

# Board of Directors Meeting

July 26, 2011

@ Country Inn & Suites



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**CHAMBER OF COMMERCE**

Leading Businesses.  
Leading Communities.™



**Board of Directors Meeting**  
**Tuesday, July 26, 2011**  
**8 – 9:30 a.m.**  
**@ Country Inn & Suites**

**Agenda**

- **Call to order, establish a quorum, and review agenda**

**ITEMS TO CONSIDER**

- **Consider minutes of the June 28, 2011 meeting**
- **Consider June 2011 Financial Statements – *Carl Holley, Treasurer***
- **Consider the creation of the **Opportunity Central Renewable and Sustainable Energy Network****
- **Appointment of **Nominating Committee****

**FULL REPORT(S)**

- **ECONOMIC DEVELOPMENT DIVISION – *Jay Prince, Vice Chairman and Chairman Elect (2013)***

**ABBREVIATED REPORTS**

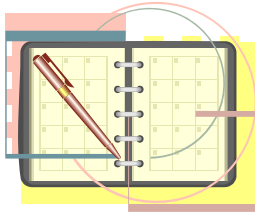
- **BUSINESS EXPANSION DIVISION – *Sue Cox, Vice Chairman***
- **MEMBER SERVICES DIVISION – *Greg Reid, Vice Chairman***
- **PUBLIC AFFAIRS DIVISION – *Jeff Hanson, Vice Chairman***
- **WORKFORCE DEVELOPMENT & EDUCATION DIVISION – *Greg Justice, Vice Chairman***
- **ORGANIZATIONAL EXCELLENCE DIVISION – *Tim Jones, Vice Chairman & Chairman Elect (2012)***
- **COMMUNITY DEVELOPMENT DIVISION – *Paul Nichols, Vice Chairman***
- **Chairman’s Report – Tom Gooding**
- **President’s Report – Myrna Ballard**

**Meeting adjourn**

To access your PowerPoint on the website click the following link <http://www.ValdostaChamber.com/about/Boardmeeting.html> or visit [www.ValdostaChamber.com](http://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 Hotel**

## **Chamber 101 Getting the most out of Chamber Membership**

**(First Wednesday of the following Months) 8 – 9:30 am**

Sept. 7      Nov. 2

## **Business After Hours**

July 28: South Georgia Medical Center

## **Member Breakfasts**

November 8: World Class Employee Recognition Breakfast

➤ **Consider Minutes of June 28, 2011 Board of Directors meeting**

**Minutes of the Valdosta-Lowndes County Chamber Board meeting held Tuesday, June 28, 2011, 12 noon – 1:30 pm at the Holiday Inn Hotel and Conference Center**

**Member Present:** Myrna Ballard, Tom Carroll, Sue Cox, Tom Gooding, Jeff Hanson, Mike Hill, Carl Holley, Tim Jones, Greg Justice, Terri Lupo, Paul Nichols, Jay Prince, Greg Reid, Ken Ricket, Phyllis Royal, Bill Simmons, Megan Smith and Baha Zeidan

**Also Present:** Iris Brown, Jud Rackley, Ron Wilson, Sherry Zipperer, Ron Borders, Col. Bill DeMaso, 1<sup>st</sup>Lt Chelsea Garrison, Andrea Thacker, Col. Clarence Parker, Dave Zammit, Emily Browning, Jason Davenport, Allan Strickland, Blanche Boykins-McIntyre, Ray Perren, Louis Levy, Dewitt Drew, Steve Johnson, Geraldine Luff, Todd Miller, Scott Orenstein, Greg Moore, Allie Miller, Betty Morgan, Varian Brown, Keyara Hamilton, Mike Stalvey, ReKasa Deen, Wanda Stanley, Patty Martin, Erika Bennett and Karil Brockington

**Members Absent:** Clinton Beeland, Sally Bloom and Jeff Fulp

**Special Presentation by Southwest Georgia Bank** – Geraldine Luff (Southwest Georgia Bank) presented a check to Iris Brown, Chairman of WEST Program for the CHOICES and Helping Your Child Succeed programs.

