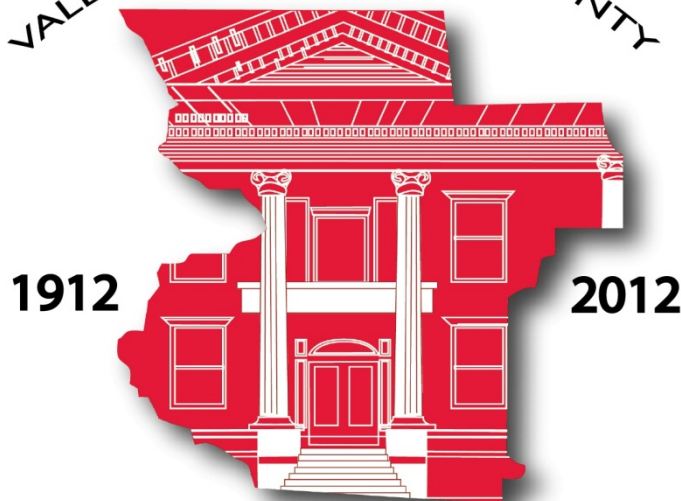


Board of Directors Meeting

2012

Celebrating 100 Years!

VALDOSTA - LOWNDES COUNTY



CHAMBER OF COMMERCE

Leading Businesses.
Leading Communities.™

**Annual Planning Retreat
January 24, 2012
@ Country Inn & Suites
8 a.m. – 12 noon**



Board of Directors Meeting
Tuesday, January 24, 2012
8 – 11:30 am
@ Country Inn & Suites

Agenda

- **Welcome and Introductions** – *Tim Jones, Chairman of the Board*
- **Purpose of Retreat** – *Tim Jones*
- **Consider Executive Session Board minutes January 17, 2012 meeting**
- **Finance Committee** – *Carl Holley, Treasurer*
 - Consider 2012 Budgets
- **Overview of Board Handbook** – *Myrna Ballard, President*

REVIEW 2012 BUSINESS PLANS

- **BUSINESS DEVELOPMENT DIVISION** – *Greg Reid, Vice Chairman*
 - Opportunity Central – *Ken Ricket, Book Club Facilitator*
 - Incubator Readiness Assessment Task Force – *Tim Jones, Chairman*
 - IT Professionals Network – *Lynn Bowen, Chairman*
 - Renewable & Sustainable Energy Network – *Dennis Marks, Chairman*
 - MetroOne – *Monica Boyd and Sirocus Barnes, Co-Chairman*
- **MEMBER SERVICES DIVISION** – *Baha Zeidan, Vice Chairman*
 - Ambassadors Committee – *Michael Anderson, Chairman*
 - Consider New Membership Tiered Dues Structure
 - Consider optional contribution to W.E.S.T.
- **ECONOMIC DEVELOPMENT DIVISION** – *Tom Carroll, Vice Chairman*
 - Triple Crown Hometowns Program
 - SEEDS Business Resource Center
 - SORT (Special Ombudsman Response Team) – *Bill Slaughter, Chairman*
- **PUBLIC AFFAIRS DIVISION** – *Megan Smith, Vice Chairman*
 - Government Affairs Council – *Ron Borders, Chairman*
 - Military Affairs Committee – *Ron Wilson, Chairman*
- **WORKFORCE DEVELOPMENT & EDUCATION DIVISION** – *Clinton Beeland, Vice Chairman*
 - Manufacturers Council – *Brandon Raddatz, Chairman*
 - World Class Employee Recognition Program – *Sherry Zipperer, Co-Chairman*

Agenda continues

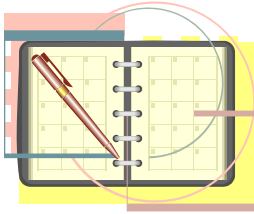
- **ORGANIZATIONAL EXCELLENCE DIVISION** – *Jay Prince, Vice Chairman & Chairman-Elect 2013*
 - Strategic Plan Task Force
 - Reaccreditation Review Task Force – *Dr. Brian Gerber, Chairman*
 - Executive Review Task Force – *Tom Gooding, Chairman*
- **COMMUNITY DEVELOPMENT DIVISION** – *Sue Cox, Vice Chairman*

➤ **Consider 2012 Business Plan – Tim Jones, Chairman of the Board**

To access your PowerPoint on the Web Site click the following link <http://www.valdostachamber.com/about/Boardmeeting.html> or visit www.valdostachamber.com click on the tab “Members 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!

Chamber 2012 Calendar of Events



Board Meeting Day: 4th Tuesday of each month
(except for the month of Dec.)

Board Meeting Dates & Time:
8 - 11 am (Jan. 24)

8 – 9:30 am (Feb. 28, Apr. 24, May 22, July 24, Aug. 28, Oct. 23, Nov. 27)

@ Country Inn & Suites

12 - 1:30 pm (Mar. 27, June 26, Sept. 25, Dec. 18)

@ Colquitt EMC

Chamber 101 Getting the most out of Chamber Membership

(First Wednesday of Even Months) 8 – 9:30 am

Feb. 1 April 4 June 6

Aug. 1 Oct. 3 Dec. 5

(First Wednesday of Odd Months) 4 – 5 pm

Mar. 7 May 2 July 11

Sept. 5 Nov. 7

Special Events

Jan. 12: Chamber Annual Meeting @ James H. Rainwater Center noon – 1:30 pm

Feb. 1: Bird Supper (Atlanta Depot) 5 – 9 pm

Feb. 9: Operation Thank You

Feb. 16: Business Outlook Breakfast @ James H. Rainwater Conference Center 7:30-9 am

Mar. 22: Chamber Choice Awards @ James H. Rainwater Conference Center 7:30 – 9 am

April 14: Business Showcase @ James H. Rainwater Center 2 – 7 pm

➤ **Consider Minutes of January 17, 2012 Board of Directors meeting**

Minutes of the Valdosta-Lowndes County Chamber Board of Directors meeting held Tuesday, January 17, 2012, 8 – 9:30 a.m. at Country Inn & Suites

Members Present:: Myrna Ballard, Clinton Beeland, Tom Carroll, Jeff Fulp, Tom Gooding, Carl Holley, Tim Jones, Terri Lupo, Jay Prince, Bill Simmons, Megan Smith and Baha Zeidan

Also Present: Mike Stalvey and Karil Brockington

Members Absent: Sue Cox, Mike Hill, Greg Justice and Greg Reid

Chairman Tim Jones called meeting to order and established a quorum.

Consider minutes of the January 17, 2012 Board meeting – Carl Holley made a motion to accept the minutes as stand. Tom Gooding seconded the motion. Motion carried. *(see pg. 3 of original Board packet)*

Consider November & December 2011 Financial Statements – Carl Holley reviewed the Chamber financial statements. Megan Smith made a motion to accept the financial statements as presented. Jay Prince seconded the motion and it passed unanimously. *(see pgs. 5-25 of original Board packet)*

Review Chamber 2012 Budgets – Carl Holley reviewed the 2012 Chamber Budgets. *(see pgs. 26-40 of the original Board packet)*

Consider several new Board policies: Whistle Blower Policy, Executive Session Policy and Public Records Disclosure Policy – Tom Gooding reported. Bill Simmons made motion to adopt the Whistle Blower Policy, Executive Session Policy and Public Records Disclosure Policy as presented. Terri Lupo seconded the motion and it passed unanimously. *(see pgs. 41-44 of original Board packet)*

Consider Finance Committee recommendation regarding acquisition of Education Framework: Clinton Beeland made a motion that the Chamber Board provide \$30,000 towards the repayment of debt incurred by the Committee for a Referendum on School System Unification with local business vendors. In return for this consideration, the Chamber is to receive the ownership rights to and the future use of the professional publication entitled “An Education Framework”. Carl Holley seconded. After a thorough discussion, motion carried unanimously.

Consider By-Laws Amendment: Tom Carroll made motion to amend the By-Laws to change the name of the Business Expansion Division to Business Development Division. Terri Lupo seconded the motion. Motion carried.

Minutes of January 17, 2012 Board of Directors meeting continue

Chairman Report – Tim Jones reported.

President's Report – Myrna Ballard reported.

There being no further business, the meeting was adjourned at 9:40 a.m.

