

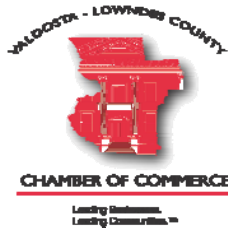
Board of Directors Meeting
January 25, 2011
@ Country Inn & Suites

VALDOSTA - LOWNDES COUNTY



CHAMBER OF COMMERCE

Leading Businesses.
Leading Communities.™



Board of Directors Meeting
Tuesday, January 25, 2011
8 – 11:30 am
@ Country Inn & Suites

Agenda

- **Welcome and Introductions** – *Tom Gooding, Chairman of the Board*
- **Purpose of Retreat** – *Tom Gooding*
- **“Your Job as a Chamber Board Member”**
Susan Peacock, Senior Community Economic Development Consultant, Georgia EMC
- **Consider minutes of the December 16, 2010 meeting**
- **Chamber December 2010 Financial Statements** – *Carl Holley, Treasurer*
- **Finance Committee** – *Carl Holley, Treasurer*
- **Chamber Activity Reports**
- **Overview of the Chamber** – *Myrna Ballard, President*

REVIEW 2011 BUSINESS PLANS

- **BUSINESS EXPANSION DIVISION** – *Sue Cox, Vice Chairman*
 - Opportunity Central
 - Enhancement of Pro-Business Environment
 - MetroOne – *Bill Simmons and John Trombetta, Co-Chairmen*
- **MEMBER SERVICES DIVISION** – *Greg Reid, Vice Chairman*
 - Membership Committee – *Marcie Dennard, Chairman*
 - Strategic Communications Committee – *Laura Love, Chairman*
 - Marketing Committee
 - Ambassadors Committee – *Vickie Godwin, Chairman*
- **ECONOMIC DEVELOPMENT DIVISION** – *Jay Prince, Vice Chairman and Chairman-Elect-Elect (2013)*
 - Triple Crown Hometowns Program
 - SEEDS Business Resource Center
- **PUBLIC AFFAIRS DIVISION** – *Jeff Hanson, Vice Chairman*
 - Government Affairs Council
 - Military Affairs Committee – *Ron Wilson, Chairman*
 - Gateways Committee – *Terri Lupo, Chairman*
- **WORKFORCE DEVELOPMENT & EDUCATION DIVISION** – *Greg Justice, Vice Chairman*
 - Workforce Development & Education Program
 - World Class Employee Recognition Program – *Sherry Zipperer, Chairman*
 - 5-Star Employer Committee – *Tom Carroll, Chairman*

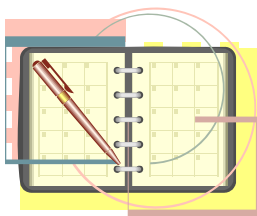
Agenda continues

- **ORGANIZATIONAL EXCELLENCE DIVISION** – *Tim Jones, Vice Chairman & Chairman Elect 2012*
- **COMMUNITY DEVELOPMENT DIVISION** – *Paul Nichols, Vice Chairman*
- **Consider 2011 Business Plan – Tom Gooding, 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 2011 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. 25)

8 – 9:30 am (Feb. 22, Apr. 26, May 24, July 26, Aug. 23, Oct. 25, Nov. 22)

@ Country Inn & Suites

12 - 1:30 pm (Mar. 22, June 28, Sept. 27, Dec. 13)

@ Holiday Inn & Suites

Chamber 101 Getting the most out of Chamber Membership

(First Wednesday of Every Month) 8 – 9:30 am

Jan. 5	May 4	Sept. 7
Feb. 2	June 1	Oct. 5
Mar. 2	July 6	Nov. 2
April 6	Aug. 3	Dec. 7

Business After Hours

5 -7:30 pm

March 24 @ Valwood School

April 28 @ South Georgia Vein Center

Member Breakfasts

March 31: Chamber Choice Award Breakfast

November 8: World Class Employee Recognition Breakfast

Special Events

Jan. 25: 99th Chamber Annual Meeting @ James H. Rainwater Center 6:30 –8:30 pm

Feb. 3-4: Operation Thank You

Feb. 15: Business Outlook Breakfast @ James H. Rainwater Conference Center 7:30-9 am

Feb. 16: Bird Supper (Atlanta Depot) 5 – 9 pm

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

- **Consider Minutes of December 16, 2010 Board of Directors meeting**

Minutes of the Valdosta-Lowndes County Chamber Board meeting held Thursday, December 16, 2010, 9 a.m. at the Country Inn & Suites

Member Present: Brian Antoine, Tom Carroll, Sue Cox, Allan Dear, David Durland, Jeff Fulp, Tom Gooding, Jeff Hanson, Walter Hobgood, Carl Holley, Tim Jones, Greg Justice, Terri Lupo, James McGahee, Paul Nichols, Jay Prince, Jerome Riley and Myrna Ballard

Also Present: Baha Zeidan, James Galloway III, Betty Morgan, Mike Stalvey, Patty Martin, ReKasa Deen, Emily Newkirk, Erika Bennett, Sandy Prentiss, Alison Stokes and Karil Brockington

Members Absent: Sally Bloom, Tim Coombs, Stan Fillion, Kristia Gaines, Greg Reid, Phyllis Royal, and Al Turner

Chairman Lupo called meeting to order and established a quorum.

Recognition of outgoing Board Members: Tim Coombs (2005-2010), Allan Dear (2005-2010), Walter Hobgood (2005-2010), Jerome Riley (2006-2010)

Chairman Lupo called meeting to order and established a quorum.

Resignation of James McGahee

Consider Minutes of the November 18, 2010 Board Meeting: T. Carroll made a motion to accept the minutes as presented. A. Dear seconded the motion and it passed unanimously. (see pg. 3 of original Board Packet)

Consider November 2010 Financial Statement – P. Nichols reported. A. Dear made a motion to accept the financial statements as presented. T. Jones seconded the motion and it passed unanimously. (see pgs. 5 – 18 of original Board packet)

Consider Chamber 2011 Budgets – On behalf of the Finance Committee, P. Nichols presented the Chamber 2011 General Fund, IMPACT 2012, Triple Crown Hometowns, and W.E.S.T. budgets. P. Nichols made a motion to adopt the Chamber 2011 Budgets as presented. B. Antoine seconded the motion and it passed unanimously. (see pgs. 19-23 of original Board packet)

Election of Vice Chairman of Community Development – On behalf of the Nominating Committee, T. Gooding nominated P. Nichols for Vice Chairman of Community Development. C. Holley seconded the nomination and P. Nichols was elected unanimously.

Consider proposed By-Laws amendment – T. Lupo reported. T. Carroll made a motion to adopt the proposed By-Laws amendment as presented. J. Fulp seconded the motion and it passed unanimously. (see pg. 24 of original Board packet)

Minutes of December 16, 2010 Board of Directors meeting continues

Consider new Board structure and meeting time – W. Hobgood made a motion to adopt the new Board structure and meeting time as presented. T. Jones seconded motion and it passed unanimously.

Appoint Board Meeting Format Task Force Chairman – T. Lupo authorized Vice Chairman for Organizational Excellence T. Jones to appoint Task Force chairmen and members in this new Division. T. Jones appointed W. Hobgood to chair the Board Meeting Format Task Force.

Review 2010 Highlights:

- Business Expansion Division – Tom Gooding, Vice Chairman reported
- Member Service Division – Jay Prince, Vice Chairman reported
- Economic Development Division – Tim Jones, Vice Chairman reported
- Public Affairs Division – James McGahee, Vice Chairman reported
- Workforce Development & Education – Greg Justice, Vice Chairman reported

Division Reports: For the complete Board Packet content please visit the Chamber's Web Site 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

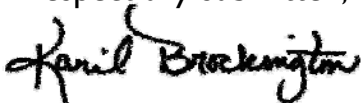
(<http://www.valdostachamber.com/board-of-directors-meeting.htm>).

