

# Board of Directors Meeting

June 28, 2011

@ Holiday Inn Hotel and Conference Center

VALDOSTA - LOWNDES COUNTY



**CHAMBER OF COMMERCE**

Leading Businesses.  
Leading Communities.™



**Board of Directors Meeting**  
**Tuesday, June 28, 2011**  
**12 – 1:30 p.m.**  
**@ Holiday Inn Hotel & Conference Center**

**Agenda**

- **Call to order, establish a quorum, and review agenda**
- **Special presentation by Southwest Georgia Bank**

**ITEMS TO CONSIDER**

- **Consider minutes of the May 24, 2011 meeting**
- **Consider May 2011 Financial Statements – *Carl Holley, Treasurer***
- **Consider recommendation for management of Chamber’s Employee Retirement Account**

**FULL REPORT(S)**

- **Military Affairs – Ron Wilson**

**ABBREVIATED REPORTS**

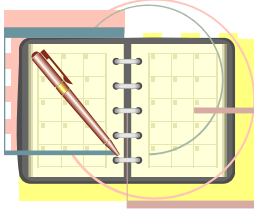
- **COMMUNITY DEVELOPMENT DIVISION – *Paul Nichols, Vice Chairman***
- **BUSINESS EXPANSION DIVISION – *Sue Cox, Vice Chairman***
- **MEMBER SERVICES DIVISION – *Greg Reid, Vice Chairman***
- **ECONOMIC DEVELOPMENT DIVISION – *Jay Prince, Vice Chairman and Chairman Elect (2013)***
- **PUBLIC AFFAIRS DIVISION – *Jeff Hanson, Vice Chairman***
- **WORKFORCE DEVELOPMENT & EDUCATION DIVISION – *Greg Justice, Vice Chairman***
- **ORGANIZATIONAL EXCELLENCE DIVISION – *Tim Jones, Vice Chairman & Chairman Elect (2012)***
- **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 May 24, 2011 Board of Directors meeting**

**Minutes of the Valdosta-Lowndes County Chamber Board meeting held Tuesday, May 24, 2011, 8 – 9:30 am at the Country Inn & Suites**

**Member Present:** Clinton Beeland, Tom Carroll, Jeff Fulp, Tom Gooding, Mike Hill, Carl Holley, Tim Jones, Greg Justice, Terri Lupo, Paul Nichols, Jay Prince, Greg Reid, Ken Ricket, Phyllis Royal and Bill Simmons

**Also Present:** Curt Fowler, Betty Morgan, Varian Brown, Keyara Hamilton and Karil Brockington

**Members Absent:** Myrna Ballard, Sally Bloom, Sue Cox, Jeff Hanson, Megan Smith and Baha Zeidan

**Consider minutes of the April 26, 2011 Board meeting** – Tim Jones made a motion to accept the minutes as presented. Jeff Fulp seconded the motion and it passed unanimously. (see pgs. 4-5 of Board packet)

**Chamber April 2011 Chamber statements** – Carl Holley reviewed the Chamber financial statements. Phyllis Royal made a motion to accept the financial statements as presented. Terri Lupo seconded the motion and it passed unanimously. (see pgs. 7-15 of Board packet)

**FULL REPORT**

- **Workforce Development & Education** – Greg Justice, Tom Carroll, Clinton Beeland, and Keyara Hamilton reported. (see *handout*)

**ABBREVIATED REPORTS** (For a printed report please visit the website [www.ValdostaChamber.com](http://www.ValdostaChamber.com))

- ◆ **ORGANIZATIONAL EXCELLENCE DIVISION** – Tim Jones, Vice Chairman reported.
- ◆ **COMMUNITY DEVELOPMENT DIVISION** – Paul Nichols, Vice Chairman reported.
- ◆ **BUSINESS EXPANSION DIVISION** – Chairman Gooding reported. (see *pg. 19 of original Board packet*)
- ◆ **MEMBER SERVICES DIVISION** – Greg Reid, Vice Chairman reported. (see *pgs. 21-34 of original Board packet*)
- ◆ **ECONOMIC DEVELOPMENT DIVISION** – Jay Prince, Vice Chairman and Chairman-Elect reported. (see *pgs. 36-37 of original Board packet*)
- ◆ **PUBLIC AFFAIRS DIVISION** – Karil Brockington, reported. (see *pgs. 39-41 of original Board packet*)

