

July 15, 2010
Board of Directors
Meeting
@
Rainwater Conference
Center



Board of Directors Meeting
Thursday, July 15, 2010
11:30 a.m. – 1 p.m.
@ Rainwater Conference Center

Agenda

Call to order and invocation

*Terri Lupo, Chairman
Board of Directors*

Welcome by Presenting Sponsor

*Darrell Wilder
(Georgia Power Company)*

➤ *Consider minutes of the June 17, 2010 meeting*

Terri Lupo, Chairman

➤ *Consider June Financial Statements*

Paul Nichols, Treasurer

➤ *Appoint Nominating Committee for 2011*

Terri Lupo, Chairman

Recognition of Gold & Silver Chamber Members

Terri Lupo, Chairman

Chairman's "State of The Chamber" Address

Terri Lupo, Chairman

Recognition of Past BIG thinkers & Introduction of Guest Speaker

*Tim Jones, Vice-Chairman
Economic Development Division*

Keynote Address & The "BIG Thinker" Award

*Rob Nucatola
WCTV-6 Meteorologist*

Adjourn

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

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



Upcoming Events:

July 22

Business After Hours
Valdosta Country Club
5:00 – 7:30 p.m.

August 4

Chamber 101
Barber House
8:00 – 9:00 a.m.

August 5

Boot Camp for Supervisors
Department of Labor
8:00 a.m. – 12:00 p.m.
Cost: \$20 Members; \$40 Non-members

➤ **Consider Minutes of June 17, 2010 Board of Directors meeting**

**Minutes of the Valdosta-Lowndes County Chamber Board meeting held
Thursday, June 17, 2010, 9:00 a.m. at Country Inn & Suites**

Members Present: Myrna Ballard, Sally Bloom, Sue Cox, David Durland, Jeff Fulp, Tom Gooding, Jeff Hanson, Carl Holley, Greg Justice, Terri Lupo, James McGahee and Greg Reid

Also Present: Tim Carroll, John Trombetta, Courtney Ruttinger, Tara Nichols, and Karil Brockington

Members Absent: Brian Antoine, Tom Carroll, Tim Coombs, Allan Dear, Krista Gaines, Walter Hobgood, Tim Jones, Paul Nichols, Jay Prince, Jerome Riley, Phyllis Royal and Al Turner

Brief report from Mayor Wayne Bullard (Mayor of Hahira) – no report.

Consider minutes of the May 20, 2010 Board meeting. G. Reid made a motion to accept the minutes for May as presented, contingent upon receiving another vote by email. S. Cox seconded the motion and it passed unanimously. (see pg. 3 of handout)

Consider May 2010 Financial Statements – M. Ballard reviewed the Chamber Financial statements. Fulp made a motion to accept the Financial Statements for May as presented, contingent upon receiving another vote by email. S. Bloom seconded the motion and it passed unanimously. (see pgs. 4-31 of handout)

Enhancement of Pro-Business Environment Initiative – T. Gooding (Vice Chairman), S. Cox and T. Nichols reported.

Talking Points: – Tim Carroll facilitated.

⇒What role should local/state government play in creating a pro-business environment?

⇒If you had to name one thing that would improve our local business environment, what would it be?

Chairman's Report – T. Lupo reported.

President's Report – M. Ballard reported.

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

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

Respectfully submitted,

Karil Brockington

Karil Brockington
Senior Director of Administration

Financial Statements June 30, 2010



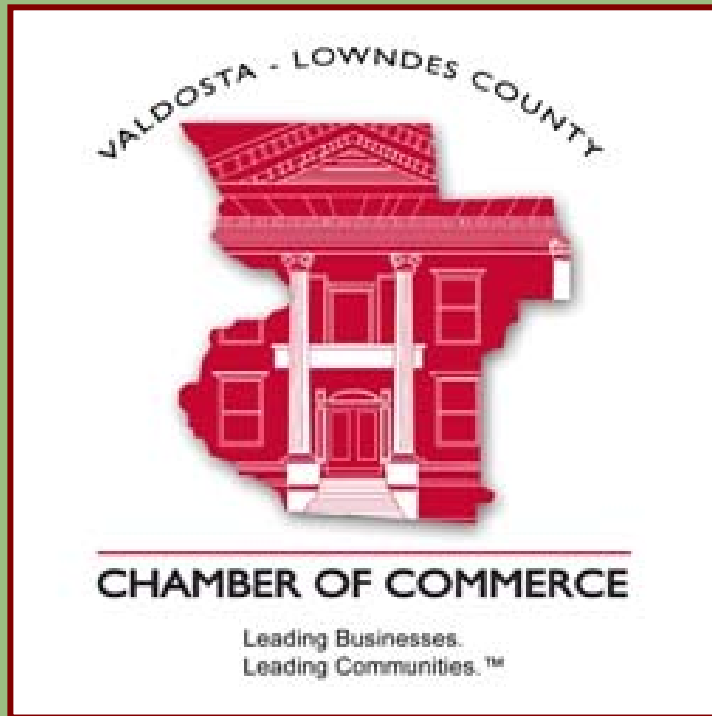
**Paul Nichols
(Treasurer)**

Please refer to your handout.....