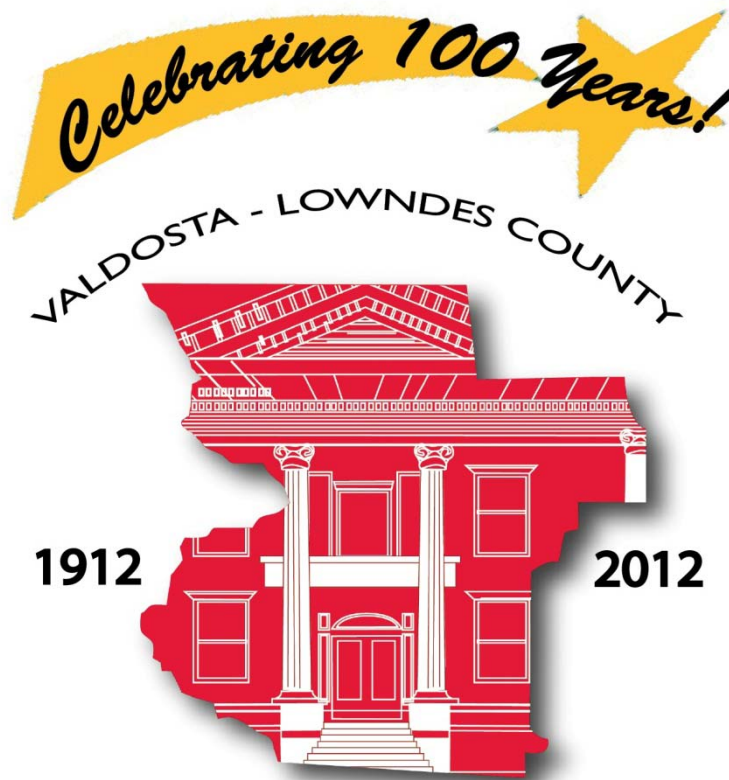
To access your PowerPoint on the Web Site (www.ValdostaChamber.com) click on the tab “Members Area”. Click “Board of Directors Meeting” and select the current meeting. To find a specific item click bookmark and scroll down to that item.

Respectfully submitted,

A handwritten signature in black ink that reads "Karil Brockington". The signature is written in a cursive, flowing style.

Karil Brockington
Senior Director of Administration

Overview of Board Handbook



CHAMBER OF COMMERCE

Leading Businesses.
Leading Communities.™

Myrna Ballard, President

Finance Committee

See Original Board Packet for printed report



**Carl Holley
(Treasurer)**

Finance Committee

Carl Holley (*Fowler, Holley, Rambo & Stalvey, PC*), Chairman

January – December 2011

Highlights

- Monitored budget projections
- Created a summary financial statement to make the statements easier to understand
- Selected an administrator of the Chamber's employee retirement account through an RFP process
- Completed the 2009 review of the Chamber's financial statements
- Prepared the 2012 budgets for approval by the Chamber's Board of Directors

Business Development Division Reports



**Greg Reid
(Vice Chairman)**

Business Expansion Division

Sue Cox (*Covington's Dining & Catering*), Vice Chairman

January – December 2011

Highlights

Opportunity Central-Expansion of Targeted Business

- Re-vamped knowledge-based business survey to include face-to-face visits (Surveyed ten businesses)
- Established Opportunity Central Book Club and hosted five meetings (Ken Ricket, facilitator)
- Established Opportunity Central Renewable and Sustainable Energy Network and hosted four meetings (Dr. Dennis Marks, Chairman)
- Hosted three IT Professionals Network meetings (Lynn Bowen, Chairman)

Pro-Business Enhancement

- Hosted the annual Business Outlook Breakfast with Dr. Thomas Cunningham (Federal Reserve Bank of Atlanta), Dr. Jeff Humphreys (University of Georgia), Dr. Cynthia Tori (Valdosta State University), with 90 business leaders in attendance
- SORT continued its partnership with local governments (Sue Cox, Chairman)
- Identified issue areas within the City of Valdosta's Land Development Regulations.
- The City of Valdosta passed text amendments of 10 Chapters of the LDR

MetroOne

- Hosted the 2011 MetroOne Professional Development Seminar with 38 in attendance (25 in 2010)
- Increased MetroOne membership by 52; mailing list includes 574 young professionals (John Trumbetta and Bill Simmans, Co-chairmen)

Business Plans

BUSINESS DEVELOPMENT DIVISION

Greg Reid, Vice Chairman

**Opportunity Central
Proposed 2012 Business Plans**

Mission:

Grow a smarter Metro Valdosta by facilitating the growth of jobs for college and university graduates in the knowledge-based sectors and promoting the development of a creative economy where businesses can grow and thrive.

Proposed 2012 Goals

- I. Facilitate the creation of 200 new jobs for college and university graduates to increase the average weekly wages by creating synergistic relationships among the creative minds in Metro Valdosta and support the three high-growth sectors: Information Technology, Environmental Technology and Medical Services and Support.
 - A. IT Professionals Network (Lynn Bowen, Chair)
 - I. Partner with the Technology Association of Georgia to host quarterly informational sessions and bring resources and statewide recognition to Valdosta-Lowndes County IT companies and promote high-band width services.
 - B. Renewable and Sustainable Energy Network (Dr. Dennis Marks, Chair)
 - I. Educate Chamber members about the benefits (environmental and fiscal) of incorporating energy efficient practices in their business by partnering with the Green Chamber to bring quarterly informational seminars/workshops with panels, etc. to talk about incorporating renewable and sustainable energy into industrial-type businesses, small businesses, and residential users.
 - C. Connect talent from local colleges and the university to the business community by encouraging internship opportunities (OC Talent Connection).
2. Educate our leaders and the community about what other communities are doing to develop creative knowledge-based economies, encourage dialogue about topics that relate to Opportunity Central and create awareness of employment and wage trends
 - A. Host one Opportunity Central Speaker Series
 - B. Host five Opportunity Central Book Club Discussions (Ken Ricket, Facilitator)
3. Present 2010 analysis data to key individuals from the Industrial Authority, local governments, DVBA, CVDA, Main Street Program, Conference Center and Tourism Authority and Chamber Board
4. Young Professional of the Year Award

Business Plans

MetroOne

Monica Boyd (SMITH Northview Hospital) &
Sirocus Barnes (Valdosta-Lowndes Parks and Recreation Authority, Co-Chairs

Proposed 2012 Business Plan

Mission:

To foster young professional leadership development, personal enrichment, networking and community involvement in order to strengthen the community's ability to attract and retain young professionals.

Proposed 2012 Goals

1. **Marketing & Membership:** Promote the value and benefits of MetroOne to young professionals in the Valdosta-Lowndes County area
 - Form a sub-group to follow-up with new members after they attend first event as well as engage current members
 - Promote MetroOne activities and programs
 - Presentations- Schedule 5 presentations for organizations (professional, educational or civic) to share survey findings as well as the value of MetroOne to young professionals, businesses and the community
2. **Networking & Community Engagement:** Encourage diverse social interaction among young professionals while supporting community interaction with our cultural, natural and recreational resources
 - Networking – Organize 4 activities for young professionals
 - CEOs Unplugged - Organize 4 events where CEOs, Business & Political leaders talk to young professionals
 - Progressive Dinner - Host the annual progressive dinner to spotlight restaurants and nightlife in our community
3. **Professional Development:** Provide personal and career development opportunities for young professionals
 - MetroOne Professional Development Seminar
 - Metro Valdosta's 4 Under 40- nominate four young professionals to *Georgia Trend's* 40 Under 40 and host a reception to announce the nominees
 - MetroOne Lunch-n-Learns- Organize, recruit speakers for and host 2 Lunch-n- Learns with topics specific to young professionals
4. **YP Advocacy:** Educate members on legislative and public policy issues affecting the quality of life of young professionals while serving as a voice of influence to the public, political, and economic, policy makers in the Valdosta/Lowndes County area
 - Serve as a voice of influence by developing and promoting the 100 Fun Things To Do List
 - Notify MetroOne distribution list via email when legislative and public policy issues affecting the quality of life of young professionals arise

