

**December 16, 2010**  
**Board of Directors**  
**Meeting**  
**@**  
**Country Inn & Suites**



**Board of Directors Meeting  
Thursday, December 16, 2010  
9 a.m. – 10:30 a.m.  
@ Country Inn & Suites**

**Agenda**

- Call to order, establish a quorum, and review agenda
- Recognition of outgoing Board members
  - Tim Coombs (2005-2010)
  - Allan Dear (2005-2010)
  - Walter Hobgood (2005-2010)
  - Jerome Riley (2006-2010)
- Resignation of James McGahee

**ITEMS TO BE CONSIDERED**

- Consider minutes of the November 18, 2010 meeting
- Consider November 2010 Financial Statements
- Consider Chamber 2011 Budgets
- Election of Vice Chairman of Community Development
- Consider proposed By-Laws amendment
- Consider new Board structure and meeting time
- Appoint Board Meeting Format Task Force chairman
- Review 2010 Highlights
  - o Business Expansion Division – Tom Gooding, Vice Chairman
  - o Member Service Division – Jay Prince, Vice Chairman
  - o Economic Development Division – Tim Jones, Vice Chairman
  - o Public Affairs Division – James McGahee, Vice Chairman
  - o Workforce Development & Education – Greg Justice, Vice Chairman

**Chairman's Report** – Terri Lupo

**President's Report** – Myrna Ballard

**Meeting adjourn**

To access your PowerPoint on the Web Site click the following link (<http://www.valdostachamber.com/about/Boardmeeting.html>) or visit ([www.valdostachamber.com](http://www.valdostachamber.com)) click on the tab "Member Area". 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:

### **January 5**

Chamber 101: Getting the Most  
Out of Chamber Membership  
8 – 9:30 a.m.

### **January 6**

Government Affairs Council Meeting  
2 p.m.  
VSU Continuing Ed Center

### **January 25**

Annual Membership Meeting  
James H. Rainwater Conference Center  
6 – 8:30 p.m.



**A special Thank you to our  
outgoing Board Members.  
Thank you for your outstanding  
service!**



**Tim Coombs  
(2005-2010)**



**Allan Dear  
(2005-2010)**



**Walter Hobgood  
(2005-2010)**



**Jerome Riley  
(2006-2010)**



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

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

**Members Present:** Brian Antoine, Sally Bloom, Tom Carroll, Tim Coombs, Allan Dear, Tom Gooding, Jeff Hanson, Walter Hobgood, Carl Holley, Tim Jones, Greg Justice, Terri Lupo, Paul Nichols, Jay Prince, Greg Reid, Phyllis Royal and Myrna Ballard

**Also Present:** Baha Zeidan, Clinton Beeland, Mike Hill, Megan Smith, Erica Biddix, Paula Goff, Brian Geary, Alison Stokes and Karil Brockington

**Members Absent:** Sue Cox, David Durland, Stan Fillion, Jeff Fulp, Kristia Gaines, James McGahee, Jerome Riley, and Al Turner

Chairman Lupo called meeting to order and established a quorum.

**Brief report from Honorable Cornelius Holsendolph (Mayor of Remerton) –**  
No report.

**Consider Minutes of the October 21, 2010 Board Meeting:** T. Coombs made a motion to accept the minutes as presented. J. Hanson seconded the motion and it passed unanimously. (see pg. 3 of original Board Packet)

**Consider Minutes of the November 11, 2010 Special Called Board Meeting:** J. Prince made a motion to accept the minutes as presented. G. Justice seconded the motion and it passed unanimously. (see pg. 4 of original Board Packet)

**Consider October 2010 Financial Statement –** P. Nichols reported. T. Carroll made a motion to accept the financial statements as presented. C. Holley seconded the motion and it passed unanimously. (see pgs. 5 – 32 of original Board packet)

**Election of 2011 Officers –** T. Gooding, chairman of the Nominating Committee presented the following slate of 2011 Officers: Chairman (Tom Gooding); Vice Chairman Organizational Excellence (Tim Jones, Chairman-Elect 2012); Vice Chairman Economic Development (Jay Prince, Chairman-Elect-Elect 2013); Vice Chairman Member Services (Greg Reid), Vice Chairman Business Expansion (Sue Cox); Vice Chairman Public Affairs (Jeff Hanson); Vice Chairman Workforce Development & Education (Greg Justice); Vice Chairman Community Development (James McGahee); Treasurer, (Carl Holley).

Chairman Lupo asked for nominations from the floor. There being none, the motion was made from the Nominating Committee to elect the slate as presented. P. Royal seconded. The proposed slate of the 2011 Officers was elected as presented. (see pg. 33 of original Board packet)

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

**Appoint 2011 Committee Chairmen** – T. Lupo appointed 2011 Committee Chairmen as presented. (see pg. 34 of original Board packet)

**Review 2011 Budget** – P. Nichols presented the proposed 2011 General Fund, IMPACT 2012, W.E.S.T., and Triple Crown Hometowns budgets for review (to be voted on at next scheduled Board Meeting). (see pgs. 35-43 of original Board packet)

**Review proposed By-Laws amendment** – T. Lupo presented a proposed amendment to the By-Laws to add Vice Chairman Organizational Excellence and Vice Chairman Community Development (to be voted on at next scheduled Board Meeting). (see pg. 44 of original Board packet)

**Public Affairs Division Update** – B. Geary, P. Goff, J. Hanson and A. Stokes reported. Click the following link to view the Update: <http://www.valdostachamber.com/board-of-directors-meeting.htm>).

**Consider 2011 State Legislative Agenda** – P. Goff reported. S. Bloom made a motion to accept the 2011 State Legislative Agenda for Business as presented. G. Justice seconded. Motion carried. (see pgs. 45-46 of original Board packet)

**Consider Proposed Chamber Board Policy regarding the Government Affairs Council** – J. Hanson reported. G. Justice made a motion to accept Chamber Board Policy regarding the Government Affairs Council as presented. P. Royal seconded. Motion carried. (see pgs. 47-52 of original Board packet)

**Division Reports:** For the complete Board Packet content please visit the Chamber's Web Site [www.valdostachamber.com](http://www.valdostachamber.com) click "Members Area" tab and click Board of Directors Meeting and select the current meeting. To find a specific item click bookmark and scroll down to that item or click the following link (<http://www.valdostachamber.com/board-of-directors-meeting.htm>).

Chairman's Report – T. Lupo

President's Report – M. Ballard

There being no further business, the meeting was adjourned at 10:30 a.m.