**Consider minutes of the May 24, 2011 Board meeting** – Jeff Hanson made a motion to accept the minutes as presented. Terri Lupo seconded the motion and it passed unanimously. (see pgs. 4-5 of Board packet)

**Consider May 2011 financial statements** – Carl Holley reviewed the Chamber financial statements. Tom Carroll made a motion to accept the financial statements as presented. Jay Prince seconded the motion and it passed unanimously. (see pgs. 6-15 of Board packet)

**Consider recommendation for management of Chamber's Employee Retirement Account** – Carl Holley reported. Paul Nichols motioned to accept Wells Fargo as managers of the Chamber's Employee Retirement Account. Being a Committee Recommendation, no second is required. Motion carried.

**FULL REPORT**

▪ **Military Affairs Committee** – Ron Wilson, Col. Bill DeMaso, Col. Clarence Parker and Dave Zammit reported. (see *handout*)

▪ **CUEE Update** – *Jud Rackley reported.*

▪ **ABBREVIATED REPORTS** Due to time restraints all abbreviated reports will be made at July 26 meeting. (For a printed report please visit the website [www.ValdostaChamber.com](http://www.ValdostaChamber.com))

♦ **COMMUNITY DEVELOPMENT DIVISION** – *Paul Nichols, Vice Chairman*

- ◆ **BUSINESS EXPANSION DIVISION** – Sue Cox, Vice Chairman (see pg. 18 of original Board packet)
  - ◆ **MEMBER SERVICES DIVISION** – Greg Reid, Vice Chairman (see pgs. 20-33 of original Board packet)
  - ◆ **ECONOMIC DEVELOPMENT DIVISION** – Jay Prince, Vice Chairman and Chairman-Elect (see pgs. 35-36 of original Board packet)
  - ◆ **PUBLIC AFFAIRS DIVISION** – Jeff Hanson, Vice Chairman (see pgs. 38-40 of original Board packet)
  - ◆ **WORKFORCE DEVELOPMENT & EDUCATION DIVISION** – Greg Justice, Vice Chairman (see pg. 42 of original Board packet)
  - ◆ **ORGANIZATIONAL EXCELLENCE DIVISION** – Tim Jones, Vice Chairman
- Chairman's Report** – Tom Gooding
- President's Report** – Myrna Ballard

There being no further business, the meeting was adjourned at 1:45 p.m.

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Respectfully submitted,



Karil Brockington  
Senior Director of Administration

# **Financial Statements**

## **June 2011**

**See original Board Packet for printed report**



**Carl Holley**  
**(Treasurer)**

# **Economic Development Division Reports**



**Jay Prince  
(Vice Chairman)**



**Monthly Activity Report**  
**Period: JUNE 2011**

	<u>2011</u>	<u>2010</u>	<u>Cum</u>
<b><u>RELOCATIONS:</u></b>			
June	0	5	
YTD	9	4	350
Lowndes: 313	Brooks: 24	Lanier: 13	
Website: 233	Chambers: 44	Ads: 10	Other: 72

**LEADS: 3,826**

**ECONOMIC IMPACT:**

Annual Income: \$14.7 Million

Annual Spending: \$12.6 Million

Liquid Assets: \$1.5 Billion

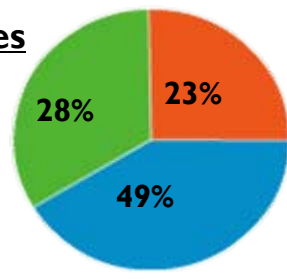
Indirect Jobs Created: 700



## June 2011 REPORT

<u>Client Report</u>	<u>#</u>	<u>YTD</u>	<u>Resources Distributed</u>	<u>#</u>	<u>YTD</u>
Clients Assisted:	58	274	Sales Leads:	22	84
Start-ups:	27	73	How to Start Guides:	10	51
Existing/Expanding:	14	60	Demographics:	12	53
Chamber Members:	17	43	Industry Reports:	11	34
Other:	0	40	Traffic Counts:	3	15
			Financing Info.:	2	6

<u>Website</u>	<u>#</u>	<u>YTD</u>	<u>Website Traffic Sources</u>
Visits:	193	839	Direct Traffic 28%
Unique Visitors:	160	635	Referring Sites 49%
New Visits:	80.83%	74.73%	Search Engines 23%



**When:** September 14, 2011  
**Where:** Rainwater Conference Center  
**Theme:** "Out of the box, but not out of reach"

# **Business Expansion Division Reports**



**Sue Cox  
(Vice Chairman)**

# Business Expansion Division Report

## June 2011

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

*Transforming our local economy...*

### **Expansion of Targeted Businesses: Opportunity Central**

The Opportunity Central Book Club meeting was led by host, Dr. John Gaston, Dean of VSU's College of the Arts. Book Club members read *The World Is Flat* and had stimulating discussion about globalization, education and what a "flat" world means for Valdosta-Lowndes County.