Minutes of May 24, 2011 Board of Directors meeting continues

- ◆ **WORKFORCE DEVELOPMENT & EDUCATION DIVISION** – Greg Justice, Vice Chairman reported. *(see pg. 43 of original Board packet)*

**Chairman's Report** – Tom Gooding reported

There being no further business, the meeting was adjourned at 9:25 a.m.

To access your PowerPoint on the website ([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.

Respectfully submitted,



Karil Brockington  
Senior Director of Administration

**Financial Statements**  
**May 2011**

**See original Board Packet for printed report**



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

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## **Community Development Division**

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**Paul Nichols  
(Vice Chairman)**

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# **Business Expansion Division Reports**



**Sue Cox  
(Vice Chairman)**



# Business Expansion Division Report

## May 2011

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

*Transforming our local economy...*

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

The Chamber's Incubator Task Force, Chaired by Tim Jones (Citizens Community Bank) met in May to discuss its next steps. The group concluded that after working through GA Tech's Community Readiness Assessment, Valdosta-Lowndes County has some areas in which it can improve. The group will be visiting the Carrollton, GA incubator in the coming months.

### **Pro-Business Enhancement**



Express Employment Professionals presented the first, soon to be annual, Chamber Economic Summit on May 17 at the James H. Rainwater Conference Center. Nearly 75 top business leaders gathered to hear the VSU Center for Business and Economic Research report, *Lowndes County by the Numbers: How Do We Compare With Peer and Aspirant Communities?* A panel of local economic development organization representatives, facilitated discussion among participants and keynote presentation by Chris Miller (Illuminomics) were also highlights of the event. View a full report at [www.ValdostaChamber.com/EconomicSummit](http://www.ValdostaChamber.com/EconomicSummit).

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# **Member Services Division Reports**

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**Greg Reid  
(Vice Chairman)**

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### Monthly Dues Collection Report

				<b>2010 &amp; 2011</b>
	<u><b>2009</b></u>	<u><b>2010</b></u>	<u><b>2011</b></u>	<u><b>Variance</b></u>
<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		
<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>
	<u><b>2009</b></u>	<u><b>2010</b></u>		<u><b>Variance</b></u>
<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		
<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

49% 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>Total</b>	<b>92</b>	<b>96</b>	<b>87</b>	<b>73</b>	<b>88</b>
<b>June</b>	29	25	16	18	
<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>	<b>263</b>	<b>216</b>	<b>247</b>	<b>190</b>	<b>88</b>

**2011 Goal for New Members: 156**

**Total Membership: 1,525**

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

## **New Members May 2011**

### **ACS Prudential ACS Real Estate**

#### **Mark Tillman**

5108 Northwind Blvd.  
Valdosta, Ga 31605  
229-740-5533  
Real Estate

#### **Adjroth PC**

Adam Rothfuss  
5853 #A Bemiss Road  
Valdosta, GA 31605  
229-245-9777  
Computer System Designers &  
Consultants

#### **Artez M. Curry**

2319 Copeland Mill Road  
Valdosta, GA 31601  
229-460-0946  
Associate Members

#### **Bethany Hospice**

Ava Best  
2517 Bemiss Road Suite D  
Valdosta, GA 31602  
229-249-8687  
Hospices

#### **Buckle Write's**

Genaro Texidor  
1616 Euclid St.  
Valdosta, GA 31602  
229-292-8833  
Clothing-Men's

### **Leadership Lowndes**

Sementha Mathews  
P O Box 2766  
Valdosta, GA 31604  
229-251-4779  
Organizations