➤ **Items to Consider**

- **Consider Minutes of the June 17, 2010 Meeting**
- **Consider June 2010 Financial Statements**
- **Appoint Nominating Committee for 2011**



Operations & Administration

**Operations Division
Terri Lupo (Georgia Power Company)
Chairman of the Board
January - June 2010
Highlights!**

Finance Committee – Paul Nichols (Nexxtep Technology),
Chairman

- Monitored budget bi-monthly

Chamber Activity

- 169 Newcomers and Visitors Packets have been distributed (86 last year)
- 2,484 member referrals have been made (3,640 last year)

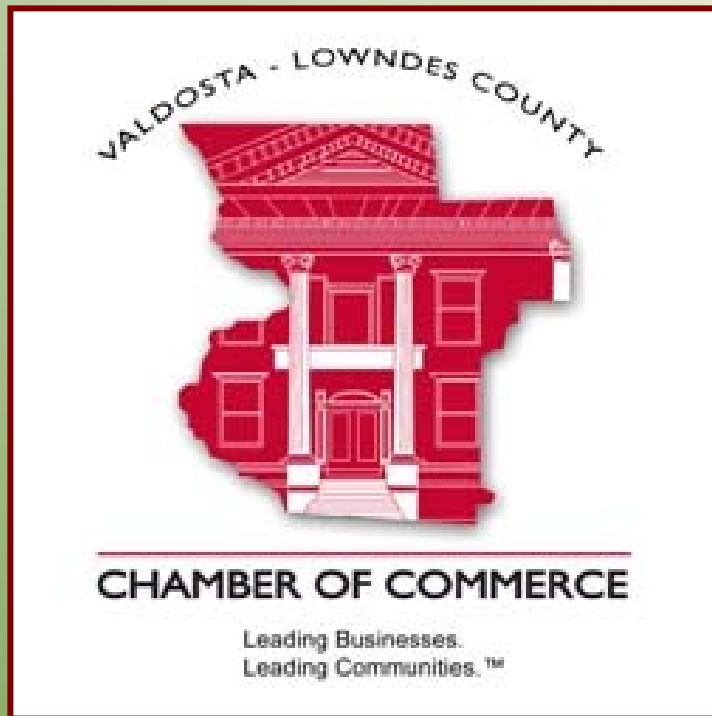
Web Site Activity

- Averaged 91,425 hits/month
- Tracked search engine location monthly

IMPACT 2012 Oversight Committee – Chairman:
Curtis Fowler (Fowler, Holley, Rambo & Stalvey)

- Celebrated 97% collection rate
- Met to review and evaluate progress and monitor budget

Chamber Activity Report



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



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

Mail Correspondence:

Newcomers Packets 29 (13)

Miscellaneous Information Requested:

Request for BBB:	<u>15 (13)</u>
Email Information Requested:	<u>3 (10)</u>
Request for Events:	<u>16 (23)</u>
Civic Club Lists:	<u>2 (17)</u>
Web site Referrals by Phone:	<u>22 (7)</u>
Manufacturers List:	<u>2 (0)</u>
Request for Directions:	<u>16 (36)</u>
Maps:	<u>73 (32)</u>
Request for Wild Adventures:	<u>0 (2)</u>
Membership Application:	<u>3 (0)</u>
Phone Books:	<u>36 (22)</u>
Membership List/Email:	<u>1 (0)</u>
Total Miscellaneous:	<u>189 (162)</u>



Year to Date 2010 (January – June) Correspondence/Activity Report (2009 Figures in Parentheses)

Mail Correspondence:

Newcomers Packets 169 (86)

Miscellaneous Information Requested:

Request for BBB:	<u>65 (81)</u>
Email Information Requested:	<u>39 (70)</u>
Request for Events:	<u>58 (70)</u>
Civic Club Lists:	<u>39 (40)</u>
Web site Referrals by Phone:	<u>119 (84)</u>
Manufacturers List:	<u>8 (9)</u>
Request for Directions:	<u>197 (135)</u>
Maps:	<u>662 (442)</u>
Request for Wild Adventures:	<u>30 (39)</u>
Membership Info. Packets:	<u>24 (18)</u>
Phone Books:	<u>311 (174)</u>
Membership List/Email:	<u>5 (25)</u>
Total Miscellaneous:	<u>1,557 (1,187)</u>



Member Referrals June 2010

Total Categories: 102

Top 10

Manufacturers:	22
Real Estate:	244
Hotels:	126
Organizations:	26
Restaurants:	33
Schools:	39
Churches:	49
Government:	47
Conference Center:	30
Physicians & Surgeons:	40
Other:	132
Total Member Referrals:	<u>788 (782)</u>

Year to Date: January – June

Member Referrals (2009 figures in parentheses)

Referrals: 2484* (3,604)

*Database conversion lost January data

June 2010 Web Site Activity Report

www.valdostachamber.com

Valdosta - Lowndes County Chamber of Commerce - ...