### **Pro-Business Enhancement**

SORT identified a subcommittee chaired by Bill Slaughter (Waller Heating and Air Conditioning) to review the Chapter 210-Overlay Districts in the City of Valdosta's Land Development Regulations. SORT continues to work with local governments on this issue as well as others.

# **Member Services Division Reports**



**Greg Reid  
(Vice Chairman)**

## Monthly Dues Collection Report

				<b>2010 &amp; 2011</b>
	<b><u>2009</u></b>	<b><u>2010</u></b>	<b><u>2011</u></b>	<b><u>Variance</u></b>
<b>Dec.</b>	36,261.41	34,326.54		
<b>Nov.</b>	27,823.82	27,720.66		
<b>Oct.</b>	27,591.92	26,872.32		
<b>Sep.</b>	25,916.58	36,308.15		
<b>Aug.</b>	28,135.34	18,321.41		
<b>July</b>	41,713.49	22,414.66		
<b>June</b>	24,681.68	33,173.92	30,034.58	-3,139.34
<b>May</b>	26,871.88	24,240.25	36,378.59	12,138.34
<b>Apr.</b>	31,001.57	31,003.80	26,496.74	-4,507.06
<b>Mar.</b>	29,445.03	35,878.36	35,382.13	-496.23
<b>Feb.</b>	34,192.00	23,327.84	48,430.91	25,103.07
<b>Jan.</b>	36,062.83	34,715.33	34,066.08	-649.25

## Year To Date Dues Collection Report

				<b>2010 &amp; 2011</b>
	<b><u>2009</u></b>	<b><u>2010</u></b>		<b><u>Variance</u></b>
<b>Dec.</b>	369,697.19	348,303.24		
<b>Nov.</b>	333,435.78	313,976.70		
<b>Oct.</b>	305,611.96	286,256.04		
<b>Sep.</b>	278,020.04	259,383.72		
<b>Aug.</b>	252,103.82	223,075.57		
<b>July</b>	223,968.48	204,754.16		
<b>June</b>	182,254.99	182,339.50	210,789.03	28,449.53
<b>May</b>	157,573.31	149,165.58	180,754.45	31,588.87
<b>Apr.</b>	130,701.43	124,925.33	144,375.86	19,450.53
<b>Mar.</b>	99,699.86	93,921.53	117,879.12	23,957.59
<b>Feb.</b>	70,254.83	58,043.17	82,496.99	24,453.82
<b>Jan.</b>	36,062.83	34,715.33	34,066.08	-649.25

2011 goal for dues collection: \$370,000

57% collected

# New Members

	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
<b>Jan</b>	16	22	9	12	15
<b>Feb</b>	14	16	16	10	14
<b>Mar</b>	20	13	13	24	20
<b>April</b>	16	22	33	16	18
<b>May</b>	26	23	16	11	21
<b>June</b>	29	25	16	18	23
<b>Total</b>	121	121	103	91	111
<b>July</b>	13	15	21	12	
<b>Aug</b>	17	22	24	14	
<b>Sept</b>	41	19	38	10	
<b>Oct</b>	48	16	26	30	
<b>Nov</b>	14	12	17	15	
<b>Dec</b>	9	11	18	18	
<b>Total</b>	263	216	247	190	111

**2011 Goal for New Members: 156**

**Total Membership: 1,532**

**2011 Goal for Total Membership: 1,511**

# New Members

## June 2011

### **1st Impression Lawn Maintenance and Pressure Washing**

Shaun Russ  
3928 Applecross Road  
Valdosta, GA 31605  
229-412-6533  
Pressure Cleaning Services

### **ABC Greenscape, Inc.**

Stephen Touchton  
1019 Cherokee Street  
Valdosta, GA 31602  
229-242-3393  
Lawn Maintenance