### **Liberty National Life Insurance Company-David Ellington**

1109 Cloverhill Drive  
Valdosta, GA 31602  
229-444-1325  
Insurance

### **Meyers Maintenance and Remodeling, LLC**

Ray Meyers  
1781 Wayland Park  
Valdosta, GA 31601  
229-300-8745  
Roofing Contractors

### **Ms. V's Downtown Diner**

Veronica Williams  
202 E Hill Avenue  
Valdosta, GA 31601  
229-305-5990  
Restaurants

### **P. Andrew Stone, LLC Attorney at Law**

Andy Stone  
1803 Canterbury Drive, Suite B  
Valdosta, GA 31602  
229-242-5400  
Attorneys

## **New Members May 2011**

### **PAL Georgia**

Jacqueline Davis  
1705 River Street  
Valdosta, GA 31601  
229-249-0233  
Distribution Services

### **The Entertainer**

Sherry Hobbs  
405 Floyd Street  
Valdosta, GA 31601  
229-232-7358  
Vocalist

### **Peoples Community National Bank**

Earl Douglas  
TBD  
Valdosta, Ga 31602  
912-253-0360  
Financing Services

### **The Fish Net Restaurant**

Leb Upchurch  
PO Box 787  
Lake Park, Ga 31636  
229-559-5410  
Restaurants

### **Pyramid Marketing**

Shannon Walton  
1635 E. Park Ave.  
Valdosta, GA 31602  
229-938-5207  
Marketing Consultant

### **Traditions Flooring, LLC**

Ashley Moore  
357 Northside Drive  
Valdosta, GA 31602  
229-241-6700  
Floor Materials

### **State Farm Insurance-Nicole Herring**

1303 Baytree Road  
Valdosta, GA 31602  
Insurance

### **TXT/PHI Marketing, LLC**

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

### **State Farm Insurance-Wanda Rodriguez**

1303 Baytree Road  
Valdosta, GA 31602  
229-671-9980  
Insurance

Marketing Consultants

### **Walgreens**

Rebecca Johnson  
1800 Baytree Road  
Valdosta, GA 31602  
229-242-3212  
Pharmacies

### **Thacker Dermatology, LLC**

Kathy McGraw  
P O Box 2856  
Valdosta, GA 31604  
229-469-4383  
Medical Clinics

# May 2011 Ribbon Cuttings/Groundbreakings

## **Adjroth PC**

5853 A Bemiss Road  
Valdosta, Georgia 31605  
229-245-9777  
Adam Rothfuss  
Computer Design and Consultants

## **Lemongrass Day Spa**

3338 D Country Club Road  
Valdosta, Georgia 31605  
229-244-4111  
Michelle Lamb  
Beauty and Salon Services

## **Bella's Salon**

3338 C Country Club Drive  
Valdosta, Georgia 31602  
229-244-3041  
April Davis  
Beauty Salon and Services

## **Meyer's Maintenance & Remodeling**

4193 Coleman Road  
Valdosta, Georgia 31602  
229-300-8745  
Ray Meyers  
Renovations & Remodeling

## **Hairspray Salon and Spa**

404 H Northside Drive  
Valdosta, Georgia 31602  
229-247-4447  
Angela Roark  
Beauty Salon and Services

## **Pyramid Marketing Group**

1634 East Park Avenue  
Valdosta, Georgia 31602  
229-938-5207  
Shannon Walton  
Marketing

## **Healthsource Medical Clinic**

1733 Gornto Road Suite 101-C  
Valdosta, Georgia 31601  
229-245-1004  
Ware Godwin  
Physician

## **T & C Services**

P.O. Box 5024  
Valdosta, Georgia 31601  
229-247-8406  
Terry Conaway  
Lawn Services

