

VALDOSTA - LOWNDES COUNTY



CHAMBER OF COMMERCE

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Leading Businesses.  
Leading Communities.™

***December 18, 2008***

***Board of Directors  
Meeting***

***@ James H. Rainwater  
Conference Center***



**Board of Directors Meeting  
Thursday, Dec. 18, 2008  
10:30 am – 1:00 pm  
@ Conference Center**

**AGENDA**

- **Call to order, establish a quorum, and review agenda**
- **Consider minutes of the November 20, 2008 meeting**
- **Consider minutes of the December 2, 2008 Special Called meeting**
- **OPERATIONS & ADMINISTRATION**
- **Consider Chamber November 2008 Financial Statements**
- **Chamber Activity Reports**
- **IMPACT 2012 Oversight Committee**

*Agenda continues* →

➤ **Action Items to Consider**

- **Consider 2009 Budgets**
- **Consider Proposed Addendum to Policy on Committee Structure**
- **Appointment of additional members to the Organization Task Force of the Community Public Education Foundation**

**Agenda continues** 



# Division Reports

## Workforce Development & Education Division

Tim Jones (Vice Chairman)

- B.E.S.T. Program
- Workforce Development Program
- WCER (World Class Employee Recognition)
- DRUGS DON'T WORK Program

## Business Expansion Division

Jeff Hanson (Vice Chairman)

- Targeted Business Expansion Committee
- VALET
- South Georgia Partnership for Regional Development
- MetroOne

## **Member Services Division**

David Newbern (Vice Chairman)

- Membership Report
- Marketing Committee
- Ambassadors Committee
- Existing Industry Committee/Plant Managers Network

## **Economic Development Division**

Terri Lupo (Vice Chairman)

- Home Grown Entrepreneurs Program
- Triple Crown Hometowns Program
- Task Force to Study the Impacts of School System Organization on Economic Development in Our Community

## **Public Affairs Division**

Tom Gooding (Vice Chairman)

- Government Affairs Council
- Military Affairs Committee

**President's Report**

**Chairman's Report**

**Meeting Adjourn**

## ➤ **Consider Minutes of November 20, 2008 Board Meeting**

Minutes of the Valdosta-Lowndes County Chamber of Commerce Board of Directors meeting held Thursday, November 20, 2008, 10:30 a.m. at Country Inn & Suites

**Members Present:** Sally Bloom, Ed Cockman, Jodi Doss, Trey Fausett, Stan Fillion, Jeff Fulp, Tom Gooding, Walter Hobgood, Tim Jones, Lee Morgan, David Newbern, Paul Nichols, Tim Coombs, Jane Shelton, Debra Tann, Jerome Riley, Giovanni Panizzi, Terri Lupo, and Greg Justice

**Members Absent:** Myrna Ballard, Jeff Hanson, Nick Valenti, Allan Dear, Lee Morgan and Jay Prince

**Also Present:** James McGahee, Alison Stokes, Hunter Harper, Evan Butler-Sands, Katie Boles, Diana McAlroy, Mike Stalvey and Karil Brockington

Chairman Hobgood called meeting to order and established a quorum.

**Minutes of the October 16, 2008 Board Meeting were reviewed.** S. Fillion made a motion to accept the minutes as presented. J. Fulp seconded the motion and it passed unanimously.

**Consider October 2008 Financial Statements:** P. Nichols reviewed the Chamber financial statements. S. Fillion made a motion to accept the financial statements as presented. S. Bloom seconded the motion and it passed unanimously. *(see pgs. 1-25 of handout)*

**Review Proposed 2009 Chamber Budget:** P Nichols reported *(see pgs. 27-35 of handout)*

**Chamber Activity Reports:** K. Brockington reported. *(see slides 33-37 of original Board packet)*

**IMPACT 2012 Oversight Committee:** Chairman Hobgood reported. *(see slide 38 of original Board packet)*

# Action Items to Consider:

- **Election of 2009 Officers** – Chairman Hobgood reported on behalf of the Nominating Committee and presented the following proposed slate of 2009 Officers: Chairman (Jeff Hanson); Vice Chairman Business Expansion (Terri Lupo, Chairman-Elect 2010); Vice Chairman Member Services (David Newbern); Vice Chairman Economic Development (Tom Gooding, Chairman-Elect-Elect 2011); Vice Chairman Public Affairs (Tim Jones); Vice Chairman Workforce Development & Education (Greg Justice); Treasurer, (Paul Nichols); Immediate Past Chairman (Walter Hobgood); President (Myrna Ballard). All were in favor of the proposed slate of the 2009 Officers. *(see slide 39 of original Board packet)*
- **Consider 2009 State Legislative Agenda for Business** – K. Boles reported. J. Doss made a motion to accept the 2009 State Legislative Agenda for Business. T. Lupo seconded the motion and it passed unanimously. *(see slides 40-43 of original Board packet)*
- **Consider Position Statement on Land Development Regulation Plan** – K. Boles reported. G. Panizzi made a motion to accept the Position Statement on Land Development Regulation Plan as presented. J. Shelton seconded the motion and it passed unanimously. *(see slide 24 of original Board packet)*

## **DIVISION REPORTS:**

### **BUSINESS EXPANSION DIVISION:**

*Jeff Hanson, Vice Chairman*

- **Targeted Business Expansion Committee –** J. Hanson reported. *(see slide 46 of original Board packet)*
- **MetroOne –** W. Hobgood reported. *(see slides 47-59 of original Board packet)*
- **VALET (Valdosta and Lowndes Expansion Team) -** J. Doss reported. *(see slides 60-64 of original board packet)*
- **South Georgia Partnership For Regional Development –** J. Doss reported. *(see slide 65 of original Board packet)*

### **MEMBER SERVICES DIVISION:**

*David Newbern, Vice Chairman*

- **Membership Report -** D. Newbern reported. *(see slides 26-42 of original Board packet)*
- **Marketing Committee –** D. Newbern reported. *(see slide 43 of original Board packet)*
- **Ambassador Report –** D. Newbern reported. *(see slides 44-45 of original Board packet)*
- **Existing Industry Committee –** D. Newbern reported. *(see slide 46) of original Board packet)*

## **ECONOMIC DEVELOPMENT DIVISION:**

*Terri Lupo, Vice Chairman*

- **Home Grown Entrepreneurs Program – H.**  
Harper reported. *(see slides 86-92 of original packet)*
- **Triple Crown Hometowns Program – A.**  
Stokes reported. *(see slides 93-97 of original packet)*
- **Task Force to Study the Impacts of School System Organization on Economic Development in Our Community – Chairman**  
Hobgood reported to the committee that he would like to call a special called meeting in early December to discuss the recommendations of the School System Task Force.

## **PUBLIC AFFAIRS DIVISION:**

*Tom Gooding, Vice Chairman*

- **Government Affairs Council – K.** Boles reported. *(see slide 100 of original Board packet)*
- **Military Affairs Committee – K.** Brockington reported. *(see slide 101 of original Board packet)*

**WORKFORCE DEVELOPMENT &  
EDUCATION DIVISION:** *Tim Jones, Vice Chairman*

- **B.E.S.T. Program** – D. McAlroy reported.  
*(see slides 103-104 of original Board Packet)*
- **Workforce Development Program** – D. McAlroy reported.. *(see slide 105 of original Board packet)*
- **DRUGS DON'T WORK Program** – K. Boles reported. *(see slides 106-107 of original Board packet)*

**Chairman's Report:** W. Hobgood welcomed incoming Board member James McGahee and thanked the board of their input. The Board that the PowerPoint can be found on the Chamber's Web site. [www.valdostachamber.com](http://www.valdostachamber.com); select Our Chamber tab, click Board of Directors meeting and select current meeting.

There being no further business, the meeting was adjourned at 12:00 p.m.

Respectfully submitted,

**Karil Brockington**

Karil Brockington  
Administrative Director

➤ **Consider Minutes of the December 2, 2008 Special Called Board Meeting**

***Valdosta-Lowndes County Chamber of Commerce  
Special Called Meeting of the Board of Directors  
10:30 a.m., December 2, 2008  
Park Avenue Bank***

***Members Present:*** **Chairman Walter Hobgood,** Jerome Riley, Debra Tann, Jane Shelton, Sally Bloom, Terri Lupo, Allan Dear, Tim Jones, Jay Prince, Jeff Hanson, Stan Fillion, Greg Justice, Paul Nichols, Nick Valenti, Jodi Doss, Tom Gooding, Ed Cockman, Phyllis Royal, Myrna Ballard

***Others Present:*** **Roy Copeland, Leroy Butler, Joe Cordova, J. C. Riley, Carolyn Eager, Rusty Griffin, Bill DeCoudres, Curtis Fowler**

Chairman Hobgood called the meeting to order and established that a quorum was present. He asked all in attendance to introduce themselves. He noted that seven of the eight members of the School System Task Force were in attendance, and thanked the Task Force members for their exemplary service since their appointment to the Task Force in January 2008.