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
December 31, 2010**



**Carl Holley
(Treasurer)**

Monthly Activity Reports

VALDOSTA - LOWNDES COUNTY



CHAMBER OF COMMERCE

Leading Businesses.
Leading Communities.™

December 2010

Chamber Activity Reports

December 2010

Activities and Referrals Report

Monthly Activity Tracking Report

Newcomer's Packets:	5	(10)
Better Business Bureau:	6	(13)
Phone Books:	31	(25)
Maps:	36	(28)
Directions:	20	(23)
Civic Club list:	1	(12)
Manufacturers list:	1	(6)
Web site referrals by phone:	7	(9)
Email Information request:	6	(6)
Events request:	5	(15)
Membership Application:	1	(4)
Total:	119	(151)

Total: YTD: 2,731 (2,185)

Monthly Referral Manually

Contact Type Counts:	
Email Request	135
General Contact	29
Telephone Referral	95
Walk-in referral	12
Staff	271

By Categories:

Total Categories: 98

Top 3:

Government Offices: 30

Building Contractors: 36

Top Employers: 59

Total Member Referrals: 241 (19,130)

Total YTD: 7,329 (51,819)

*2009 figures in parenthesis



Search Engine Position: as of Jan. 14, 2011

	Valdosta	Valdosta Chamber	Valdosta-Lowndes
Google	3rd (3rd) page in 4th (1st) place	1st (1st) page in 1st (1st) place	1st (1st) page in 4th (1st) place
bing	3rd (3rd) page in 4th (4th) place	1st (1st) page in 1st (1st) place	1st (1st) page in 1st (1st) place
Yahoo	3rd (3rd) page in 4th (4th) place	1st (1st) page in 1st (1st) place	1st (1st) page in 1st (1st) place

(last month in parentheses)

Website Activity Report:

Tracking system (Google Analytics)

December Website hits: 1,580

YTD Website hits: 14,161

December Page views: 5,055

YTD Page views: 46,452

Valdosta Chamber Online Statistics

2010

Month	TCS Web sites	Community Calendar	Event Registration	Member Coupons	New Members	Press Releases	Job Board	Info Requests	Store Purchases	Online Payments	
	195			10							
January	na	0	0	na	0	0	0	0	0	0	\$0.00
February	na	0	0	na	0	0	0	0	0	0	\$0.00
March	na	0	0	na	0	0	0	0	0	0	\$0.00
April	na	0	0	na	0	0	0	0	0	5	\$483.75
May	na	0	0	na	0	0	0	0	0	10	\$1,740.00
June	na	2	6	na	1	0	2	0	0	5	\$925.00
July	na	9	25	na	2	0	0	2	0	11	\$763.75
August	na	8	0	na	1	0	0	1	1	13	\$1,568.75
September	5	17	0	na	1	0	0	0	0	2	\$128.75
October	21	21	0	0	4	0	1	1	0	4	\$376.25
November	27	11	0	0	0	0	0	0	0	9	\$216.25
December	14	8	0	0	1	0	0	1	1	7	\$176.25
Totals	262	76	31	10	10	0	3	5	2	66	\$6,378.75

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

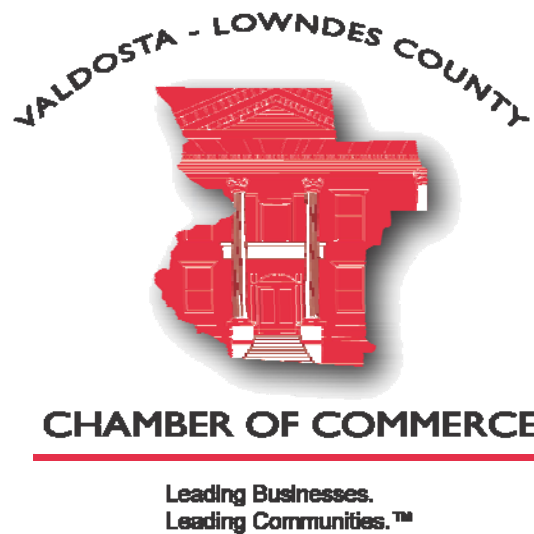
*Member Coupons-Tracking started October 2010. Prior to October 1, we had 10.

Other Information:

Direct Debit Accounts to Date: 49

Amnesty Program Participant: 7

Overview of Chamber



Myrna Ballard, President

Business Expansion Division Reports



**Sue Cox
(Vice Chairman)**

Business Plans

Opportunity Central

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.

2011 Goals

- I. Facilitate the creation of 200 new jobs for college and university graduates to increase the average weekly wages through Opportunity Central and Economic Development initiatives and document progress.
 - a) Create 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
 1. Host quarterly meetings focusing on topics of interest to IT Professionals
 - B. Utilize existing resources to support the high-growth clusters:
 1. SEEDS Business Resource Center
 2. Guardian Bank Business Plan Competition
 3. Inventors and Innovators Network
 - C. Promote dialogue among IT Service providers and telecom providers about high-bandwidth services
 - D. Develop a plan for a business incubator/accelerator in Valdosta-Lowndes County through the Incubator Task Force.
 1. Complete Georgia Tech's Incubator Readiness Assessment.
 2. Partner with VSU's SBDC and other organizations to develop a business plan
 - b) Connect talent from local colleges and the university to the business community by encouraging internship opportunities.
 - A. Opportunity Central Talent Connection
 - i. Continue to encourage the business community to sign up for internships via the online portal
 - ii. Continue to improve and expand the services of the Talent Connection
 - iii. Develop and execute a plan for communicating Talent Connection services to the business community
 - iv. Measure the success of the Talent Connection by tracking the number of participants

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. Opportunity Central Speaker Series
 - i. Host at least one quality speaker
 - b. Opportunity Central Book Club
 - i. Host the discussion of five books/articles relating to Opportunity Central in 2011, by inviting five top leaders to facilitate discussion
 - ii. Make it possible for the community to follow the Book Club virtually on www.OpportunityCentral.net
 - c. Present 2009 analysis data to key individuals from the Industrial Authority, local governments, DVBA, CVDA, Main Street Program, Conference Center and Tourism Authority and Chamber Board
 - d. Utilize the Chamber's Strategic Communications Committee to develop and execute a plan for communicating the Opportunity Central message.
 - i. Utilize the Opportunity Central blog and Web site to promote events and programs in Metro Valdosta that would interest the creative class.
 - ii. Create a following for Opportunity Central by developing an e-mail distribution list to inform the community of Opportunity Central events.

Enhancement of Pro-Business Environment

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.

2011 Goals

- I. Strengthen the relationships among local economic development professionals to create a "No Wrong Door" philosophy by coordinating an annual VALET meeting with representatives from the organizations and agencies in Valdosta-Lowndes County that provide direct assistance to businesses or entrepreneurs.
 - a) Utilize VALET members as a resource for special projects and programs
 - b) Develop a standard tool for measuring effectiveness of local business resources in the form of an evaluation to be used by all organizations to measure effectiveness of tools.