Respectfully submitted,



Karil Brockington

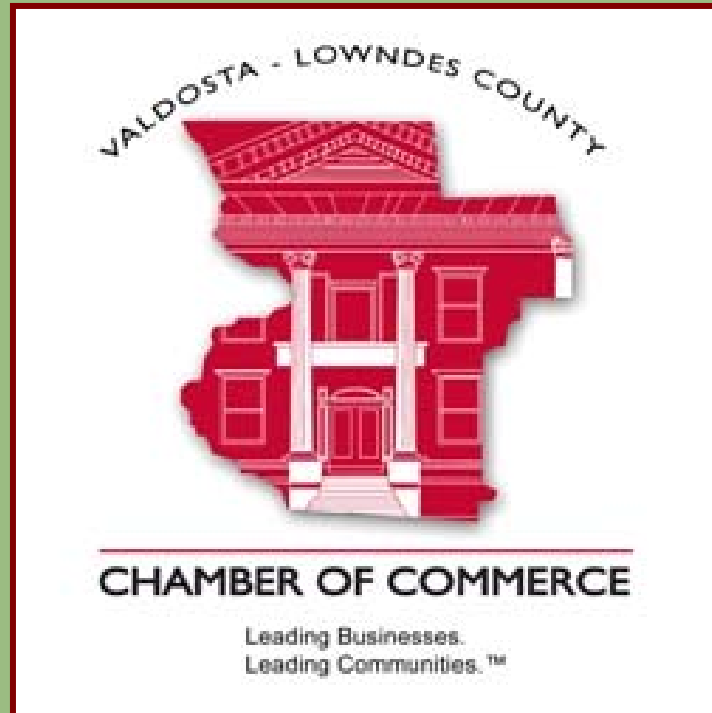
Senior Director of Administration

# **Financial Statements November 30, 2010**



**Paul Nichols  
(Treasurer)**

Please refer to your handout.....



# Operations & Administration

➤ **Consider proposed By-Laws amendment**

**ARTICLE V, Officers**

**Section I: Determination of Officers**

The Board of Directors (new and retiring) at its regular November meeting shall reorganize for the coming year. The Nominating Committee for Directors shall also nominate officers each year. At this meeting, the Board shall elect the Chairman of the Board, Vice Chairman – Business Expansion, Vice Chairman – Member Services, Vice Chairman – Economic Development, Vice Chairman – Public Affairs, Vice Chairman – Workforce Development & Education, Vice Chairman – Organizational Excellence, Vice Chairman – Community Development, and the Treasurer. Officers will be elected from members of the new Board. A Chairman-Elect and a Chairman-Elect-Elect will be elected from among the Vice Chairmen and Treasurer. All officers shall take office on the first day of the new fiscal year (January 1) and serve for a term of one (1) year or until their successors assume the duties of office. They shall be voting members of the Board of Directors.

➤ **Consider new Board structure and meeting time**

1. Board Meeting Day: 4<sup>th</sup> Tuesday of each month
2. Board Meeting Time:  
8 a.m. (Jan, Feb, Apr, May, July, Aug, Oct, Nov)  
12 p.m. (Mar, June, Sept, Dec)
3. Board Structure: Eliminate Executive Committee beginning 2011, and transition to a 15-member Board of Directors through attrition. Anticipate transition will be accomplished by the end of 2012.

12 elected Board members (3-year terms)  
Immediate Past Chairman  
Chairman's Choice  
President/CEO

➤ **Appoint Board Meeting Format Task Force Chairman**

# Review 2010 Highlights



**Valdosta-Lowndes County Chamber of Commerce  
Operations & Administration  
2010 Highlights**

**Finance Committee – Paul Nichols (Nexxstep Technology), Chairman**

- Monitored budget projections bi-monthly
- Developed proposal to transition to tiered dues structure after the IMPACT 2012
- Approved a plan to bill our members monthly on online billing Received proposals from the Chamber member auto insurance companies that would result in discounted rates for members
- Developed 2011 budgets Reviewed the Chamber's 2008 audit results

**Strategic Planning Task Force – Walter Hobgood (Express Employment Professionals), Chairman**

- Developed the Top Ten Goals for the Chamber
- Strategic Plan 2012 presented to former Chairmen of the Board for their input
- Adopted by the Chamber Board of Directors, resulting in the creation of two new Divisions in 2011

## **Barber Trust Advisory Board – Al Turner (Attorney) and Carla Penny (Classic Art & Frame), Chairmen**

- Conducted an annual meeting and building inspection to ensure compliance with Barber Trust requirements

## **IMPACT 2012 Oversight Committee – Curtis Fowler (Fowler, Holley, Rambo and Stalvey), Chairman**

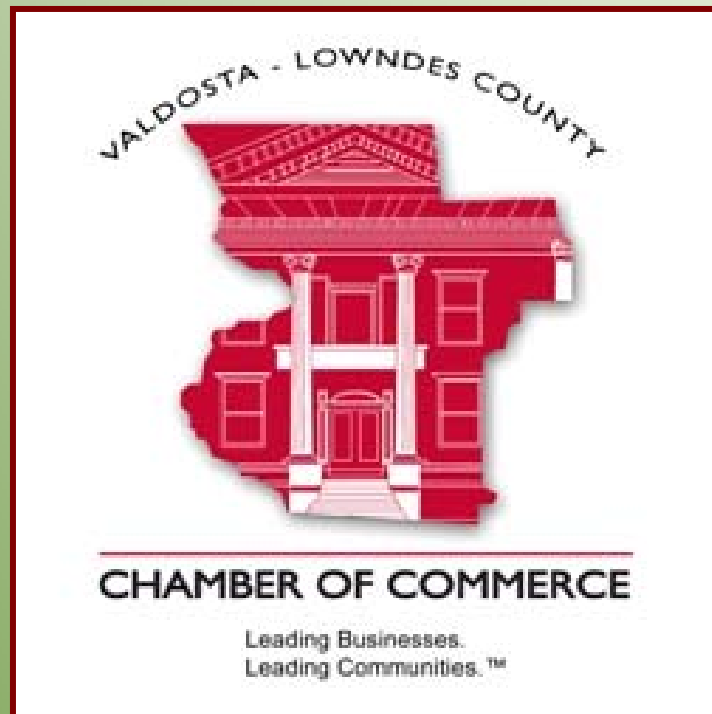
- Hosted Mid-Year and Annual Shareholders Meetings to keep IMPACT 2012 investors up-to-date
- Met semi-annually to monitor budget and business plan

## **Chamber Activity**

- **5,154** member referrals have been made (**5,083** last year)
- **Web Site Activity**
  - Averaged **50,859\*** hits/month (**125,494** last year)
  - Tracked search engine location monthly

- \* New tracking system (Google Analytics)