Home Directory Events Members Area Contact Our Chamber Community Information Chamber Programs

UNITED STATES CHAMBER OF COMMERCE
ACCREDITED
★ ★ ★ ★ ★

THINK
BIG

- **Leading** the way in improving economic opportunities for all businesses, large and small.
- **Creating** a climate of growth and laying a foundation for success that will be strong for years to come.
- **Keeping** businesses connected to important issues that affect the economy and lifestyle of our community.
- **Providing** a platform of opportunity where individuals and businesses can make a difference.

Current Chamber Membership: 1,532
Total Online Member Exposures:
4157214

Because of our new tracking system the numbers reflect different measuring methods.

June 2010

Visits 1,685

Page views 6,340

Web Site Activity Report continued

Search Engine Position for Chamber Site as of June 11, 2010

	Valdosta	Valdosta Chamber	Valdosta-Lowndes
Google	Second page in 8 th place	First Page in 1 st place	First page in 1 st place
bing	Second page in 5 th place	First page in 1 st place	First page in 1 st place
YAHOO	Second page in 5 th place	First page in 1 st place	First page in 1 st place

Search Engine Position for Chamber Site as of July 9, 2010

	Valdosta	Valdosta Chamber	Valdosta-Lowndes
Google	Second page in 9 th place	First Page in 1 st place	First page in 1 st place
bing	Third page in 4 th place	First page in 1 st place	First page in 1 st place
YAHOO	Fifteenth page in 7 th place	First page in 1 st place	First page in 3 rd place

Web Site Button Advertisers

Arthur Herndon Company Real Estate, Inc.

Coombs Heating & Air Conditioning, Inc.

The Park Avenue Bank

South Georgia Medical Center

Business Expansion Division Reports



**Tom Gooding
(Vice Chairman)**



Business Expansion Division
Vice Chairman, Tom Gooding (Elliott, Blackburn & Gooding, P. C.)
January - June 2010
Highlights!

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

- Surveyed 256 local knowledge businesses to measure long term growth
- Benchmarked the growth of knowledge-based businesses; 365 knowledge-based jobs were created in Lowndes County 2008-2009
- Hosted the 2010 Metro In Motion Speaker Series with Christian Sottile (Sottile & Sottile Urban Design)
- Surveyed 1,517 Chamber members to measure interest in internship programs and created The Valdosta-Lowndes Talent Network to promote internships
- Hosted quarterly IT Professionals Network meetings
- Hosted an IT Forum

VALET – Chairman: Sue Cox (Covington’s Dining & Catering)

- Created the Special Ombudsman Response Team (SORT) to address licensing, zoning, permitting and inspections issues
- Hosted the annual Ameris Bank Business Outlook Breakfast with 75 in attendance
- Hosted four VALET meetings bringing together all entities that deal with the business start-up process
- Developed a user’s guide and FAQ for start-up and expanding business

MetroOne – Co-Chairmen: Bill Simmons (ADM) and John Trombetta (Valdosta State University)

- Hosted 5 MetroOne Mondays with average attendance of 15
- Coordinated 3 “CEOS Unplugged”
- Cultivated 19 active Mentor-Protégé pairings
- 501 young professionals on contact list and 75 active participants

Get Connected. Stay Informed.

**2010
Technology Forum
Valdosta Technical College**

Valdosta Technical College hosted 30 local IT professionals and business owners at the 2010 IT Forum and IT Professionals Network meeting. Attendees heard from local telecom providers AT&T and Mediacom about the future of Valdosta-Lowndes County's access to high-speed broadband.

Chris Miller, Creative Cities Consulting, facilitated the forum via Skype from Sweden. Miller addressed issues regarding cost competitiveness of local providers as well as local broadband speeds that appear to be slower compared to other cities in the U.S. and countries all over the world.

The conversations spurred further questions that will be addressed at a future meeting with AT&T and Mediacom decision makers.



MetroOne June Events

MetroOne Monday at Sur Este



MetroOne Booth at
the Business to
Consumer
Showcase



MetroOne Committee Meeting

Member Services Division Reports



**Jay Prince
(Vice Chairman)**



Member Services Division
Vice Chairman, Jay Prince (Prince Automotive of Valdosta, Inc.)
January - June 2010
Highlights!