2. Coordinate the Special Ombudsman Response Team (SORT) to enhance the pro-business environment in Valdosta-Lowndes County by acting as an ombudsman between businesses and local governments to identify obstacles in the business development process and facilitate mutually beneficial resolutions.
 - a) Act as a liaison between local governments and the business community to improve the business development process.
 - b) Propose changes to local governments regarding regulations when deemed appropriate.
 - c) Respond to prioritized business issues and complaints in a timely manner with appropriate action.
 - a) Establish a standard procedure for assisting with issues inhibiting the start-up or expansion of a business or industry.
3. Develop a strategic communication plan for communicating the “No Wrong Door” philosophy, business resources in Valdosta-Lowndes County and SORT’s services and progress.
 - a) The SEEDS Business Resource Center Web site
 - b) Valdosta-Lowndes public agency newsletters
 - c) Small Business Development Center
 - d) Distribute and give presentations on educational materials to businesses, organizations, Commercial Realtors, Association of General Contractors and commercial lenders.
5. Host the 2011 Business Outlook Breakfast Feb. 15, 2011 with Dr. Jeff Humphries (University of Georgia), Dr. Cynthia Tori (Valdosta State University) and Tom Cunningham (Federal Reserve Bank of Atlanta).
6. Host the Chamber Economic Summit Annually 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.
 - a) Partner with VSU in 2011 to feature a presentation by the Center for Business and Economic Research on the economic makeup of our community and how we compare to peer communities and to aspirant communities, telling us what we need to do to be economically successful.

MetroOne

Bill Simmons & John Trombetta, Co-Chairs

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.

2011 Goals

1. **Marketing & Membership:** Promote the value and benefits of MetroOne to members, potential members, employers, the community-at-large and the state of Georgia and focus on the attraction and retention of membership.
 - Attract 100 new members
 - Retain 86% of current membership
 - Increase participation at events and sub committee involvement
 - Form a sub-group to follow-up with new members after they attend first event as well as engage current members

2. **Networking & Community Engagement:** Encourage diverse social interaction among young professionals while supporting community interaction with our cultural, natural and recreational resources
 - 5th Annual MetroOne Young Professional's Day – A goal of 100 participants (40 in 2010)
 - MetroOne Monday – Organize bi-monthly activities for members
 - CEOs Unplugged- Organize bi-monthly (alternating w/ MetroOne Monday) 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- Host a Professional Development Seminar and develop a plan for making the seminar regional by 2012
 - Metro Valdosta Emerging Leaders- Build program which recognizes and rewards young professionals in the community with a goal of 40 applications submitted (36 submitted in 2010)
 - 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

- Policy-attend at least 2 city council and 2 county commission meetings to keep the membership aware of issues affecting young professionals as well as engage local officials so they are more alert to the needs and aspirations of emerging leaders
- Survey- Survey young professionals during October (Young Professionals month) with a goal of 100 completed surveys utilizing both hard copy and electronic formats (36 in 2010)
- 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
- Advocacy- Identify an amenity that would benefit young professionals as well as the community and promote the development of a creative Metro Valdosta and advocate for that need.

Business Expansion Division Report

December 2010

Vice Chair: Sue Cox (Covington's Dining & Catering)

Transforming our local economy...

Expansion of Targeted Businesses: Opportunity Central



- Documented growth of 26 establishments and 186 jobs in the targeted knowledge-based sectors with an average annual salary of \$37,500.
- Named Tim Jones (Citizens Community Bank) Incubator Readiness Assessment Task Force Chair
- Finalized Book Club invitation list, schedule and format



Pro-Business Enhancement

- Partnered with VSU's Center for Business and Economic Research to conduct a study on the economic health of Lowndes County compared to other areas to identify areas of improvement to be presented at the Chamber Economic Summit, May 17, 2011
- Secured program for Feb. 15, 2011, Business Outlook Breakfast with Thomas Cunningham (Federal Reserve Bank of Atlanta), Dr. Jeffery Humphreys (UGA) and Dr. Cynthia Tori (VSU)

Member Services Division Reports



**Greg Reid
(Vice Chairman)**

Business Plans

Membership Committee

Marcie Dennard, Chairman

Mission:

To encourage all Lowndes County businesses to become and remain active Chamber members.

2011 Goals:

Retention:

- Increase First year renewals of members who are still in business from 79% to 90% (90% in 2009, 79% in 2010)
- Increase Second year renewals of members who are still in business from 48% to 83% (83% in 2009, 48% in 2010)
- Increase new members who seek information from SEEDS Business Resource Center from 30% to 50% (22% in 2009, 30% in 2010)
- Increase new members who attend Chamber 101 from 69% to 75% (46% in 2009, 69% in 2010) Increase overall membership retention rate from 86% to 90% (84% in 2009, 867% in 2010)

Membership:

- Increase Chamber memberships from 1,506 to 1,511

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 articles, at Annual Meeting, Chamber Choice Awards & World Class breakfast and delivering Silver and Gold ribbons.
3. Survey entire membership in October: from this survey evaluate Chamber benefits and communications.
4. Send Anniversary Card for first year renewal.
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 Web Site and Job Board opportunities.
7. Begin a campaign urging community to view members' Traffic Catcher Web Sites through the Chamber's Web site.

8. Organize semi-annual meetings of the Membership Committee for discussions. (January and August)

Increasing Chamber members:

1. 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.
2. Send a welcome letter to all new members of Triple Crown Hometowns retiree households with an invitation to join.
3. Contact all civic organizations with an invitation to join.
4. Personally visit new businesses that open in Valdosta-Lowndes area.
5. Organize Membership Drives in spring (April) and fall (September and October) offering incentives to join.

Strategic Communications Committee
Laura Love, Chairman

Mission:

Help Chamber staff think strategically in communication efforts.

2011 Goals:

1. Well thought through strategic communications plan for every major Chamber initiative.
2. This committee will meet on as-needed basis.

Marketing Committee

Mission:

To determine the wisest and most productive use of the IMPACT 2012 in-kind contributions from media to promote the programs and events of the Valdosta-Lowndes County Chamber of Commerce to its members and the local community.

2011 Goals:

Meet in January to develop the annual marketing plan.

MARKETING REPORT

DECEMBER 2010

YEAR TO DATE

TV: 21 (20 total 2009)

Radio : 84 (61 total 2009)

Print : 54 (52 total 2009)

Presentations: 28 (35 total 2009)

BUSINESS EXPANSION

PUBLIC AFFAIRS DIVISION

Print-State Luncheon (VDT)

MEMBER SERVICES DIVISION

Print-Think B.I.G. (VDT)

WORKFORCE DEVELOPMENT AND EDUCATION DIVISION

ECONOMIC DEVELOPMENT DIVISION

MISCELLANEOUS

Member Services

Mission:

Identifying resources that benefit Chamber Members to enhance the Value of their membership.

2011 Goals:

1. Increase member participation at Chamber Business Showcase to 75 exhibitors (compared to 69 in 2010)
2. Increase attendance at Chamber Choice Awards and World Class Employee Recognition to 300+ (Compared to an average of 270 in 2010)
3. Increase participation in MemberCare Alliance Blue Cross/ Blue Shield Employee discount program offered through local agents to 75 businesses (compared to 56 businesses in 2010)
4. Roll out new Auto Owners Insurance program and acquire at least 50 new participants.
5. Acquire at least 75 businesses to participate in a Member to Member Discount Program through the Traffic Catcher Web Site (39 businesses offered discounts in 2010)
6. Increase members who have created a Traffic Catcher Web Site from 250 completed (2010 total) to 350 completed by end of 2011.
7. Coordinate Chamber Business Showcase on April 14; include both business to business members as well as business to consumers members to increase number of exhibitors.
8. Utilize e-blast, Web site and media outlets to promote Chamber Choice and World Class Breakfasts.
9. Promote Blue Cross/Blue Shield, Auto Owners Insurance program and Liberty National Life's Accidental Death Policy as an incentive for prospects to join and to use as a retention tool for present members.
10. Will market Traffic Catcher Web Site tools.
11. Continue to promote Think B.I.G. and educate the community on the importance of reallocating monies to the South Georgia region.
12. Market Promotion in Motion to members-sell sponsorship packages to businesses.
13. Market and sell Web site ads.
14. Coordinate 11 Business After Hours/Networking Mixers.