# Chamber Activity Report



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



## November 2010 Correspondence/Activity Report (2009 Figures in Parentheses)

### Mail Correspondence:

**Newcomers Packets**                    13 (13)

### Miscellaneous Information Requested:

Request for BBB:	<u>8 (20)</u>
Email Information Requested:	<u>4 (4)</u>
Request for Events:	<u>12 (20)</u>
Civic Club Lists:	<u>2 (10)</u>
Web site Referrals by Phone:	<u>17 (10)</u>
Manufacturers List:	<u>4 (5)</u>
Request for Directions:	<u>20 (20)</u>
Maps:	<u>83 (30)</u>
Request for Wild Adventures:	<u>0 (33)</u>
Membership Application:	<u>5 (21)</u>
Phone Books:	<u>56 (38)</u>
Membership List/Email:	<u>2 (1)</u>
 <b>Total Miscellaneous:</b>	 <b><u>213 (212)</u></b>



## Member Referrals November 2010

**Total Categories: 125**

### Top 10

Real Estate:	211
Caterers:	55
Hotels:	59
Attorneys:	42
Restaurants:	290
Building Contractors:	31
Physicians & Surgeons:	41
Government:	50
Employment Agencies:	28
Churches:	28
Top Employers:	107
Other:	420

**Total Member Referrals: 1,362 (5,900)**

**Year to Date: January – November**

**Member Referrals (2009 figures in parentheses)**

**Referrals: 6,847\* (32,433)**

\*Database conversion lost January data

# November 2010 Web Site Activity Report

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

Because of our new tracking system the numbers reflect different measuring methods. (Google Analytics)

June 2010	Visits	1,685	Page views	6,340
July 2010	Visits	2,052	Page views	7,054
Aug. 2010	Visits	2,499	Page views	8,006
Sept. 2010	Visits	2,274	Page views	7,417
Oct. 2010	Visits	2,001	Page views	6,403
Nov. 2010	Visits	2,070	Page views	6,177

## Web Site Activity Report continued

### Search Engine Position for Chamber Site as of November 15, 2010

	Valdosta	Valdosta Chamber	Valdosta-Lowndes
<b>Google</b>	Third page in 3rd place	First Page in 1 <sup>st</sup> place	First page in 3rd place
<b>bing</b>	Third page in 3rd place	First page in 1 <sup>st</sup> place	First page in 1st place
<b>YAHOO</b>	Third page in 4th place	First page in 1 <sup>st</sup> place	First page in 1st place

### Search Engine Position for Chamber Site as of December 10, 2010

	Valdosta	Valdosta Chamber	Valdosta-Lowndes
<b>Google</b>	Third page in 1st place	First Page in 1 <sup>st</sup> place	First page in 1st place
<b>bing</b>	Third page in 4 <sup>th</sup> place	First page in 1 <sup>st</sup> place	First page in 1 <sup>st</sup> place
<b>YAHOO</b>	Third page in 4 <sup>th</sup> place	First page in 1 <sup>st</sup> place	First page in 1 <sup>st</sup> place

## Web Site Button Advertisers

Arthur Herndon Company Real Estate, Inc.

Coombs Heating & Air Conditioning, Inc.

The Park Avenue Bank

South Georgia Medical Center

# Valdosta Chamber Online Statistics

2010

Month	TCS Web sites	Community Calendar	Event Registration	Member Coupons	New Members	Job Board	Info Requests	Store Purchases	Online Payments	
	<b>195</b>			<b>10</b>						
<b>January</b>	na	0	0	na	0	0	0	0	0	\$0.00
<b>February</b>	na	0	0	na	0	0	0	0	0	\$0.00
<b>March</b>	na	0	0	na	0	0	0	0	0	\$0.00
<b>April</b>	na	0	0	na	0	0	0	0	5	\$483.75
<b>May</b>	na	0	0	na	0	0	0	0	10	\$1,740.00
<b>June</b>	na	2	6	na	1	2	0	0	5	\$925.00
<b>July</b>	na	9	25	na	2	0	2	0	11	\$763.75
<b>August</b>	na	8	0	na	1	0	1	1	13	\$1,568.75
<b>September</b>	5	17	0	na	1	0	0	0	2	\$128.75
<b>October</b>	20	19	0	0	4	1	1	0	4	\$376.25
<b>November</b>	28	11	3	0	1	1	0	0	9	\$216.25
<b>December</b>										
<b>Totals</b>	<b>248</b>	<b>66</b>	<b>34</b>	<b>10</b>	<b>10</b>	<b>4</b>	<b>4</b>	<b>1</b>	<b>59</b>	<b>\$6,202.50</b>

\*TCS Web sites-Tracking started in September 2010. Prior to September 1, we had 195.

\*Member Coupons-Tracking started October 2010. Prior to October 1, we had 10.

# Business Expansion Division Reports



**Tom Gooding  
(Vice Chairman)**

VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

Leading Businesses.  
Leading Communities.™



***Business Expansion Division  
Tom Gooding (Elliot, Blackburn & Gooding), Vice  
Chairman  
2010 Highlights!***

**VALET – Sue Cox (Covington’s), Chairman**

- Hosted the annual Business Outlook Breakfast with Dr. Jeff Humphreys, Dr. Cynthia Tori and Dr. Cliff Lipscomb. More than 90 business leaders attended.
- Hosted quarterly VALET meetings bringing together all professionals and organizations in Lowndes County who provide services to businesses, industries and entrepreneurs.
- Assembled the Special Ombudsman Response Team (SORT) and partnered with local governments to identify and address issues in the business development process in Metro Valdosta
- Continued to promote the “No Wrong Door” philosophy by making business development resources available on the Chamber Web site, SEEDS Business Resource Center Web site, Opportunity Central Web site and other the Web sites of the public agencies represented on VALET
- Developed an evaluation method for evaluating the effectiveness of “No Wrong Door” resources

## **Targeted Business Expansion Committee – Dana Massingill (South Georgia Medical Center), Chairman**

- Measured the 2008 employment and wages trends of the Valdosta MSA to document job growth in the targeted business clusters. Hosted Christian Sottile (Sottile and Sottile Urban Design Firm) and Howard Morrison as part of the Speaker Series with an average attendance of 30 people
- Expanded the ET and IT Directories to include all Chamber members in these categories
- Coordinated quarterly IT Professionals Network meetings averaging 15 members per meeting
- Hosted an IT Forum with local telecom providers discussing future high-speed broadband access
- Hosted a meeting facilitated by Georgia Tech's Randy Green among local telecom providers, IT service providers and businesses with high-speed needs to promote dialogue about high-bandwidth services
- Developed a brand and Web site for the Chamber's Smart Community Initiative, Opportunity Central
- Developed Opportunity Central Talent Connection in partnership with VSU and Wiregrass Georgia Technical College to promote internship programs in Metro Valdosta

## MetroOne-Bill Simmons (ADM) and John Trombetta (VSU), Co-Chairs

### Marketing:

- Web site-2,348 visits; 62.82% new visits; 1,571 unique visitors
- MetroOne Social Networking sites updated weekly
- New marketing materials designed and distributed

### • Membership:

- **522** members in database (Dec. 09=437), with an average of 15 attendees at each event
- 154 MetroOne Bios (Dec. 09=103)
- New Member Task Force created to integrate new members