Member Services

- Coordinated Annual Membership Dinner with 550 in attendance (650 last year)
- Co-hosted 6 Business After Hours events (6 last year)
- Created the Chamber Choice Awards Program with 325 in attendance at inaugural event:
 - *Chamber Choice Award*: The Park Avenue Bank
 - *Small Business of the Year*: Talk 92.1
 - *Manufacturer of the Year*: Dupont Crop Protection
 - *Minority-Owned Business of the Year*: Prepaid Superstore
 - *Ambassador of the Year*: Michael Anderson (Express Employment Professionals)
- Coordinated Business<2>Business Showcase with 68 exhibitors
- Distributed two quarterly issues of *Progress* magazine, with distribution of 5,000
- Implemented a new Web site and membership database, providing new features to help members gain exposure

Membership Committee – Chairman: Marcie Dennard (The Park Avenue Bank)

- 91 new members have joined the Chamber in 2010 (103 last year)
- Total membership is 1,516 (1,505 last year)
- The Chamber has a 92% retention rate (91% last year)

Marketing Committee – Chairman: Laura Love (South Georgia Medical Center)

- Chamber programs and volunteers have been featured in 7 billboards (5 last year), 12 television appearances (7 last year), 32 radio appearances (30 last year), and 25 print articles (32 last year)

Ambassadors Committee – Chairman: Lyndi Soles (Lamar Advertising)

- Coordinated 33 ribbon cuttings (41 last year) and 1 groundbreaking (5 last year)
- Organized 5 “Member Crashers” and visited 47 Chamber members
- Increased number of Ambassadors to 38 (32 last year)
- Ambassadors invested more than 780 hours (300 last year)

Dues Collection Report Monthly

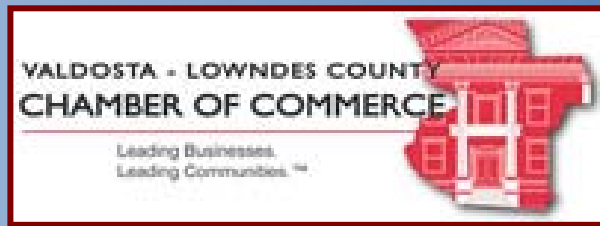
2009 & 2010

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>Variance</u>
Dec.	37,430.63	36,261.41		
Nov.	21,856.85	27,823.82		
Oct.	25,698.51	27,591.92		
Sep.	29,955.86	25,916.58		
Aug.	29,645.75	28,135.34		
July	38,982.60	41,713.49		
June	27,454.84	24,681.68	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)

Dues Collection Report, Continued

2009 & 2010

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>Variance</u>
Dec.	360,009.01	369,697.19		
Nov.	322,478.38	333,435.78		
Oct.	300,621.53	305,611.96		
Sep.	274,923.02	278,020.04		
Aug.	244,967.16	252,103.82		
July	215,321.41	223,968.48		
June	176,338.81	182,254.99	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)



Membership Summary Report As of June 30, 2010

DUES COLLECTED YEAR TO DATE: \$182,339.50
2010 goal for Dues Collection: \$360,000.00

NEW MEMBERS YEAR TO DATE: 91
2010 Goal: 258

TOTAL MEMBERSHIP: 1,516
2010 Goal: 1,540

NET MEMBERSHIP GAIN IN June: (1)
NET MEMBERSHIP GAIN IN 2010: (20)
2009 Goal: 4

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

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



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
Total	127	121	121	103	91
July	10	13	15	21	
Aug	16	17	22	24	
Sept	54	41	19	38	
Oct	13	48	16	26	
Nov	11	14	12	17	
Dec	12	9	11	18	
Total	243	263	216	247	91



New Members June 2010

Avon Products, Inc.- Connie Lamb

Connie Lamb
P.O. Box 204
Cecil, GA 31627
229-834-6840
Skin Care

Good News Weekly of Valdosta, GA

Rodney Edmondson
820 Orange Terrace
Macon, GA 31202
229-412-2628
Advertising

Edward Jones/Ebony Drake

Ebony Drake
113 W Brookwood Dr
Valdosta, GA 31601
229-242-8800
Financial Planning Consultants

Greystone Medical Clinic

Simon Adames
3386 Greystone Way
Valdosta, GA 31605
229-219-7826
Physicians & Surgeons

Gold Buyers of Valdosta

D J Dove
1310 Baytree Road
Valdosta, GA 31602
229-244-3330
Jewelers

Griffin's Handyman Service

Chris Griffin
5001 Stacks Road
Valdosta, GA 31601
229-632-6092
Handyman Services

Heritage Bank of the South

Mary Beth Hobby
103 Roosevelt Drive
Valdosta, GA 31602
229-878-2111
Banks

Humana

Ellen Dent
1003 22nd Ave East
Cordele, GA 31015
229-938-6074
Insurance



New Members June 2010

Kuddles & Huggs Learning Academy

Carl Smith
4114 Aslan Lane
Valdosta, GA 31605
229-671-4949
Child Care Centers

NijemTech

Tommy Nijem
1303 Baytree Road
Valdosta, GA 31602
229-269-4151
Computer System Designers &
Consultants

Jerry Mercer Physical

Therapy
Jerry Mercer
2700 A N Oak St
Valdosta, GA 31602
229-249-9600
Physical Therapists

Quola LC/CDC, Inc.

