Churches:	23
Government:	29
Conference Center:	6
Wedding Service:	4
Other:	57

Total Member Referrals: 339 (329)

Year to Date: January – March

Member Referrals (2009 figures in parentheses)

Referrals: 484* (1,426)

*Database conversion lost January data



Year to Date: January - March Correspondence/Activity Report (2009 Figures in Parentheses)

Mail Correspondence:

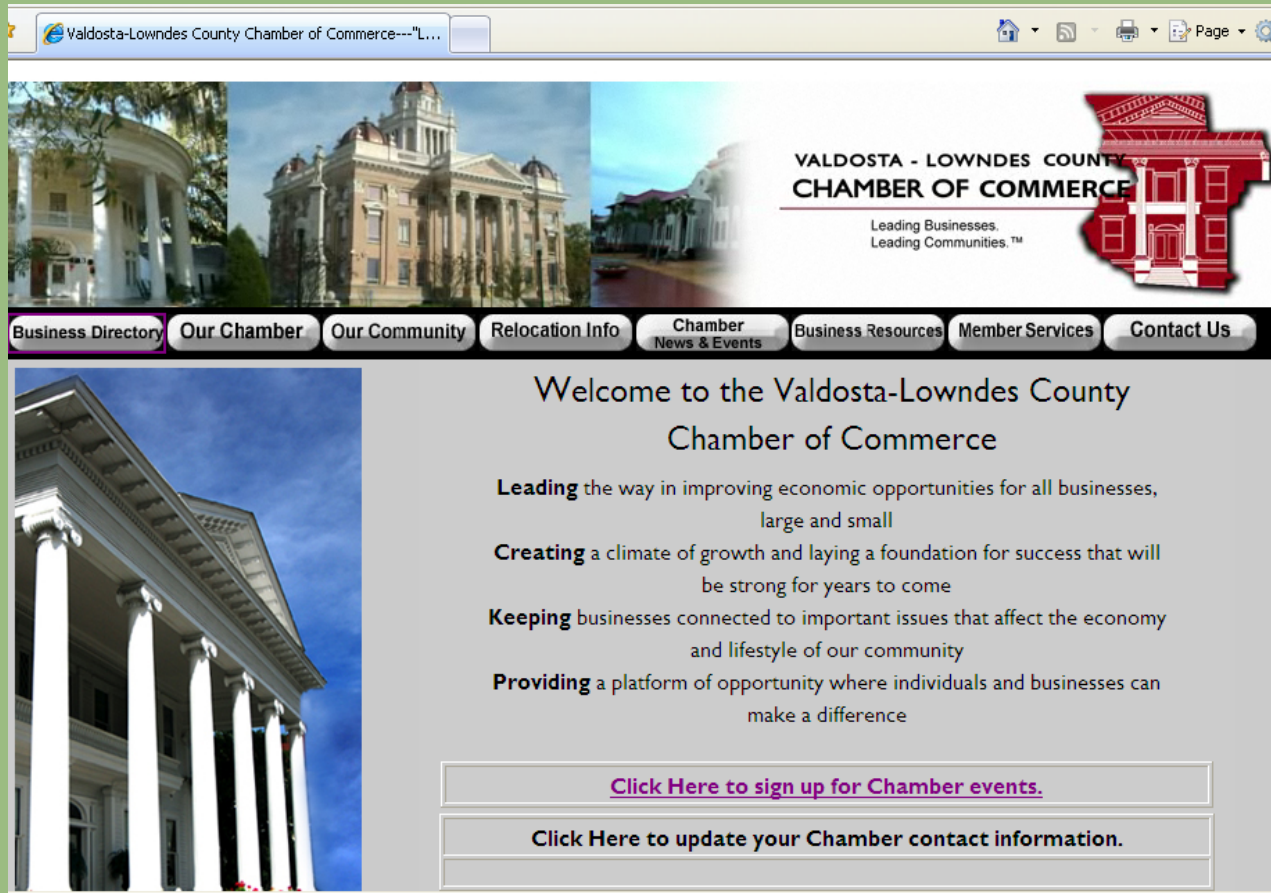
Newcomers Packets 82 (53)

Miscellaneous Information Requested:

Request for BBB:	<u>30 (25)</u>
Email Information Requested:	<u>26 (40)</u>
Request for Events:	<u>21 (7)</u>
Civic Club Lists:	<u>27 (4)</u>
Web site Referrals by Phone:	<u>75 (54)</u>
Manufacturers List:	<u>5 (6)</u>
Request for Directions:	<u>139 (36)</u>
Maps:	<u>307 (374)</u>
Request for Wild Adventures:	<u>29 (17)</u>
Membership Application:	<u>10 (11)</u>
Phone Books:	<u>174 (84)</u>
Membership List/Email:	<u>2 (13)</u>
Total Miscellaneous:	<u>845 (671)</u>

March 2010 Web Site Activity Report

www.valdostachamber.com



Web Site Hits:

Sept. 2009	114,118
Oct. 2009	105,550
Nov. 2009	96,131
Dec. 2009	73,817
Jan. 2010	101,212
Feb. 2010	110,710
March 2010	122,767

Page Views:

Sept. 2009	15,856
Oct. 2009	16,408
Nov. 2009	14,367
Dec. 2009	11,486
Jan. 2010	16,128
Feb. 2010	18,639
March 2010	22,408

Web Site Activity Report continued

Search Engine Position for Chamber Site as of March 15, 2010

	Valdosta	Valdosta Chamber	Valdosta-Lowndes
Google	Second page in 3 rd place	First Page in 1 st place	First page in 1 st place
bing	First page in 10 th place	First page in 1 st place	First page in 1 st place
YAHOO	Sixth page in 1 st place	First page in 2 nd place	First page in 1 st place

Search Engine Position for Chamber Site as of April 12, 2010

	Valdosta	Valdosta Chamber	Valdosta-Lowndes
Google	First page in 7 th place	First Page in 1 st place	First page in 1 st place
bing	Second page in 6 th place	First page in 1 st place	First page in 1 st place
YAHOO	Second page in 6 th place	First page in 1 st place	First page in 1 st place

Web Site Button Advertisers

Arthur Herndon Company Real Estate, Inc.

Coombs Heating & Air Conditioning, Inc.

The Park Avenue Bank

South Georgia Medical Center

The Chamber Choice Awards



March 24, 2010

Presenting Sponsor:



Platinum Sponsor:

Georgia Power Company

Gold Sponsor:

Packaging Corporation of America, Inc.

Silver Sponsors:

CJB Industries, Inc.

Colquitt EMC

Ellis, Ricket & Associates

Teamtemps Personnel Staffing

The Park Avenue Bank

Valdosta Technical College

Valdosta-Lowndes County Industrial Authority

Wild Adventures

Bronze Sponsors:

Allan Dear Real Estate

American Drill Bushing

Brandon, Rackley & Dukes, PC

Carson McLane Funeral Home

Erco Worldwide

Express Employment Professionals

Guardian Bank

IPG, Inc.

Juneau Construction

Lowndes County Black Business Association

Miller Hardware Company

Mink Chiropractic

Slone Associates, Inc.

Southeastern Federal Credit Union

VSU Small Business Development Center

Western Auto

2009 Ambassador of the Year

*Michael Anderson,
Express Employment
Professionals*



2010 Minority-Owned Business of the Year



*Prepaid
Superstore*

Prepaid
SUPERSTORE

2010 Manufacturer of the Year

Dupont Crop

Protection



The miracles of science™

2010 Small Business of the Year



Talk 92.1



2010 Members' Choice

The Park Avenue Bank



*Congratulations to all of
our winners:*

Business Expansion Division Reports



**Tom Gooding
(Vice Chairman)**

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Targeted Business Expansion

Targeted **B**usinesses & Knowledge-Based
Jobs

Who are they
and why are we following them?



Regional Wage and Employment Trends
Comparative Analysis

1990-2008

&

Benchmark of Targeted Business
job growth since 2008

View analysis & benchmark online at
www.valdostachamber.com





MetroOne
One Voice • One Vision • One Community

CEOs Unplugged

MetroOne introduced the new "CEOs Unplugged" series on Monday. Our first CEO guest was Deidra White, owner of the Bleu Group and newly elected councilwoman for the City of Valdosta. Deidra shared with MetroOne members and guests her journey from selling insurance to becoming an advocate for downtown and entrepreneur.