Monthly Dues Collection Report

	2008	2009	2010	2009 & 2010 Variance
Dec.	37,430.63	36,261.41	34,326.54	-1,934.87
Nov.	21,856.85	27,823.82	27,720.66	-103.16
Oct.	25,698.51	27,591.92	26,872.32	-719.6
Sept.	29,955.86	25,916.58	36,308.15	10,391.57
Aug.	29,645.75	28,135.34	18,321.41	-9,813.93
July	38,982.60	41,713.49	22,414.66	-19,298.83
June	27,454.84	24,681.68	33,173.92	8,492.24
May	30,457.34	26,871.88	24,240.25	-2,631.63
Apr.	31,264.43	31,001.57	31,003.80	2.23
Mar.	14,879.68	29,445.03	35,878.36	6,433.33
Feb.	22,314.50	34,192.00	23,327.84	-10,864.16
Jan.	49,968.02	36,062.83	34,715.33	-1,347.50

Year to Date Dues Collection Report

	2008	2009	2010	2009 & 2010 Variance
Dec.	360,009.01	369,697.19	348,303.24	-21,393.95
Nov.	322,478.38	333,435.78	313,976.70	-19,459.08
Oct.	300,621.53	305,611.96	286,256.04	-19,355.92
Sept.	274,923.02	278,020.04	259,383.72	-18,636.32
Aug.	244,967.16	252,103.82	223,075.57	-29,028.25
July	215,321.41	223,968.48	204,754.16	-19,214.32
June	176,338.81	182,254.99	182,339.50	84.51
May	148,883.97	157,573.31	149,165.58	-8,407.73
Apr.	118,426.63	130,701.43	124,925.33	-5,776.10
Mar.	87,162.20	99,699.86	93,921.53	-5,778.33
Feb.	72,282.52	70,254.83	58,043.17	-12,211.66
Jan.	49,968.02	36,062.83	34,715.33	-1,347.50

2010 goal for Dues collection:

\$360,000.00

87% collected

New Members

	2006	2007	2008	2009	2010
Jan	16	16	22	9	12
Feb	18	14	16	16	10
Mar	20	20	13	13	24
April	20	16	22	33	16
May	41	26	23	16	11
June	12	29	25	16	18
July	10	13	15	21	12
Aug	16	17	22	24	14
Sept	54	41	19	38	10
Oct	13	48	16	26	30
Nov	11	14	12	17	15
Dec	12	9	11	18	18
Total	243	263	216	247	190

2010 Goal for New Members: 258

Total Membership: 1,506

2010 Goal for Total Membership: 1,540

New Members December 2010

AMERIGROUP Community Care
Jason Anavitarte
303 Perimeter Center N Ste 400
Atlanta, GA 30346
678-587-4859
Health Care

Holy Moses Water Treatment, Inc.
Steve Patelski
P O Box 159
Lake Park, GA 31636
229-559-8272
Water Softeners & Supplies

Apex Communications
Cheri Burnette
2139 Bemiss Road
Valdosta, GA 31602
229-257-0026
Cellular Phones

Alpha Kappa Alpha Sorority, Inc.
Rico Tucker
5282 Troupeville Road
Quitman, GA 31643
229-740-5906
Organizations

Apex Communications
Cheri Burnette
3268 Inner Perimeter Road
Valdosta, GA 31602
229-259-0025
Cellular Phones

Rodan & Fields Dermatologists-Robert Shrum
Robert Shrum
874 SW Roberts Avenue
Fort White, FL 32038
407-625-5347
Skin Care

Bob Burns
4410 Willow Wood Gate
Valdosta, GA 31602
229-740-7278
Associate Members

Sentry Data Management, LLC
Jay Porter
436 Nichols Street
Blackshear, GA 31516
912-807-9904
Storage-Household & Commercial

Golden Leaf Cigar Cafe
Paul & Diane Cronin
101-A South Patterson Street
Valdosta, GA 31601
803-760-9556
Cigar, Cigarette & Tobacco Dealers

Sparkles Weddings and Special Events
Frances Pride
100 Garden Drive Apt K-245
Valdosta, GA 31602
229-232-4825
Wedding Services & Supplies

New Members continues

Tillman Insurance Agency, Inc.
Hamilton Tillman
3964 Old U.S. Hwy 41 North
Valdosta, GA 31602
229-242-5377
Insurance

Trident Supply Co./ GHX Valdosta
Darrell Presley
829 S. St Augustine Road
Valdosta, Ga 31601
229-219-1100
Manufacturers

Tillman Insurance Agency, Inc.-Cheryl Parlor
Cheryl Parlor
3964 Old U.S. Hwy 41 North
Valdosta, GA 31602
229-242-5377
Insurance

Urological Clinic of Valdosta, PC
Pam Chiang
3000 N Patterson Street
Valdosta, GA 31602
229-241-1188
Medical Clinics

Tillman Insurance Agency, Inc.-Dan Tillman
Dan Tillman
3964 Old U.S. Hwy 41 North
Valdosta, GA 31601
229-242-5377
Insurance

Wulff Enterprises, Inc.
Joy Kettering
1681 Clay Road
Valdosta, GA 31601
330-478-4778
Equipment & Supplies

Tillman Insurance Agency, Inc.-Gloria Rogers
Gloria Rogers
3964 Old U.S. Hwy 41 North
Valdosta, GA 31602
229-242-5377
Insurance

Tillman Insurance Agency, Inc.-Nikki Ellis
Nikki Ellis
3964 Old U.S. Hwy 41 North
Valdosta, GA 31601
229-242-5377
Insurance

2010 Ribbon Cuttings/Groundbreakings

January

Anna Lee's Gifts and More
Dairy Queen/Orange Julius
Chick-fil-A at North
Valdosta
Quality Solutions
Judy Martin Trexler,
L.C.S.W.
Seed of Faith Christian
Center
Audibel Hearing Care
Center

February

Valdosta Funnys
Downtown Diner
Blazer's Tavern
Ambling Development
Partners
Innovate Engineering
Solutions, LLC
Dream America
Special Occasions Rentals

March

Beijing Café
Hibachi Grill Buffet
Anastasia's Consignments
Stellar Photo Booth Rental
VSU Learning in Retirement
Photography by Jacquelynn
Buck
Thin Again of South Georgia
LeFiles Financial Planning
LLC

April

California Sun
Langdale Honda
Luxor Nails
Valdosta Chiropractic and
Rehab
Exit Realty In Touch

May

Tax Doctor, M.D.
Pammy Cakes
Inspired by Elegance

June

Embroid Me Valdosta
Gold Buyers of Valdosta
Dosta Laboratories
Red Velvet Bakery

July

Rhythm & Blues Café
Good News Weekly of Valdosta
Greystone Medical Clinic
Kuddles and Huggs Learning
Academy
Southern Pediatric Clinic
The Foot & Ankle Institute of
South Georgia

August

Higher Heights Learning Center
Valdosta Allergy Clinic
Pine Grove Elementary School
Choice Family Medical Clinic
Pierce Parts and Service, Inc.
University Gifts and Apparel
California Sun
Imperial Auto Sales
Eats and Streets
Southwest Georgia Bank
Coombs Appliance Repair

September

Griffin's Handyman Service
On Site I
The RCL Company
The Gateway Project
J. Allen Lawson
I Have a Dream Child Care and
Learning Center

October

Silotte \$7.99 & Up Shoes
Honey Baked Ham
Foot and Ankle Care
Magnuson Hotel
The Outlet Christian Life
Worship Center
Rickey's Tire and Auto Repair
Walmart
Brainy Scholars
The Residences at Five Points
Parks & Recreation Authority
Community Center