### • Networking & Community Engagement:

- 4th Annual MetroOne Young Professional's Day held with approximately **25** young professionals attending
- MetroOne Mondays and **3** CEOs Unplugged

### • Professional Development:

- Metro Valdosta Emerging Leaders- **66** nominations received, 35 applications returned; 4 Emerging Leaders named on September 9, 2010
- Two MetroOne Lunch-n-Learns-Mentoring and financial roadmaps were the topics

### • YP Advocacy:

- Committee members attend the City and County meetings at least once a month

- Presented at the Sunrise Rotary Club on Sept. 20, 2010<sup>23</sup>

# Educating our leaders..... EDUCATING

## Hello Opportunity!



OPPORTUNITY  
CENTRAL  
SPEAKER SERIES



The Chamber hosted esteemed Atlanta banker and famed Savannah business leader Howard Morrison as part of the Opportunity Central Speaker Series. Morrison praised the efforts Metro Valdosta has taken to create a knowledge-based economy and declared that leadership is the key to strong communities.

# LEARNING

....learning from other communities

# MetroOne November Events



**CEO: MUNICIPAL COURT  
JUDGE VERNITA BENDER**



**DATE: MONDAY, NOV 1**



# Member Services Division Reports



**Jay Prince  
(Vice Chairman)**



**Membership Development Division**  
**Jay Prince, (Prince Automotive), Vice Chairman**  
**2010 Highlights!**

**Membership Development & Retention**

- Chamber membership retention rate for 2010 is **87%**. Retention rate for 2009 was 84%. (Goal for 2010 was 86%; industry average is 80%)
- **193** write-offs for 2010. (**89** were out of business in 2010; **46%**) Write offs in 2009 were 246 (109 were out of business 2009; 43%)
- New members for 2010 are **172**. (Goal for 2010 is 258.) In 2009 we had 247 new members.
- **154** Members attended Chamber 101 in 2010 compared to 101 last year
- First year retention rate is **82%** compared to 90% last year
- Second year retention rate is **50%** compared to last year's 83%
- Total Chamber membership is **1,502**

- **56** members participated in the MemberCare Alliance Insurance Discount program covering an estimated **712** (55 members and 648 employees in 2009)
- **250** members have Traffic Catcher Web Sites completed; this program was initiated in July 2010

### **Ambassadors Committee – Lyndi Soles (Lamar Advertising), Chairman**

- 39 served as Ambassadors (37 in 2009)
- Coordinated **84** Ribbon Cuttings and two Ground Breakings (8 and five, respectively in 2009)
- Acted as Chamber hosts at 12 Business After Hours and two Early Bird Breakfasts.
- Coordinated “Operation Thank You”.
- Continued a member retention program, “Member Crashers”; visited **107** businesses and **41** renewing their memberships (60 businesses with 17 renewing in 2009)
- Ambassadors represented the Chamber at many Chamber events totaling more than **1,358** hours of volunteer service (700 hours of volunteer service in 2009)
- Michael Anderson (Express Employment Professionals) was this year’s “Ambassador of the Year”

## Marketing & Public Relations – Phyllis Royal (Full Circle Marketing and Advertising), Chairman

- **22** television stories (20 in 2009).
- 3 Chamber Commercials:
  - THINK B.I.G.
  - Guardian Bank Business Plan Competition
  - Membership Recruitment
- **84** Radio presentations (61 in 2009)
- **54** Print articles (52 in 2009)
- **28** Presentations (35 in 2009)
- The industry standard open rate for a non-profit organization is 24.1 percent. Our annual averages are:
  - *Chamber In Motion*: **26.5%** (27.5% in 2009)
  - *Events Update*: **26.7%** (27.2% in 2009)
  - E-blasts for special invitation to events:  
**27.3%** (30.6% in 2009)
- Three issues of *Progress* magazine with a distribution of 5,000
- 2009 Annual Report to inform members of the highlights and accomplishments for the previous year
- 2010 Business Plan to inform members of the goal and plan the Chamber will be working toward in the coming year

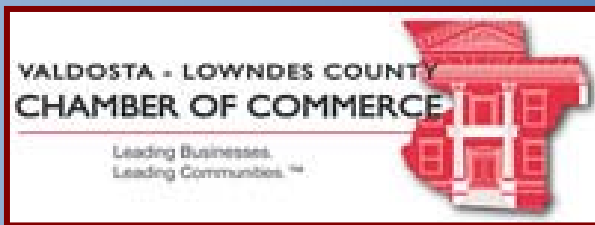
## Dues Collection Report Monthly

**2009 & 2010**

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>Variance</u>
<b>Dec.</b>	37,430.63	36,261.41		
<b>Nov.</b>	21,856.85	27,823.82	27,720.66	(103.16)
<b>Oct.</b>	25,698.51	27,591.92	26,872.32	(719.60)
<b>Sep.</b>	29,955.86	25,916.58	36,308.15	10,391.57
<b>Aug.</b>	29,645.75	28,135.34	18,321.41	(9,813.93)
<b>July</b>	38,982.60	41,713.49	22,414.66	(19,298.83)
<b>June</b>	27,454.84	24,681.68	33,173.92	8,492.24
<b>May</b>	30,457.34	26,871.88	24,240.25	(2,631.63)
<b>Apr.</b>	31,264.43	31,001.57	31,003.80	2.23
<b>Mar.</b>	14,879.68	29,445.03	35,878.36	6,433.33
<b>Feb.</b>	22,314.50	34,192.00	23,327.84	(10,864.16)
<b>Jan.</b>	49,968.02	36,062.83	34,715.33	(1,347.50)

## Dues Collection Report, Continued

	<b>2009 &amp; 2010</b>			
	<u><b>2008</b></u>	<u><b>2009</b></u>	<u><b>2010</b></u>	<u><b>Variance</b></u>
<b>Dec.</b>	360,009.01	369,697.19		
<b>Nov.</b>	322,478.38	333,435.78	313,976.70	(19,459.08)
<b>Oct.</b>	300,621.53	305,611.96	286,256.04	(19,355.92)
<b>Sep.</b>	274,923.02	278,020.04	259,383.72	(18,636.32)
<b>Aug.</b>	244,967.16	252,103.82	223,075.57	(29,028.25)
<b>July</b>	215,321.41	223,968.48	204,754.16	(19,214.32)
<b>June</b>	176,338.81	182,254.99	182,339.50	84.51
<b>May</b>	148,883.97	157,573.31	149,165.58	(8,407.73)
<b>Apr.</b>	118,426.63	130,701.43	124,925.33	(5,776.10)
<b>Mar.</b>	87,162.20	99,699.86	93,921.53	(5,778.33)
<b>Feb.</b>	72,282.52	70,254.83	58,043.17	(12,211.66)
<b>Jan.</b>	49,968.02	36,062.83	34,715.33	(1,347.50)