## **J. S. Medical Diagnostics**

3790 B Old Highway 41 North  
Valdosta, Georgia 31602  
229-241-8811  
Dr. Jonathan Sule  
Physician

## **Traditions Flooring**

357 Northside Drive  
Valdosta, Georgia 31602  
229-241-6700  
Ashley Moore  
Flooring

## **May 2011 Member Crashers**

### **Prepaid Superstore**

Marcus Hancock  
411 Orange Street  
Valdosta, Georgia 31601

### **244-Taxi**

Danny Goslin  
609 North Ashley Street  
Valdosta, Georgia 31601

### **En-Touch Blueprints**

Elizabeth Touchton  
1006 Williams Street  
Valdosta, Georgia 31601

### **The Beanery Coffee Roasters**

Ellen Stevens  
1009 ½ Williams Street  
Valdosta, Georgia 31601

### **Rudine's Bridal Shop**

Rudine Miller  
111 North Paterson Street  
Valdosta, Georgia 31601

### **Sunrise Irrigation**

Diane Hotchkiss  
1711 South Patterson Street  
Valdosta, Georgia 31601

### **Sabina Auto Sales**

Sabrina Franklin  
1512 Madison Highway  
Valdosta, Georgia 31601

### **Weezie B-B-Q**

Lewis Gordon  
736 East Hill Avenue  
Valdosta, Georgia 31601



## Dues Account Status Report May 2011

Billing Period	Accounts Receivable	Collections	Collection Rate
Current	29,908.12	5,090.16	17%
Previously Collected for current month		15,122.71	51%
<b>Total Current</b>	<b>29,908.12</b>	<b>20,212.87</b>	<b>68%</b>
1-30 Days	16,220.98	2,583.75	16%
31-60 Days	15,436.26	1,501.35	10%
61-90 Days	5,520.40	1,020.00	18%
91-120 Days	5,083.49	708.75	14%
120+ Days	50,974.39	2,593.34	5%
<b>Subtotal</b>	<b>127,103.61</b>	<b>28,620.06</b>	<b>23%</b>
New Members	2,413.33	2,413.33	
<b>Total</b>	<b>129,516.94</b>	<b>31,033.39</b>	<b>25%</b>
<b>Previously collected for current month:</b>			
<b>February</b>	21.25		
<b>March</b>	8,483.16		
<b>April</b>	6,618.30		
<b>TOTAL</b>	<b>15,122.71</b>		



## Write-Offs May 2011

NAME	JOIN DATE	REASON DROPPED
Prudential ACS Real Estate Services-Lynda Rigoulot	03/26/2009	Requested Cancel
Barker Realty & Auction Company	01/01/1995	Non-Payment of Dues
Barker Realty & Auction Company-Dean m. Smith	01/01/1995	Non-Payment of Dues
Barker Realty & Auction Company-Judy Branch	01/01/1995	Non-Payment of Dues
Bosch Buick-GMC	05/31/2008	Business Sold
Cass Burch Chrysler-Dodge-Jeep	07/25/2000	Budget Restrictions
Downtown Diner	01/12/2010	Business Sold
Iberia Bank Mortgage	06/17/2004	Out of Business
Legends Barber Shop	03/03/2011	Non-Payment of Dues
Liberty National Life Insurance Company-Doug Henthorn	07/29/2008	Out of Business
M.S. Plumbing of GA, Inc.	04/13/2006	Budget Restrictions
Mary Kay Independent Business Owner	01/09/2008	Budget Restrictions
Prepaid Superstore	02/23/2009	Business Sold
Red Roof Inn	03/01/1990	Business Sold
Rev. Grace Hughes	11/04/2009	Budget Restrictions
Southland Property Management	09/04/2009	Requested Cancel
Steven T. Greenhaw, M.D., P.C.	09/26/2000	Requested Cancel
Tax Doctor M.D. and More	03/31/2010	Out of Business
Valdosta Allergy Clinic	05/27/2010	Requested Cancel