November

Pop Bellies Southern Cooking
Triangle Furniture, Sofa and
Mattress
Stifel Nicolaus
Sugar Momma's Bakery
Georgia Auto Exchange
Jan's Hallmark
Whisk Organic Food Market
Into the Past
Therapy Center Valdosta
Clean Freaks
Blue Paradise Travel
Connection
Superior Shine Mobile Detail

December

Hahira Insurance Agency
Stage 51 Coffee and Wine
House
Executive Travel
Rodan + Fields Dermatologists
C-Tech Water Solutions
J. Roland Construction
Lemongrass Day Spa (*Ground
Breaking*)

2010 Member Crashers

FEBRUARY

American Bodyworks
American Realty
Castlewood Apartments
Hyundai of Valdosta
Innovative Rehab Solutions
Jungle Jym's

MARCH

Express Care Medical
Insta Lube
Valdosta Commercial Doors
Salvage GM
F. M. Guess Pecan Company
South Georgia Staffing
Barker Realty and Auction

APRIL

Bemiss Citizens Bank
CBC Collections
Dr. Joe Morgan
South Georgia Staffing
ATT Mobility
Baytree Pizza
Best Buy
Blazers Tavern
Circuitboard Computers &
Technology
LasBanderas Restaurant

MAY

American Rent-A-Car
The Cutting Edge
Steve Hall Flooring
Wallace Truck & Equipment
Sales
Wright Retirement Services
Tim Wright
William E. Moore
Atlantic Southeast Airlines
Hertz Rent-A-Car
Anna Lee's Gift Shop
Enterprise Rent-A-Car
Southern States Toyota Lift
Avis Rent-A-Car

JUNE

1st Franklin Financial
Anytime Fitness
C. Terry Hunt Industries
Cartridge World of Valdosta
Farmers Home Furniture Company
Georgia Home Health Services
Azalea City Animal Hospital
Choice Family Medicine
ISIS
Melissa M. Clyatt & Associates
Sherwin-Williams Company
Wells Fargo Advisors

JULY

Baytree Insurance Agency. Inc.
CMA Architectural Services
TriCon Development
Honey Baked Ham
Smitty's Package Store
WTLH/WTLF
Thin Again of South Georgia
Valdosta Moving and Storage
Coleman Talley
Langdale Vallotton
Paramount Granite & Marble
Young, Thagard, Hoffman, Smith
South Georgia Scales
Pipkin's Motors
Taqueria del SurEste

AUGUST

Daugharty's Service Station
Kiddie Korral Daycare
LODAC
Master Automotive & Body Shop
Southern Plaster Design
Union Tank Car
Therapy Center Valdosta
Mindful Massage & Bodywork
Second Harvest of South Georgia
Southeastern Records Management
Specialty
Storey Machining Services
Trans Power, Inc.
Wells Fargo Home Mortgage
Unihealth Source of Valdosta
Intrepid USA Home Health Services

SEPTEMBER

Fruity Bouquets
Azalea's Women's Center
Five Points Liquor
Porter Paints
Three Oaks Apartments
Allan Dear Real Estate
Auto Repair Experts
Anderson Power Services
Loco's Pub & Deli
Mass Mutual Financial
SoloSpace Plus
Pita Pit
Set-in-Stone
WAAC, WGOV
World Hi-Fi & Appliance

OCTOBER

Country Cobbler
Steak n Shake
Talbots
Verizon Wireless
Sam Dennis, Attorney
Turner Insurance Services
Pathway Wellness
Lowndes Electric Supply

NOVEMBER

Jessie's Eats and Treats
ASA Engineering and Surveying
Kaleidoscope, A Gallery
Bearings and Drives
Henderson Appraisal Services
Mark Retterbush, DMD
Mark Roland, DMD

DECEMBER

Premier Rental-Purchase
Winn Dixie
Southern Skin and Wellness
Comfort Keepers
Hawthorn Suites
Atlanta Bread Company

Dues Account Status Report December 2010

Billing Period	Accounts Receivable	Collections	Collection Rate
Current	\$44,338.01	\$8,177.01	18%
Previously Collected for current month		6,733.58	15%
Total Current	44,338.01	14,910.59	34 %
1-30 Days	13,031.89	3,336.86	26 %
31-60 Days	10,943.73	1,686.25	15 %
61-90 Days	11,838.48	786.25	7 %
91-120 Days	8,589.73	710.00	8 %
120+ Days	44,149.54	3,472.87	8 %
Subtotal	132,891.38	24,902.79	19 %
New Members	3,017.43	3,017.43	
Total	135,908.81	27,920.22	21 %
Previously collected for current month:			
September	255.00		
October	132.50		
November	6,346.08		
TOTAL	6,733.58		



Write-Offs December 2010

NAME	JOIN DATE	REASON DROPPED
Ace of Fades Barber Shop	11/05/2009	Non-Payment of Dues
ERA Joyner Realty	09/23/2003	Non-Payment of Dues
Everett's Computer Services	04/15/2009	Non-Payment of Dues
Goldco, Inc. (Burger King)	06/09/2003	Non-Payment of Dues
Magnolia House Furniture & Gifts	07/22/2009	Non-Payment of Dues
Marcotek Digital Office Solutions	07/31/2004	Non-Payment of Dues
McAlister's Deli	04/04/2008	Non-Payment of Dues
MNG Construction, Inc.	03/07/2007	Non-Payment of Dues
Moe's Southwest Grill	10/21/2008	Non-Payment of Dues
Mom & Dad's Italian Restaurant	10/12/2006	Non-Payment of Dues
Nathan Moran	12/01/1995	Non-Payment of Dues
Nationwide Appliance Sales, Inc.	02/14/2007	Non-Payment of Dues
Red Velvet Bakery	09/24/2009	Non-Payment of Dues
Anastasia's Consignment	06/11/2010	Out of Business
Confetti & Lace THE Party Place	09/02/2009	Out of Business
Edward Jones/Ebony Drake	09/17/2010	Out of Business
F. M. Guess Pecans	01/10/2006	Out of Business
I Have A Dream Childcare and Learning Center	9/10/2010	Out of Business
JustAmere Farms, LLC	10/21/2008	Out of Business
New York Life-Stacey Sanders	6/29/2009	Out of Business
Real Living Realty Advisors-David Washington	4/13/2007	Out of Business
Real Living Realty Advisors-Tracy Greer	6/30/2007	Out of Business
VETUNES RADIO	8/14/2008	Out of Business
Century 21 Realty-Sharon Lyons	3/8/2005	Out of Business
Dairy Queen/Orange Julius	1/31/2010	Requested Cancel
Melissa Chevers	4/23/09	Requested Cancel

Write-Offs December 2010 Summary

Summary	Month #	Month \$	YTD #	YTD \$
Budget Restrictions			23	4,357.90
Business Sold			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	14	3,505.00	30	7,810.00
Out of Business	11	1,762.47	100	18,382.37
Other				
Requested Cancellation-No Reason	2	195.00	49	11,866.00
Unhappy/Angry				
TOTAL	27	5,462.47	220	45,294.49

Write-Offs 2009	11	2,434.20	257	54,991.77
------------------------	-----------	-----------------	------------	------------------

Difference 2010 vs. 2009	16	3,028.27	-37	-9,697.28
---------------------------------	-----------	-----------------	------------	------------------

Membership Statistics

Net Membership Gain in Dec.	-9
Net Membership Gain in 2010	-30
2009 Goal	4
YTD Retention Rate	87%
2010 Goal	86%