Deidra shared her favorite quote with the crowd "Do not be afraid of trying and failing, but be afraid of not trying because that is failing." She stated that she "fell in love with renovating downtown," and she is very passionate about the downtown community and all that it has to offer.

CEOs Unplugged was designed to give future entrepreneurs, executives, and CEOs the opportunity to interact with, and learn from those who have already seen success in their fields, and Deidra allowed everyone to do just that.

For more information about MetroOne, contact Courtney Ruttinger at the Chamber at 229-247-8100 or cruttinger@valdostachamber.com or visit www.MetroOneValdosta.com.

Member Services Division Reports



**Jay Prince
(Vice Chairman)**

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Dues Collection Report

Monthly

**2009 &
2010**

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>Variance</u>
Dec.	37,430.63	36,261.41		
Nov.	21,856.85	27,823.82		
Oct.	25,698.51	27,591.92		
Sep.	29,955.86	25,916.58		
Aug.	29,645.75	28,135.34		
July	38,982.60	41,713.49		
June	27,454.84	24,681.68		
May	30,457.34	26,871.88		
Apr.	31,264.43	31,001.57		
Mar.	14,879.68	29,445.03	35,878.36	6,433.33
Feb.	22,314.50	34,192.00	23,327.84	(10,864.16)
Jan.	49,968.02	36,062.83	34,715.33	(1,347.50)

Dues Collection Report, Continued

2009 & 2010

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>Variance</u>
Dec.	360,009.01	369,697.19		
Nov.	322,478.38	333,435.78		
Oct.	300,621.53	305,611.96		
Sep.	274,923.02	278,020.04		
Aug.	244,967.16	252,103.82		
July	215,321.41	223,968.48		
June	176,338.81	182,254.99		
May	148,883.97	157,573.31		
Apr.	118,426.63	130,701.43		
Mar.	87,162.20	99,699.86	93,921.53	(5,778.33)
Feb.	72,282.52	70,254.83	58,043.17	(12,211.66)
Jan.	49,968.02	36,062.83	34,715.33	(1,347.50)

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Membership Summary Report As of March 31, 2010

DUES COLLECTED YEAR TO DATE: \$93,921.53
2010 goal for Dues Collection: \$360,000.00

NEW MEMBERS YEAR TO DATE: 46
2010 Goal: 258

TOTAL MEMBERSHIP: 1,532
2010 Goal: 1,540

NET MEMBERSHIP GAIN IN March: 4
NET MEMBERSHIP GAIN IN 2010: (-4)
2009 Goal: 4

2010 Retention Goal: 86%
(Industry Average: 80%)

MemberCare Alliance participation for 2010: 56
members - 669 employees covered

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New Members

	2006	2007	2008	2009	2010
Jan	16	16	22	9	12
Feb	18	14	16	16	10
Mar	20	20	13	13	24
Total	54	50	51	38	46
April	20	16	22	33	
May	41	26	23	16	
June	12	29	25	16	
July	10	13	15	21	
Aug	16	17	22	24	
Sept	54	41	19	38	
Oct	13	48	16	26	
Nov	11	14	12	17	
Dec	12	9	11	18	
Total	243	263	216	247	46

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**New Members
March 2010**

Abundant Life Church of God

Wayne Hughes
3419 Knights Academy Rd.
229-242-4252
Non Profit

Affinity Building Systems, LLC

Marta Hardy
181 Murray Blvd.
Lakeland, GA 31635
229-482-1200
Manufacturing

**American General Life and
Accident Insurance Company**

Cory Bromlow
114 E. Northside Drive
229-242-5576
Life Insurance/Annuities

Behavioral Health Services of South

Georgia
Charles R. Powell
3120 N. Oak St. Ext. Suite C
229-671-6141
Non-Profit

Church Street Coffee

Tim Coombs
107 S. Church Street
Hahira, GA 31632
229-794-3383
Restaurant/Coffee Shop