## Write-Offs May 2011 Summary

Summary	Month #	Month \$	YTD #	YTD \$
Budget Restrictions	4	740.00	11	2,302.50
Business Sold	4	1,360.00	6	1,930.00
Consolidated Business				
No Benefit Seen			12	25.00
Member Deceased				
Member Moved			2	180.00
Member Retiring				
Non-Payment of Dues	4	726.25	6	1,360.00
Out of Business	3	290.00	28	4,297.73
Other				
Requested Cancellation-No Reason	4	875.00	15	3,336.25
Unhappy/Angry				
<b>TOTAL</b>	<b>19</b>	<b>3,991.25</b>	<b>69</b>	<b>13,431.48</b>

<b>Write-Offs 2010</b>	<b>28</b>	<b>4,815.40</b>	<b>92</b>	<b>17,950.87</b>
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<b>Difference 2011 vs. 2010</b>	<b>-9</b>	<b>-824.15</b>	<b>-23</b>	<b>-4,519.39</b>

## Membership Statistics

Net Membership Gain in May	2
Net Membership Gain in 2011	19
2011 Goal	5
YTD Retention Rate	95%
2011 Goal	90%

# Chamber Monthly Activity & Referrals Reports

May 2011

## Monthly Activity Tracking Report

Newcomer's Packets:	30	(24)
Better Business Bureau:	6	(10)
Phone Books:	29	(39)
Maps:	62	(141)
Directions:	15	(14)
Civic Club list:	4	(6)
Manufacturers List:	2	(1)
Website referrals by phone:	10	(5)
Email information request:	1	(5)
Events request:	10	(16)
Membership Application:	1	(4)
<b>Total:</b>	<b>170</b>	<b>(265)</b>

**Total YTD: 1,457 (1,474)**

\*2010 figures in parentheses

## Monthly Referrals Manually

### Contact Type Counts:

Email Request	145
General Contact	41
Telephone Referrals	180
Walk-In Referrals	64
<b>Staff</b>	<b>430</b>

### By Categories:

Total Categories: 87

Top 3:

Apartments: 24

Government Office: 37

Hotel: 51

Total Member Referrals: 430

**Total YTD: 3,082**



## Search Engine Position: as of June 16

Valdosta	Valdosta Chamber	Valdosta-Lowndes
2 <sup>nd</sup> (2 <sup>nd</sup> ) page In 9 <sup>th</sup> (6 <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 2 <sup>nd</sup> (1 <sup>st</sup> ) place
2 <sup>nd</sup> (2 <sup>nd</sup> ) page In 2 <sup>nd</sup> (10 <sup>th</sup> ) place	2 <sup>nd</sup> (1 <sup>st</sup> ) page In 2 <sup>nd</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
2 <sup>nd</sup> (3 <sup>rd</sup> ) page In 4 <sup>th</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	1 <sup>st</sup> (1 <sup>st</sup> ) page In 1 <sup>st</sup> (3 <sup>rd</sup> ) place

(last month in parentheses)

## Website Activity Report:

March Website hits: 2,448

YTD Website hits: 12,170

March Page views: 6,591

YTD Page views: 34,245

# 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											
July											
August											
September											
October											
November											
December											
<b>Totals</b>	<b>317</b>	<b>68</b>	<b>8</b>	<b>0</b>	<b>10</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>50</b>	<b>\$2,130.81</b>

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

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

**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- May**

### YEAR-TO-DATE

TV: 9 (22 total 2010)

RADIO :18 (84 total 2010)

PRINT: 66 (56 total 2010)

PRESENTATIONS: 15 (28 total 2010)

INTERNET: 30

### **BUSINESS EXPANSION**

Print- Opportunity Central (GACCE Update)

Web- Economic Summit (WALB)

Web- Economic Summit (Valdostatoday)

Web- Economic Summit (WCTV)

Print- Economic Summit (VDT)

TV- Economic Summit (WCTV)

Web- Economic Summit (WALB)

Radio- Economic Summit (Black Crowe)

Web- Economic Summit (On the Lake Front)

### **MEMBER SERVICES**

Print- Business After Hours (VDT)

Web- Chamber 101 (WALB)

Print- Chamber Choice Awards (LAMAR)

Radio- Membership Drive (92.1)