Chairman Hobgood called on Griffin, chairman of the Task Force to Study the Impacts of School System Organization on Economic Development in Our Community, to present the results of the study. Griffin reviewed a document which outlined the history of the study and the methodology utilized in the study. He noted that the work of the Task Force included four parts:

1. Survey of existing literature
2. Survey of leaders in communities that have consolidated their school systems within the past 20 years, business site selectors, and business executives in peer communities
3. Survey of Valdosta-Lowndes County Chamber members
4. Open community forum

The document also presented the recommendations of the Task Force, which are as follows:

The Task Force recommends: *That our entire community embark on a journey to improve graduation rates (and positively impact workforce readiness and availability) from the current level of below average in the state of Georgia to the top 10% in the United States. This journey would focus on the well-being of all citizens and students with emphasis on achieving improvements in socioeconomic and racial integration in our schools.*

*To that end we recommend:*

- 1. That the Chamber take the position that current graduation rates and AYP status for both systems is unacceptable.*
- 2. That the Chamber support school system unification with changes in enrollment zones as an initial step in the process to increase graduation rates in Valdosta and Lowndes County from 66% to greater than 80% within seven years.*
- 3. That our community establish a Community Public Education Foundation to focus on the following:*
  - a. Work with School Boards and Administrators and other community leaders, to develop a plan for improving graduation rates and racial and socioeconomic integration including school unification.*
  - b. Help identify and fund external (expert) resources that can assist both school systems in this effort.*
  - c. Help identify resources in the business community to assist in the implementation of these plans.*
  - d. Give leadership to a referendum so the citizens of the City of Valdosta are given an opportunity to vote on a plan to improve graduation rates that would include unification over the next 1-2 years.*

- e. *Communicate the benefits of unification during the referendum process.*
- f. *Develop a transitional plan toward unification with and provide support for both school systems. Transition would likely take 2-4 years. Provide them expert and staff support as requested.*
- g. *Raise supplemental funds to support the Board of Education, the Superintendent and the district on educational improvement progress.*
- h. *Assist or lead efforts to tap into government and private foundation grants to fund the transitional implementation and establishment of centers of excellence within the school system.*

Valenti made a motion to accept the Task Force's report and to adopt the recommendations of the Task Force as the Chamber's official position. Fillion seconded.

1. During the discussion that followed, the following points were made by various Board members and Task Force members:
2. It is important that the Chamber Board and the community understand that the Task Force's recommendation includes an emphasis on the racial integration of our schools.

3. The message to the community from the Chamber Board should express the Board's "strong and enthusiastic" support of these recommendations, with resolve to support the Foundation through the unification process and beyond.
4. Several Board members voiced their wholehearted support for the recommendations.

Motion carried unanimously.

Chairman Hobgood explained that he is creating an Organization Task Force whose mission is to:

1. Research other educational foundations to learn what has worked well in other communities.
2. Determine the appropriate legal structure for the Foundation.
3. Define an operational structure (roles, responsibilities, etc.).
4. Recommend potential members of the Foundation.
5. Recommend and recruit initial Executive Committee/Officers for the Foundation.
6. Finalize these actions and report to the Chamber Board of Directors no later than March 31, 2009.

He appointed all members of the School System Task Force (who are willing to serve) to the Organization Task Force. He noted that he will appoint additional members of the Organization Task Force at the Dec. 18 Chamber Board meeting.

There being no further business, meeting adjourned at 12:15 p.m.

Respectfully submitted,

*Myrna Ballard*

Myrna H. Ballard  
President

VALDOSTA - LOWNDES COUNTY



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# Operations & Administration

VALDOSTA - LOWNDES COUNTY



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# **Financial Statements November 2008 and 2007**



Please refer to your handout.....

# Chamber Activity Reports



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



**November 2008**

**Correspondence/Activity Report  
(2007 Figures in Parentheses)**

**Mail Correspondence:**

<b>Newcomers Packets</b>	<u>29</u>	<b>(20)</b>
<b>Visitors Packets</b>	<u>5</u>	<b>(0)</b>
<b>Students Packets</b>	<u>3</u>	<b>(0)</b>

**Miscellaneous Information Requested:**

Request for BBB:	<u>17</u>	<b>(6)</b>
Email Information Requested:	<u>0</u>	<b>(30)</b>
Request for Events:	<u>11</u>	<b>(0)</b>
Civic Club Lists:	<u>5</u>	<b>(1)</b>
Web site Referrals by Phone:	<u>10</u>	<b>(5)</b>
Manufacturers List:	<u>10</u>	<b>(0)</b>
Request for Directions:	<u>12</u>	<b>(8)</b>
Maps:	<u>72</u>	<b>(115)</b>
Request for Wild Adventures:	<u>2</u>	<b>(0)</b>
Membership Info. Packets:	<u>7</u>	<b>(0)</b>
Phone Books:	<u>46</u>	<b>(95)</b>
Membership List/Email:	<u>5</u>	<b>(0)</b>
<b>Total Miscellaneous:</b>	<u>197</u>	<b>(260)</b>

**VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE**

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**Member Referrals:**

**Total Categories: 54**

**Top 10**

Restaurants:	<u>78 (na)</u>
Organizations/Non-Profit:	<u>100 (na)</u>
Hotel/Motels:	<u>55 (na)</u>
Employment Service:	<u>23 (na)</u>
Furniture:	<u>9 (na)</u>
Lawn Care Service:	<u>6 (na)</u>
Media:	<u>8 (na)</u>
Advertising:	<u>28 (na)</u>
Associate Members:	<u>6 (na)</u>
Construction/Building:	<u>5 (na)</u>
Other:	<u>70 (na)</u>

**Total Member Referrals: 388 (na)**

# November 2008 Web Site Activity Report

www.valdostachamber.com

The screenshot shows the homepage of the Valdosta-Lowndes County Chamber of Commerce. At the top, there is a navigation menu with links: Business Directory, Our Chamber, Our Community, Relocation Info, Chamber News & Events, Business Resources, Member Services, and Contact Us. The main content area features a large image of a classical building with columns. Text on the page includes: "Welcome to the Valdosta-Lowndes County Chamber of Commerce", "Leading the way in improving economic opportunities for all businesses, large and small", "Creating a climate of growth and laying a foundation for success that will be strong for years to come", "Keeping businesses connected to important issues that affect the economy and lifestyle of our community", "Providing a platform of opportunity where individuals and businesses can make a difference", "Current Chamber Membership: 1,559", "Featured Events", "August 21, 2008", "Salute to World Class Employees Early Bird Breakfast", "James H. Rainwater Conference Center", "7:30 a.m. - 9:00 a.m.", "SCHOOL SYSTEM STUDY", and a "ACCREDITED" badge from the United States Chamber of Commerce.

## Web Site Hits:

June 2008	146,785
July 2008	147,533
Aug. 2008	142,842
Sept. 2008	152,540
Oct. 2008	161,584
Nov. 2008	128,210

## Page Views:

June 2008	16,398
July 2008	16,774
Aug. 2008	15,507
Sept. 2008	16,752
Oct. 2008	18,626
Nov. 2008	15,557

## Search Engine Position for Chamber Site as of November 17, 2008

	<b>Valdosta</b>	<b>Valdosta Chamber</b>	<b>Valdosta-Lowndes</b>
<b>Google</b>	First page in 10 <sup>th</sup> place	First Page in 1 <sup>st</sup> place	First page in 1 <sup>st</sup> place
<b>MSN</b>	First page in 10 <sup>th</sup> place	First page in 2 <sup>nd</sup> place	First page in 2 <sup>nd</sup> place
<b>YAHOO</b>	Third page in 7 <sup>th</sup> place	First page in 1 <sup>st</sup> place	First page in 2 <sup>nd</sup> place

## Search Engine Position for Chamber Site as of December 15, 2008

	<b>Valdosta</b>	<b>Valdosta Chamber</b>	<b>Valdosta-Lowndes</b>
<b>Google</b>	Second page in 2 <sup>nd</sup> place	First Page in 1 <sup>st</sup> place	First page in 1 <sup>st</sup> place
<b>MSN</b>	Second page in 1 <sup>st</sup> place	First page in 1 <sup>st</sup> place	First page in 1 <sup>st</sup> place
<b>YAHOO</b>	Fourth page in 6 <sup>th</sup> place	First page in 1 <sup>st</sup> place	First page in 3 <sup>rd</sup> place

## Web Site Button Advertisers

Arthur Herndon Company Real Estate, Inc.

Coombs Heating & Air Conditioning, Inc.

Park Avenue Bank

Precision Pumps

South Georgia Medical Center



# **IMPACT 2012**

**Oversight Committee**

**Report**

## ➤ **Action Items to Consider**

- **Consider 2009 Budgets**
- **Consider Proposed Addendum to Policy on Committee Structure**
- **Appointment of additional members to the Organization Task Force of the Community Public Education Foundation**

VALDOSTA - LOWNDES COUNTY



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➤ **Consider Proposed  
2009 Chamber  
Budgets**

**Please refer to your handout.....**

## ➤ **Action Item to Consider**

### **Proposed Addendum to Policy on Committee Structure**

#### **Valdosta-Lowndes County Chamber of Commerce Policies and Procedures Manual**

#### **“COMMITTEE PROCEDURES: Committee, Advisory Board, Council, and Task Force Members”**

At the end of each year, the incoming chairman of each committee will consult with the outgoing chairman, the Chamber president, and the staff member assigned to coordinate the work of the committee to evaluate the involvement and effectiveness of current committee members, and to review the list of Chamber members who have indicated an interest in serving on a committee. It is the incoming chairman’s job to make every effort to accomplish the following in constituting the upcoming year’s committee:

1. The committee’s membership should be no larger than approximately 25.
2. Committee members may serve no more than three consecutive years on the same committee, except in special circumstances, to be determined by a recommendation of the committee chairman to the Chairman of the Board and approved by the Chamber Executive Committee.