Coleman Talley, LLP

Eric A. Collins
928 N. Patterson St.
229-242-7562
Attorney

Coleman Talley, LLP

Mark Gilbert
928 N. Patterson St.
229-242-7562
Attorney

Coleman Talley, LLP

Beau Howell
928 N. Patterson St.
229-242-7562
Attorney

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**New Members
March 2010**

Coleman Talley, LLP

Andrew V. Thomas II
928 N. Patterson St.
229-242-7562
Attorney

**Elliott, Blackburn, Barnes &
Gooding, PC**

Joanna Nijem
3016 N. Patterson St.
229-242-3333
Attorney

**F-O-R-T-U-N-E Personnel
Consultants of Valdosta**

Kris Jensen
100 N. Patterson St.
229-444-6055
Executive Recruiting

**Learning in Retirement at
Valdosta State University**

Diane Torar
903 N. Patterson St.
229-245-6484
Non-Profit

Looking Good Painting

Robert Williams
927 Bunche Dr.
229-548-8765
Residential/Commercial
Painting/Pressure Washing

Luxor Nails

Cindy Lao
580 Valdosta Mall
229-241-0166
Nails/Massage

**Name Droppers of Tifton,
LLC**

James Wall
148 S. Ridge Ave.
Tifton, GA 31794
229-386-5106
Screen Print/Embroidery

Renee Parker

2608 Rolling Hill Dr.
229-561-7689
Associate Member

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**New Members
March 2010**

Redwire

Nan O'Kelley
1709 A. Gornto Rd.
850-205-5031
Security/Fire Alarm

Jeani Synyard

746 Lake Laurie Dr.
229-244-3036
Associate Member

**Ron Borders GMAC Real
Estate**

Jeannie Lugo
1010 Slater St.
229-947-0007
Real Estate Agent

Tax Doctor M.D.

Meshalene Love-Taylor
177 SW Horry Ave
Madison, FL 32340
850-973-2251
Taxes/Payroll/Drug Screenings

South GA Solar Power

Ronald Jackson
910 Williamsburg Drive
229-232-8133
Retail

The Residences at Five Points

Martha Maurer
100 Garden Dr.
229-293-7317
Apartment Community

SunCrest Home Health

Stacy Weeks
4370 Kings Way
229-242-8990
Home health care

Valdosta Chiropractic & Rehab

Dr. Lacie Guy
701 Baytree Rd. Suite D
229-247-2828
Chiropractic

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**Dues Account Status
Report March 2010**

Billing Period	Accounts Receivable	Collections	Collection Rate
Current	\$35,509.00	\$5,630.81	16%
Previously Collected for current month		\$9,739.75	27%
Total Current	\$35,509.00	\$15,370.56	43%
1-30 Days	9,470.60	4,953.75	52%
31-60 Days	13,013.53	510.00	4%
61-90 Days	5,212.40	245.00	5%
91-120 Days	1,169.20	250.00	21%
120+ Days	<u>39,306.11</u>	<u>4,975.33</u>	13%
Subtotal	\$103,681.80	\$26,304.64	25%
New Members	\$811.77	\$811.77	
Total	<u>\$104,493.57</u>	<u>\$27,116.41</u>	26%

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Dues Account Status, continued

Previously collected for current months:

December	0.00
January	1,222.50
February	8,517.25
Total	\$9,739.75

Pre-Paid Dues for future months:

April	7,903.50
May	7,523.75
June	0.00
Deferred Revenue	\$15,427.25

Other Information:

Direct Debit Accounts to Date	49
Members On Online Billing	1,451

*We started online billing in April 2010. All but 81 members have an email address for a total of 1,451 members on online billing.

48



Write-Offs March 2010

REASON DROPPED	NAME	JOIN DATE	AMOUNT
Budget Restrictions	Bay Meadow Homes	1/1/1993	\$255.00
Business Sold	Special Occasion Rentals	2/24/2003	\$71.47
Member Retired	VSU Small Business Development- Rose Ware	4/27/2005	\$90.00
No Benefit Seen	Miller Lawn Service	4/27/2009	\$82.50
Out of Business	Bennett & Burgess Plumbing, Inc	9/4/2007	\$250.00
Out of Business	Bill Winkle	1/5/2007	\$85.00
Out of Business	Billie Taylor	10/23/2007	\$85.00
Out of Business	Camelot Partners	9/26/2003	\$250.00
Out of Business	Crittenden Cleaning Service	6/25/2008	\$180.00
Out of Business	Da Vinci Teeth Whitening	12/16/2008	\$240.00
Out of Business	Freedom Electric	9/26/2007	\$250.00
Out of Business	Iskren Georgiev	9/29/2008	\$85.00
Out of Business	Nelco Construction, Inc.	7/13/1998	\$250.00
Out of Business	Print Well, Inc.	3/16/2007	\$240.00
Out of Business	Spa and Salon on Ashley-Darren Miller	10/3/2008	\$30.00
Out of Business	Spa and Salon on Ashley-Hayes Cook	9/18/2008	\$250.00
Out of Business	Weekend Fashions	4/6/2009	\$42.50
Requested Cancel	Jungle Jym's Family Fun Center, Inc.	2/17/2005	\$250.00
Requested Cancel	Laser Resolution Services-Ink-To-Go	4/3/2006	\$255.00
Requested Cancel	Mingledorff's	8/31/1998	\$250.00
			\$3,491.47