### **ACS-Prudential ACS Real Estate Services**

Cindy Hornsby  
5108 Northwind Blvd  
Valdosta, GA 31605  
229-834-4421  
Real Estate

### **ACS-Prudential ACS Real Estate Services**

Gale Nelson  
5108 Northwind Drive  
Valdosta, GA 31605  
229-740-0400  
Real Estate

### **Atlas Wellness of Valdosta**

Debra Pavlovic-Okolichany  
2311 N. Patterson St.  
Valdosta, GA 31602  
229-469-4404  
Chiropractors

### **Azalea City Florist**

Laurie DeLoach  
1512 E Park Avenue  
Valdosta, GA 31602  
229-244-6363  
Florists

### **Children's Destiny Christian Academy, LLC**

Wade McCrae  
1903 N Forrest Street  
Valdosta, GA 31602  
229-242-6127  
Child Care Centers

### **Chrysalis Accounting Services**

Donna Carroll  
3282 Adel Highway  
Quitman, GA 31643  
229-263-7748  
Bookkeeping Service

### **Clifford Automotive**

Zachary Fletcher  
1714 B Gornto Road  
Valdosta, GA 31601  
229-245-1777  
Automobile Repair & Service

### **Cobridge Communications**

Tom Jaskiewicz  
4020 Hwy 41 South  
Valdosta, GA 31601  
229-232-8036  
Telecommunications Services

### **Georgia Wildlife Rescue Association**

Chet Powell  
251 Farmingdon Drive  
Adel, GA 31620  
229-546-7143  
Organizations

### **Hairspray Salon & Spa, LLC-Amy Johnson**

Amy Johnson  
404H Northside Drive  
Valdosta, GA 31602  
229-834-0677  
Beauty Salons & Services

# New Members

## June 2011

### **Hairspray Salon & Spa, LLC-Brandi**

**Wynn**

Brandi Wynn  
404H Northside Drive  
Valdosta, GA 31602  
229-560-5416  
Beauty Salons & Services

### **Pickers Warehouse**

Joe Harrison  
1808-B N Ashley Street  
Valdosta, GA 31603  
229-469-4964  
Antiques-Dealers

### **Hairspray Salon & Spa, LLC-Cyndee**

**Long**

Cyndee Long  
404H Northside Drive  
Valdosta, GA 31602  
229-292-8536  
Beauty Salons & Services

### **Professional Paint Contracting & Repair**

William Bowles  
201 Highland Heights Drive  
Valdosta, GA 31602  
229-506-9647  
Painting Contractors

### **Jump It Up Inflatables**

Debbie Essary  
4850 Starfire Drive  
Valdosta, GA 31605  
229-245-9098  
Party Services

### **Southworks Construction, LLC**

Justin Roberts  
2300 Cypress Street  
Valdosta, GA 31601  
229-244-9293  
Railroad Contractors

### **Jump N Jacks 4 Kidz**

Chris Nichols  
3671 Coleman Road  
Valdosta, GA 31602  
229-242-7778  
Party Services

### **Star-Lite Cleaning Service**

Fitzgerald Wright  
3252 Summer Meadows Road  
Valdosta, GA 31601  
605-430-0552  
Cleaning-Interior

### **McCrae-Godfrey Mortuary Services of Valdosta, LLC**

Wade McCrae  
1601 E Park Ave  
Valdosta, GA 31602  
229-333-0503  
Funeral Directors

### **The Crescent Inn at the Mall**

Mike Foster  
1705 Gornto Road  
Valdosta, GA 31601  
229-244-8800  
Hotels

### **TherapyWorks Pediatric Center, LLC**

Leslie Rawlings  
2700B North Oak Street  
Valdosta, GA 31602  
229-219-7993  
Speech & Hearing Therapy