Amanda Brown
P O Box 3584
Valdosta, GA 31604
229-259-0046
Organizations

Red Velvet Bakery

Cory Bellant
1900 Gornto Road
Valdosta, GA 31602
229-561-5689
Bakers

Stephen Jackson Photography

Stephen Jackson
1709 A Gornto Road
Valdosta, GA 31601
229-269-6608
Photographers

Rhythm & Blues Cafe

Xavier McGilberry
132 N Patterson Street
Valdosta, GA 31601
229-245-9822
Restaurants

WellBeing Hygiene

Marianne Seago
P O Box 383
Gainesville, GA 30503
229-393-5093
Air Purifying and Cleaning Equipment



New Members June 2010

Roy E Taylor, Sr
Roy Taylor
2209 Bridlewood Drive
Valdosta, GA 31605
229-563-1222
Associate Members

Woodstone Apartment Homes
Ashley Richardson
1503 E. Park Ave.
Valdosta, GA 31602
229-247-4520
Apartments



Dues Account Status Report June 2010

<u>Billing Period</u>	<u>Accounts Receivable</u>	<u>Collections</u>	<u>Collection Rate</u>
Current	\$30,814.55	\$ 5,854.08	19%
Previously Collected for current month		\$9,135.00	30%
Total Current	\$30,814.55	\$14,989.08	49%
1-30 Days	16,014.47	4,200.33	26%
31-60 Days	10,335.55	847.50	8%
61-90 Days	7,397.47	132.50	2%
91-120 Days	8,340.23	111.25	1%
120+ Days	<u>44,145.40</u>	<u>4,754.68</u>	11%
Subtotal	\$117,047.67	\$25,035.34	21%
New Members	\$3,356.83	\$3,356.83	
Total	<u>\$120,404.50</u>	<u>\$28,392.17</u>	24%



Dues Account Status, continued

Previously collected for current months:

March	0.00
April	4,122.50
May	5,012.50
Total	\$9,135.00

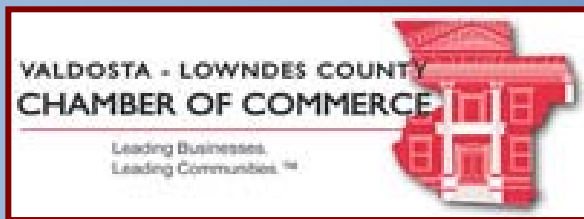
Pre-Paid Dues for future months:

July	19,126.25
August	1,413.75
September	.00
Deferred Revenue	\$20,540.00

Other Information:

Direct Debit Accounts to Date	42
Members On Online Billing	1,440

*We started online billing in April 2010.



Write-Offs June 2010

NAME	JOIN DATE	REASON DROPPED	AMOUNT
4 Ever Fit	8/12/2009	Out of Business	\$247.50
Advanced Hearing Solutions, LLC	10/1/1995	Budget Restrictions	\$255.00
AFLAC-Steven Hall	9/22/2008	Member Moved	\$157.75
Beyond the Beach Tanning Spa	6/4/2007	Business Sold	\$255.00
Bloomingdeals	8/17/2009	Budget Restrictions	\$205.00
Card Payment Solutions	11/30/2008	Out of Business	\$385.00
CWR Financial Services, LLC	10/20/2006	Requested Cancel	\$240.00
Englewood Electrical Supply	1/1/2001	Requested Cancel	\$290.00
Funderburk, Carl	11/1/1994	Member Deceased	\$0.00
Graham Fiveash Real Estate	3/8/2001	Out of Business	\$240.00
Greg Carter	3/18/2009	Requested Cancel	\$90.00
Holcomb Flooring & Repair, LLC	10/8/2008	Budget Restrictions	\$255.00
Homes by T C Brown, Jr.	1/14/2004	Out of Business	\$240.00
Lamon Company, LLC	5/13/2005	Budget Restrictions	\$255.00
Manpower Services	2/1/1993	Out of Business	\$255.00
Pro-Trim Painting Co.	8/17/2009	Out of Business	\$226.25
South Georgia Coin & Supply	5/29/2007	No Benefit Seen	\$255.00
Title Town Flyers	10/3/2008	Out of Business	\$240.00
Walsh, Inc.	11/6/2008	Out of Business	\$60.00
			\$4,151.50

VALDOSTA - LOWNDES COUNTY
CHAMBER OF COMMERCE

Leading Businesses.
Leading Communities.™



Write-Offs June 2010 Summary

Summary	Month #	Month \$	YTD #	YTD \$
Budget Restrictions	4	\$970.00	13	\$2,332.50
Business Sold	1	\$255.00	6	\$1,299.22
Consolidated Business				
No Benefit Seen	1	\$255.00	2	\$337.50
Member Deceased	1	\$0.00	1	
Member Moved	1	\$157.75	2	\$247.75
Member Retiring			1	\$90.00
Non-Payment of Dues			5	\$1,415.00
Out of Business	8	\$1,893.75	55	\$9,902.90
Other				
Requested Cancellation-No Reason	3	\$620.00	26	\$6,477.50
Unhappy/Angry				
TOTAL	19	\$4,151.50	111	\$22,102.37