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**Write-Offs
March 2010
Summary**

Summary	Month #	Month \$	YTD #	YTD \$
Budget Restrictions	1	\$255.00	7	\$1,037.50
Business Sold	1	\$71.47	3	\$480.47
Consolidated Business				
No Benefit Seen	1	\$82.50	1	\$82.50
Member Deceased				
Member Moved				
Member Retiring	1	\$90.00	1	\$90.00
Non-Payment of Dues			2	\$670.00
Out of Business	13	\$2,237.50	24	\$4,320.00
Other				
Requested Cancellation-No Reason	3	\$755.00	12	\$3,515.00
Unhappy/Angry				
TOTAL	20	\$3,491.47	50	\$10,195.47

Write-Offs 2009	31	\$5,867.14	78	\$14,719.64
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Difference 2010 vs. 2009	-11	(\$2,375.67)	-28	(\$4,524.17)
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Chamber 101:

How to get the most out of your
Chamber membership

2010 Attendance Sheet

Month	1 st Invitation	2 nd Invitation	Attended
Jan. 6	12	75	11
Feb. 3	8	40	10
Mar. 3	11	27	9
Apr. 7	20	25	12
May 5			
June 2			
July 7			
Aug. 4			
Sept. 1			
Oct. 6			
Nov. 3			
Dec. 1			
TOTAL	51	167	42

April 7, 2010 invitation list for CHAMBER 101
consists of members that joined from
Dec. 28, 2009 – Feb. 18, 2010 (2nd time invites) &
Feb. 19, 2010 – March 24, 2010 (1st time invites) **Goal for 51**
2010 is to have 75% of new members to attend.



Chamber 101:

How to get the most out of your
Chamber membership

Board Members:

Please join us for an informative CHAMBER 101. Come and help Myrna and staff welcome our new members to the Best Chamber in Georgia.

Wednesday, May 5, 2010

8:00 - 9:00 a.m.

Chamber of Commerce

For more information call 247-8100

I would like to attend:

The **CHAMBER 101** is designed for the new members to meet the Chamber staff as well as the Board of Directors and to give new members the opportunity to learn more about what the Chamber has to offer their business.

Board Member are asked to attend at least three (3) **CHAMBER 101** events:

The following have attended:

Terri Lupo (3)	Sue Cox (2)	Walter Hobgood (2)
Jay Prince (3)	Allan Dear (1)	Brain Antoine (1)
David Durland (1)	Stan Fillion (1)	Tim Jones (2)
Phyllis Royal (1)	Greg Justice (1)	Paul Nichols (1)
Greg Reid (1)	Tom Gooding (1)	Myrna Ballard (3)

Open Rates of Current Chamber e-publications

Chamber In Motion weekly e-newsletter
Sent every Monday
Open Rate: 27.1% (Feb. 28.2%)*

Events Update sent Tuesday
Open rate: 28.2% (Feb. 28.3%)*

SPROUTS newsletter
Send monthly to S.E.E.D.S. Center Clients and members of the Professional Consultants Program
Open Rate: 20.8% (Feb. 20%)*