# June 2011 Ribbon Cuttings/Groundbreakings

## **Amedisys Home Health**

2947 North Ashley Street  
Valdosta, Georgia 31602  
229-245-0646  
Renee Driver  
Home Health Agency

## **Pammy Cakes**

1900 Gornto Road  
Valdosta, Georgia 31602  
229-249-9866  
Pam Kalil  
Bakery

## **Ist Impression Lawn Maintenance**

3928 Applecross Road  
Valdosta, Georgia 31605  
229-412-6533  
Shaun Russ  
Lawn Maintenance/Pressure Washing

## **The Crescent Inn at the Mall**

1705 Gornto Road  
Valdosta, Georgia 31601  
229-244-8800  
Mike Foster  
Hotel

## **Cotton States-Country Financial**

1801 Canterbury Drive – Suite C  
Valdosta, Georgia 31602  
229-247-1888  
Tracie Hart

## **TXT-PHI Marketing, LLC**

605 Monroe Street  
Valdosta, Georgia 31601  
229-247-6429  
Marion Ramsey  
Marketing

## **Jump It Up Inflatable's**

4850 Starfire Drive  
Valdosta, Georgia 31605  
229-245-9098  
Teala McMurtry  
Party Supplies

## **Valdosta-Lowndes County Parks and Recreation Authority**

Langdale Park  
3781 Highway 41 North  
Valdosta, Georgia 31602  
229-259-3507  
Kathy Wortham  
Parks and Recreation

## **McCrae-Godfrey Mortuary Service**

1601 East Park Avenue  
Valdosta, Georgia 31602  
229-333-0503  
Bishop Wade McCrae  
Funeral Home

# June 2011 Member Crashers

## **The Bleu Cafe**

Deidra White  
123 North Patterson Street  
Valdosta, Georgia 31601

## **Arthur Herndon Real Estate Company**

Ann Guess/Arthur Herndon  
1100 North Patterson Street  
Valdosta, Georgia 31601

## **Higher Heights Learning Center**

Cathy Green  
507 West Hill Avenue  
Valdosta, Georgia 31601

## **More Than Words**

Jan Rowland  
1701 North Patterson Street  
Valdosta, Georgia 31602

## **Coombs Appliance and Repair**

Tim Coombs  
509 West Hill Avenue  
Valdosta, Georgia 31601

## **Ear, Nose Throat & Allergy Associates**

Barbara Morton  
2910 North Patterson Street  
Valdosta, Georgia 31602

## **The LPA Group, Inc**

Claudia Holliday  
311 North Patterson Street  
Valdosta, Georgia 31601

## Dues Account Status Report June 2011

Billing Period	Accounts Receivable	Collections	Collection Rate
Current	30,596.54	4,430.91	14%
Previously Collected for current month		10,918.83	36%
<b>Total Current</b>	<b>30,596.54</b>	<b>15,349.74</b>	<b>50%</b>
1-30 Days	9,254.56	1,456.25	16%
31-60 Days	11,396.06	2,619.75	23%
61-90 Days	12,316.99	1,071.25	9%
91-120 Days	3,979.57	196.25	5%
120+ Days	53,357.85	990.84	2%
<b>Subtotal</b>	<b>122,901.57</b>	<b>21,684.08</b>	<b>18%</b>
New Members	2,268.75	2,268.75	
<b>Total</b>	<b>125,170.32</b>	<b>23,952.83</b>	<b>19%</b>
<b>Previously collected for current month:</b>			
<b>March</b>	387.50		
<b>April</b>	6,508.75		
<b>May</b>	4,022.58		
<b>TOTAL</b>	<b>10,918.83</b>		



# Write-Offs June 2011

**NAME**

**JOIN DATE**

**REASON DROPPED**

Quick Consulting & Business Services	11/19/2009	Non-Payment of Dues
Specialty Home Improvements	05/22/2008	Non-Payment of Dues
Standard Container	02/26/2008	Non-Payment of Dues
Stanley Marable Dental	09/30/2008	Non-Payment of Dues
TriCon Development	04/17/2002	Non-Payment of Dues
Valdosta Kwik Wash	08/27/2008	Non-Payment of Dues
Colonial Life Insurance Company-Don Wright	12/14/2009	Out of Business
Into The Past	10/07/2010	Out of Business
J.D.'s Door and Window Installations	10/26/2009	Out of Business
Looking Good Painting	03/15/2010	Out of Business
McCowan Surgical Associates	01/14/2008	Out of Business
Remax Realty of Valdosta-Mark Wisenbaker	08/01/2004	Out of Business
Rhythm & Blues Café	06/21/2010	Out of Business
The Cabinet Warehouse	04/28/2008	Out of Business
Waller Insurance & Investments	11/23/2004	Out of Business
World Hi-Fi Video & Appliance	05/22/2008	Out of Business