Member Services Division Reports



**Baha Zeidan
(Vice Chairman)**

Monthly Dues Collection Report

				2010 & 2011
	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>Variance</u>
Dec.	36,261.41	34,326.54	20,816.99	13,509.55
Nov.	27,823.82	27,720.66	21,562.69	-6,157.97
Oct.	27,591.92	26,872.32	26,478.51	-393.81
Sep.	25,916.58	36,308.15	23,589.84	-12,718.31
Aug.	28,135.34	18,321.41	26,267.44	7,946.03
July	41,713.49	22,414.66	\$27,411.08	4,996.42
June	24,681.68	33,173.92	30,034.58	-3,139.34
May	26,871.88	24,240.25	36,378.59	12,138.34
Apr.	31,001.57	31,003.80	26,496.74	-4,507.06
Mar.	29,445.03	35,878.36	35,382.13	-496.23
Feb.	34,192.00	23,327.84	48,430.91	25,103.07
Jan.	36,062.83	34,715.33	34,066.08	-649.25

Year To Date Dues Collection Report

				2010 & 2011
	<u>2009</u>	<u>2010</u>		<u>Variance</u>
Dec.	369,697.19	348,303.24	356,915.58	8,612.34
Nov.	333,435.78	313,976.70	336,098.59	22,121.89
Oct.	305,611.96	286,256.04	314,535.90	28,279.86
Sep.	278,020.04	259,383.72	288,057.39	28,673.67
Aug.	252,103.82	223,075.57	264,567.55	41,491.98
July	223,968.48	204,754.16	238,200.11	33,445.95
June	182,254.99	182,339.50	210,789.03	28,449.53
May	157,573.31	149,165.58	180,754.45	31,588.87
Apr.	130,701.43	124,925.33	144,375.86	19,450.53
Mar.	99,699.86	93,921.53	117,879.12	23,957.59
Feb.	70,254.83	58,043.17	82,496.99	24,453.82
Jan.	36,062.83	34,715.33	34,066.08	-649.25

2011 goal for dues collection: \$370,000

96% collected

New Members

	2007	2008	2009	2010	2011
Jan	16	22	9	12	15
Feb	14	16	16	10	14
Mar	20	13	13	24	20
April	16	22	33	16	18
May	26	23	16	11	21
June	29	25	16	18	23
July	13	15	21	12	24
Aug	17	22	24	14	14
Sept	41	19	38	10	12
Oct	48	16	26	30	13
Nov	14	12	17	15	20
Dec	9	11	18	18	8
Total	263	216	247	190	202

2011 Goal for New Members: 156

Total Membership: 1,512

2011 Goal for Total Membership: 1,511

New Members December 2011

Agri Supply

Henry Fortson
2825 US Hwy 84 West
Valdosta, GA 31601
229-316-2710

Beautiful Creations

Chanel Randolph
3254 Inner Perimeter Road
Valdosta, GA 31605
407-590-8756

Big Lots

3171 N. Ashley Street
Valdosta, GA 31605
229-247-0982

Fowler & Company

Curt Fowler
713 Georgia Avenue
Valdosta, GA 31602
229-375-5613

Lewis & Donna Smith

Lewis Smith
912 Williamsburg Drive
Valdosta, GA 31602
229-247-6746

Michael L. Anderson

2492 Chandler Drive
Valdosta, GA 31602
229-834-8329

Plantation Publishing Company, Inc.

Gary Nevins
424 N Cleveland Street
Albany, GA 31701
229-888-3642

Save Our Children

Floyd Rose
1619 N. Lee Street
Valdosta, GA 31602
229-241-1863

December 2011 Ribbon Cuttings/Groundbreakings



**Catko Distributors
2301 West Savannah Street**

December 2011 Member Crashers

Barnes Health Care Services

Charles Barnes
200 South Patterson Street
Valdosta, Georgia 31601

Harvey's Supermarkets

2111 Bemiss Road
Valdosta, Georgia 31605
Lisa Overman

Blanton & Griffin Insurance Agency

Ben Blanton
2314 North Patterson Street
Valdosta, Georgia 31602

Langdale Ford Company

Steve Everett
213 West Magnolia Street
Valdosta, Georgia 31601

Citizens Community Bank

Tim Jones
3261 North Valdosta Road
Valdosta, Georgia 31602

Laws Furniture

Tommy McNeal
129 West Central Street
Valdosta, Georgia 31601

First Federal of Valdosta

Douglas Rayford
411 North Patterson Street
Valdosta, Georgia 31601

Miller Hardware

Gail Green
211 East Hill Avenue
Valdosta, Georgia 31601

Girardin Jewelers, Inc.,

Paxton Morris
3321 North Valdosta Road
Valdosta, Georgia 31602

Western Auto Stores

H. B. Henderson
204 East Central Avenue
Valdosta, Georgia 31601

Griner Automotive Group, Inc.

Craig Griner
3685 Inner Perimeter Road
Valdosta, Georgia 31602

Dues Account Status Report December 2011

Billing Period	Accounts Receivable	Collections	Collection Rate
Current	39,629.59	3,353.51	8%
Previously Collected for current month		22,982.14	58%
Total Current	39,629.56	26,335.65	66%
1-30 Days	13,158.86	1,094.56	8%
31-60 Days	9,086.47	776.25	9%
61-90 Days	9,882.97	762.50	8%
91-120 Days	7,889.72	167.50	2%
120+ Days	52,976.37	1,327.29	3%
Subtotal	132,633.98	30,463.75	23%
New Members	1,875.00	1,875.00	
Total	134,508.98	32,338.75	24%
Previously collected for current month:			
September	1,451.25		
October	8,674.81		
November	12,856.08		
TOTAL	22,982.14		



Write-Offs

December 2011

NAME	JOIN DATE	REASON DROPPED
Carlton Ridge New Homes	04/23/2009	Requested Cancel
Master Automotive & Body Shop	09/08/2009	Out of Business
Paramount Granite & Marble, LLC	05/29/2008	Non-Payment of Dues
Personal Fitness and Sports Training	01/12/2010	Non Payment of Dues
Porter Paints	01/31/2007	Non-Payment of Dues
Pro Cuts	11/30/2008	Requested Cancel
Rodan & Fields Dermatologists-Natalia Huffman	11/30/2010	Requested Cancel
Southeastern Surveying, Inc.	12/17/1999	Consolidation Issue
Southern Plaster Design	09/22/2009	Budget Restrictions
Starbucks Coffee Company	08/12/2005	Budget Restrictions
Super-Suds	09/09/2004	Non-Payment of Dues
Tillman Insurance Agency, Inc.	12/17/2010	Requested Cancel
Tillman Insurance Agency, Inc.-Dan Tillman	12/17/2010	Requested Cancel
Tillman Insurance Agency, Inc.-Gloria Rogers	12/17/2010	Requested Cancel
Tillman Insurance Agency, inc.-Nikki Ellis	12/17/2010	Requested Cancel
Trio Therapy Services, inc.	12/17/2010	Requested Cancel
Tillman Insurance Agency, Inc.-Cheryl Parlor	12/17/2010	Requested Cancel

Write-Offs December 2011 Summary

Summary	Month #	Month \$	YTD #	YTD \$
Budget Restrictions	3	825.00	32	6,956.25
Business Sold			10	7,830.00
Consolidated Business			1	63.75
No Benefit Seen			2	70.00
Member Deceased				
Member Moved			5	615.00
Member Retiring				
Non-Payment of Dues	4	1,090.00	30	8,325.40
Out of Business	1	265.00	79	12,591.73
Other				
Requested Cancellation-No Reason	8	1,165.00	32	6,108.75
School Unification Issue	1	255.00	5	755.00
Unhappy/Angry				
TOTAL	17	3,600.00	196	43,315.88

Write-Offs 2010	27	5,462.47	220	45,294.49
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Difference 2011 vs. 2010	-10	-1,862.47	-24	-1,978.61
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Membership Statistics

Net Membership Gain in December	-9
Net Membership Gain in 2011	6
2011 Goal	5
YTD Retention Rate	87%
2011 Goal	90%

Membership Write-Off Statistics

2009-2010-2011

January-December

2009			
Total Write offs	257		
Reason	Number	%	Amount
Budget Restrictions	36	14.01%	\$7,238.50
Business Sold	9	3.50%	\$2,565.00
Consolidated Business	3	1.17%	\$750.00
Member Deceased	1	0.39%	\$0.00
Member Moved	8	3.11%	\$449.20
Member Retiring	3	1.17%	\$560.00
No Benefit Seen	7	2.72%	\$1,810.00
Nonpayment of Dues	33	12.84%	\$12,305.00
Other	0	0.00%	\$0.00
Out of Business	109	42.41%	\$17,821.57
Requested Cancel	47	18.29%	\$11,252.50
Unhappy/Angry	1	0.39%	\$240.00
Total	257	100.00%	\$54,991.77
Join Year	Number	%	
2009	6	2.33%	
2008	58	22.57%	
2007	75	29.18%	
2006	24	9.34%	
2005	20	7.78%	
2004	17	6.61%	
2003	8	3.11%	
1995-2002	43	16.73%	
1994 and before	6	2.33%	
Total	257	100.00%	