Chamber Board Insight
Open Rate: 45.4% (Feb. 33.4%)*

E-blasts
Special sends
Open Rate: 29.6%*

** Percentages represent data accumulated between 3/1-3/31/10*

Average for all businesses that use Constant Contact Categorized by Industry

Business Type	Open Rate
Accountant	17.5%
Art Gallery	25.8%
Association	22.4%
Communications	14.9%
Consultant	22.1%
Crafts	38.2%
Education and Services	26.9%
Entertainment	18.1%
Event Planning	26.6%
Government Agency	28.4%
Hotel, Inn, B&B	24.4%
Legal Services	21.7%
Manufacturing & Distribution	14.9%
Marketing/PR	15.3%
Medical Services	16.2%
Non-profit	24.1%
Other	20.0%
Personal Services	23.9%
Products & Services	16.9%
Professional Services	22.3%
Publishing	21.6%
Real Estate	20.3%
Religious Organization	15.8%
Restaurant/Bar/Catering	16.7%
Retail	17.9%
Salon/Spa	21.8%
Sports & Recreation	20.2%
Technology	18.7%
Transportation	27.0%
Travel & Tourism	21.5%
Web Developer	17.5%

MARKETING REPORT MARCH 2010

YEAR TO DATE

Television Stories: 5 (20 total 2009)
Radio Presentations: 24 (61 total 2009)
Print Articles: 19 (52 total 2009)
Presentations: 6(35 total 2009)

BUSINESS EXPANSION

Presentation-S.E.E.D.S. (Leadership Lanier) Presentation-S.E.E.D.S.-CR (VSU PRSSA)
Print-S.E.E.D.S. mention (VDT)

PUBLIC AFFAIRS DIVISION

MEMBER SERVICES DIVISION

Radio-Ribbon Cutting: Anastasia's Consignments (WAAC) Print-Business After Hours (VDT)
Radio-Ribbon Cutting: Special Occasions Rentals WAAC
Radio-Ribbon Cutting: JStellar Photo Booth Rentals (WAAC)
Radio-Ribbon Cutting: Photography by Jacquelyn Buck (WAAC)

WORKFORCE DEVELOPMENT AND EDUCATION DIVISION

Presentation- DDW Medical Managers Print-Star Banquet Photo (VDT)
Print-Star Banquet Story (VDT)

ECONOMIC DEVELOPMENT DIVISION

Radio-GBBPC Promo (Talk 92.1, WAAC, Black Crow) TV-GBBPC Story (WALB)
TV-GBBPC Promo (WTXL, WTLF, WCTV, WALB) Radio-GBBPC Interview (Talk 92.1)
Print (5)-GBBPC Ads (VDT, American Classifieds)
Print-GBBPC Story (VDT)

MISCELLANEOUS

Radio-CCA Promo (Talk 92.1) Print-CCA Photo (VDT)
Radio-CCA Promo (Talk 105.9, Kix Country) Print-CCA Article (VDT)
Radio-CCA Winners (Talk 92.1) TV-CCA Winners (WALB)

March Ribbon Cuttings



Beijing Cafe



Hibachi Grill Buffet



Anastasia's Consignments

March Ribbon Cuttings



Stellar Photo Booth Rental



VSU Learning in Retirement



Photography by Jacquelynn Buck

March Ribbon Cuttings



Thin Again of South Georgia



LeFiles Financial Planning, LLC

Ambassadors Report

March 2010

MARCH STATISTICS

Ribbon Cuttings for March: 8

Groundbreakings for March: 0

Business After Hours for March: 1

Early Bird Breakfasts for March: 1

Accumulated Points for March: 2580

2010 STATISTICS

2010 Ribbon Cuttings: 21 (Goal: 85)

2010 Groundbreakings: 1 (Goal: 5)

2010 Business After Hours: 3 (Goal: 12)

2010 Early Bird Breakfasts: 1 (Goal: 2)

Total Accumulated Points for 2010: 6750

UPCOMING EVENTS

BUSINESS AFTER HOURS

April 27, 2010

5 p.m. – 7 p.m.

SMITH Northview Hospital

Member Crashers Report

March 2010



An outreach program implemented by the Chamber's Ambassadors Committee to play an active role in the retention of Chamber members.