- 3. Ex-officio committee members are not subject to time limitations, as they serve on the committee because of the official or professional position they hold.**
- 4. Committee members who have not attended at least 50% of the committee meetings or been active in committee functions should be rotated off the committee at the end of the year.**

**This policy was approved by the Valdosta-Lowndes County Chamber of Commerce Board of Directors at their regular August 1998 meeting, effective January 1, 1999, and amended by the Board of Directors at their regular September 2003 meeting.**

### **PROPOSED ADDENDUM:**

- 1. Ambassadors Committee is not limited in number of members.**
- 2. Ambassadors Committee members may serve up to five consecutive years.**

**This policy addendum was approved by the Valdosta-Lowndes County Chamber of Commerce Board of Directors at their regular December 18, 2008 meeting, and becomes effective January 1, 2009.**

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➤ **Action Item to Consider**

**Appointment of additional members  
to the Organization Task Force of the  
Community Public Education  
Foundation**

# Workforce Development & Education Division Reports



**Tim Jones  
(Vice Chairman)**

VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

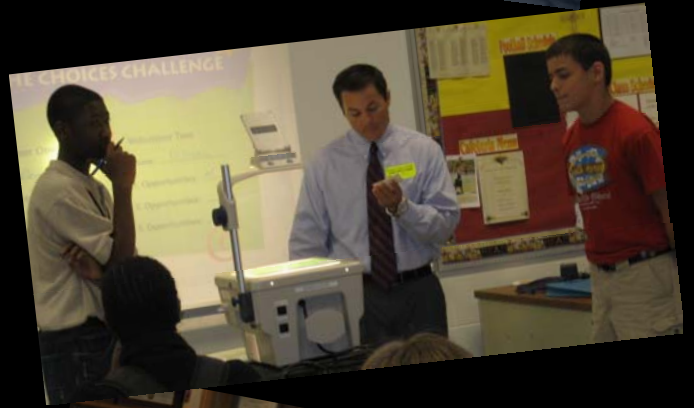
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# CHOICES<sup>®</sup>

EDUCATION GROUP

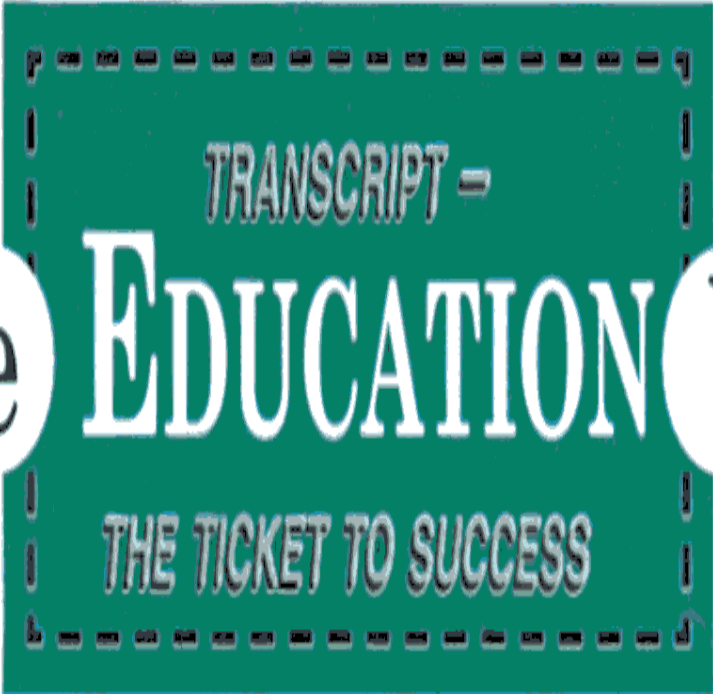


## 2008 CHOICES Presentations

School	Dates	Classes	Students Reached
DFACS	October 30th, 2008	1	11
Hahira Middle School	April 22-23rd, 2008	13	424
Genesis Christian School	April 29-30th, 2008	1	8
Valdosta Middle School	May 6-7th, 2008	13	313
Lowndes Middle School	May 8-9th, 2008	12	315
Newbern Middle School	May 13-14th, 2008	11	199
Heart to Heart	June 28th, 2008	1	3
<b>Total</b>		<b>52</b>	<b>1273</b>

**Thank you to our presenters!**

Alison Stokes	Chamber of Commerce	Greg Justice	Regal Marine
Allan Dear	Allan Dear Real Estate	Iris Brown	Regions Bank
Alyssa Weldon	Valdosta Technical College	Jill Higgins	Jill Higgins Photography
Amber Dowd	Big Brothers Big Sisters	Jim Roberts	South Georgia Regional Library
Bill Tillman	Valdosta Technical College	Lacy Dixon	James H. Rainwater Conference Center
Carrie Reed	Wild Adventures	Margaret Brogdon	Valdosta Technical College
Charmane Thomas	The Paxen Group/WJA	Marty Rodgers	Blanton and Griffin Insurance Agency
Chris Baltrus	New York Life	Richard Ramsey	Department of Labor
Daren Waters	Valdosta Coaching Network	Shannon Vinson	Sam's Club
Derrick Carter	Chamber of Commerce	Tara Nichols	Chamber of Commerce
Emily Browning	Fowler, Holley, Rambo and Stalvey		
Evan Butler- Sands	Chamber of Commerce		
Gala Jackson	Valdosta State University		
Gloria Butler	Senior Volunteer Connection		



*TRANSCRIPT =*  
**EDUCATION**  
*THE TICKET TO SUCCESS*

Make **EDUCATION** Work

# Sam's Club Literacy Fair



**More than 3,000 books collected!!!**

# Executive Partnership



**Chuck Roberts (SMITH Northview Hospital)  
and**

**Sol Summerlin (Lowndes County Schools)**

# EAGLE Award Reception

Exceptional Adult Georgian in Literacy Education

December 16, 2008





# NATIONAL GROUNDHOG JOB SHADOW DAY



**75 students participated!**

# Student Teacher Achievement Recognition Program



**STAR**



# BOOT CAMP FOR SUPERVISORS

## Boot Camp Report 2008

	Goal Attendance	Actual Attendance
March 4, 2008	25	30
May 20, 2008	25	33
August 26, 2008	25	29
November 18, 2008	25	12
<b>GOAL TOTAL</b>	<b>100</b>	<b>104</b>



# Helping Your Child Succeed



## REGAL

*Helping Professionals Thrive*

### Helping Your Child Succeed Presentations

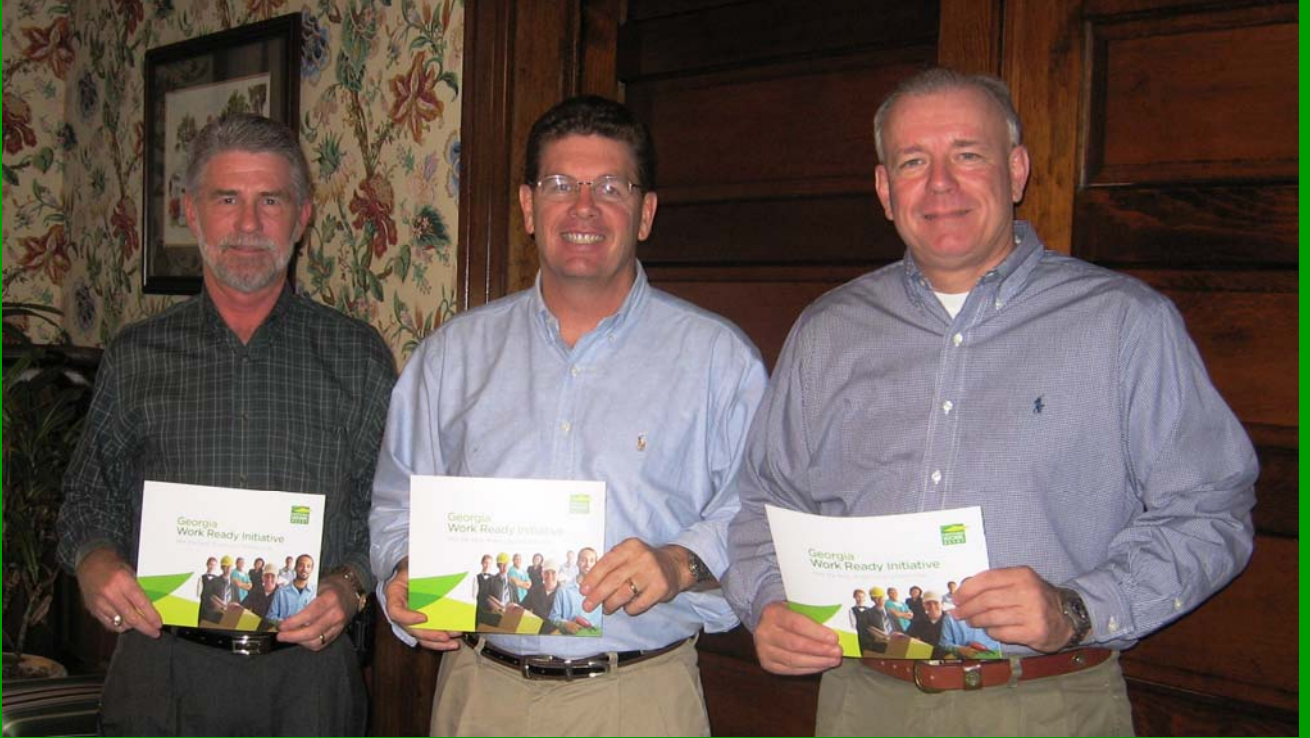
	Company	Business Presenter	School Presenter	Parents
1	Union Tank Car Company	Jm Roberts	LaVerne Rome	7
2	Country Inn and Suites	Maggie Roberts	LaVerne Rome	12
3	Regal Marine	Jm Roberts	LaVerne Rome	22
4	Lowndes Teen Plus Center	Greg Justice	Judy Martin	13
5	Summer Educator Academy	Jm Roberts	Maggie Roberts	13
6	La Quinta Inn	Bill Tillman	LaVerne Rome	6
7	South Georgia Regional Library	Jm Roberts	Halley Little	11
8	Hudson Dockett and Ora Lee West	Greg Justice	LaVerne Rome	15
9	Department of Family and Child Services	Barbara Corbitt	LaVerne Rome	103
10	SAFT America	Jm Roberts	LaVerne Rome	10
11	American Drill Bushing	Jm Roberts	LaVerne Rome	16
12	Archer Daniels Midland	Maggie Roberts	LaVerne Rome	12
13	City of Valdosta	Jm Roberts	LaVerne Rome	
14	SAFT America	Greg Justice	LaVerne Rome	
15	Langdale Forest Products			
16	Arizona Chemical			
17	Parent University			