## **Membership Summary Report As of November 30, 2010**

**DUES COLLECTED YEAR TO DATE: \$313,976.70**  
**2010 goal for Dues Collection: \$360,000.00**

**NEW MEMBERS YEAR TO DATE: 172**  
**2010 Goal: 258**

**TOTAL MEMBERSHIP: 1,515**  
**2010 Goal: 1,540**

**NET MEMBERSHIP GAIN IN November: 0**  
**NET MEMBERSHIP GAIN IN 2010: (21)**  
**2009 Goal: 4**

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

**MemberCare Alliance participation for 2010:**  
**57 members - 677 employees covered**



# New Members

	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
<b>Jan</b>	16	16	22	9	12
<b>Feb</b>	18	14	16	16	10
<b>Mar</b>	20	20	13	13	24
<b>April</b>	20	16	22	33	16
<b>May</b>	41	26	23	16	11
<b>June</b>	12	29	25	16	18
<b>July</b>	10	13	15	21	12
<b>Aug</b>	16	17	22	24	14
<b>Sept</b>	54	41	19	38	10
<b>Oct</b>	13	48	16	26	30
<b>Nov</b>	11	14	12	17	15
<b>Total</b>	231	254	205	229	172
<b>Dec</b>	12	9	11	18	
<b>Total</b>	<b>243</b>	<b>263</b>	<b>216</b>	<b>247</b>	172



## New Members November 2010

### **B & W Home Repair, LLC**

Daniel Worsley  
4021 Foxridge Lane  
Valdosta, GA 31605  
229-269-6556  
Building Contractors

### **Buescher & Ruff**

Mark Buescher  
1625 James P. Rogers Drive  
Valdosta, GA 31601  
229-247-0420  
Accountants

### **Clean Freaks**

Waletha Nelson  
3 Wilmington Court  
Valdosta, GA 31602  
386-209-3215  
Cleaning-Interior

### **Fourstar Freightliner, Inc.**

Sherrie Moore  
1527 Madison Hwy  
Valdosta, GA 31601  
334-387-3180  
Truck Sales/Parts/Service

### **Hahira Insurance Agency**

Doug Williams  
514 S Church Street  
Hahira, GA 31632  
229-794-1161  
Insurance

### **Pole-Lite Fitness, LLC**

Tanya Weltziem  
1515 N Ashley Street  
Valdosta, GA 31602  
229-241-8184  
Health Clubs

### **Rodan & Fields**

Dermatologists-Julianne Jabon  
Independent Consultant  
Valdosta, GA 31602  
229-630-0372  
Skin Care

### **Rodan & Fields**

Dermatologists-Natalia Huffman  
409 Bryson Circle  
Hahira, GA 31632  
229-251-9984  
Skin Care

### **Rodan and Fields**

Dermatologists-Chrysal Odom  
229-269-7930  
Skin Care

### **South Georgia Military**

Officers Association of America  
John Sinnott  
P O Box 5941  
Valdosta, GA 31602  
229-244-5400  
Organizations



## **New Members November 2010**

### **Stage 51 Coffee and Wine House**

Dianne Fate  
1575 Baytree Road  
Valdosta, GA 31602  
229-241-9766  
Restaurants

### **Valdosta Music and Publishing**

Bill Brown, Jr.  
704 Habersham Rd.  
Valdosta, GA 31602  
229-249-0628

### **Superior Shine Mobile Detail**

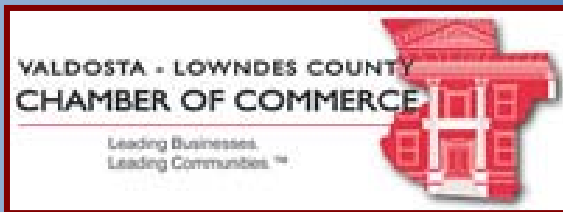
Chad Wyatt  
1601 Spring Meadow Drive  
Remerton, GA 31602  
229-834-5322  
Automobile Detailing & Clean Up Service

### **Yes, it's Cake!**

Taresa Hancock  
19 Rountree McCranie Road  
Adel, GA 31620  
229-896-5577  
Bakers

### **UR Mess We Clean Services, ETC**

Stephanie Wetherington  
601 Justin Drive  
Valdosta, GA 31602  
229-412-1231  
Cleaning-Interior



## Dues Account Status Report November 2010

<u>Billing Period</u>	<u>Accounts Receivable</u>	<u>Collections</u>	<u>Collection Rate</u>
Current	\$26,683.80	\$5,194.16	16%
Previously Collected for current month	<u>                    </u>	3,983.75	15%
<b>Total Current</b>	<b>26,683.80</b>	<b>9,177.91</b>	<b>34%</b>
1-30 Days	14,667.06	2,526.25	17%
31-60 Days	12,930.73	1,297.50	10%
61-90 Days	5,947.48	552.50	9%
91-120 Days	7,343.73	340.00	5%
120+ Days	<u>43,884.61</u>	<u>2,473.34</u>	6%
<b>Subtotal</b>	<b>111,457.41</b>	<b>16,367.50</b>	<b>15%</b>
New Members	1,971.25	1,971.25	
<b>Total</b>	<b><u>113,428.66</u></b>	<b><u>18,338.75</u></b>	<b>16%</b>



## Dues Account Status, continued

<b>Previously collected for current months:</b>	
August	.00
September	2,718.25
October	1,265.50
<b>Total</b>	<b><u>3,983.75</u></b>
<b>Pre-Paid Dues for future months:</b>	
December	7,034.75
January	6,346.08
February	.00
Deferred Revenue	<b><u>13,380.83</u></b>
<b>Other Information:</b>	
Direct Debit Accounts to Date	<b>49</b>
Amnesty Program Participants	<b>7</b>
	<b>37</b>

VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

Leading Businesses.  
Leading Communities.™



## Write-Offs November 2010 Summary

Summary	Month #	Month \$	YTD #	YTD \$
Budget Restrictions	1	255.00	23	4,357.90
Business Sold	1	50.00	9	1,730.47
Consolidated Business				
No Benefit Seen			2	337.50
Member Deceased			2	127.50
Member Moved			4	592.75
Member Retiring			1	90.00
Non-Payment of Dues	1	345.00	16	4,305.00
Out of Business	9	2,420.00	89	16,619.00
Other				
Requested Cancellation-No Reason	3	657.50	47	11,671.00
Unhappy/Angry				
<b>TOTAL</b>	<b>15</b>	<b>3,927.50</b>	<b>193</b>	<b>39,832.02</b>
<b>Write-Offs 2009</b>	<b>15</b>	<b>3,540.00</b>	<b>246</b>	<b>52,557.57</b>
<b>Difference 2010 vs. 2009</b>	<b>0</b>	<b>387.50</b>	<b>-53</b>	<b>-12,725.55</b>