Members Visited in March

Barker Realty and Auction
Barbara Barker
1216 Baytree Road
229-244-1988

Valdosta Commercial Doors
Tom Stump
108 Hemlock Street
229-241-7080

Express Care Medical
Regina McGlynn
1514 Harmon Drive
229-242-9993

Salvage GM
Rich Foster
108 Tucker Road
229-247-2886

Insta Lube
Marvin Ray
902 North Ashley Street
229-242-2292

F.M. Guess Pecan Company
Jason DeLoach
201 South Lee Street
229-244-1421

Economic Development Division Reports



**Tim Jones
(Vice Chairman)**

**VALDOSTA - LOWNDES COUNTY
CHAMBER OF COMMERCE**

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Monthly Activity Report
Period: March 2010

	<u>2010</u>	<u>2009</u>	<u>Cum</u>
Advertising leads:	0	0	342
Web site hits:	12,775	11,814	1,809,388
Web page requests:	2,295	2,349	37,477
Web site leads:	7	16	1,454
Brochure leads:	0	0	20
Other TCH leads:	1	3	238
Quitman Chamber leads:	0	0	27
Valdosta Chamber leads:	0	2	208
Lakeland Chamber leads:	0	0	1
Other source leads:	0	0	1,490
Total leads active	8	21	3,728 61



RELOCATIONS

- **Relocations (Households): 301**

Lowndes: 267 Brooks: 22 Lanier: 12

- **March Relocations: 1**
- **2010 Relocations: 4**
- **States inquiring: 47**
- **Relocations from: FL: 145, GA: 47, NY: 18, AL: 3, CA: 8, CO: 4, IL: 9, MI: 14, VA: 3, IN: 1, MD: 3, ME: 1, OR: 1, AZ: 2, UT: 1, NM: 3, MA: 1, TN: 4, NJ: 4, MN: 1, LA: 3, MS: 8, NJ: 1, NC: 2, NH: 1, TX: 3, UN: 10**
- **Newcomers sources:**
 - TCH-Web site/Call in/Brochure: 211
 - B-Q Chamber: 6
 - V-L Chamber: 32
 - L-L Chamber 0
 - Advertising: 8
 - Other: 44



ECONOMIC IMPACT

- **Annual Income: \$12,642,000**
- **Annual Spending: \$10,836,000**
- **Liquid Assets: \$1,264,200,000**
- **Indirect Jobs Created: 602**

(average according to industry standards)



March 2010 S.E.E.D.S. Center Report

CLIENTS

2010 Goal: 600

Lowndes: 23

Region:

March total:

Monthly Goal: 50

2010 So far: 92

Client Types

Start-ups: 7

Existing/Expanding: 2

Developers: 0

Info: 1

Returning: 2

Members: 8

Outcomes

New Members: 3

Started: 0

Expanded: 0

RESOURCE DISTRIBUTION

ABC's: 6

Sales Leads: 15

Demographics: 6

Traffic Counts: 4

Loan Info: 1

Mosaic Reports: 0

First Research: 10

Total: 42

WEB SITE

Total Hits: 9,431

Unique Visitors: 332

Total Visits: 650

Page Rank Google: **1st**

PROFESSIONAL CONSULTANTS PROGRAM

Monthly Goal: 6

Hours Provided:

2010 Goal: 75

2010 So Far:

Most Demand:

SPROUTS NEWSLETTER

Circulation: 519

Average Open Rate: 20.8%

Total Click-throughs: 23

SPROUTS NEWSLETTER

Watering the Seeds of Business Development

In This Issue

Professional Consultants Corner
 Business Plan Competition Spotlight
 S.E.E.D.S. Center Update
 Guardian Bank Business Plan Competition
 Calendar of Events
 Downtown Valdosta

Professional Consultants Corner

Make A Big Impression



Michael R. Jetter
 Certified Business
 Coach



Will you be guilty of losing one customer or prospect due to a poorly constructed ad? You have just an instant to make a first impression, regardless of whether it's print or broadcast media. What will you offer in that instant to not only stimulate my curiosity but make me want to take action?

To read more, [click here](#).

Competition Spotlight

By: Shanna Wentzier, VSU Intern



Business Tips

[Click here](#) to read Entrepreneur Magazine's

"10 Tips for a Strong Start"

S.E.E.D.S. Center Update

FREE Resources Available



A Guide to Starting a Business in Valdosta-Lowndes County

On-site Confidential Consultations

Detailed Demographic Reports

Industry Specific Data

Business to Business Leads

Business to Consumer

Calendar of Events

March

10-6 Steps to A Better Business
 11:30 a.m.-2 p.m.
 Holiday Inn & Conference Center

[Click here for more information](#)

24-Chamber Choice Awards
 7:30 a.m.
 Rainwater Conference Center

[Click here for more information](#)

25-Business After Hours
 5-7 p.m.