## Write-Offs June 2011 Summary

Summary	Month #	Month \$	YTD #	YTD \$
Budget Restrictions			11	2,302.50
Business Sold			6	1,930.00
Consolidated Business				
No Benefit Seen			1	25.00
Member Deceased				
Member Moved			2	180.00
Member Retiring				
Non-Payment of Dues	6	1,930.40	12	3,290.40
Out of Business	10	1,540.00	38	5,837.73
Other				
Requested Cancellation-No Reason			15	3,336.25
Unhappy/Angry				
<b>TOTAL</b>	<b>16</b>	<b>3,470.40</b>	<b>85</b>	<b>16,901.88</b>

<b>Write-Offs 2010</b>	<b>19</b>	<b>4,151.50</b>	<b>111</b>	<b>22,102.37</b>
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<b>Difference 2011 vs. 2010</b>	<b>-3</b>	<b>-681.10</b>	<b>-26</b>	<b>-5,200.49</b>

## Membership Statistics

Net Membership Gain in June	7
Net Membership Gain in 2011	26
2011 Goal	5
YTD Retention Rate	95%
2011 Goal	90%

# Chamber Monthly Activity & Referrals Reports

June 2011

## Monthly Activity Tracking Report

Newcomer's Packets:	32	(29)
Better Business Bureau:	9	(15)
Phone Books:	38	(36)
Maps:	117	(73)
Directions:	13	(16)
Civic Club list:	3	(2)
Manufacturers List:	2	(2)
Website referrals by phone:	20	(22)
Email information request:	3	(3)
Events request:	10	(16)
Membership Application:	3	(3)
<b>Total:</b>	<b>250</b>	<b>(217)</b>

**Total YTD: 1,707 (1,691)**

\*2010 figures in parentheses

## Monthly Referrals Manually

### Contact Type Counts:

Email Request	186
General Contact	33
Telephone Referrals	507
Walk-In Referrals	233
<b>Staff</b>	<b>959</b>

### By Categories:

Total Categories: 84

Top 3:

Restaurants: 159

Real Estate: 209

Hotel: 158

Total Member Referrals: 959

**Total YTD: 4,041**



## Search Engine Position: as of July 15

	Valdosta	Valdosta Chamber	Valdosta-Lowndes
<b>Google</b>	2 <sup>nd</sup> (2 <sup>nd</sup> ) page In 7 <sup>th</sup> (9 <sup>th</sup> ) place	1 <sup>st</sup> (1 <sup>st</sup> ) page In 1 <sup>st</sup> (1 <sup>st</sup> ) place	1 <sup>st</sup> (1 <sup>st</sup> ) page In 1 <sup>st</sup> (2 <sup>nd</sup> ) place
<b>Bing</b>	2 <sup>nd</sup> (2 <sup>nd</sup> ) page In 8 <sup>th</sup> (2 <sup>nd</sup> ) place	1 <sup>st</sup> (2 <sup>nd</sup> ) page In 1 <sup>st</sup> (2 <sup>nd</sup> ) place	1 <sup>st</sup> (1 <sup>st</sup> ) page In 1 <sup>st</sup> (1 <sup>st</sup> ) place
<b>Yahoo</b>	1 <sup>st</sup> (2 <sup>nd</sup> ) page In 2 <sup>nd</sup> (4 <sup>th</sup> ) place	1 <sup>st</sup> (1 <sup>st</sup> ) page In 1 <sup>st</sup> (1 <sup>st</sup> ) place	1 <sup>st</sup> (1 <sup>st</sup> ) page In 1 <sup>st</sup> (1 <sup>st</sup> ) place

(last month in parentheses)

## Website Activity Report:

June Website hits: 2,453

YTD Website hits: 14,623

June Page views: 6,959

YTD Page views: 41,204

# Valdosta Chamber Online Statistics 2011

Month	TCS Web sites	Community Calendar	Event Registration	Member Coupons	New Members	Press Releases	Job Board	Info Requests	Store Purchases	Online Payments	
	262										
January	11	34	8	0	2	0	1	0	0	12	\$833.73
February	14	5	0	0	1	0	1	1	0	16	\$452.50
March	10	19	0	0	2	0	0	0	0	14	\$235.00
April	10	9	0	0	1	2	1	0	0	4	\$477.50
May	10	1	0	0	4	0	0	0	0	4	\$132.08
June	23	2	0	0	5	0	0	0	0	15	\$753.75
July											
August											
September											
October											
November											
December											
<b>Totals</b>	340	70	8	0	15	2	3	1	0	65	\$2,924.16