**Parents Reached**

**240**



# Work Ready



# 2008 World Class Employee Recognition Program



Small Business Employee  
Winner- LeAnn Williams,  
Prudential ACS Real Estate



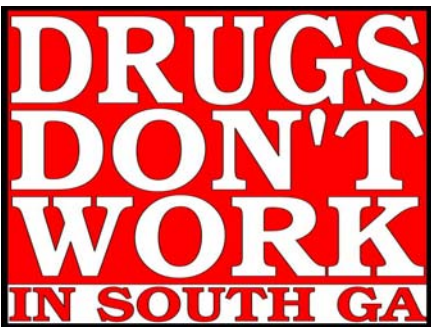
Large Business Employee  
Winner- Sheree Boggs,  
Valdosta Technical College



Small Business Supervisor  
Winner- Fabiola Ceja-Garcia,  
Sleep Inn, Inn and Suites



Large Business Supervisor  
Winner- Theodis Ponder,  
Greenleaf Center



# November 2008 Summary

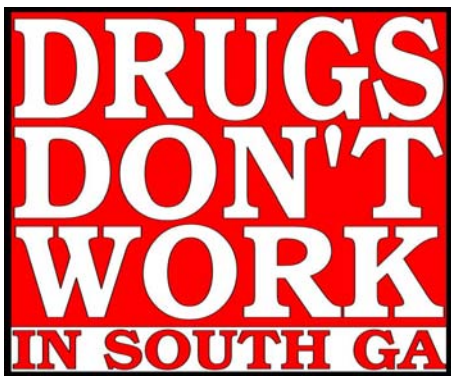
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Total # of DDW Partners as of 12/31/07:	<b>260</b>	
Total # of DDW Partners as of 11/30/08:	<b>265</b>	
2008 New Members:	<b>15</b>	
2008 Losses:	<b>10</b>	
YTD Net Gain:	<b>5</b>	
	<hr/>	
	<b>10</b>	<i>needed to meet goal (275)</i>

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## Valdosta-Lowndes County

Total # of DDW Partners as of 12/31/07:	<b>220</b>		
Total # of DDW Partners as of 11/30/08:	<b>225</b>		
YTD Net Gain:	<b>5</b>		
	<b><u>YTD</u></b>	<b><u>Nov.</u></b>	<b><u>Total</u></b>
Valdosta-Lowndes New Prospects:	<b>6</b>	<b>0</b>	<b>6</b>
Valdosta-Lowndes Aged Prospects:	<b>31</b>	<b>15</b>	<b>46</b>
Valdosta-Lowndes Contacts:	<b>58</b>	<b>0</b>	<b>62</b>
New members:	<b>14</b>	<b>1</b>	<b>15</b>
Losses:	<b>9</b>	<b>1</b>	<b>10</b>
			<b>44</b>



## November 2008 Summary, continued

### Regional Program

Total # of DDW Partners as of 12/31/07:	40
Total # of DDW Partners as of 11/30/2008:	40
YTD Net Gain:	0

	<u>YTD</u>	<u>Nov</u>	<u>Total</u>
Regional New Prospects:	2	0	2
Regional Aged Prospects:	118	23	141
Regional Contacts:	142	0	142
New members:	0	0	0
Losses:	0	0	0

	<u>YTD</u>	<u>Nov.</u>	<u>Total</u>
<b>Training (hours)</b>	658.2	88.2	745.4
<b>Revenue</b>	\$29,175.00	\$2,250.00	\$31,425.00

# Business Expansion Division Reports



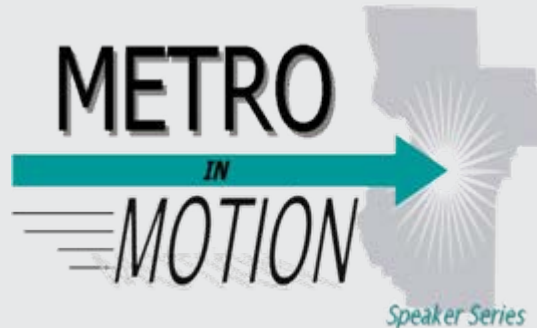
**Jeff Hanson  
(Vice Chairman)**

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# EXPANSION OF TARGETED BUSINESS



## Enhance

- ✓ Business
- ✓ Education
- ✓ Social
- ✓ Cultural



The Metro In Motion Speaker Series began on July 7 with Charles Landry, an international authority and leading expert on innovation-inspired urban design, as the keynote speaker the second speaker of the series was Peter Kageyama. Peter provides consulting and development services for the “Creative Economy” by focusing on young professionals, entrepreneurs, arts & cultural organizations, cities and technologies that impact quality of life.

# ConnecTECH Innovation Expo



## ConnecTECH Vendors

Atlantic Tel-Com  
Kennedy Communications  
Engineer's Consulting Group  
Media Com  
Nexxtep Technology Services  
*Network Technology Solutions – Sponsor*  
Trusted Data Solutions  
Shipping Unlimited  
Southern Printing Cartridge  
Southern Phone Company  
*Verizon Wireless – Sponsor*  
*Virtual World Technologies – Sponsor*

The ConnecTECH Innovation Expo was held Sept. 11 at the James H. Rainwater Conference Center. The event, designed to connect local businesses with local Information Technology service providers, hosted 12 vendors. Seventy-five participants attended.

# Valdosta And Lowndes Expansion Team

- VALET asked 352 businesses to rate our community.
- 38 people responded.
- “ARE WE BUSINESS-FRIENDLY?”



# ENHANCEMENT OF PRO-BUSINESS ENVIRONMENT

The South Georgia Partnership for Regional  
Development hosted

MAY



Ken Stewart  
Commissioner,  
Georgia Department of  
Economic Development

AUGUST



George Israel  
President and CEO  
Georgia Chamber of Commerce

NOVEMBER



Mike Beatty  
Commissioner,  
Georgia department  
of Community Affairs

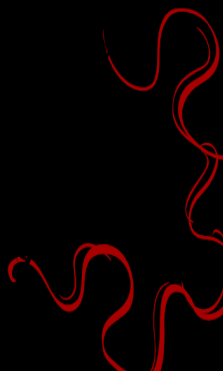


# MetroOne

Metro Valdosta Young  
Professionals

*One Voice • One Vision • One Community*

# Professional Development



# Networking



# Business Support



Lotus SmartSuite Internet Calendar Addresses Reminders Reference

http://www.metroonevaldosta.com/ - Windows Internet Explorer

http://www.metroonevaldosta.com/

File Edit View Favorites Tools Help

Google Go Bookmarks 9 blocked Check AutoLink AutoFill Send to Settings

Search Web Upgrade your Toolbar Now Mail Help

http://www.metroonevaldosta.com/

## METRO1

HOME TASK FORCES EVENTS NEWS GALLERY FORUM FAQ

Home

### Menu

- What We Do
  - Current Members
  - Become A Member
  - Contact Us

### Who's Online

We have 2 guests online

### Meeting Times?

### Welcome To MetroOne!

MetroOne is the Valdosta-Lowndes Chamber of Commerce's growing initiative to attract and retain young professionals to the Metro Valdosta area. This site contains information on our events, task forces, and members. MetroOne is the place for young professionals to connect through the common goal of making Metro Valdosta a better place for all young professionals!