Write-Offs 2009	33	\$3,758.32	144	\$28,182.80
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Difference 2010 vs. 2009	-14	\$393.18	-33	(\$6,080.43)
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Chamber 101:

How to get the most out of your
Chamber membership

2010 Attendance Sheet

Month	1 st Invitation	2 nd Invitation	Attended
Jan. 6	12	75	11
Feb. 3	8	40	10
Mar. 3	11	27	9
Apr. 7	20	25	12
May 5	11	28	14
June 2	13	29	5
July 7	19	26	5
Aug. 4			
Sept. 1			
Oct. 6			
Nov. 3			
Dec. 1			
TOTAL	94	250	66

July 7, 2010 invitation list for CHAMBER 101
consists of members that joined from
March 24, 2010 – May 19, 2010 (2nd time invites) &
May 20, 2010 – June 24, 2010 (1st time invites)

32

Goal for 2010 is to have 75% of new members to attend.



Chamber 101:

How to get the most out of your
Chamber membership

Board Members:

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

Wednesday, August 4, 2010

8:00 - 9:00 a.m.

Chamber of Commerce

For more information call 247-8100

I would like to attend:

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

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

The following have attended:

Terri Lupo (6)	Sue Cox (4)	Walter Hobgood (3)
Jay Prince (4)	Allan Dear (2)	Brian Antoine (1)
David Durland (1)	Stan Fillion (1)	Tim Jones (2)
Phyllis Royal (1)	Greg Justice (2)	Paul Nichols (1)
Greg Reid (2)	Tom Gooding (3)	Myrna Ballard (4)
Tom Carroll (1)		

June 2010

Open Rates of Current Chamber e-publications

Chamber In Motion weekly e-newsletter

Sent every Monday

Open Rate: 26.2%* (May 25.4%)

Events Update sent Tuesday

Open rate: 26.6%* (May 25.5%)

E-blasts

Special sends

Open Rate: 29.8%* (May 27.5%)

** Percentages represent data accumulated between 6/1-6/30/10*

Average for all businesses that use Constant Contact Categorized by Industry

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

MARKETING REPORT

JUNE 2010

YEAR TO DATE

Television Stories: 17 (20 total 2009)
Radio Presentations: 48 (61 total 2009)
Print Articles: 33 (52 total 2009)
Presentations: 13 (35 total 2009)

BUSINESS EXPANSION

Radio-IT Forum (News Talk 105.9)

PUBLIC AFFAIRS DIVISION

MEMBER SERVICES DIVISION

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

Radio-Ribbon Cutting (WAAC)
Print-B<2>C (VDT)

WORKFORCE DEVELOPMENT AND EDUCATION DIVISION

Radio-Helping Your Child Succeed (Talk 92.1)
Radio-Work Ready Celebration (Talk 92.1)

ECONOMIC DEVELOPMENT DIVISION

Radio-TCH -(Talk 92.1)
Presentation-S.E.E.D.S. (VSU)

TV-S.E.E.D.S. Commercial

MISCELLANEOUS

June Ribbon Cuttings



Dosta Laboratories, LLC



Embroid Me Valdosta

June Ribbon Cuttings



Gold Buyers of Valdosta



Red Velvet Bakery

Ambassadors Report

June 2010

JUNE STATISTICS

Ribbon Cuttings for June: 4
Groundbreakings for June: 0
Business After Hours for June: 1
Early Bird Breakfasts for June: 0
Accumulated Points for June: 4,265

2010 STATISTICS

2010 Ribbon Cuttings: 33 (Goal: 85)
2010 Groundbreakings: 1 (Goal: 5)
2010 Business After Hours: 6 (Goal: 12)
2010 Early Bird Breakfasts: 1 (Goal: 2)
Total Accumulated Points for 2010: 13,545

UPCOMING EVENTS

July 22, 21010
Business After Hours
Valdosta Country Club

August 4,2010
Chamber 101
Chamber

Member Crashers Report June 2010



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

1st Franklin Financial
3143 A North Ashley
229-253-1800

Anytime Fitness
3143 C North Ashley
229-247-9925

C. Terry Hunt Industries
5426 Inner Perimeter
229-244-6707

**Cartridge World of
Valdosta**
3338 Country Club Road
229-242-5464

**Farmers Home Furniture
Company**
3135 North Ashley Street
229-244-0928

**Georgia Home Health
Services**
3404 Greystone Way
229-247-4663

Azalea City Animal Hospital
2609 Bemiss Road
229-244-2244

Choice Family Medicine
2301 Bemiss Road
229-241-0041

ISIS
2420 Bemiss Road
229-293-9571

Melissa M. Clyatt & Associates
2303 Bemiss Road
229-241-1170

Sherwin-Williams Company
205 Northside Drive
229-247-1812

Wells Fargo Advisors
341 Northside Drive
229-245-7013

Economic Development Division Reports



**Tim Jones
(Vice Chairman)**

VALDOSTA - LOWNDES COUNTY
CHAMBER OF COMMERCE

Leading Businesses.
Leading Communities.™



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

Triple Crown Hometowns Program

- Relocated 11 (23 last year) new retiree households to Lowndes, Brooks, and Lanier Counties for a total of 308 new retiree households
- Web site, www.georgiaretire.com had over 84,834 hits (74,800 last year)
- Successfully nominated Valdosta for Top 100 towns in U.S.A. to live by Relocate-America.com