Membership Write-Off Statistics

2009-2010-2011

January-December

2010			
Total Write offs	220		
Reason	Number	%	Amount
Budget Restrictions	23	10.45%	\$4,357.90
Business Sold	9	4.09%	\$1,730.47
Consolidated Business	0	0.00%	\$0.00
Member Deceased	2	0.91%	\$127.50
Member Moved	4	1.82%	\$592.75
Member Retiring	1	0.45%	\$90.00
No Benefit Seen	2	0.91%	\$337.50
Nonpayment of Dues	30	13.64%	\$7,810.00
Other	0	0.00%	\$0.00
Out of Business	100	45.45%	\$18,382.37
Requested Cancel	49	22.27%	\$11,866.00
Unhappy/Angry	0	0.00%	\$0.00
Total	220	100.00%	\$45,294.49
Join Year	Number	%	
2010	10	4.55%	
2009	42	19.09%	
2008	41	18.64%	
2007	36	16.36%	
2006	16	7.27%	
2005	9	4.09%	
2004	8	3.64%	
1995-2003	45	20.45%	
1994 and before	13	5.91%	
Total	220	100.00%	

Membership Write-Off Statistics

2009-2010-2011

January-December

2011			
Total Write offs	196		
Reason	Number	%	Amount
Budget Restrictions	32	16.33%	\$6,956.25
Business Sold	10	5.10%	\$7,830.00
Consolidated Business	1	0.51%	\$63.75
Member Deceased	0	0.00%	\$0.00
Member Moved	5	2.55%	\$615.00
Member Retiring	0	0.00%	\$0.00
No Benefit Seen	2	1.02%	\$70.00
Nonpayment of Dues	30	15.31%	\$8,325.40
Other	0	0.00%	\$0.00
Out of Business	79	40.31%	\$12,591.73
Requested Cancel	32	16.33%	\$6,108.75
School Unification Issue	5	2.55%	\$755.00
Unhappy/Angry	0	0.00%	\$0.00
Total	196	100.00%	\$43,315.88
Join Year	Number	%	
2011	13	6.63%	
2010	36	18.37%	
2009	41	20.92%	
2008	24	12.24%	
2007	10	5.10%	
2006	9	4.59%	
2005	13	6.63%	
1996-2004	34	17.35%	
1995 and before	16	8.16%	
Total	196	100.00%	

Valdosta-Lowndes County Chamber of Commerce

New Member Dues

		<u>2009</u>		<u>2010</u>		<u>2011</u>
January	9	740.85	12	1,133.75	15	1,605.99
February	16	1,190.00	10	893.75	14	1,664.08
March	13	1,507.50	24	811.77	20	2,861.00
April	33	2,948.80	16	1,858.33	18	2,432.25
May	16	757.50	11	1,810.00	21	2,413.33
June	16	1,056.25	18	3,356.83	23	2,268.75
July	21	1,717.50	12	2,265.83	24	3,354.58
August	24	3,156.25	14	1,331.25	14	2,006.33
September	38	7,685.28	10	2,212.25	12	1,750.50
October	26	2,988.75	30	3,048.33	13	2,726.25
November	17	1,385.00	15	1,971.25	20	1,880.00
December	18	1,170.00	18	3,017.43	8	1,875.00
	247	26,303.68	190	23,710.77	202	26,838.06

Chamber Monthly Activity & Referrals Reports

December 2011

Monthly Activity Tracking Report

Newcomer's Packets:	15	(5)
Better Business Bureau:	6	(6)
Phone Books:	62	(31)
Maps:	37	(36)
Directions:	14	(20)
Civic Club list:	3	(1)
Manufacturers List:	0	(1)
Website referrals by phone:	8	(7)
Email information request:	6	(4)
Events request:	18	(5)
Membership Application:	1	(1)
Total:	170	(117)

Total YTD: 2,836 (2,963)

*2010 figures in parentheses

Monthly Referrals Manually

Contact Type Counts:

Email Request	196
General Contact	68
List Request	0
Telephone Referrals	262
Walk-In Referrals	266
Staff	792

By Categories:

Total Categories: 68

Top 3:

Organizations:	203
Restaurants:	104
Real Estate:	105

Total Member Referrals: 792

Total YTD: 8,511

Search Engine Position: as of January 19



	Valdosta	Valdosta Chamber	Valdosta-Lowndes
Google	2 nd (6 th) page In 9 th (6 th) place	1 st (1 st) page In 1 st (1 st) place	1 st (1 st) page In 1 st (2 nd) place
Bing	4 th (4 th) page In 6 th (11 th) place	1 st (1 st) page In 1 st (1 st) place	1 st (1 st) page In 1 st (1 st) place
Yahoo	5 th (6 th) page In 6 th (4 th) place	1 st (1 st) page In 1 st (1 st) place	1 st (1 st) page In 1 st (2 nd) place

(last month in parentheses)

Website Activity Report:

November Website hits: 1,684

YTD Website hits: 29,765

November Page views: 4,233

YTD Page views: 79,735

Valdosta Chamber Online Statistics 2011

Month	TCS Web sites	Community Calendar	Event Registration	Member Coupons	New Members	Press Releases	Job Board	Info Requests	Store Purchases	Online Payments	
	262										
January	11	34	8	1	2	0	1	0	0	12	873.33
February	14	5	0	3	1	0	1	1	0	16	452.50
March	10	19	0	5	2	0	0	0	0	14	235.00
April	10	9	0	2	1	2	1	0	0	4	477.50
May	10	1	0	4	4	0	0	0	0	4	132.08
June	20	2	0	17	5	0	0	0	0	15	753.75
July	9	3	0	4	3	0	0	0	0	5	332.50
August	7	12	0	5	2	0	0	2	1	10	318.75
September	7	7	5	7	1	0	0	0	0	7	395.00
October	7	7	9	0	0	0	0	0	0	5	65.00
November	2	4	36	1	0	0	0	0	0	22	868.75
December	-5	3	2	3	0	0	0	0	0	12	1,168.75
Totals	362	106	60	52	21	2	3	3	1	6	6,072.91

*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.

Other Information:
Direct Debit Accounts to Date: 36
Amnesty Program Participants: 15



**Chamber 101:
How to get the most out of your
Chamber membership**

2011 Attendance Sheet

Month	1st Invitation	2nd Invitation	Attended
Jan. 5	12	47	9
Feb. 2	11	38	9
Mar. 2	12	35	4
Apr. 6	21	29	5
May 4	13	36	2
June 1	23	34	10
Sept. 7	44	18	12
Nov. 2	28	38	14
TOTAL	164	275	65

November 2, 2011 invitation list for CHAMBER 101

consists of members that joined from
June 20, 2011 – Aug. 25, 2011 (2nd time invites) &
Aug. 26, 2011 – Oct. 20, 2011 (1st time invites)
Goal for 2011 is to have 75% of new members 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 Members are asked to attend at least two (2) **CHAMBER 101** events:

The following have attended

Chamber 101's in 2011:

Tom Gooding (6)	Greg Reid (7)	Paul Nichols (1)	Myrna Ballard (8)
Tom Carroll (2)	Phyllis Royal (1)	Bill Simmons (2)	Tim Jones (2)
Terri Lupo (2)	Baha Zeidan (1)	Jay Prince (2)	Clinton Beeland (1)
Sue Cox (2)	Carl Holley (1)	Jeff Fulp (1)	Jeff Hanson (1)

MARKETING REPORT- DECEMBER

YEAR-TO-DATE

TV: 26 (22 total 2010)

RADIO :38 (84 total 2010)

PRINT: 153 (56 total 2010)

PRESENTATIONS: 29 (28 total 2010)

INTERNET: 76

MEMBER SERVICES

Billboard- Membership Drive (LAMAR) x2

TV- Membership Drive (WALB)

TV- Membership Drive (Fox)

WORKFORCE DEVELOPMENT AND EDUCATION

Web- EAGLE Award (Valdostatoday)

Print- DDW (VDT)

Print- EAGLE Award (VDT)

Web- EAGLE Award (WALB)

ECONOMIC DEVELOPMENT

Print- GBBPC (VDT)

Billboard- TCH (Fairway)

Web- GBBPC (Valdostatoday)

Radio- GBBPC (Talk 92.1)

PUBLIC AFFAIRS

Print- State Luncheon (VDT)

Print- State Luncheon (VDT Calendar) x2

Web- State Luncheon (Valdostatoday)

MISC.