### MetroOne Leadership Opportunities!

Are you interested in becoming more involved in MetroOne? Would you like to strengthen your leadership skills? Are you looking to improve your community? If so, MetroOne has several opportunities for you!

We are currently recruiting our 2009 Task Force Members. Over the past year MetroOne has grown tremendously and completed many successful projects and events however, there is still much to accomplish and we need you! Membership is available on the following Task Forces:

### Login

Username

Password

Remember me

Lost Username/Password? [Register](#)

No account yet? [Register](#)

You are not logged in.

start | Inboxes - Micro... | Windows... | Microsoft... | http://www... | Microsoft Offi... | Norton | 9:44 AM

# Member Services Division Reports



**David Newbern  
(Vice Chairman)**

VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

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# Dues Collection Report

## Monthly

**2007 & 2008**

	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>Variance</u>
<b>Dec.</b>	33,953.84	32,103.00		
<b>Nov.</b>	27,940.34	24,189.45	21,856.85	(2,332.60)
<b>Oct.</b>	34,530.00	25,788.36	25,698.51	(89.85)
<b>Sep.</b>	30,053.25	33,359.83	28,545.42	(4,814.41)
<b>Aug.</b>	29,929.75	29,994.19	31,056.19	1,062.00
<b>July</b>	34,782.50	29,223.75	38,982.60	9,758.85
<b>June</b>	21,691.25	33,757.94	27,435.67	(6,322.27)
<b>May</b>	30,796.01	20,674.42	30,457.34	9,782.92
<b>Apr.</b>	25,242.35	23,849.84	31,264.43	7,414.59
<b>Mar.</b>	35,800.77	39,974.04	14,879.68	(25,094.36)
<b>Feb.</b>	34,679.77	29,199.04	22,659.50	(6,539.54)
<b>Jan.</b>	39,124.18	45,297.34	48,150.38	2,853.04

# Dues Collection Report, continued

## Year-To-Date

**2007 & 2008**

	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>Variance</u>
<b>Dec.</b>	378,524.01	367,411.20		
<b>Nov.</b>	344,570.17	335,308.20	320,986.57	(14,321.63)
<b>Oct.</b>	316,629.83	311,118.75	299,129.72	(11,989.03)
<b>Sep.</b>	282,099.83	285,330.39	273,431.21	(11,899.18)
<b>Aug.</b>	252,046.58	251,970.56	244,885.79	(7,084.77)
<b>July</b>	222,116.83	221,976.37	213,829.60	(8,146.77)
<b>June</b>	187,334.33	192,752.62	174,847.00	(17,905.62)
<b>May</b>	165,643.08	158,994.68	147,411.33	(11,583.35)
<b>Apr.</b>	134,847.07	138,320.26	116,953.99	(21,366.27)
<b>Mar.</b>	109,604.72	114,470.42	85,689.56	(28,780.86)
<b>Feb.</b>	73,803.95	74,496.38	70,809.88	(3,686.50)
<b>Jan.</b>	39,124.18	45,297.34	48,150.38	2,853.04



## **Membership Summary Report As of November 30, 2008**

DUES COLLECTED YEAR TO DATE: \$320,986.57  
2008 goal for Dues Collection: \$396,000.00

NEW MEMBERS YEAR TO DATE: 205  
2008 Goal: 244

TOTAL MEMBERSHIP: 1,547  
2008 Goal: 1,550

NET MEMBERSHIP GAIN IN OCTOBER: (11)  
NET MEMBERSHIP GAIN IN 2008: 27  
2008 Goal: 31

2008 Retention Goal: 86%  
(Industry Average: 80%)



# New Members

**2004      2005      2006      2007      2008**

<b>Jan</b>	<b>18</b>	<b>16</b>	<b>16</b>	<b>16</b>	<b>22</b>
<b>Feb</b>	<b>17</b>	<b>22</b>	<b>18</b>	<b>14</b>	<b>16</b>
<b>Mar</b>	<b>39</b>	<b>16</b>	<b>20</b>	<b>20</b>	<b>13</b>
<b>April</b>	<b>20</b>	<b>34</b>	<b>20</b>	<b>16</b>	<b>22</b>
<b>May</b>	<b>21</b>	<b>23</b>	<b>41</b>	<b>26</b>	<b>23</b>
<b>June</b>	<b>15</b>	<b>16</b>	<b>12</b>	<b>29</b>	<b>25</b>
<b>July</b>	<b>16</b>	<b>8</b>	<b>10</b>	<b>13</b>	<b>15</b>
<b>Aug</b>	<b>14</b>	<b>18</b>	<b>16</b>	<b>17</b>	<b>22</b>
<b>Sept</b>	<b>67</b>	<b>75</b>	<b>54</b>	<b>41</b>	<b>19</b>
<b>Oct</b>	<b>24</b>	<b>7</b>	<b>13</b>	<b>48</b>	<b>16</b>
<b>Nov</b>	<b>11</b>	<b>13</b>	<b>11</b>	<b>14</b>	<b>12</b>
<b>Total</b>	<b>262</b>	<b>248</b>	<b>231</b>	<b>254</b>	<b>205</b>
<b>Dec</b>	<b>12</b>	<b>7</b>	<b>12</b>	<b>9</b>	
<b>Total</b>	<b>274</b>	<b>255</b>	<b>243</b>	<b>263</b>	<b>205</b>



# **New Members**

## **November 2008**

### **Amazing Hair**

Kelli Cowart  
515D North Street  
Augustine Road  
Valdosta, GA 31601  
(229) 249-0516  
BEAUTY/PERSONAL  
CARE/WEIGHT LOSS

### **Card Payment Solutions**

Kirk Bufford  
102 E. Cranford Avenue  
Valdosta, GA 31602  
(229) 506-0219  
CREDIT CARD PROCESSING

### **Foster Travel Agency**

Lana & Karla Foster  
1464 Howell Road  
Lake Park, GA 31636  
(229) 292-4707  
TRAVEL

### **Excalibur Telecom**

Richard Espada  
P.O. Box 4061  
Valdosta, GA 31604  
(229)669-6030  
INTERNET SERVICES

### **Kona-Kini Productions**

Jane & Don BaracsKay  
3715 Valdosta Road  
Valdosta, GA 31602  
(912) 663-9333  
VIDEO PRODUCTIONS

### **Hagler Enterprises, Inc./Backyard Burgers**

Dennis Hagler  
103 Pine Forest Circle  
Troy, AL 36079  
(229) 242-6090  
RESTAURANTS



## **New Members November 2008**

### **New Century Outdoors, Inc.**

Patrick Ward  
2137 Bemiss Road  
Valdosta, GA 31602  
(229) 242-7272

**RETAIL PRODUCTS/SERVICES**

### **Pro Cuts**

Robert Cooper  
4794 Ben Salem Way  
Hahira, GA 31632  
**LAWN CARE SERVICE**

### **Rajun Cajun**

Ella Andrews  
P.O. Box 305  
Lake Park, GA 31636  
(205) 249-5447  
**RESTAURANT**

### **Submarina California Subs**

Vicky Hedgecock  
4165 Bemiss Road  
Unit K  
Valdosta, GA 31505  
(229) 271-9292  
**RESTAURANT**

### **Solutions Counseling Services**

Casey Corbin  
1412 Suite D East Park  
Avenue  
Valdosta, GA 31602  
(229) 247-0348  
**COUNSELING SERVICES**

### **Walsh, Inc.**

Gay Walsh  
3844 Orchard Way  
Valdosta, GA 31605  
(229) 244-5753  
**EMBROIDERY & DESIGN**

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**Dues Account Status Report  
November 2008**

<u>Billing Period</u>	<u>Accounts Receivable</u>	<u>Collections</u>	<u>Collection Rate</u>
Current	\$29,543.24	\$3,627.00	12%
Previously Collected for current month	_____	\$6,826.00 _____	23%
<b>Total Current</b>	<b>\$29,543.24</b>	<b>\$10,453.00</b>	<b>35%</b>
1-30 Days	12,926.01	1,871.25	14%
31-60 Days	9,287.62	670.00	7%
61-90 Days	5,005.79	205.00	4%
91-120 Days	5,343.01	60.00	1%
120+ Days	<u>20,783.90</u>	<u>3,057.43</u>	15%
<b>Subtotal</b>	<b>\$82,889.57</b>	<b>\$16,316.68</b>	<b>20%</b>
New Members		\$1,040.83	
<b>Total</b>	<b><u>\$82,889.57</u></b>	<b><u>\$17,357.51</u></b>	<b>21%</b>

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## Dues Account Status, continued

### Previously collected for current months:

August	0.00
September	4,161.25
November	2,664.75
<b>Total</b>	<b><u>\$6,826.00</u></b>

### Pre-Paid Dues for future months:

December	6,273.34
January	5,052.00
February	0.00
Deferred Revenue	<b><u>\$11,325.34</u></b>

### Other Information:

Direct Debit Accounts to Date	<b>67</b>
Online Billing Accounts to Date	<b>18</b>