\*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: 43**  
**Amnesty Program Participants: 14**



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

**2011 Attendance Sheet**

<b>Month</b>	<b>1<sup>st</sup> Invitation</b>	<b>2<sup>nd</sup> Invitation</b>	<b>Attended</b>
Jan. 5	12	47	9
Feb. 2	11	38	9
Mar. 2	12	35	4
Apr. 6	21	29	5
May 4	13	36	2
June 1	23	34	10
Sept. 7			
Nov. 2			
<b>TOTAL</b>	<b>92</b>	<b>219</b>	<b>39</b>

**June 1, 2011 invitation list for CHAMBER 101**  
 consists of members that joined from  
 Feb. 19, 2011 – April 18, 2011 (2<sup>nd</sup> time invites) &  
 April 19, 2011 – May 19, 2011 (1<sup>st</sup> 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**

**June 2011:**

- |                 |                   |                  |                     |
|-----------------|-------------------|------------------|---------------------|
| Tom Gooding (4) | Greg Reid (5)     | Paul Nichols (1) | Myrna Ballard (6)   |
| Tom Carroll (1) | Phyllis Royal (1) | Bill Simmons (1) | Tim Jones (2)       |
| Terri Lupo (1)  | Baha Zeidan (1)   | Jay Prince (1)   | Clinton Beeland (1) |
| Sue Cox (2)     | Carl Holley (1)   | Jeff Fulp (1)    |                     |

# MARKETING REPORT- June

## YEAR-TO-DATE

TV: 11 (22 total 2010)

RADIO :20 (84 total 2010)

PRINT: 76 (56 total 2010)

PRESENTATIONS: 16 (28 total 2010)

INTERNET: 39

## BUSINESS EXPANSION

Print- SORT (VDT)

Print- SORT (VDT)

Web- MetroOne Lunch-n-learn (WALB)

Web- MetroOne CEOs Unplugged (WALB)

## MEMBER SERVICES

Web- Membership Drive (WALB)

Print- Membership Drive (VDT)

Print- Ribbon Cutting (VDT)

Radio- Membership Drive (92.1)

Web- Leading Business of the Week (WALB)

Print- Membership Drive (LAMAR)

Print- Membership Drive (American Classifieds)

TV- Membership Drive (WALB)

TV- Membership Drive (FOX 49)

Print- Membership Drive (American Classifieds)

## WORKFORCE DEVELOPMENT AND EDUCATION

Web- Supervisor Essentials (WALB)

Print- DRUGS DON'T WORK (VDT)

Web- Supervisor Essentials (WALB)

Web- Helping Your Child Succeed (WALB)

Web- Helping Your Child Succeed (LAKE)

## ECONOMIC DEVELOPMENT

Web- TCH Celebration (WALB)

Print- TCH Billboard (Fairway)

Print- TCH Celebration (VDT)

Radio- TCH (92.1)

Presentation- SEEDS Center (VB)

# **Ambassadors Report**

**June 2011**

## **APRIL STATISTICS**

**Ribbon Cuttings for June: 9**  
**Groundbreakings for June: 1**  
**Business After Hours for June: 0**  
**Breakfast for June: 0**  
**Accumulated Points for June: 1,490**

## **2011 STATISTICS**

**2011 Ribbon Cuttings: 50 (Goal: 85)**  
**2011 Groundbreakings: 3 (Goal: 5)**  
**2011 Business After Hours: 3 (Goal: 11)**  
**2011 Breakfast: 1 (Goal: 2)**  
**Total Accumulated Points for 2011: 13,050**

## **UPCOMING EVENTS**

**July 28, 2011**

**Business After Hours**  
**South Georgia Medical Center**  
**5 – 7:30 p.m.**

**September 7, 2011**

**Chamber 101**  
**Chamber of Commerce**  
**8-9:30 a.m.**

# **Public Affairs Division Reports**



**Jeff Hanson  
(Vice Chairman)**



## Mid-year report:

- Implemented new GAC structure
- Legislative round-table luncheon at state capitol

## IMPORTANT DATES

### July 29- Federal Legislative Luncheon

#### *Featuring U.S. Rep. Jack Kingston*

Opportunity for top business and community leaders to participate in a serious round-table discussion with Kingston addressing specific business issues.