Print- State Luncheon (Sen. Golden Newsletter)

Radio- Year Review (Talk 92.1)

Ambassadors Report

December 2011

DECEMBER STATISTICS

Ribbon Cuttings for December : 1

Groundbreakings for December : 0

Business After Hours for December: 1

Breakfast for December: 0

Accumulated Points for December: 960

2011 STATISTICS

2011 Ribbon Cuttings: 88 (Goal: 85)

2011 Groundbreakings: 5 (Goal: 5)

2011 Business After Hours: 5 (Goal: 11)

2011 Breakfast: 2 (Goal: 2)

Total Accumulated Points for 2011: 25,020

UPCOMING EVENTS

February 1, 2012

Chamber 101

Chamber of Commerce

February 16, 2012

Business Outlook Breakfast

James H. Rainwater conference Center

Member Services Division

Greg Reid (Edward Jones Investments), Vice Chairman

January – December 2011

Highlights

Membership Development and Member Services

Membership Development – Chairman: Greg Reid (Edward Jones)

- Dues revenue \$356,915.58 (\$348,303.24 last year)
- 202 new members joined the Chamber in 2011 (190 last year)
- Total membership is 1,512 (2011 Goal - 1,511)

Membership Retention

- Increased first year renewals of members who are still in business from 79% to 81%
- Increased second year renewals of members who are still in business from 48% to 51%
- The Chamber has a 87% retention rate (86% last year); industry average is 80%

Member Services

- Presented the new Members' Choice Award to Coldwell Banker Premier Real Estate. This award is given for exceptional customer service voted on by the Chamber membership.
- Coordinated Chamber Business Showcase with 80 exhibitors.
- Distributed three quarterly issues of Progress magazine, with 5,000 copies per issue distributed
- 370 completed Traffic Catcher Sites (2011 Goal - 350)

Ambassadors Committee – Chairman: Vickie Godwin (Commercial Banking Company)

- Coordinated 88 (Goal was 85) ribbon cuttings and 5 (2011 Goal- 5) groundbreakings
- Coordinated 4 (6 last year) Business After Hours and 2 (2 last year) Early Bird Breakfasts
- Organized 12 "Member Crashers" and visited 109 Chamber members
- Increased number of Ambassadors to 43 (38 last year; Goal for the year 35)
- Ambassadors accumulated over 25,020 points for participating in Chamber events
- Lyndi Soles was named "Ambassador of the Year" at the Chamber Choice Awards Breakfast
- Kris Cain was named the 1st Quarter Ambassador winner, Jamie Warren was named the 2nd Quarter Ambassador winner, Kellie McGalliard was named the 3rd Quarter Ambassador winner and Michael Anderson and Courtney Copeland tied for Ambassador of the 4th Quarter

Marketing

- 24 Television Stories (22 in 2010)
- Five Chamber Commercials (3 in 2010)
 - Opportunity Central
 - Chamber Business Showcase
 - Membership Drive Generic
 - Fall Membership Drive
 - Chamber Business Showcase
- 36 Radio Interviews (84 in 2010- Down because we only had one radio station)
- 146 Print Articles (56 in 2010)
- 29 Presentations (28 in 2010)
- 72 Internet Articles (not tracked in 2010)
- Distributed 3 issues of *Progress* magazine with a distribution rate of 5,000
- Distributed 2010 Chamber Member Handbook, which informed members of highlights from 2010 and business plans and goals for 2012
- Distributed 2011 Mid Year Report, this reported Chamber progress from Jan.-June.

Revamped ValdostaChamber.com

- Utilized rotating banners on homepage to promote initiatives and events
- Added Chamber commercials to homepage when relevant
- Added online newsroom- hosts all Chamber press releases and other articles that feature the Chamber

Implemented new sponsorships for:

- Leading Business of the Week- \$5,000
- Mid-Year Report- \$1,500
- Chamber in Motion e-newsletter- \$1,500
- Chamber Events Update e-mail- \$1,500
- DRUGS DON'T WORK in South Georgia- \$2,500
- STAR Banquet- \$1,500
- EAGLE Awards Reception- \$500
- Ambassador's Social- \$500

Promoted Think BIG through the following initiatives:

- Better than tax free weekend
- Made in America Christmas

Business Plan

MEMBER SERVICES DIVISION

Mission:

To encourage all Lowndes County businesses to become and remain active Chamber members and to identifying resources that benefit Chamber Members to enhance the value of their membership.

Proposed 2012 Goals

Retention:

- Increase First year renewals of members who are still in business from 81% to 85%
- Increase Second year renewals of members who are still in business from 59% to 65%
- Increase new members who seek information from the SEEDS Business Resource Center from 80% to 85%

Membership:

- Increase Chamber membership from 1,512 to 1,515 (3+)

Proposed 2012 Business Plan

Retaining members:

1. Work closely with SEEDS Business Resource Center making sure new members receive a follow up and monitor the number of new members who utilize the center.
2. Promote our Silver and Gold members through Progress article and recognize them at the Annual Meeting
3. Survey membership in October: use this survey to evaluate Chamber benefits and communications
4. Send Anniversary Card for first year renewals
5. Track members' participation, sponsorships, attendance at Chamber functions to determine how we can best serve them through Promotion In Motion
6. Increase awareness of the many programs offered through Chamber Nation, such as member to Member Discounts, coupons, community calendar, press releases, Traffic Catcher Website and Job Board opportunities
7. Increase members who have created a Traffic Catcher Website from 370 to 500 completed by end of 2012

Increasing Chamber members:

1. Maintain a sales team of 4 Independent Sales Representatives
2. Make weekly contact with each representative
3. Keep prospect list updated
4. Plan spring membership drive (April) and fall membership drive (September-October)
5. Send invitations to new businesses selected from a business license list inviting them to visit the SEEDS Business Resource Center and to learn more about becoming a Chamber member.

Business Plans

MEMBER SERVICES, CONTINUED

Marketing

Mission:

To effectively market and promote Chamber programs and initiatives to appropriate target audiences.

Proposed 2012 Goals:

1. Increase attendance at Early Bird Breakfasts to 350+ (Compared to an average of 315 in 2011)
2. Coordinate Chamber Business Showcase in Oct., which will focus on business to business contacts and networking.
3. Coordinate marketing campaign for promoting the Chamber directory that will also promote Think B.I.G. to the community and traffic catcher websites to the membership.
4. Continue to promote Think BIG and educate the community on the importance of reallocating monies to the South Georgia region.
5. Continue to partner with the mall to promote “Better than tax free weekend” as part of the Think BIG initiative.
6. Introduce new Think BIG logo
7. Market Promotion in Motion to members and sell sponsorship packages to businesses.
8. Coordinate 6 Business After Hours/Networking Mixers.
9. Implement a social media policy that would provide for the Chamber to develop and maintain a Linked In and Facebook page

Business Plan

MEMBER SERVICES, CONTINUED

Ambassadors Committee

Michael Anderson, Chairman

Mission:

To serve as goodwill ambassadors for the Chamber to the community. To promote growth and development of the Valdosta-Lowndes County Chamber by assisting with its events.

Goals:

1. Increase number of Ambassadors from 32 to 35 (43 in 2011)
2. Conduct 67 Ribbon Cuttings/5 Ground Breakings in 2012
3. Assist with all Chamber sponsored events:
 - 2012 Annual Meeting (11/2/12)
 - Six Business After Hours/New Member Mixers
 - Chamber Choice Awards and World Class Employee Recognition Breakfasts
 - Monthly Chamber 101
4. Form a sub-committee to organize "Operation Thank You"
 - Help organize, separate and bundle packets by addresses
 - Organize volunteers to deliver packets
 - Involve every Ambassador in the delivery of the 2012 Membership packets (2/9/2012)
5. Continue a points system for Ambassadors to encourage participation and use this points system to designate an Ambassador of the Quarter and Ambassador of the Year. Ambassador Chairman is not eligible for these honors
6. Participate in "Leading Business of the Week" each week
7. Encourage every Ambassador to add sticker "You have been visited by a Chamber member" to the back of their own business cards to leave as a referral for Chamber members

Meeting Schedule

Ambassadors will meet semi-annually unless a special occasion arises. Tentative meeting dates are January 17, 2012 at 8:00 a.m. and November 29, 2012 from 5:00 to 6:30 p.m. The latter will be an informal social sponsored by the Valdosta-Lowndes County Chamber of Commerce in appreciation of the dedication and contribution of the Ambassadors' Committee.