VSU Fine Arts Building
[Click here for more information](#)



Downtown Valdosta

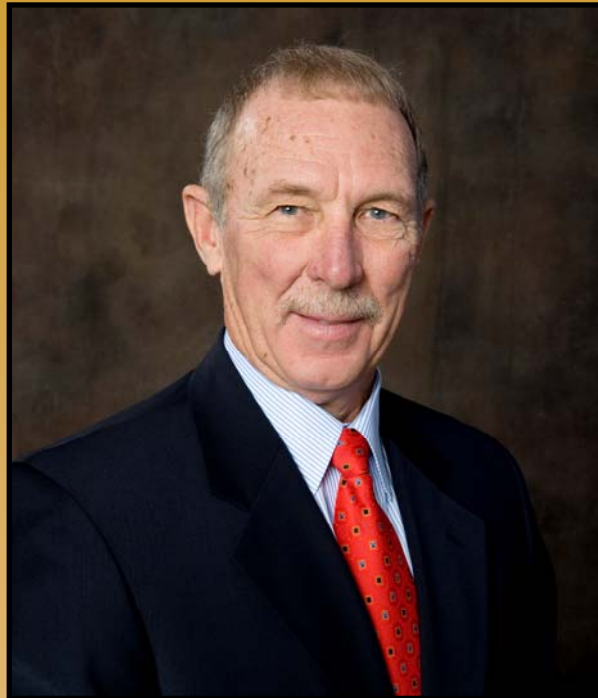
Downtown Valdosta is the place to go for fun! Come enjoy downtown Valdosta's extensive dining opportunities and amazing retail stores. From music events to casual gallery walks, Downtown Valdosta has a little something for everyone.

UPCOMING EVENTS!

March 5
 First Friday
 6-9 p.m.

March 19

Public Affairs Division Reports



**James McGahee
(Vice Chairman)**

**VALDOSTA - LOWNDES COUNTY
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Military Affairs

Brian Geary, Chairman

Mission Statement:

To continue a long-standing tradition in our community of cultivating and enhancing a positive relationship between the business community and local military personnel.

2010 Red Carpet Dates:

Saturday, April 10 (45th Anniversary Party)

Saturday, August 21

Saturday, October 2



For more information contact Karil Brockington at
247-8100 or email: kbrockington@valdostachamber.com

45th Anniversary Red Carpet Party



April 10, 2010 @ Ocean Pond

Workforce Development & Education Division Reports



**Greg Justice
(Vice Chairman)**

**VALDOSTA - LOWNDES COUNTY
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**DRUGS DON'T
WORK Summary
March 2010**

Total # of DDW Partners as of 12/31/09:	257
Total # of DDW Partners as of 03/31/10:	258
2010 New Members:	1
2010 Losses:	0
YTD Net Gain:	1

Goal for 2010: 267



<u>YTD</u>	<u>Mar</u>	<u>Total</u>	<u>Goal</u>	<u>Fav/(Unfav)</u>
\$5,800	\$4,650	\$10,450	\$38,000	(\$27,550)

Boot Camp for Supervisors 2010 Report

	Goal Attendance	Actual Attendance
March 18, 2010	30	20
May 6, 2010	30	
August 5, 2010	30	
November 4, 2010	30	
GOAL TOTAL	120	20

Participating Companies 2010

Jay Platt & Associates,
Inc.

GA Department of Labor

Valdosta-Lowndes YMCA

NexxStep Technology Services, Inc.

Eye Associates of South Georgia

Doctors' Laboratory

Premafix of South
Georgia

Fellowship Home
Brookside

Georgia Power Company

JL Concepts

Sunset Farm Foods

Azalea Health

ERCO Worldwide

Comfort Keepers

Valdosta-Lowndes County
Chamber



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**Chairman's Report:
Terri Lupo**

**VALDOSTA - LOWNDES COUNTY
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President's Report: Myrna Ballard

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Next Meeting Date:

Thursday, May 20, 2010

9:00 – 10:30 a.m.

@ Country Inn & Suites

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Meeting Adjourned