### Aug. 10- Champions for Business Cocktail Reception

Join us as we congratulate our local delegation on receiving all A's on the Georgia Chamber's legislative scorecard.

### Aug. 11- Members to be Heard Meeting

Opportunity for Chamber members to present Chamber GAC with Federal legislative issues that affect business.

RSVP to Erika Bennett at [ebennett@valdostachamber.com](mailto:ebennett@valdostachamber.com)

# **Workforce Development & Education Division Reports**



**Greg Justice  
(Vice Chairman)**

# Workforce Development & Education Division Reports

*June 2011*

## **DRUGS DON'T WORK**

**Members: 264**

**YTD: \$20,864**

**Goal: 271**

**Goal: \$38,000**

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## **Supervisor Essentials Workshop (S.E.W.)**

**Attendees: 83**

**Goal: 100**

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## **Helping Your Child Succeed**

**Parents Reached: 60**

**Goal: 400**

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## **CHOICES**

**Students Reached: 697**

**Goal: 1,250**

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## **5-STAR EMPLOYER PROGRAM**

**Members: 11**

**Goal: 20**

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

# **Organizational Excellence Division**



**Tim Jones**  
**(Vice Chairman)**

**Organizational Excellence Division**  
**July 26, 2011**

*Mission:*

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

• **Evaluation of policies, programs, operations, staff and Board**

- **By Laws review** Completed
- **Personnel file review for HR compliance** Completed
- **Personnel Policy Review:** Megan has completed her review. Mike and Myrna are making recommended changes and will have ready for Board consideration at August Meeting.
- **Board Policy Review:** Al Turner will review
- **Reaccreditation Review:** Dr. Brian Gerber began review on July 12

• **Planning for 2012**

Carla Penny has agreed to lead the effort to plan and organize the Chamber's Centennial celebration, and the IMPACT completion and celebration. Her Task Force will report in August.

# **Community Development Division**



**Paul Nichols**  
**(Vice Chairman)**

# Community Development Division Report

## July 26, 2011

### 1. Unify our local school systems

On July 11 CUEE has successfully completed collection of 10,900 signatures on a petition to include school system unification on the November 8, 2011 ballot. The City of Valdosta has 50 days to verify the signatures. In the meantime, the Education Planning Committee continues to discuss our community's goals for public education. Four communitywide meetings of the committee have taken place thus far, with several more planned in August, September and October.

### 2. Unify our community

The Community Development Task Force met on May 27 to discuss strategies for unifying our community with a common vision and focus.

Those on the Task Force were:

- a. Paul Nichols
- b. Jay Prince
- c. James Bridges
- d. Tom Gooding
- e. Jennifer Powell
- f. James McGahee
- g. Joe Cordova
- h. Myrna Ballard

The Task Force discussed some of the efforts already underway to help unify our community leadership:

- a. Quarterly Chamber Board meetings that include government, education and community leaders
- b. Quarterly meetings of "The Hired Help" (city and county managers, Industrial Authority Exec, Airport Authority exec, Tourism Authority exec, Chamber exec)
- c. SORT
- d. South Georgia Partnership for Regional Development

The consensus of the Task Force is this: We need to identify a community/economic development issue that the entire community can get behind....and then all get behind it! Such an initiative would involve all of the community's economic development organizations, VSU, SGMG, WGTC, public school systems, etc. The issue that all agreed would help to unify our community with a common vision and focus is promotion of medical services and support...specifically the development of the VSU/SGMC/WGTC health sciences project on VSU's North Campus.

Next steps: James McGahee has agreed to lead this initiative. He will consult with Dr. Levy and Rusty Griffin (USG Board of Regents) regarding support for this initiative in the next budget cycle. He also has agreed to help the Chamber convene a meeting with area physicians to determine how we can help them grow their practices and "brand" Metro Valdosta as THE place for growing businesses in the medical services and support cluster.

# 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, August 23, 2011**

**8 – 9:30 a.m.**

**@ Country Inn & Suites**

**Meeting Adjourned**