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

- Served 224 clients (192 last year)
- 15 businesses established using S.E.E.D.S. Center assistance (11 last year)
- 4 Business University workshops

Professional Consultants Program- Chairman: Walt Moody (Moody Law Firm)

- 20 hours of consultations (32 last year)

Valdosta Networking Professionals- Chairman: Greg Reid (Edward Jones Investments)

- 43 members met weekly at Azalea's Restaurant
- Average 25-30 leads per month

Guardian Bank Business Plan Competition

- 10 applicants; 5 finalists; 14 Angel Prize Pack Sponsors

BIG Thinker Award

- 2010 BIG Thinker selected by independent panel

South Georgia Partnership for Regional Development

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



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

Monthly Activity Report
Period: June 2010

	<u>2010</u>	<u>2009</u>	<u>Cum</u>
Advertising leads:	0	0	342
Web site hits:	11,176	12,349	1,840,321
Web page requests:	2,153	2,107	43,964
Web site leads:	9	15	1,477
Brochure leads:	0	0	20
Other TCH leads:	1	3	240
Quitman Chamber leads:	0	0	27
Valdosta Chamber leads:	1	2	210
Lakeland Chamber leads:	0	0	1
Other source leads:	0	0	1,490
Total leads active	11	20	3,755 42



RELOCATIONS

- **Relocations (Households): 308**

Lowndes: 271 Brooks: 24 Lanier: 13

- **June Relocations: 5**
- **2010 Relocations: 11**
- **States inquiring: 47**
- **Relocations from: FL: 151, GA: 48, NY: 18, AL: 3, CA: 8, CO: 4, IL: 9, MI: 14, VA: 3, IN: 1, MD: 3, ME: 1, OR: 1, AZ: 2, UT: 1, NM: 3, MA: 1, TN: 4, NJ: 4, MN: 1, LA: 3, MS: 8, NJ: 1, NC: 2, NH: 1, TX: 3, UN: 10**
- **Newcomers sources:**
 - TCH-Web site/Call in/Brochure: 213
 - B-Q Chamber: 6
 - V-L Chamber: 33
 - L-L Chamber 0
 - Advertising: 9
 - Other: 48



ECONOMIC IMPACT

- **Annual Income: \$12,936,000**
- **Annual Spending: \$11,908,000**
- **Liquid Assets: \$1,293,600,000**
- **Indirect Jobs Created: 616**

(average according to industry standards)



June 2010 S.E.E.D.S. Center Report

CLIENTS

Clients Seen

Lowndes: 44

Region:

Month total: 44

Monthly Goal: 50

2010 So far: 228

2010 Goal: 600

Client Types

Start-ups: 20

Existing/Expanding: 8

Developers: 2

Info: 2

Returning: 8

Chamber Members: 12

Outcomes

New Members: 0

Started: 3

Expanded: 3

RESOURCE DISTRIBUTION

ABC's: 21

Sales Leads: 21

Demographics: 17

Traffic Counts: 5

Loan Info: 0

Mosaic Reports: 2

First Research: 10

Total: 76

WEB SITE

Unique Visitors: 268

Total Visits: 634

Page Rank Google: **1st** (Seeds Center, Valdosta)

Public Affairs Division Reports



**James McGahee
(Vice Chairman)**



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

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

Census 2010 Committee – Co-Chairmen: James McGahee (South Georgia Medical Center) and Sam Allen (Associate Member)

- Coordinated a community-wide effort that resulted in a successful local count

Gateways Committee – Chairman: Marshall Conner (Georgia Power)

- Formed Technical, Public/Private Partnership, Adopt-a-Highway, Public Relations & Events, and Maintenance & Code Enforcement Task Forces
- Identified and prioritized gateways

State Legislative Committee – Chairman: Darrell Wilder (Georgia Power)

- Hosted State Legislative Briefing in Atlanta with Local Delegation
- Successfully championed State business development initiatives in the 2010 Legislative Session

Federal Legislative Committee – Chairman: Jeff Hanson (The Park Avenue Bank)

- Coordinated the 2010 Federal Legislative Overview Lunch with keynote speaker U.S. Senator Saxby Chambliss
- Coordinated the annual Washington, DC trip

Military Affairs Committee – Chairman: Brian Geary (Ace Electric)

- Hosted two Red Carpet Parties, one being the 45th Anniversary celebration
- Participated in 12 Right Start Programs for all newcomers to MAFB



The Chamber made their annual trip to Washington, DC May 24-26 visiting U.S. Air Force officials at the Pentagon, receiving a briefing from the U.S. Chamber, and meeting with U.S. Sen. Johnny Isakson and U.S. Representatives Jack Kingston and Sanford Bishop to present the Chamber's 2010 Federal Legislative Principle Statement and Policy Priorities.