Economic Development Division Reports



**Tom Carroll
(Vice Chairman)**



Monthly Activity Report

Period: **DECEMBER 2011**

	<u>2011</u>	<u>2010</u>	<u>Cum</u>
<u>RELOCATIONS:</u>			
December	0	0	
YTD	11	5	351
Lowndes: 314	Brooks: 24	Lanier: 13	
Website: 233	Chambers: 44	Ads: 10	Other: 72

LEADS: 3,826

ECONOMIC IMPACT:

Annual Income: \$14.7 Million

Annual Spending: \$12.6 Million

Liquid Assets: \$1.5 Billion

Indirect Jobs Created: 700



December 2011 REPORT

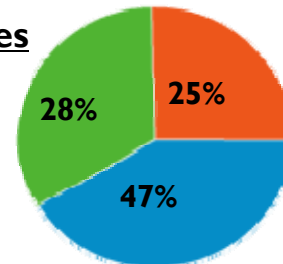
<u>Client Report</u>	<u>#</u>	<u>YTD</u>
Clients Assisted:	27	558
Start-ups:	14	208
Existing/Expanding:	6	129
Chamber Members:	7	146
Other:	0	75

<u>Resources Distributed</u>	<u>#</u>	<u>YTD</u>
Sales Leads:	5	184
How to Start Guides:	9	109
Demographics:	5	107
Industry Reports:	1	81
Traffic Counts:	1	40
Financing Info.:	0	26

<u>Website</u>	<u>#</u>	<u>YTD</u>
Visits:	116	2052
Unique Visitors:	105	1520
New Visits:	89%	73%

Website Traffic Sources

Direct Traffic	28%
Referring Sites	47%
Search Engines	25%



Bill Kent (Innovate Engineering, Inc.), Eric Johnson (Guardian Bank) and Curt Fowler (Fowler & Company) discuss their experience with the Guardian Bank Business Plan Competition

Upcoming Events:

Business Outlook Breakfast

Date: February 16

Time: 7:30-9am

Business University presents: Identity Theft Prevention for you and your business

Date: February 16

Time: Noon-1pm

Economic Development Division
Jay Prince (*Prince Automotive of Valdosta, Inc.*), Vice Chairman
January – December 2011
Highlights

Triple Crown Hometowns Program

- Coordinated TCH 10 year celebration
- Revamped the TCH website and converted to SnapPages
- Made a personal visit to all TCH Investors
- Introduced new TCH logo
- Coordinating trips with South Georgia Travel for our TCH Retirees
- Relocated 11 new retiree households to Lowndes, Brooks and Lanier Counties for a total of 351 new retiree households
- Successfully nominated Valdosta for Top 100 towns in USA to live by RelocateAmerica.com

The SEEDS Business Resource Center

- Assisted 558 clients during 2011 (438 assisted in 2010; goal was 500)
- 45 Chamber members participated in two Chamber Leads Groups (VNP was the only group in 2010, with 24 members)
- Averaged 171 monthly visitors to SEEDS Center website
- Held 8 Business University workshops
- Met with 20 local lenders (2011 Goal was to meet with 12 lenders)
- The Chamber's Incubator Task Force received a \$10,000 grant from the Georgia Power Foundation to use toward the Incubator Feasibility Study

Business Plan

ECONOMIC DEVELOPMENT DIVISION

Triple Crown Hometowns

Vision:

***To be used as a statewide model for other retiree attraction programs.
To be supported as a state economic development initiative.***

Mission:

***To attract and relocate affluent retiree households into the South Georgia area,
diversifying the local economy with additional income sources as a means of
economic development.***

Proposed 2012 Goals:

To market our community as the perfect place to retire to accomplish the following:

- Attract and relocate 80 retiree households (400 households 2008-2012) (37 in 2008) (46 in 2009) (38 in 2010) (11 in 2011) We are currently at 351
- Targeted National Advertising with financial support from IMPACT 2012:
 - Two Billboards on I-75 during the course of the year
 - Increase monthly www.GeorgiaRetire.com Web site visits with new look/format and continuously keep updated
- Produce Triple Crown Hometowns magazine, Retirement Living South Georgia Style Distribution of 2000
- Promote community awareness of TCH through Progress magazine (3 times a year)
- Coordinate (4) Lunches that provides investors an opportunity to network with retirees
 - Thursday, February 23 at Holiday Inn
 - Tuesday, May 22 at Valdosta County Club
 - Thursday, August 23 at Conference Center
 - Tuesday, October 23 at Fellowship Homes
- Provide leads to investors of possible new clients and/or consumers through Monthly Investor's Prospect and Newcomers Contact Report
- Continue working on being recognized by the state as a "Certified Retirement Community" and state partnership
- Inviting new retirees to join the Chamber and Triple Crown Hometowns as "Chamber Silver Stars" to help build our investment purposes
- Coordinating a trip with South Georgia Travel for our TCH Retirees and Chamber Silver Stars to build relationships
- Fall Trip planned in October as a Irish Splendor

Business Plan

ECONOMIC DEVELOPMENT DIVISION, CONTINUED

SEEDS Business Resource Center

2012 Proposed Business Plan:

Mission:

1. To foster and assist entrepreneur development in Lowndes County.
2. To maintain partnerships with area chambers (Berrien, Brooks, Cook, Echols, Lanier, Turner and Worth Counties) to provide free entrepreneur development resources through the SEEDS Business Resource Center regardless of chamber membership.
3. To provide sophisticated information services to existing businesses and prospective new businesses.

2012 Proposed Goals:

1. Provide service to 550 clients
2. Assist 40 entrepreneurs regionally in successfully starting a new business
3. Track the success of the SEEDS Center and SEEDS Center clients
 - a. Create a database for start-ups assisted by the SEEDS Center
 - b. Annually update the status of existing clients and their company's growth
 - c. Quarterly contact SEEDS Center assisted start-ups
 - d. Continue to update SEEDS Center client information by using ACT!
4. Continue using paid database subscriptions to InfoUSA.com, First Research and Research 360 to gather information for client research
5. Host or co-host (12) Business University seminars, workshops and/or Lunch-n-Learns for small and start-up businesses with 12-15 attendees at each event
6. Assist in marketing Supervisors Essentials Workshops, DDW Breakfasts and other available economic and business development workshops and trainings
7. Continuously update the SEEDS Business Resource Center Web site to contain updated information that is relevant to the business community to attract 175 monthly visitors
8. Increase the awareness of the SEEDS Business Resource Center through public speaking, monthly visits to local financial institutions and working with the SBDC
9. Visit each SEEDS Business Resource Center partner annually to share service updates
10. Research grant opportunities to enhance the capabilities of the SEEDS Business Resource Center and underwrite the cost (\$10,000) of the program

Professional Consultants Program

2012 Proposed Goals:

1. Provide 40 hours of consultation to start up businesses and entrepreneurs
2. Pair consultants with Business Plan Competition participants as needed to foster mentor-protégé relationships
3. Recruit new professional consultants
4. Provide speakers to support Chamber events

Chamber Choice Awards

2012 Proposed Goals:

1. Recruit outstanding nominees for Small Business of the Year (5) and BIG Thinker

Incubator

2012 Proposed Goals:

1. Identify funding sources and complete the feasibility study for a physical incubator
2. Develop a program for a virtual incubator
 - a. Establish guidelines for entering the Incubator
 - b. Identify potential participants
 - c. Identify professionals willing to donate services to support incubator participants

Inventors & Innovators Network

2012 Proposed Goals:

1. Annually identify all patent and trademark attorneys, all manufacturers with potential for prototyping and current patent-holders in the South Georgia region.
2. Update the online resources and information regularly
3. Coordinate quarterly meetings and the activities of the Network