## Chamber 101:

How to get the most out of your  
Chamber membership

### 2010 Attendance Sheet

Month	1 <sup>st</sup> Invitation	2 <sup>nd</sup> Invitation	Attended
Jan. 6	12	75	11
Feb. 3	8	40	10
Mar. 3	11	27	9
Apr. 7	20	25	12
May 5	11	28	14
June 2	13	29	5
July 7	19	26	5
Aug. 4	13	35	7
Sept. 1	12	35	5
Oct. 6	9	31	11
Nov. 3	18	33	12
Dec. 1	8	46	9
<b>TOTAL</b>	<b>154</b>	<b>431</b>	<b>110</b>

December 1, 2010 invitation list for CHAMBER 101  
consists of members that joined from

Aug. 20, 2010 – Oct. 22, 2010 (2<sup>nd</sup> time invites) &

Oct. 21 2010 – Nov. 18, 2010 (1<sup>st</sup> time invites)

39

Goal for 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, Jan. 5, 2011**

8 - 9 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 January – December 2010:**

Terri Lupo (11)	Sue Cox (5)	Walter Hobgood (3)
Jay Prince (8)	Allan Dear (4)	Brian Antoine (2)
David Durland (1)	Stan Fillion (1)	Tim Jones (3)
Phyllis Royal (2)	Greg Justice (3)	Paul Nichols (3)
Greg Reid (2)	Tom Gooding (5)	Myrna Ballard (10)
Tom Carroll (2)	Kristia Gaines (2)	Tim Coombs (1)
James McGahee (2)	Jeff Hanson (1)	Jeff Fulp (1)

## November 2010

### Open Rates of Current Chamber e-publications

#### **Chamber In Motion** weekly

e-newsletter

Sent every Monday

**Open Rate: 23.6%\*** (September 27.1%)

#### **Events Update** sent Tuesday

**Open rate: 24.7%\*** (September 24.5%)

#### **E-blasts**

Special sends

**Open Rate: 24.9%\*** (September 24.7%)

*\* Percentages represent data accumulated between 11/1-10/30/10*

### 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 NOVEMBER 2010

## YEAR TO DATE

TV: 22 (20 total 2009)

Radio : 84 (61 total 2009)

Print : 54 (52 total 2009)

Presentations: 28 (35 total 2009)

## BUSINESS EXPANSION

Radio-Opportunity Central Speaker Series (Talk 92.1)  
Presentation-RD Opportunity Central (Wiregrass)

Print-Opportunity Central Speaker Series  
(VDT)

## PUBLIC AFFAIRS DIVISION

## MEMBER SERVICES DIVISION

Radio-Ribbon Cutting: (WAAC)  
Radio-Ribbon Cutting: (WAAC)  
Radio-Ribbon Cutting: (WAAC)

Radio-Ribbon Cutting (WAAC)  
TV-THINK B.I.G. Commercial

## WORKFORCE DEVELOPMENT AND EDUCATION DIVISION

Radio-WCR Winners (Talk 92.1)

## ECONOMIC DEVELOPMENT DIVISION

Presentation-CR (PAB Student Advisory Board)

## MISCELLANEOUS

Presentation-MB (Colquitt EMC)

# November Ribbon Cuttings



**Blue Paradise Travel Connection**



**Clean Freaks**



**Georgia Auto Exchange**

# November Ribbon Cuttings



**Into the Past**



**Jan's Hallmark**



**Pop Bellies Southern Cooking**

# November Ribbon Cuttings



**Stifel Nicolaus**



**Sugar Momma's Bakery**



**Superior Shine Mobile Detail**

# November Ribbon Cuttings



**Therapy Center Valdosta**



**Triangle Furniture, Sofa & Mattress**



**Whisk Organic Food Market**

# Ambassadors Report

November 2010

## NOVEMBER STATISTICS

Ribbon Cuttings for November: 12  
Groundbreakings for November: 0  
Business After Hours for November: 1  
Early Bird Breakfast for November: 1  
Accumulated Points for November: 1,510

## 2010 STATISTICS

2010 Ribbon Cuttings: 78 (Goal: 85)  
2010 Groundbreakings: 1 (Goal: 5)  
2010 Business After Hours: 11 (Goal: 12)  
2010 Member Breakfasts: 2 (Goal: 2)  
Total Accumulated Points for 2010: 19,040

## UPCOMING EVENTS

January 5, 2011

Chamber 101

Getting the Most out of Chamber Membership

January 25, 2011

Annual Membership Meeting

James H. Rainwater Conference Center

6-8:30 p.m.

# Member Crashers Report November 2010



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

**Jessie's Eats and Treats**  
111 West Central Avenue  
229-247-4670  
Mikki Hudson

**Henderson Appraisal Service**  
304 Janet St. Suite E  
229-253-1175  
Kip Henderson

**ASA Engineering and Surveying**  
105 W. Central Ave.  
229-244-0596  
Albert Slone

**Mark Retterbush, DMD**  
2311 N. Patterson St.  
229-244-1633  
De. Mark Retterbush

**Kaleidoscope, A Gallery**  
123 N. Ashley St.  
229-245-1289  
Jolie Hyatt

**Mark Roland, DMD**  
101 D W. Northside Drive  
229-244-0944  
Karin Roland

**Bearings and Drives**  
206 S. Toombs St.  
229-242-0214  
Fred Redish

# Economic Development Division Reports



**Tim Jones  
(Vice Chairman)**

VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

Leading Businesses.  
Leading Communities.™



**Economic Development Division**  
**Tim Jones (Citizens Community Bank), Vice Chairman**  
**2010 Highlights!**

**SEEDS Business Resource Center**

- **418** clients served within the region, including Berrien, Brooks, Cook, Echols, Lanier, Lowndes and Turner Counties (Goal 600)
- **35** businesses established within the region using SEEDS Center assistance (Goal 25)
- **116** Starting a Business Guides distributed (2009=143)
- **107** Demographic reports generated (2009=79)
- **226** Targeted direct mailing lists created (2009=196)
- **67** Industry reports generated (new in 2010)
- Developed Business University and hosted **5** workshops with **261** participants
- Co-hosted **5** seminars/workshops with various organizations including VSU SBDC and Cade & Associates Advertising

**Professional Consultants Program**

- **34** Hours of consultation provided (Goal=75)
- Added **2** new Professional Consultants (2010 goal=12)

**Guardian Bank Business Plan Competition**

- Recruited **10** contestants
- INNOVATE Engineering announced on Dec. 2

## **Inventors & Innovators Network**

- Identified all patent attorneys and trademark attorneys and all manufacturers with potential for prototyping in the South Georgia region
- Developed an online resource guide for inventors
- Working with the Inventors Association of Georgia to start a chapter here in our region