# Write-Offs November 2008

<b>Reason Dropped: Out of Business</b>
--

<u>Name</u>	<u>Join Date</u>	<u>Amount</u>
Ist Metropolitan Mortgage	9/30/2006	\$250.00
Adonna C. Smith Real Estate Services, Inc.- Robin Slade	2/18/2004	\$0.00
Ashley Street Auto	4/14/2008	\$120.00
Bilingual Communications Services	5/12/2008	\$40.00
Brookwood Apartments	10/26/1999	\$275.00
CEO LIFE MEDIA, LLC	4/13/2007	\$264.00
Emma's Fine Food Factory, LLC	3/13/2008	\$120.00
The Honey Baked Ham Company and Café	9/30/2004	\$250.00
Liberty National Life Insurance Company- Jeffrey E. Terry	7/29/2008	\$0.00
Loving Fragrances and More, LLC	11/15/2007	\$80.00
Miss Valdosta Scholarship Pageant	7/21/2000	\$85.00
Simply Anna Fashions & Creative Design	3/30/2006	\$420.00
SouthernTLC, LLC	5/25/2006	\$240.00
Valdez Family Restaurant	12/6/2007	\$0.00



# Write-Offs November 2008

## Reason Dropped: Requested Cancel

<u>Name</u>	<u>Join Date</u>	<u>Amount</u>
Diamond Realty	10/23/2007	\$225.00
Happy Tails Grooming Salon	10/23/2007	\$80.00
Sew Blessed	10/12/2007	\$240.00
TrueBlue, Inc.	9/29/2000	\$240.00

## Reason Dropped: Member Moved

<u>Name</u>	<u>Join Date</u>	<u>Amount</u>
Webb's Foot & Wound Care Clinic	10/8/2008	\$0.00

## Reason Dropped: Consolidated Business

<u>Name</u>	<u>Join Date</u>	<u>Amount</u>
Variety Canteen	10/13/2004	\$0.00



# Write-Offs November 2008

<b>Reason Dropped: Budget Restrictions</b>
--

<u>Name</u>	<u>Join Date</u>	<u>Amount</u>
Keene & Sons Pest Control, Inc.	5/17/2007	\$240.00
Precision Pumps	12/12/2007	\$0.00
Strick Landscape	9/30/2004	\$0.00



# Write-Offs November 2008 Summary

Summary	Month #	Month \$	YTD #	YTD \$
Budget Restrictions	3	\$240.00	19	\$3,217.50
Business Sold			7	\$1,390.00
Consolidated Business	1	\$240.00	1	\$240.00
Member Moved	1	\$0.00	9	\$1,235.60
Nonpayment of Dues			31	\$9,441.70
Out of Business	14	\$2,144.00	69	\$9,148.94
Requested Cancellation- No Reason	4	\$785.00	39	\$6,098.35
Unhappy/Angry			2	\$390.00

<b>TOTAL</b>	23	\$3,409.00	177	\$31,162.09
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Write-Offs 2007	12	\$2,222.84	229	\$41,712.86
-----------------	----	------------	-----	-------------

Difference 2007 vs. 2008	11	\$1,186.16	-52	(\$10,550.77)
--------------------------	----	------------	-----	---------------



## CHAMBER 101:

How to get the most out of your  
Chamber membership

### 2008 Attendance Sheet

Month	1 <sup>st</sup> Invitation	2 <sup>nd</sup> Invitation	Attended
Jan. 9	14	27	8
Feb. 6	11	75	8
Mar. 5	19	56	9
Apr. 2	12	45	7
May 7	21	37	12
June 4	10	34	7
July 9	22	44	8
Aug. 6	19	54	6
Sept. 3	16	52	3
Oct. 1	19	70	10
Nov. 5	23	63	9
Dec. 3	15	33	7
<b>TOTAL</b>	<b>201</b>	<b>590</b>	<b>94</b>

Dec 3, 2008 invitation list for CHAMBER 101  
consists of members that joined from  
April 16, 2008 – Oct. 15, 2008 (2<sup>nd</sup> time invites) &  
Oct. 16 – Dec. 15, 2008 (1<sup>st</sup> time invites)



## **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, January 7, 2009

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:**

David Newbern (11)

Walter Hobgood (9)

Allan Dear (1)

Jeff Hanson (1)

Debra Tann (2)

Jerome Riley (1)

Terri Lupo(3)

Jodi Doss (2)

Jane Shelton (1)

# Annual Chamber Membership Survey 2008

VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

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Leading Businesses.  
Leading Communities.™



Annual Chamber  
Membership Survey  
2008

# MARKETING REPORT—NOVEMBER 2008

## YEAR TO DATE

Television Stories: 44 (39 in 2007)  
Radio Presentations: 86 (43 in 2007)  
Print Articles: 57 (61 in 2007)  
Presentations: 24 (17 in 2007)

## ECONOMIC DEVELOPMENT DIVISION

### PRESENTATION

Hunter Harper gave tour to Japanese Small Business Research Institute

## MEMBER SERVICES DIVISION

### RADIO

Talk 92.1—Michael Thurmond  
Interview  
Newstalk 105.9—Michael  
Thurmond  
Black Crow—Ran commercials  
on THINK B.I.G.  
Talk 92.1—Ran commercials  
on THINK B.I.G.  
Newstalk 105.9— BREP results

### PRINT

VDT—Business After Hours,  
Wingate by Wyndham (2)  
VDT—Manufacturer of the  
Year  
VDT—S.L. Mason  
Ribbon Cutting

### TELEVISION

WALB—Ran commercials on  
THINK B.I.G.  
Comcast—Ran commercials on  
THINK B.I.G.

## BUSINESS EXPANSION DIVISION

### PRESENTATION

Tara spoke at Creating Entrepreneurial  
Communities Conference in Michigan

### TELEVISION

VDT—SGPRD luncheon recap

## MISCELLANEOUS

### RADIO

Talk 92.1—Metro In Motion  
Newstalk 105.9— Local  
Retailers prepare for Holiday  
season

### TELEVISION

WALB—School System Study  
(2)  
WCTV—School System Study  
(2)

### PRINT

VDT—School System Study  
Article (2)

# RIBBON CUTTINGS—NOVEMBER 2008



**Fruits of the Garden  
Winery and Gifts, LLC**  
2296 Hwy 84W Suite A  
Phone: (229) 242-0578



**S.L. Mason Elementary**  
821 West Gordon St.  
Phone: (229) 333-8500



**Sign A Rama**  
1835A Norman Drive  
Phone: (229) 249-0032



**Elli's Boutique**  
108 West Hill Avenue  
Phone: (229) 220-0521



**FPC of Valdosta**  
100 N Patterson Street  
Suite N  
Phone: (229) 834-1538

# AMBASSADOR REPORT—NOVEMBER 2008

## NOVEMBER RIBBON CUTTING STATISTICS

Ribbon Cuttings for November: **5**

Groundbreakings for November: **0**

Business After Hours for November: **1**

Early Bird Breakfasts for November: **1**

## 2008 RIBBON CUTTING STATISTICS

2008 Ribbon Cuttings: **83**

2008 Groundbreakings: **5**

2008 Business After Hours: **6**

2008 Early Bird Breakfasts: **4**

## UPCOMING EVENTS

**December 18**—Christmas at the Barber House

5:00—6:30 p.m.

At the Chamber

January 15—Annual Planning Retreat

8:30 a.m.—1:00 p.m.

Conference Center

**January 22**—Business After Hours, Spa and Salon on Ashley

5:00—7:00 p.m.

306 North Ashley Street

**VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE**

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## **Existing Industry Committee**

- **Organized an industry tour at ERCO Worldwide, Inc., American Drill Bushing, and Shaw Industries**
- **Introduced Moody Personnel Retention Initiative to manufacturers of Valdosta-Lowndes County**
- **Co-coordinated the Employee Retention Workshop with Kelly Services**
- **Held the 2008 “Salute to Manufacturers” Early Bird breakfast featuring Commissioner Michael Thurmond as the Keynote Speaker, as well as honoring the 2008 Manufacturer of the Year Regal Marine**
- **Conducted the 14th annual Business Retention and Expansion Process (BREP) Survey with 16 local manufacturers (14 in 2007)**



## **Plant Managers Network**

- **Hosted a forum for Valdosta Transitional Center and Helping Your Child Succeed programs**
- **Hosted a legislative update session at Shaw Industries, with State Senator Tim Golden as the Keynote Speaker**
- **Held the third quarter Plant Managers Network meeting at Union Tank Car with a tour of the plant, presentations on DRUGS DON'T WORK and Predictive Maintenance Tools**
- **Hosted the fourth quarter Plant Managers Network meeting at Shaw Industries with presentations on the South Georgia's Regional Development Center Freight Movement Study and the Manufacturing Committee by Senator Tim Golden**

# Economic Development Division Reports



**Terri Lupo  
(Vice Chairman)**

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## Regional Report - November 2008

	Lowndes	Region	Total (YTD)	Nov 07 (YTD)
<b>Clients</b>				
Returning	2	3	5 (68)	1 (47)
General Info	8	3	11 (108)	2 (39)
Start-up	12	3	15 (227)	23 (201)
Existing	12	0	12 (167)	1 (85)
Developer/Realtor	0	2	2 (36)	6 (55)
<b>Overall</b>	<b>34</b>	<b>11</b>	<b>45 (606)</b>	<b>33 (425)</b>