Georgia Partnership for Regional Development

2012 Proposed Goals:

1. Assist the regional SGPRD partners in hosting one event featuring a quality speaker who is a subject matter expert on community and economic development topics of interest to business and government leaders in the six-county region.
2. Seek a regional sponsor for SGPRD events

Chamber Small Business Conference

2012 Proposed Goals:

1. Plan, facilitate and coordinate the Small Business Conference to provide 100 small business owners useful information that they can use immediately in their business

Business Plan Competition

2012 Proposed Goals:

1. Generate and implement effective marketing in the community to recruit 15 qualified Business Plan Competition contestants and retain 5 qualified finalists
2. Secure 15 Angel Prize Pack Sponsors, increase Angel Sponsor Recognition and increase the prize package by making it more diverse
3. Make certain the Chamber and Angels fulfill their obligations to the winner and monitor progress and activity throughout the year

Chamber Leads Groups

PBR (Professionals Building Relationships), Bob Shrum, Chairman

VNP (Valdosta Networking Professionals), Jerry Kozuch, Chairman

2012 Proposed Goals:

1. Maintain an average of 20 members in two leads groups (PBR and VNP)
2. Each leads group will exchange an average of 20 leads per month

Enhancement of Pro-Business Environment SORT Chairman – Bill Slaughter

Proposed 2012 Business Plan

Mission:

To enhance the pro-business environment of Valdosta-Lowndes County and promote a “No Wrong Door” philosophy among the business development organizations and agencies in Valdosta-Lowndes County.

2012 Proposed Goals:

1. Strengthen the relationships among local economic development professionals
 - a) Utilize VALET members as resource for special projects and programs
 - b) Make a description of each organization's services available online
 - c) Coordinate an annual meeting of local economic development professionals
2. Assist the Special Ombudsman Response Team (SORT) in enhancing our pro-business environment
 - a) Act as a liaison between local governments and the business community
 - b) Propose regulation changes to local governments when deemed appropriate
 - c) Respond to prioritized business issues and complaints in a timely manner with appropriate action
 - d) Conduct an exit review to identify opportunities in the business license process

Enhancement of Pro-Business Environment

3. Host the 2012 Business Outlook Breakfast on Feb. 16, 2012 with Dr. Jeff Humphries (University of Georgia), Dr. Cynthia Tori (Valdosta State University) and Tom Cunningham (Federal Reserve Bank of Atlanta)
4. Host the 2012 Chamber Economic Summit to bring together top business, community, education and spiritual leaders to discuss topics that are important to the growth, development and sustainability of Valdosta-Lowndes County.

Public Affairs Division Reports



**Megan Smith
(Vice Chairman)**

Military Affairs

Ron Wilson, Chairman

Mission Statement:

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

2012 Red Carpet Dates:

Saturday, February 25

Saturday, May 19

Saturday, October 20



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

Public Affairs Division

Jeff Hanson (*Southwest Georgia Bank*), Vice Chairman

January - December 2011

Highlights

Government Affairs Council

Jeff Hanson (*Southwest Georgia Bank*), Chairman

- Implemented new GAC structure which consists of seven Policy Committees that monitor business development issues on the local, state and federal levels.
- Hosted State Legislative Briefing in Atlanta with local delegation
- Hosted two Members To Be Heard meetings
- Coordinated State Legislative Luncheon; record attendance of 200
- Coordinated Annual Washington D.C. Fly-In
- Hosted Champions of Business Reception to honor our state delegation
- Coordinated Meet The Candidates event
- Implemented new GAC Guidelines and Procedures
- Developed first-ever Policy Positions for seven Policy Committees
- Implemented Legislative Action Alerts through ChamberNation
- Advocated for important business development issues:
 - School System Unification
 - E-SPLOST
 - HR 1004- Medical FSA Improvement Act of 2011
 - HR 2587- Protecting Jobs from Government Interference Act
 - HR 2250- EPA Regulatory Relief Act of 2011
 - REINS Act

Military Affairs Committee

Ron Wilson (*Holiday Inn Hotel & Conference Center*), Chairman

- Hosted three Red Carpet Parties to welcome Moody's Leadership to our community
- Participated in 22 Right Start Programs for newcomers to MAFB
- Assisted in the implementation of the Community Blueprint Project

Business Plan

PUBLIC AFFAIRS DIVISION

Government Affairs Council (GAC)

Ron Borders, Chairman

Kevin McCraney, Vice Chairman

Mission:

Represent the business community to local, state, and federal elected officials; aggressively promoting legislative issues that pertain to business development.

Proposed 2012 Goals:

1. Host two Members to be Heard Meetings encouraging members to present business issues to the GAC Executive Committee
2. From those meetings, develop a business agenda and support legislation that is pro-business.
3. Monitor government actions and communicate to governments the key issues facing the Valdosta-Lowndes County business community
4. Keep the business community informed on legislation and key issues affecting business in Valdosta-Lowndes County through Legislative Updates and Alerts
5. Continue to promote the new structure of GAC
6. Appoint GAC Policy Committee Chairs and Vice Chairs
7. Maintain open communication between business community and legislators by providing the business community an opportunity to meet legislators through the State and Federal Legislative Luncheons
8. Coordinate "Get Out the Vote" message
9. Organize and participate in public forums, public hearings, and election debates
10. Raise awareness of available seats on local boards and authorities
11. Coordinate a campaign academy to education interested persons on the process of running in an election
12. Coordinate annual Washington D.C. Fly-In in September

Business Plan

PUBLIC AFFAIRS DIVISION, CONTINUED

Military Affairs Committee Ron Wilson, Chairman

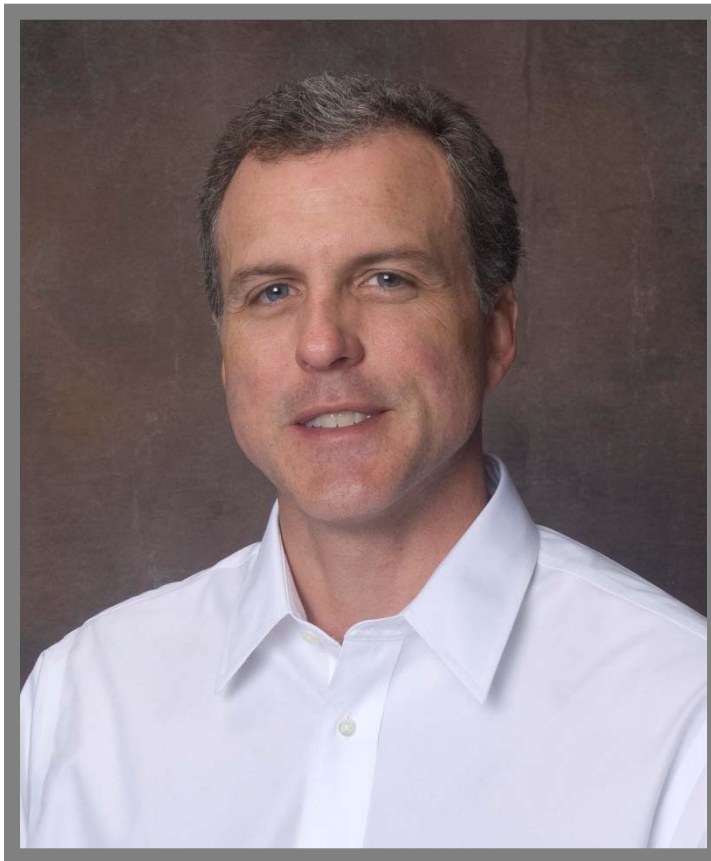
Mission:

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

2012 Goals:

1. Provide a link to encourage communication among the military, Chamber and the Valdosta-Lowndes County business community through the interaction of military personnel and the business community.
2. Recognize Moody's contribution of over \$448 million per year to the Valdosta-Lowndes County economy.
3. Provide opportunities to the business community to participate as a sponsor and support for Moody AFB related activities such as:
 - Red Carpet, Right Start, Quarterly Airman Ceremonies, Super Sports Day, Moody AFB tour, Moody Job Fair, Support network of deployed airmen families, Deployment return support, Wing Leadership Community issues luncheon, Moody Spouse Club Cookie Drive, Washington, DC Trip
 - Improve Committee Members and Sponsorship attendance and support at MAC sponsored events

Workforce Development & Education Division Reports



**Clinton Beeland
(Vice Chairman)**

Workforce Development & Education Division Reports

December 2011

DRUGS DON'T WORK

Members: 267

YTD: \$36,489

Goal: 271

Goal: \$38,000

Supervisor Essentials Workshop (S.E.W.)