**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			
Mar. 2			
Apr. 6			
May 4			
June 1			
July 6			
Aug. 3			
Sept. 7			
Oct. 5			
Nov. 2			
Dec. 7			
TOTAL	12	47	9

January 5, 2011 invitation list for CHAMBER 101

consists of members that joined from
Sept. 22, 2010 – Nov. 21, 2010 (2nd time invites) &
Nov. 22, 2010 – Dec. 22, 2010 (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 Member are asked to attend at least two (2) **CHAMBER 101** events:

The following have attended

January 2011:

Tom Gooding (1) Greg Reid (1) Paul Nichols (1) Myrna Ballard (1)

Business Plan

Ambassadors Committee Vickie Godwin, Chairman

Mission:

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

2011 Goals:

1. Increase number of Ambassadors from 27 to 35 and expand the role of the committee.
2. Conduct 85 Ribbon Cuttings/5 Ground Breakings in 2011
3. Assist with all Chamber sponsored events:
 - 2011 Annual Meeting (1/25/11)
 - Eleven Business After Hours/ New Member Mixers
 - Chamber Choice Awards and World Class Breakfasts (3/9/11 and 11/8/11)
 - Chamber Business Showcase (4/14/11)
 - Monthly Chamber 101
4. Form a sub-committee to organize “Operation Thank You”
 - Involve every Ambassador in the delivery of 2011 Membership First of the Year Packet (2/3/11)
 - Organize volunteers to deliver packets
 - Help organize, separate and bundle packets by addresses
5. Coordinate Member Crashers: These will be monthly visits to Chamber businesses who will be renewing their second year of membership (Last Thursday of each month)
 - Start with 1 ½ hours with at least two teams of 3-4 Ambassadors and each team will visit 8 businesses for a total of 192 businesses for the year. February, 2009 marked the beginning of the event with 60 businesses visited which resulted in 17 members renewing. 2010 was the second year, 106 businesses were crashed, 41 renewed.
6. 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.
7. Coordinate program for designating Leading Business of the Week, A surprise visit will be made on Monday to present a banner denoting this honor for display throughout the week and will be picked up on Friday.

Ambassadors Report

December, 2010

DECEMBER STATISTICS

Ribbon Cuttings for December: 6
Groundbreakings for December: 1
Business After Hours for December: 1
Early Bird Breakfasts for December: 0
Accumulated Points for December: 4,250

2010 STATISTICS

2010 Ribbon Cuttings: 84 (Goal: 85)
2010 Groundbreakings: 2 (Goal: 5)
2010 Business After Hours: 12 (Goal: 12)
2010 Early Bird Breakfasts: 2 (Goal: 2)
Total Accumulated Points for 2010: 23,290

UPCOMING EVENTS

February 2, 2011
Chamber 101: Getting the Most Out of Chamber
Membership
8:00-9:30 a.m.
Chamber of Commerce

February 10, 2011
Boot Camp for Supervisors
Department of Labor

February 15, 2011
Business Outlook Breakfast

**Economic Development
Division Reports**



**Jay Prince
(Vice Chairman)**

Business Plan

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.

2011 Goal:

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

- Attract and relocate 80 retiree households (400 households 2008-2012)
- 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 Website visits from 12,500 avg. in 2010 to 14,000 avg. in 2011
- Produce Triple Crown Hometowns magazine. Retirement living South Georgia Style
 - Distribution of 2,000
- Published story in at least two mature market publications
- Coordinate at least one activity that provides investors an opportunity to network with retirees
- Provide leads to investors of possible new clients and/or consumers through Monthly Investor's Prospect and Newcomers Contact Report
- Identify target markets and develop strategic marketing plan for Moody Officers and VSU Alumni
- Continue working on being recognized by the State as a "Certified Retirement Community" and state partnership



RELOCATIONS: 337 (since inception of program in 2001)

Lowndes: 300 Brooks: 24 Lanier: 13

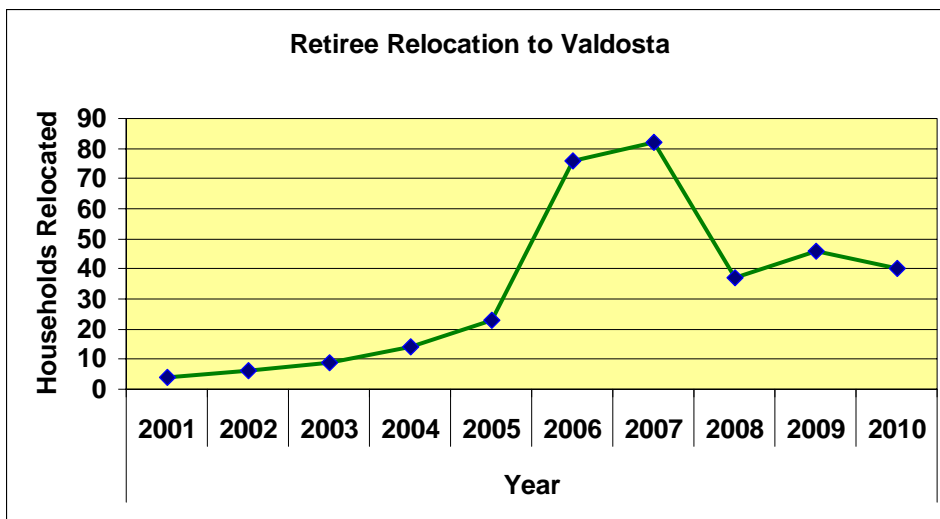
Website: 230 Chambers: 42 Advertising: 10 Other: 55

LEADS: 3,812

RELOCATED FROM:

FL: 50% GA: 17% SE: 7% NE: 20 % MW: 6%

(2001-2010) number of relocations



ECONOMIC IMPACT:

Annual Income: \$14 million

Annual Spending: \$12 million

Liquid Assets: \$1.4 billion

Indirect Jobs Created: 674

(average according to industry standards)

Business Plan

SEEDS Business Resource Center

Mission:

1. To foster and assist entrepreneur development in Lowndes County.
2. To maintain partnerships with area chambers (Berrien, Brooks, Cook, Echols, Lanier, Lowndes and Turner 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.

2011 Goals:

1. Provide service to 500 clients (438 in 2010)
2. Assist 40 entrepreneurs regionally in successfully starting a new business
3. Manage the SEEDS Business Resource Center database through use of ZOHO CRM; follow up with clients regularly
4. Research grant opportunities through private, state and local contacts to enhance SEEDS Business Resource Center capabilities and underwrite the cost (\$10,000) of the program
5. Develop a Strategic Communications Plan to promote SEEDS Business Resource Center
6. Continuously update the SEEDS Business Resource Center Web site to increase unique visits to 300
7. Host regular Business University seminars, workshops and/or Lunch-n-Learns for small and start-up businesses with 12-15 attendees at each
8. Visit each SEEDS Business Resource Center partner annually to update on services
9. Update and improve on current "Guide to Starting a Business in Valdosta-Lowndes County," resource listings and contact information and work with the SBDC to create checkpoints in the business plan writing process
10. Continue using databases, InfoUSA.com, First Research and Decision Data to gather client research
11. Visit with lenders at one Lowndes County financial institution a month to promote the services of the SEEDS Business Resource Center
12. Coordinate and present the annual Chamber Small Business Conference on Sept. 14

Professional Consultants Program

2011 Goals:

1. Provide 40 hours of consultation within the region to start up businesses and entrepreneurs (34 in 2010)
2. Pair consultants with Business Plan Competition participants as needed to foster mentor-protégé relationships
3. Recruit new professional consultants (2 Bankers, 2 Architects, 2 Building Contractors)
4. Provide speakers to support Chamber events
5. Continue to track clients with comment cards regarding their PCP appointment

Business Plan Competition

2011 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 18 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

Inventors & Innovators Network

2011 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 the activities and efforts of the Valdosta chapter of the Inventor's Association of Georgia

BIG Thinker Award

2011 Goals:

1. Facilitate nominations for the 7th Annual BIG Thinker Award (to be awarded at the Chamber Choice Awards)
2. Utilize BIG Thinkers as speakers for Business University

Valdosta Networking Professionals

2011 Goals:

1. Maintain an average of 30 members
2. Each month obtain 20 leads and/or prospective members for the group per month

Small Business of the Year

2011 Goals:

1. Identify and recruit outstanding nominees for Small Business of the Year.

BIG Thinker Award

2011 Goals:

1. Award the 2011 BIG Thinker and award at the Chamber Choice Awards.

South Georgia Partnership for Regional Development

2011 Goals:

I. In collaboration with the regional SGPRD partners the V-LCOC will coordinate, and host 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.