<b>Outcomes</b>				
Business Established	2	3	5 (22)	7 (20)
Business Expanded	3	0	3 (12)	4 (9)
Chamber Member	3	2	5 (39)	5 (25)



## Regional Report - November 2008

	Lowndes	Region	Total (YTD)	Nov. 07 (YTD)
<b>Resources</b>				
ABC's	5	0	5 (215)	28 (170)
Demographics	2	4	6 (142)	14 (150)
Mosaic	0	0	0 (12)	N/A
Traffic Counts	0	0	0 (22)	1 (23)
Mailing Lists	13	1	14 (261)	11 (88)
Retail Lease Trac	0	0	0 (8)	1 (17)
Loan/Grant Info	0	2	2 (19)	1 (17)
<b>Web site Activity</b>				
Visits			1,338 (28,590)	N/A
ABC Downloads			5 (71)	N/A



## News You Can Use!

### Professional Consultants Corner



From the Desk of Jack Welch  
Former CEO of General Electric (1981-2001)

#### *How does today's financial crisis compare with the beginning of the Great Depression and the 1930s?*

Without doubt, you can pick a statistic here and a data point there, lump them together, and cook up a case that it's 1929 all over again. But you shouldn't. For many reasons, we don't see a second Great Depression looming. To paraphrase Franklin Delano Roosevelt, we believe the main thing to be pessimistic about today is pessimism itself.

We know that real pain lies ahead. But we believe that when the pain eases—and it will—the global economy will be stronger and sounder than ever. We just have to get there—and we will—provided we stop fixating on, well, the exact question you pose.

Today's crisis is marked by a high degree of free trade and global cooperation. In 1933 the National Industrial Recovery Act encouraged labor and industry cartels. The result was a decline in U.S. competitiveness—again, hardly the current case: American companies have never been in better fighting form. Finally, a second Great Depression is unlikely because of the institutions created to prevent one, foremost being the Federal Deposit Insurance Corp., with its authority to insure deposits, critical to stabilizing the banking system.

Our bottom line is this: Managers should stop looking back in search of the future. It's counterproductive, if not dangerous. To get through this crisis, leaders need to talk about reasons for confidence. America is loaded with energy and creativity; it's a culture that exalts entrepreneurs, who drive every recovery. Its system of higher education is envied worldwide. The country is brimming with strong companies with sustainable cash flows. The end is not here. A new beginning awaits.

### Mark Your Calendar!



What's happening this month for entrepreneurs:

- Nov 18, 2008      **TechTrain Luncheon**  
11:30a.m.—2:00p.m. @ ValTech Building 400
- Nov 21, 2008      **SEO Secrets Revealed by Experts Webinar**  
2:00-3:00p.m. @ Chamber of Commerce
- Nov 25, 2008      **Small Business Owners Network**  
8:30-9:30a.m. @ Two Friends Cafe

### S.E.E.D.S. serves 500th Entrepreneur in 2008

The S.E.E.D.S. Center strives to serve as many entrepreneurs as possible in the South Georgia Region each year.

On Sept. 24 of 2008, the S.E.E.D.S. Center reached its goal and broke a record by serving its 500th client:

#### Pieter De Mare of De Mare Wallcoverings



[www.demarewallcoverings.com](http://www.demarewallcoverings.com)

### Entrepreneur's Quote of the Month

**"Business opportunities are like buses, there's always another one coming."**

- Richard Branson, founder of Virgin Enterprises

**Come in today and challenge the S.E.E.D.S. Center to grow your business!!!**

- Confidential Consultations    ◦ Custom Demographics    ◦ Targeted Sales Leads
- Professional Consultants Program    ◦ Market Research Tools

**S.E.E.D.S. Center of South Georgia**

A Regional Partnership among Berrien, Brooks, Cook, Lanier, Lowndes and Turner Counties

# Professional Consultants Program

**1** Hour  
-on-One  
Way to Success

## November 2008 Report

	Month	Quarter	Total YTD
<b>Consulting Hours</b>			
Accounting	2	2	15
Legal	1	1	21
Banking	0	0	0
Financial Planning	0	0	1
Org. Development	0	1	4
Marketing	1	3	32
Web Design	0	0	1
Insurance	0	0	1
Development / Planning	0	0	2
Architecture	0	0	0
Computer Networking	0	0	1
Mediation Services	0	0	0
<b>Overall</b>	<b>4</b>	<b>7</b>	<b>78</b>

<b>New Consultants Recruited (YTD)</b>	<b>8</b>
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	Quarter	Year
<b>Goals</b>		
Consultation Hours	19	75
New Consultants	2.5	10

# Small Business Owner Network 2008

## January

*SBON Roundtable Discussion*

## February

Tara Nichols  
*How the S.E.E.D.S. Center can help you!*

## March

Ryan Williams  
*Tech Tips*

## April

Len Carter  
*Insurance for Small Business*

## May

Lori Pollgreen  
*Effective Branding Tips*

## June

Jud Rackley  
*Allowable Tax Deductions*

## July

Dr. Suzannah Patterson  
*Effective Public Relations Techniques*

## August

Baha Zeidan  
*Web Optimization: Part I*

## September

Baha Zeidan  
*Web Optimization : Part 2*

## October

Stacy Bush  
*Financial Tools for Tough Economic Times*

## November

Hunter Harper  
*Planning for Growth*

## December

*Holiday Party!*

**Average Attendance – 8 Business Owners**



- Valdosta Technical College 6-part Lunch-n-Learn Series continues
- **10** contestants remain after 1<sup>st</sup> Draft Submission
- Final Drafts due March 21, 2009

# Angels



**Estimated Prize Pack Value - \$55,000**



# Making Plans...

The Official Newsletter of the Guardian Bank Business Plan Competition

Volume IV, Issue 2

December 9, 2008

## Time to Buckle Down!

First Drafts have been submitted and 10 contestants remain. Suzanne Barnett and Scott Manley of the Small Business Development Center will be reviewing the drafts for the next two weeks. The drafts will then be mailed back to everyone on or before **December 19.**



If you have made it this far, don't give up now. The next deadline is in March when you will be submitting your final drafts and presenting your plans to a panel of judges. Take advantage of the time you have. Remember, the size of your business plans is not as important as the quality and relevance of the information you are providing. You'll want to make sure and do all the research you can.

Don't forget the services provided by the S.E.E.D.S. Center and the Small Business Development Center. We are here to help!

## ValTech Lunch'n'Learn Series

### Risk Management

Wednesday, January 7, 2009

Reserve your seat by January 5, 2009

AND

### Human Resources

Wednesday, January 21, 2009

Reserve your seat by January 19, 2009

Both meetings will be held from 12-1 p.m. at

Valdosta Tech, Building 400, Room 403

RSVP to Penelope Schmidt at 333-2121

or [pschmidt@valdostatech.edu](mailto:pschmidt@valdostatech.edu)

## Where To Find Us



Contact Hunter Harper

At the Valdosta-Lowndes County

Chamber of Commerce

416 North Ashley St.

Valdosta, GA 31603

Phone: 229-247-8100

FAX: 229-245-0071

[hharper@seedscenterofsga.com](mailto:hharper@seedscenterofsga.com)

## Dare to Be Different! Make "NO" Mistakes with Marketing

1. Don't just shoot from the hip.
2. Don't only market your business when sales are needed.
3. Give everyone the responsibility of coming up with new marketing ideas.
4. Try something completely different than your competition.
5. Expect huge results from huge ideas.
6. Spend time and money on research.
7. Spend money on design and artwork.
8. Don't select advertising on the space cost.
9. Always run an ad more than once.
10. Make sure your direct mail doesn't look like junk mail.
11. Seek professional marketing advice when necessary.
12. Publish a newsletter on a regular basis. (paper, electronic or both depending on customer preference)



## Important Dates To Include In Your Business Calendar

[Jan 7, 2009:](#) ValTech Lunch-n-Learn: Risk Management

[Jan 21, 2009:](#) ValTech Lunch-n-Learn: Human Resources

[Feb 4, 2009:](#) ValTech Lunch-n-Learn: Marketing and Promotions

[Feb 18, 2009:](#) ValTech Lunch-n-Learn: Web site Design and Optimization

[March 20, 2009:](#) Final Submission of Business Plan Due

[March 26, 2009:](#) Finalists Pitch and Judging

[April 4, 2008:](#) Entrepreneur Extravaganza - The Guardian Bank Business Plan Competition Winner Announced!