Attendees: 107

Goal: 100

Helping Your Child Succeed

Parents Reached: 209

Goal: 400

CHOICES

Students Reached: 729

Goal: 1,250

5-STAR Employer Program

Members: 12

Goal: 20

*...integrating education and workforce readiness for
economic development in Valdosta-Lowndes County*

Workforce Development & Education Division

Greg Justice (*Regal Marine*), Vice Chairman

January – December 2011

Highlights

Workforce Development Program

- Recruited and trained 17 new CHOICES volunteers
- Presented CHOICES workshop to 729 8th graders (431 in 2010; goal was 1,250)
- Coordinated and hosted the STAR Banquet for Region 10 Star Students and Teachers
- Coordinated three Supervisor Essentials Workshops, 107 trained (Goal was 100)
- Conducted three Manufacturers Council Meeting & BREP Survey (9 businesses) (*Brandon Raddatz, Chairman*)
- Increased number “5-Star Employers” by seven, totaling 12 (*Tom Carroll, Chairman*)
- Reached 209 parents through the ‘Helping Your Child Succeed’ program (Goal was 400)
- Hosted the 14th Annual EAGLE Award Reception (record attendance)

DRUGS DON’T WORK in South Georgia Program

- Held annual Greenleaf Supervisor breakfast with 50 attendance (50 in 2010)
- Exceeded the annual required education training for supervisors and employees
- Increased DDW membership by nine to total 269 members (Goal was 271)
- Increased program effectiveness through training workshop with coordinators of Regional Chamber Partners (*Quitman-Brooks, Moultrie-Colquitt, Adel-Cook, Douglas-Coffee, Ashburn-Turner, Lakeland-Lanier and Worth County-Sylvester*)

Business Plans

WORKFORCE DEVELOPMENT & EDUCATION DIVISION

Clinton Beeland, Vice Chairman

Proposed 2012 Business Plan

Mission:

To implement innovative programs and services that will advance the current and future workforce and continuously strengthen the business climate in Metro Valdosta.

Proposed 2012 Goals:

1. Strengthen partnership with education institutions, government, parents and business community to promote and work collaboratively on workforce development initiatives;
2. Conduct workshops and trainings to facilitate talent and leadership development for the current and future workforces;
3. Coordinate opportunities for industry network, collaboration and advocacy;
4. Provide resources for businesses in support of continued talent development, existing industry and community recognition of workplace achievement;
5. Secure additional funding to ensure sustainability of talent development and education programs and initiatives.

Programs:

1. HELPING YOUR CHILD SUCCEED

- A. Present HYCS to a total of 100 parents

2. SUPERVISOR ESSENTIALS WORKSHOP

- A. Talent and leadership development of 100 managers
- B. Conduct three Workshops
 - February 22, 2012
 - June 13, 2012
 - October 17, 2012
- C. Award scholarships to all World Class Employee Supervisor nominees

3. CHOICES

- A. Present to 800 students or 32 classes
- B. Recruit and train 15 volunteers from professional community

4. LOWNDES COUNTY CERTIFIED LITERATE COMMUNITY PROGRAM

- A. Organize and host the 15th annual EAGLE Award Reception
 - a. December 11 at Chamber

5. WORKFORCE EDUCATION SUPPORT TEAM (W.E.S.T.) 501(C) 3

- A. Council will serve as fiscal agent and governing board of the talent development and education programs and initiatives
 - a. Secure grant and other funding equivalent to \$10,000 or more
- B. Organize and coordinate local and regional WFD&E events

6. Manufacturers Council

- A. Provide a confidential platform setting exclusively for active manufacturers
- B. Partner with industrial Authority providing support to existing industry
- C. Organize the Manufacturer of the Year Award

7. DRUGS DON'T WORK In South Georgia program

- A. Establish and maintain 271 safe, productive and drug-free workplace throughout South Georgia regional network
- B. Provide educational training in excess of state compliance
- C. Conduct one regional seminar for Supervisors and worksite Coordinators

8. World Class Employee Recognition Program

- A. To acknowledge and reward outstanding work ethics of 20 individuals in the Metro Valdosta labor force
- B. Host recognition event on November 8

9. 5-Star Employer Program

- A. Revise and modify program concept for 2013

Organizational Excellence Division



Jay Prince
(Vice Chairman)

Organizational Excellence Division

Tim Jones (*Citizens Community Bank*), Vice Chairman

January – December 2011

Highlights

- Completed Board structure and meeting format changes
- Completed By-Laws review
- Completed first step of the dues structure review
- Completed review and update of the Chamber Personnel Policies and Procedures, and all Board Policies
- Began Reaccreditation Review Process

- 2011 Staff Accomplishments
 - Chamber president took office as chairman of the board of directors of the Georgia Association of Chamber of Commerce Executives
 - Chamber president served on the faculty of Georgia Tech Basic Economic Development Course, and taught a seminar for economic development professionals at Auburn University
 - Vice President and Director of Government Affairs & Marketing were awarded scholarships to attend the GACCE Staff Clinic
 - Director of Government Affairs & Marketing was awarded scholarship for the U.S. Chamber of Commerce Government Affairs Council Spring GAC meeting
 - Director of Business & Workforce Development and Administrative Assistant graduated from the Dale Carnegie Leadership Program
 - Director of Business & Workforce Development and the Administrative Assistant completed the Dale Carnegie Course® Effective Communications & Human Relations
 - Director of Business & Workforce Development was the Recipient of the “Most Outstanding” Award for Dale Carnegie Course®

Business Plan

ORGANIZATIONAL EXCELLENCE DIVISION

Jay Prince, Vice Chairman

2012 Proposed Business Plan

Mission

***To commit to organizational excellence and visionary leadership
in all areas of Chamber operations..***

Proposed Goals:

Evaluation of Board policies and governing documents

- Consider Whistle-Blower Policy (January 2012)
- Consider Executive Session Policy (January 2012)
- Consider Financial Disclosure Policy (January 2012)
- Consider possible needed amendments to By-Laws (January 2012)

Chamber staff and Board leadership development

- Chairmen-Elect 2013 and 2014 will participate in GACCE Leadership Conference (November 2012)
- Board self-evaluation process (early 2012)
- Annual review of Chamber President (early 2012)

Strategic Planning

- Strategic Planning TF appointed to create a plan for 2013-17 (beginning in early 2012)
- Review current long-range Strategic Plan 2012
- Reaccreditation Review Task Force
- Report from Task Force with recommendations for the Reaccreditation package, which will be submitted in March 2013 (early 2012)

Planning for 2012

- Consider new tiered dues structure (January 2012)
- Annual membership survey (November 2012)
- IMPACT 2012 completion and celebration (December 2012)
- Centennial celebration of Chamber (throughout 2012)

Community Development Division



**Sue Cox
(Vice Chairman)**

Community Development Division
Paul Nichols (Nexxtep Technology Services, Inc.), Vice Chairman
January – December 2011
Highlights

- Supported CUEE in the petition campaign for school system unification
- Initiated quarterly meetings of the community's economic development professionals and local government professionals
- Initiated quarterly Chamber Board meetings to include *ex officio* members, committee chairmen and other community leaders

Business Plan

COMMUNITY DEVELOPMENT DIVISION

Sue Cox, Vice Chairman

2012 Proposed Business Plan

Mission

To unify our community with a common vision and focus

Proposed Goals:

- Continue quarterly Chamber Board meetings (March, June, September and December) to include elected Board members, ex officio Board members, committee chairmen and staff, focused on a particular community issue.
- Continue quarterly meetings of the professionals (city managers, county manager, executives from Authorities, and Chamber president).
- Semi-annual meetings with former Chamber Chairmen of the Board with roundtable discussions regarding community goals.

Chairman's Report



Tim Jones
(Chairman of the Board)

President's Report



Myrna Ballard
(President)

**VALDOSTA - LOWNDES COUNTY
CHAMBER OF COMMERCE**

Leading Businesses.
Leading Communities.™



Next Meeting Date:

Tuesday, Feb. 28, 2012

8:00 – 9:30 a.m.

@ Country Inn & Suites

Meeting Adjourned