Chamber Small Business Conference

2011 Goals

I. Plan, facilitate and coordinate the Small Business Conference to provide 100 small business owners useful information that they can take back to their business and begin using immediately as well as identify necessary small business relevant topics and provide them at this conference along with an outstanding keynote speaker.



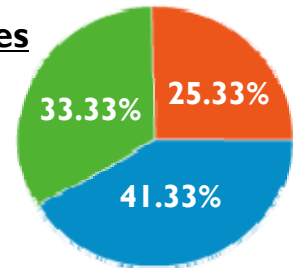
DECEMBER 2010 REPORT

<u>Client Report</u>	<u>#</u>	<u>YTD</u>	<u>Resources Distributed</u>	<u>#</u>	<u>YTD</u>
Clients Assisted:	16	438	Sales Leads:	11	236
Start-ups:	6	163	How to Start Guides:	3	119
Existing/Expanding:	5	210	Demographics:	4	112
Chamber Members:	5	155	Industry Reports:	0	67
Returning:	6	66	Traffic Counts:	0	34
			Financing Info.:	0	16

<u>Website</u>	<u>#</u>	<u>YTD</u>
Visits:	76	325
Unique Visitors:	55	230
New Visits:	69.74%	70.77%

Website Traffic Sources

Direct Traffic	41.33%
Referring Sites	33.33%
Search Engines	25.33%



Guardian Bank Business Plan Competition Winner Announced

At Guardian Bank's Dec. 2 Business After Hours!

**Public Affairs Division
Reports**



**Jeff Hanson
(Vice Chairman)**

Business Plan

Government Affairs Council

Jeff Hanson, Chairman
Jeff Sikes, Vice Chairman

Mission:

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

GAC Goals: Chairman Jeff Hanson

1. Develop a business agenda and support legislation that is pro-business.
2. Monitor government actions and communicate to governments the key issues facing the Valdosta-Lowndes County business community
3. Keep the business community informed on legislation and key issues affecting business in Valdosta-Lowndes County
4. Develop strategy for a pro-active GAC and implement grass roots initiatives and communications.
5. Develop marketing strategy for GAC Restructure
6. Develop GAC Executive Committee and Policy Committees, Chairs and Vice Chairs.
7. Maintain open communication between business community and legislators by providing the business community an opportunity to meet legislators
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

GAC 2011 Executive Committee

Jeff Hanson	Southwest Georgia Bank	Chair, GAC, Chair, PA Division
Jeff Sikes	First America Drugs	Vice Chair, GAC
Megan Smith	Smith Barnas & Assoc.	Chair, Business & Industry
Darrell Wilder	Georgia Power Company	Chair, Energy & Environment
Randy Sauls	South Georgia Medical Center	Chair, Health Care
Ben Blanton	Blanton & Griffin Insurance	Chair, Local Business & Industry
John LaHood	Fellowship Home at Brookside	Chair, Transportation
John Page	Mass Mutual Financial Group	Chair, Economic Development & Taxation
Tom Gooding	Elliott, Blackburn & Gooding, P.C.	Chair, Valdosta-Lowndes Chamber
Myrna Ballard	Valdosta-Lowndes Chamber	President
Alison Stokes	Valdosta-Lowndes Chamber	GAC Staff
		Chair, Education & Workforce Dev.

GAC 2011 Policy Chairs & Vice Chairs

Megan Smith	Smith Barnas & Assoc.	Chair, Business & Industry
Rob Ryan	Moore, Clarke, Duvall, and Rogers, PC	Vice Chair, Business & Industry
Darrell Wilder	Georgia Power Company	Chair, Energy & Environment
Brittney Foster	Packaging Corporation of America	Vice Chair, Energy & Environment
Randy Sauls	South Georgia Medical Center	Chair, Health Care
Baha Zeidan	Azalea Health Innovations	Vice Chair, Health Care
Ben Blanton	Blanton & Griffin Insurance	Chair, Local Business & Industry
Mike Hill	Mike Hill Realty	Vice Chair, Local Business & Industry
John LaHood	Fellowship Home at Brookside	Chair, Transportation
Charlie Clark	EMC Engineering Services, Inc	Vice Chair, Transportation
John Page	Mass Mutual Financial Group	Chair, Economic Development & Taxation
		Vice Chair, Economic Dev. & Taxation
		Chair, Education & Workforce Dev.
		Vice Chair, Education & Workforce Dev.

State Legislative Luncheon

Record Attendance at State Legislative Luncheon

The Chamber and Rotary Clubs of Valdosta presented our local delegation, State Senator Tim Golden, State Rep. Ellis Black, State Rep. Amy Carter, and State Rep.-elect Jason Shaw with the Chamber's 2011 State Legislative Agenda during the Annual State Legislative Luncheon on Dec. 8, 2010 at the James H. Rainwater Conference Center.



Business Plan

Military Affairs Committee **Ron Wilson, Vice 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.

2011 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 \$409 million per year to the Valdosta-Lowndes County economy.
3. Provide opportunities to the business community to participate as a sponsor for Red Carpets, educate Moody newcomers about Valdosta-Lowndes County at Right Start Briefings, attend Airman of the Quarter ceremonies, participate in Super Sports day and provide the Committee members the opportunity to tour Moody AFB.

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.

2011 Red Carpet Dates:

Saturday, February 26

Saturday, May 14

Saturday, October 22



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

Business Plan

Gateways Committee

Terri Lupo, Chairman

Mission:

To develop and implement a comprehensive strategic Gateways Plan, designed to improve the appearance of our community, including landscaping, signage, maintenance and code enforcement of all major gateways in Lowndes County

2011 Goals:

- 1) Complete Conceptual Gateways Master Plan
- 2) Present Gateways Master Plans to all local governments for their consideration
- 3) Continue to investigate maintenance options
- 4) Work with local governments on code enforcement
- 5) Develop a strategic communications plan to create community excitement and positive reception
- 6) Coordinate the following subcommittees:
 - a. Technical Taskforce
 - b. Maintenance & Code Enforcement
 - c. Public Relations/Marketing
 - d. Public/Private Partnerships
 - e. Adopt-a-Highway Program

**Workforce Development & Education
Division Reports**



**Greg Justice
(Vice Chairman)**

Business Plans

Workforce Development & Education Division Programs

Greg Justice, Chairman

Mission:

To implement programs and services that will address workforce availability and readiness issues by supporting parents and businesses in the Valdosta-Lowndes County Community

2011 Goals:

1. Assisting and acting as a liaison among the education institutions, government agencies, and business community to promote partnerships among parents, educational institutions, and businesses;
2. Assisting with developing necessary job skills and work ethics so the Valdosta area workforce can remain competitive in the job market in the existing workforce;
3. Laying the foundation to develop and maintain a meaningful Workforce Development Program that addresses workforce availability and readiness issues in the current and future workforce.