## **BIG Thinker Award**

- Announced Arthur Herndon, Jr. as the 2010 BIG Thinker
- Hosted a BIG Thinker panel-Secrets to Success

## **Valdosta Networking Professionals**

- 30 active members with 15 leads per month
- Developed a Web page linkable from SEEDS
- Created tracking/lead exchange cards

## **Chamber Choice Awards**

- Announced Prepaid Superstore as the Minority-Owned Business of the Year and Talk 92.1 as the Small Business of the Year

## **South Georgia Partnership for Regional Development**

- Hosted the 2010 South Georgia Partnership for Regional Development Dinner at Horse Creek Winery with GDOT Commissioner Vance Smith as the speaker

## Triple Crown Hometowns Program

- Relocated 38 (46 in 2009) new retiree households to Lowndes, Brooks, and Lanier Counties for a total of **335** new retiree households (278 in 2009)
- Web site, [www.georgiaretire.com](http://www.georgiaretire.com) had over 84,834 hits (74,800 in 2009)
- Developed nearly 3,789 retiree prospect leads from 47 states and 3 countries
- National Advertising on the Golf Channel during the South Georgia Classic
- Named Top 100 towns in U.S.A. to live by Relocate-America.com
- Celebrated 300th Retiree Household at TCH reception and had record high attendance
- Developed and published new Retiree Guide magazine, *Retirement Living South Georgia Style*
- Record investment of \$84,000
- Recruited \$15,000 investor, Fellowship Home at Brookside, only second time in program history
- Two TCH promotional billboards on I-75



**Monthly Activity Report**  
**Period: November 2010**

	<u>2010</u>	<u>2009</u>	<u>Cum</u>
Advertising leads:	0	0	342
Web site hits:	7,683	9,032	1,897,517
Web page requests:	2,419	1,526	59,947
Web site leads:	7	10	1,511
Brochure leads:	0	0	20
Other TCH leads:	2	1	246
Quitman Chamber leads:	0	0	27
Valdosta Chamber leads:	0	1	211
Lakeland Chamber leads:	0	0	1
Other source leads:	0	0	1,490
Total leads active	9	12	3,802
			53



## RELOCATIONS

- **Relocations (Households): 335**

Lowndes: 298      Brooks: 24      Lanier: 13

- **November Relocations: 4**

- **2010 Relocations: 38**

- **States inquiring: 47**

- **Relocations from: FL: 164, GA: 56, NY: 18, AL: 4, CA: 9, CO: 4, IL: 9, MI: 14, VA: 4, IN: 1, MD: 3, ME: 1, OR: 1, AZ: 2, UT: 1, NM: 4, MA: 1, TN: 4, NJ: 4, MN: 2, LA: 3, MS: 9, NJ: 1, NC: 2, NH: 1, TX: 3, UN: 10**

- **Newcomers sources:**

- TCH-Web site/Call in/Brochure: 229
- B-Q Chamber: 6
- V-L Chamber: 36
- L-L Chamber 0
- Advertising: 10
- Other: 54



## **ECONOMIC IMPACT**

- **Annual Income: \$14,070,000**
- **Annual Spending: \$12,060,000**
- **Liquid Assets: \$1,407,000,000**
- **Indirect Jobs Created: 670**

(average according to industry standards)

# SEEDS Business Resource Center

## November 2010 Report

### CLIENTS

#### Clients Assisted

November: 45

Goal: 50

2010 : 418

Goal: 600

#### Client Stage

Start-up: 20

Existing/Expanding or Chamber members: 14

Developers: 2

Info: 6

Returning: 9

### RESOURCES

ABC's: 16

Sales Leads: 29

Demographics: 11

Traffic Counts: 7

Loan Info: 2

Industry Reports: 6

Total: 71

### WEB SITE ANALYTICS

Visits: 39

Unique visitors: 27

New visits: 61.54%

Direct traffic: 48.72%

Referring sites: 30.77%

Search engines: 20.51%



# Public Affairs Division Reports



**James McGahee  
(Vice Chairman)**



***Public Affairs Division  
James McGahee  
(South Georgia Medical Center), Vice Chairman  
2010 Highlights!***

**Military Affairs Committee – Brian Geary (Ace Electric), Chairman**

- Hosted four Red Carpet Parties to welcome Moody's leadership to our community
- Participated in 22 Right Start Programs for all newcomers to MAFB

**Government Affairs Council – Paula Goff (SMITH Northview Hospital), Chairman**

- Coordinated Census 2010 Complete Count Committee with Lowndes County mail back rate of 71%, exceeding the 2000 mail back rate by 10% and the states mail back rate of 70% by 1%
- Coordinated the Gateways Committee, and formed Technical, Public/Private Partnership, Adopt-a-Highway, P.R. & Events Maintenance & Code Enforcement Task Forces
- Hosted State Legislative Briefing in Atlanta with Local Delegation, GA Retail Assoc. and the GA Chamber

- Championed the following State business development initiatives in the 2010 Legislative Session:
  - Transportation Funding
  - Trauma Care Funding
  - Seat Belt Law for Pick-up Trucks
  - Water Stewardship Act of 2010
  - Legislation codifying Georgia Work Ready
- Developed first-ever Legislative Principle Statement and Federal Legislative Policy Priorities
- Coordinated the 2010 Federal Legislative Overview Lunch with U.S. Senator Saxby Chambliss
- Coordinated the annual Washington, DC trip
  - Coordinated “Meet the Candidates” reception with Federal, State and Local Candidates attending
  - Coordinated State Legislative Luncheon with record attendance
- Developed new GAC Guidelines and Procedures for 2011
- Held two meetings with U.S. Representative Jack Kingston, one with U.S. Senator Saxby Chambliss, and two with Local Delegation