Military Affairs

Brian Geary, Chairman

Mission Statement:

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

2010 Red Carpet Dates:

Saturday, August 14
Saturday, October 2



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

Workforce Development & Education Division Reports



**Greg Justice
(Vice Chairman)**



Workforce Development & Education Division
Vice Chairman, Greg Justice (Regal Marine)
January - June 2010
Highlights!

Workforce/Education Support Team – Chairman: Iris Brown (Regions Bank)

- Recruited and trained 19 new CHOICES volunteers (15 last year)
- Presented CHOICES to 301 8th graders (1,202 last year)
- Coordinated and hosted the STAR Banquet for Region 10 Star Students and Teachers

Workforce Development Committee – Chairman: Greg Justice (Regal Marine)

- 73 parents experienced ‘Helping Your Child Succeed’ (151 last year)
- 48 participants attended the Boot Camp for Supervisors program (49 last year)

World Class Recognition Program – Chairman: Sherry Zipperer (First State Bank & Trust Company)

- Developed marketing materials for “5-Star Employer Program”

DRUGS DON’T WORK in South Georgia

- Coordinated Greenleaf Center breakfast with 48 in attendance (60 last year)
- 259 members (264 last year)
- Completed 436.5 hours of training for supervisors and employees (324 last year)

DRUGS DON'T WORK IN SOUTH GA

DRUGS DON'T WORK Summary June 2010

Total # of DDW Partners as of 12/31/09:	257
Total # of DDW Partners as of 06/30/10:	259
2010 New Members:	4
2010 Losses:	5
YTD Net Gain:	-1

Goal for 2010: 271

<u>YTD</u>	<u>June</u>	<u>Total</u>	<u>Goal</u>	<u>Fav/(Unfav)</u>
\$16,660	\$2,000	\$18,660	\$38,000	(\$19,340)

Boot Camp for Supervisors 2010 Report

	Goal Attendance	Actual Attendance
March 18, 2010	30	20
May 6, 2010	30	28
August 5, 2010	30	
November 4, 2010	30	
GOAL TOTAL	120	48

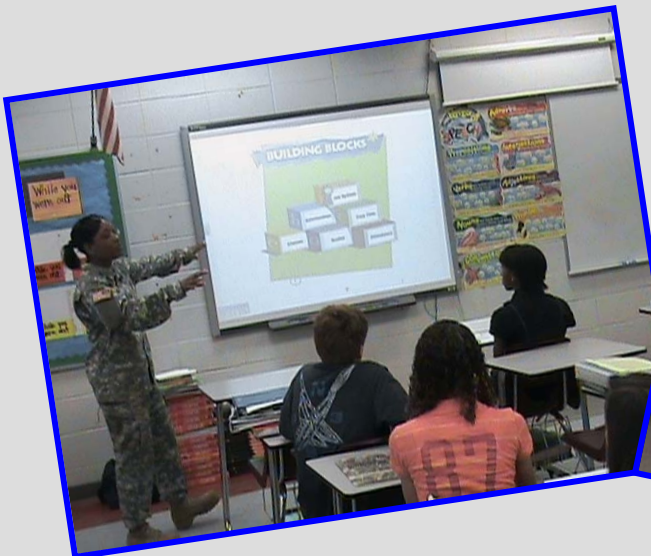




Impacting our future workforce, one student at a time.



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



VALDOSTA - LOWNDES COUNTY
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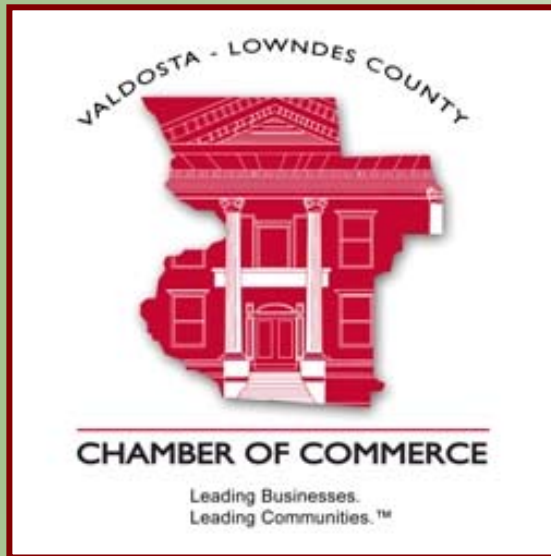
Chairman's Report: Terri Lupo

VALDOSTA - LOWNDES COUNTY
CHAMBER OF COMMERCE

Leading Businesses.
Leading Communities.™



President's Report: Myrna Ballard



Next Meeting Date:

Thursday, August 19, 2010

9-10:30 a.m.

@ Country Inn & Suites



Meeting Adjourned