Programs:

1. **Helping Your Child Succeed**

1. Present HYCS to a total of 400 parents
2. Minimum of 100 parents targeted in the workplace
3. TANF parents on a weekly basis
4. Parent Summit, Parent University and PTO events
5. Partner with Moody AFB, SGMC and other chamber member civic organizations to provide "Parenting Education" in the community
6. Design an interactive Helping Your Child Succeed information page on Chamber website

2. **Supervisor Essentials Workshops**

1. Conduct 3 Supervisors Essentials Workshop with a goal of 34 attendees per session
2. Offer package deal in January for all three sessions of Supervisors Essentials Workshop Donate 2 scholarships to World Class Supervisor winners (redeemable for 1 workshop in 2011)
3. Include DDW Breakfast for Supervisors as a Leadership Development session of Supervisors Essentials Workshop
4. Design Supervisors Essentials Workshop information page on Chamber website

3. CHOICES

1. Recruit and train an additional 15 volunteer presenters (33 currently)
2. Present the CHOICES program to 1,250 students or 50 classes in the public and private schools of Valdosta-Lowndes County (431 in 2010-2011)
3. Host reception for CHOICES presenters
4. Obtain additional funding to cover CHOICES program expenses
5. Design CHOICES information page and link on Chamber website

4. Lowndes County Certified Literate Community Program

1. Organize and host the EAGLE Award Reception (December 8)
2. Report the progress and the benefits of literacy skills achieved within the community through the annual CLCP report
3. Design CLCP information page and link on Chamber website

5. Workforce Education Support Team (W.E.S.T.)

1. Research funding opportunities to support current and future workforce development initiatives
2. Submit a minimum of four grant applications
3. Design W.E.S.T. information page on Chamber website

6. Manufacturers Council

1. Provide an opportunity for networking and discussion of common issues specific to the manufacturing community
2. Serve as a vehicle for the collective voice of manufacturers to be heard in the community
3. Distribute the annual Business Retention and Expansion Process Survey with a goal of 10 on-site visits
4. Organize the Manufacturer of the Year nomination, application and recognition process
5. Design a Manufacturers Council information page on Chamber website to include BREP Survey data (formatted for access via download)

7. Region 10 STAR Banquet

1. Coordinate Region 10 STAR Student/Teacher Banquet (March 17, 2011 at Valdosta Country Club)
2. Serve as Region Chair for the State PAGE/STAR office and Region 10 counties
3. Design STAR Student/Teacher information page on Chamber website

8. DRUGS DON'T WORK In South Georgia

1. Provide DDW members with required training every other month in a newsletter format (one for employees- Spanish & English versions and one for supervisors)
2. Provide DDW members with assistance during the certification and annual re-certification process
3. Send DDW provider information to regional network bi-annually (January & July)
4. Send DDW membership list to providers on a quarterly basis
5. Create partnership with chamber member insurance agents for DDW member referrals
6. Update DDW page on Chamber website to include more information and special links (Testimonials: Savings and Workplace Improvements, List Chamber member insurance providers offering discount to DDW members)

5-Star Employer Program

Tom Carroll, Chairman

Mission:

To help employers improve the quality and productivity of their workforce by providing hiring tools they can use to employ the most qualified candidates. These same tools will serve as tangible links to emphasize the relevance of school to work and motivate students to excel in school, graduate and continue to pursue life-long learning opportunities.

2011 Goals:

1. Create an ongoing viable workforce in Valdosta-Lowndes County of a continuous pipeline of highly qualified applicants by planning, attracting and developing a capable workforce with the hiring tools of the 5-Star Employer program;
 1. 5-Star hiring tools:
 1. No Diploma, No Job
 1. Increases standard for minimal education requirement
 2. Impacts entry level workforce
 2. Specialist Certificate
 1. Qualified Workforce
 2. Continuous professional development
 3. Make Education Work
 1. Improves quality of future workforce
 2. Increases graduation rates
 4. Georgia Work Ready
 1. Outsources pre-employment screening
 2. Highly qualified applicants
 5. DRUGS DON'T WORK In South Georgia (Goal: 271)
 1. 7.5% savings on Workers' Compensation premiums
 2. Increases bottom line
 2. Implement strategic communications and marketing plan
 1. Media Campaign
 2. Ongoing aggressive program promotion
 3. Endorsements from local, state and federal officials
 4. 5-Star Employer information page on Chamber website
 3. Educate employers on improving the quality and productivity of their workforce through use of the 5-Star Employer program hiring tools and resources;
 4. Serve as a pilot program for other Chambers and Workforce Development entities;
 5. Prepare campaign to promote the 5-Star Employer program to high school and college students August 2013

First State Bank & Trust Company

World Class Employee Recognition Program

Sherry Zipperer, Chairman

Mission:

To acknowledge and reward outstanding work ethics in the Valdosta-Lowndes County labor force.

2011 Goals:

1. To secure a minimum of 30 World Class nominations;
 - a. Each committee member is responsible for securing three or more nominations
 - b. Each committee member will serve on a task force to ensure success of the marketing and event planning objectives
2. To award two supervisory employees and two non-supervisory employees with cash awards of \$1,500.00 each;
3. To present each 'World Class Employee/Supervisor Nominee' with a plaque;
4. To award World Class Supervisor winners with a scholarship to cover costs of one Supervisor Essentials Workshop;
5. Program title will be "World Class Employee Recognition" (WCER), designed to honor employees nominated by Chamber member businesses;
5. To recognize all nominees, nominating supervisors, employers, judges and present awards to the winners at the World Class Employee Recognition Breakfast scheduled November 8, 2011.

Workforce Development & Education Division Reports

December 2010

DRUGS DON'T WORK

Membership:	261	YTD:	\$36,235
Goal:	271	Goal:	\$38,000
Variance:	(10)	Variance:	(\$1,765)

Supervisor Essentials

(formerly Boot Camp for Supervisors)

Attendees:	73
Goal:	100

Helping Your Child Succeed

Parents Reached:	279
Goal:	400

CHOICES

Students Reached:	431
Goal:	1,500

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

Organizational Excellence Division



**Tim Jones
(Vice Chairman)**

Business Plan

Organizational Excellence Division

Mission:

Commit to organizational excellence and visionary leadership in all areas of Chamber operations.

2011 Goals:

- Evaluate Board structure and meeting format for a more effective implementation of Chamber vision, mission and strategic plan
- Chamber leadership development
- Long-range planning
- Evaluation of policies, programs, operations, staff and Board
 - By-Laws Review Task Force
 - Personnel Policy Review Task Force
 - Board Policy Handbook Task Force
 - Reaccreditation Review Task Force
- Planning for 2012
 - IMPACT 2012 completion and celebration
 - Tiered Dues Structure development
 - Centennial celebration of Chamber

Community Development Division



**Paul Nichols
(Vice Chairman)**

Business Plan

Community Development Division

Mission:

To unify our community with a common vision and focus

2011 Goals:

Unify our local school systems

- Continue to monitor the progress of CUEE (Community Unification for Educational Excellence) through a Chamber-appointed representative (Jud Rackley)

Unify our community

Create a Community Unification Task Force to develop a strategy for determining what the Chamber and the business community can do to help create a community that is unified with a common vision and focus. The role of the Task Force will be to:

- Discuss conducting six small focus groups with stakeholders:
- Discuss questions to be asked, how to facilitate meaningful discussion, and venue for the meetings
- Discuss how to compile the information gathered from the focus groups
- Discuss how to share the report from the Task Force with stakeholders

Chairman's Report



Tom Gooding
(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. 22, 2011
8:00 – 9:30 a.m.
@ Country Inn & Suites**

Meeting Adjourned