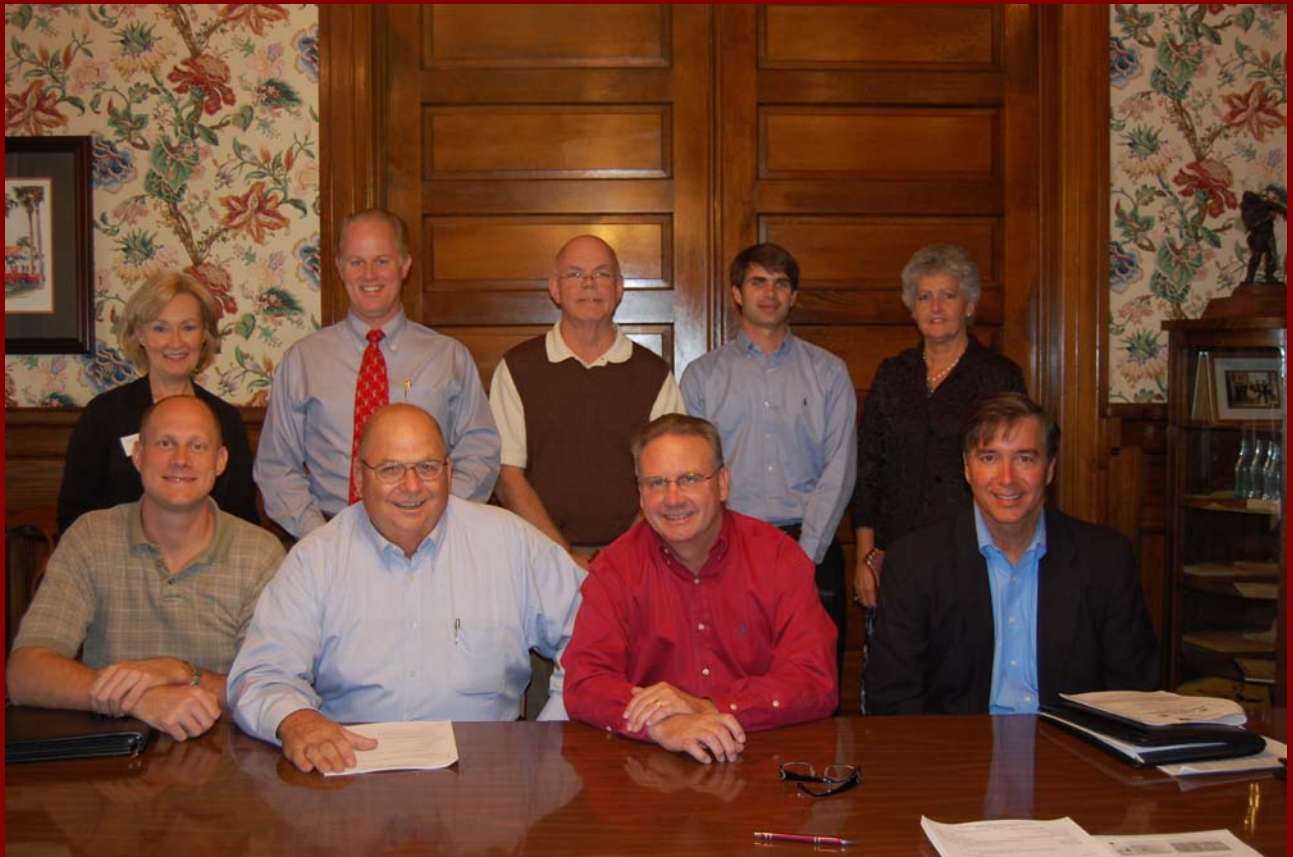
# Chamber's Meet the Candidates Reception



# Ga Chamber Listening Session



# State Legislative Committee Meets with Local Delegation



Briefing on Upcoming  
2011 Session

# Workforce Development & Education Division Reports



**Greg Justice  
(Vice Chairman)**



## ***Workforce Development & Education Division Greg Justice (Regal Marine), Vice Chairman 2010 Highlights***

### **MANUFACTURERS COUNCIL**

#### **Brandon Raddatz (ADM), Chairman**

- Completed Business Retention and Expansion Process (BREP) Survey and conducted **11** on-site visits.
- **DuPont Crop** named the 2010 Manufacturer of the Year at Chamber Choice Awards

### **WORKFORCE EDUCATION SUPPORT TEAM**

#### **Iris Brown (Regions Bank), Chairman**

- Trained **17** new CHOICES volunteers; presented the workshop to **431** middle grade students (1,202 students in 2009). Since 2001, CHOICES has been presented in 301 classrooms to more than 7,222 students.
- Coordinated and hosted the STAR Banquet for Region 10 STAR Students and Teachers with an all-time attendance record of 122.
- Hosted the EAGLE Award celebration in December to honor the 2010 recipient a component of the CLCP initiative.

## **WORLD CLASS RECOGNITION PROGRAM**

### **Sherry Zipperer (First State Bank & Trust Company), Chairman**

- Received **21** total World Class Employee Nominations (29 in 2009).
- Since 2004, **176** World Class Employees have been recognized and more than **\$24,000** in cash prizes awarded to winners.

## **WORKFORCE DEVELOPMENT PROGRAMS**

### **Greg Justice (Regal Marine), Chairman**

- **274** parents have experienced 'Helping Your Child Succeed' seminar in their workplace. Since 2008, 918 parents in 18 businesses have viewed the presentation.
- **73** participants attended the Boot Camp for Supervisors program (101 attended in 2009). Since 2008, 278 Supervisors have received leadership training through the Boot Camp for Supervisors program.
- Introduced the **5-Star Employer Program** by recognizing the 'Founding Members'.

# DRUGS DON'T WORK IN SOUTH GA

## DRUGS DON'T WORK Summary November 2010

Total # of DDW Partners as of 12/31/09:	264
Total # of DDW Partners as of 11/30/10:	261
2010 New Members:	10
2010 Losses:	13
YTD Net Gain:	-3

*Goal for 2010: 271*

<u>YTD</u>	<u>Nov</u>	<u>Total</u>	<u>Goal</u>	<u>Fav/(Unfav)</u>
\$32,735	\$2,000	\$34,735	\$38,000	(3,265)

# Boot Camp for Supervisors 2010 Report

	Goal Attendance	Actual Attendance
March 18, 2010	25	20
May 6, 2010	25	28
August 5, 2010	25	25
<b>Total</b>	<b>100</b>	<b>73</b>





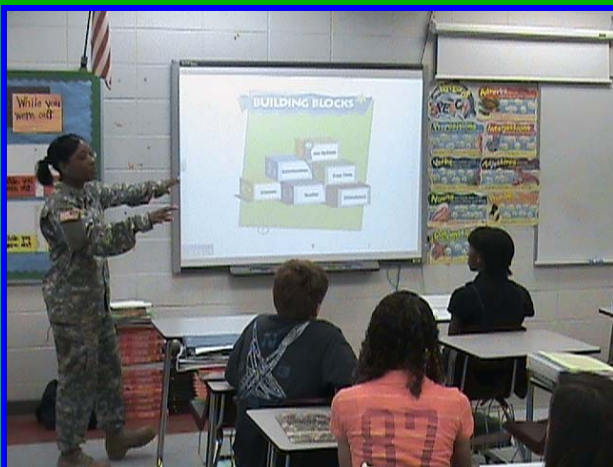


# Impacting our future workforce, one student at a time.



School	Dates	Students
Lowndes Middle	April 26, 27	286
VLPR	June 22, 23	15
Pinevale Learning Center	August 26, 27	130

**431** Students Reached



VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

Leading Businesses.  
Leading Communities.™



# Chairman's Report: Terri Lupo

VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

Leading Businesses.  
Leading Communities.™



# President's Report: Myrna Ballard



## **Next Meeting Date:**

**Tuesday, **January 25**, 2010**

**???? a.m.**

**@ Country Inn & Suites**



# Meeting Adjourned