Full Circle Marketing & Advertising Agency





**Monthly Activity Report**  
**Period: November 2008**

	<u>2008</u>	<u>2007</u>	<u>Cum</u>
Advertising leads:	0	0	342
Web site hits:	10,668	19,057	1,659,161
Web page requests:	2,081	NA	5,808
Web site leads:	12	16	1,275
Brochure leads:	0	0	20
Other TCH leads:	3	2	213
Quitman Chamber leads:	0	0	27
Valdosta Chamber leads:	0	6	193
Lakeland Chamber leads:	0	0	1
Other source leads:	0	0	1,490
<b>Total leads active</b>	<b>15</b>	<b>24</b>	<b>3,416</b>



## RELOCATIONS

- **Relocations (Households): 250**

Lowndes: 217      Brooks: 21      Lanier: 12

- **2008 Relocations: 33**
- **States inquiring: 47**
- **Relocations from: FL: 127, GA: 36, NY: 14, AL: 3, CA: 6, CO: 4, IL: 5, MI: 8, VA: 3, IN: 1, MD: 3, ME: 1, OR: 1, AZ: 2, UT: 1, NM: 2, MA: 1, TN: 4, NJ: 3, MN: 1, LA: 3, MS: 6, NJ: 1, NC: 1, NH: 1, TX: 3, UN: 10**
- **Newcomers sources:**
  - TCH-Web site/Call in/Brochure: 169
  - B-Q Chamber: 6
  - V-L Chamber: 29
  - L-L Chamber 0
  - Advertising: 2
  - Other: 44



## **ECONOMIC IMPACT**

- **Annual Income:           \$35,750,000**
- **Annual Spending:       \$9,000,000**
- **Liquid Assets:       \$1,050,000,000**
- **Indirect Jobs Created:       500**

(average according to industry standards)

# Hometown Happenings

The South Georgia Retiree Premier Newsletter

Monthly Publication

Volume 6, Issue 12  
December 2008

## *In This Issue*

Just for Laughs

Retiree Reception

Holiday Calendar of Events

Relocation Services

Triple Crown Investors

### Attention Newsletter Newcomers:

Triple Crown Hometowns is a retirement development partnership of the Chambers of Commerce of Lowndes, Brooks, and Lanier Counties. We would like to offer you our assistance as you relocate and get settled in your new hometown. We hope you will take advantage of our invitation to come learn more about what South Georgia has to offer to you retirement.

Don't forget to take note of our investor listing and use it as a resource when planning your visit or relocation.

To find out and/or receive more information about Triple Crown Hometowns and the South Georgia region, contact us toll free at 1-866-Retire2 (866.738.4732) or visit our website at [www.georgiaretire.com](http://www.georgiaretire.com).

## Retiree Newcomers

Please contact us when you relocate and supply us with your new contact information. We would like to welcome you to the community and present you with a newcomer GIFT!

(229) 247-6706 or  
[astokes@georgiaretire.com](mailto:astokes@georgiaretire.com)

## Just for Laughs

**Why are Christmas trees like bad knitters?**

They both drop their needles!

**What did the bald man say when he got a comb for Christmas?**

Thanks, I'll never part with it!

**What did the big candle say to the little candle?**

I'm going out tonight!

**What happens to you at Christmas?**

Yule be happy!

**How long does it take to burn a candle down?**

About a wick!

**What do you give a train driver for Christmas?**

Platform shoes!

**What do you call a reindeer wearing ear muffs?**

Anything you want because he can't hear you!



# Where to Retire magazine

By Janet Groene

## Valdosta

Southern Georgia area has retirement on its mind, with diverse cultural, outdoor activities and low taxes

**C**arl Bleier is up to his neck in volunteerism, golf and grandkids. But it wasn't always this way for the 62-year-old one-time international executive who retired to Valdosta, a small city in southern Georgia, in 2004.

"I'm not retired. I'm rewired," says Carl with a grin. He has traveled over the country and traveled worldwide before starting a consulting firm in Valdosta and he has retired. "It's not about the money," he says.

"Carl is exactly the kind of retirees we hope

to recruit," says Stokes, coordinator for the three-county Crowne HomeTown Retirement Development Partnership. The group was founded after community leaders realized the importance of diversifying beyond an economy that relied heavily on agriculture and a military base. "Our area has the amenities needed to attract active, affluent, well-educated retirees who have a sense of community, belonging and giving," Stokes says.

Now couples like the Bleiers are elated to find that their adopted hometown yields exciting new discoveries every day. "We're a household of four generations of women," explains Carl, whose mother lives with the family and whose daughters also relocated to Valdosta, adding a couple of grandchildren to the happy mix. Carl and Shelly, 58, find endless things to do with the young folks, from fishing to children's golf clinics. They

also take advantage of an excellent adult day-care center where Carl's mother, an Alzheimer's patient, can participate in activities two or three days a week.

Valdosta took its name from the estate of a Georgia governor, George Troup's Val d'Aosta, which was adapted from the name of a region in Italy. Until recent years, the city was just an overnight stop on Interstate 75 for Florida-bound retirees. Now southbound retirees are pausing to take a longer look at the area, often finding exactly what they were seeking. Meanwhile, the flow of northbound retirees has grown to a flood of hurricane-weary Floridians who are leaving the state. They check in with real estate companies, eager to return if and when

they sell their Florida homes in a difficult market. Home sales in the Sunshine State may be sluggish, keeping some would-be escapees from buying in the



# Profiled as Undiscovered Retirement Haven

# NATIONAL ADVERTISING

The Valdosta-Lowndes County area was nationally promoted on The Golf Channel during the 2008 South Georgia Golf Classic April 28-May 4.  
20 spots aired.



[www.valdostageorgia.us](http://www.valdostageorgia.us)

# VALDOSTA georgia

CITY OF VALDOSTA    LOWNDES COUNTY    SOUTH GEORGIA MEDICAL CENTER    CHAMBER OF COMMERCE    VSU    INDUSTRIAL AUTHORITY



Click below to view commercials.

*More than you know...*

*All you need...*



aldosta-Lowndes County is a vibrant and diverse business community with a well balanced economy that embraces strengths in health care, education, manufacturing, distribution, and a multitude of business services. Here the affordability, charm and security of a mid-size community combine with the business, cultural and recreational opportunities of a big city, offering the best of both worlds. Recognized as a premier location for retirees, Valdosta is also becoming a popular home for young professionals. It is a great place to get an education, launch a career and raise a family.



Commercials on Web site,  
[www.GeorgiaRetire.com](http://www.GeorgiaRetire.com)

# NEW Web Site



Triple Crown Hometowns is a Retirement Development Partnership among Lowndes, Brooks, and Lanier Counties, sponsored by local Chambers of Commerce. This website showcases each of these South Georgia Counties, highlighting their county seats, or as we refer to them, our "Jewels of the South," Valdosta, Quitman, Lakeland and their surrounding communities. Welcome to the South Georgia area, where reminders of a historic past can be found around most every corner and visions of progress are made into realities each day. A survivor of historic wars, South Georgia continues to show its strength, from preserving the area's history to consistently improving its economy. Among hometowns of strong leaders, community pride and a timeless spirit, you'll be sure to find a place to call your own. Choose from a colorful pallet of peaceful classic southern communities . . . from quaint towns to metropolitan areas. You'll find something unique in each of our hometowns.



**GeorgiaRetire.com: 45,041 requests since August 2008**

# ADVERTISING

Triple Crown Hometowns joined the City of Valdosta, Lowndes County Commission, Valdosta-Lowndes County Tourism Authority, and the Valdosta-Lowndes County Industrial Authority on a full page advertisement in *Georgia Trend* magazine.

**GeorgiaTrend**  
The Magazine of Georgia Business & Politics Since 1985



# 2008-2009 Retiree Guide



**Retirement Living**  
*South Georgia Style*

*Triple Crown Hamletowns*  
RETIREMENT DEVELOPMENT PARTNERSHIP  
LOWNDES • BROOKS • LANIER  
"Jewels of South Georgia"

**One of the 11 Great Places  
to Retire in the South**  
by Retirement Lifestyles Magazine

**One of the Top 100 Places  
to Live in U.S.**  
by Relocate America

**One of Top Four University  
Retirement Communities in Georgia**  
by Georgia Trend

# Accolades

- One of Top Four Retirement-University towns in Georgia by *Georgia Trend*
- One of 11 Great Places to Retire in the South by *Retirement Lifestyles*
- One of Top 100 Places to Live in U.S. by *Relocate America*
- One of Top 10 Cities to operate a Business and Retire in the Southeast by *Southern Business & Development*



# Retiree Newcomer Receptions



  
*Triple Crown Homeowners*  
RETIREMENT DEVELOPMENT PARTNERSHIP  
LOWNDES • BROOKS • LANIER  
*"Jewels of South Georgia"*



VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

Leading Businesses.  
Leading Communities.™



- ✓ **Task Force to Study the Impacts of School System Organization on Economic Development in Our Community**

# Public Affairs Division Reports



**Tom Gooding  
(Vice Chairman)**

VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

Leading Businesses.  
Leading Communities.™





# 2008 LEGISLATIVE EYE-OPENER



**Military Affairs Committee  
Valdosta-Lowndes County Chamber of Commerce**



**MILITARY AFFAIRS  
COMMITTEE**

- **Quarterly Awards**
- **Red Carpet Committee**
- **Right Start Program**
- **Moody Base Tour**
- **Moody Sports Day**

VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

Leading Businesses.  
Leading Communities.™



## President Report:

# Myrna Ballard

VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

Leading Businesses.  
Leading Communities.™



# Chairman's Report:

# Walter Hobgood

VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

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**Next Meeting Date:**

**Annual Planning Retreat**

**Thursday, January 15, 2009**

**8:30 a.m. – 12:30 p.m.**

**@ Conference Center**

**Lunch will be provided**

VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

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Leading Businesses.  
Leading Communities.™



# Meeting Adjourned