### **PUBLIC AFFAIRS**

Print- Community Blueprint (VDT)

Print-Community Blueprint (VDT)

### **WORKFORCE DEVELOPMENT AND EDUCATION**

Print- CHOICES (Rotary Program)

Print- DRUGS DON'T WORK (VDT)

Presentation- CHOICES (KH)

Print- CHOICES (VDT)

Radio- Supervisor Essentials (92.1)

Web- Supervisor Essentials (WALB)

Print- Supervisor Essentials (VDT)

### **ECONOMIC DEVELOPMENT**

Web- Business University (Valdostatoday.com)

Print- GBBPC (Your Health Matters)

Radio- GBBPC (92.1)

# **Ambassadors Report**

**May 2011**

## **APRIL STATISTICS**

**Ribbon Cuttings for May: 10**

**Groundbreakings for May: 0**

**Business After Hours for May: 0**

**Breakfast for May: 0**

**Accumulated Points for May: 1,830**

## **2011 STATISTICS**

**2011 Ribbon Cuttings: 41 (Goal: 85)**

**2011 Groundbreakings: 2 (Goal: 5)**

**2011 Business After Hours: 3 (Goal: 11)**

**2011 Breakfast: 1 (Goal: 2)**

**Total Accumulated Points for 2011: 11,560**

## **UPCOMING EVENTS**

**July 28, 2011**

**Business After Hours**

**South Georgia Medical Center**

**5:00 – 7:30 p.m.**



**Economic Development  
Division Reports**



**Jay Prince  
(Vice Chairman)**



**Monthly Activity Report**  
**Period: MAY 2011**

	<u>2011</u>	<u>2010</u>	<u>Cum</u>
<b><u>RELOCATIONS:</u></b>			
May	1	0	
April	1	1	
Total	9	4	350
Lowndes: 313	Brooks: 24	Lanier: 13	
Website: 233	Chambers: 44	Ads: 10	Other: 57

**LEADS: 3826**

**ECONOMIC IMPACT:**

Annual Income: \$14.7 Million

Annual Spending: \$12.6 Million

Liquid Assets: \$1.5 Billion

Indirect Jobs Created: 700

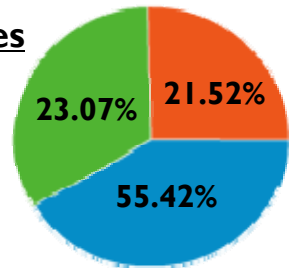


## May 2011 REPORT

<u>Client Report</u>	<u>#</u>	<u>YTD</u>	<u>Resources Distributed</u>	<u>#</u>	<u>YTD</u>
Clients Assisted:	50	216	Sales Leads:	13	62
Start-ups:	14	73	How to Start Guides:	13	41
Existing/Expanding:	19	60	Demographics:	13	41
Chamber Members:	11	43	Industry Reports:	4	23
Other:	6	40	Traffic Counts:	2	12
			Financing Info.:	1	4

<u>Website</u>	<u>#</u>	<u>YTD</u>	<u>Website Traffic Sources</u>
Visits:	229	646	Direct Traffic 23.07%
Unique Visitors:	170	479	Referring Sites 55.42%
New Visits:	69.87%	72.91%	Search Engines 21.52%



**SOUTHWEST GEORGIA BANK**

**2011 Chamber Small Business Conference sponsored by Southwest Georgia Bank will be September 14<sup>th</sup>**

**The 2011 Guardian Business Plan Competition is underway with 9 participants**

**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. 11- Members to be Heard Meeting

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

# 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.

## **Upcoming Red Carpets: October 22, 2011**



For more information contact Karil Brockington at 247-8100 or email: [kbrockington@valdostachamber.com](mailto:kbrockington@valdostachamber.com)

# Thank you to our May 14 Red Carpet SPONSORS

## Three Star Sponsors

**ADT Security Services, Inc.**  
**Eye Associates of South GA LLC**  
**First State Bank & Trust Company**  
**Georgia Printco LLC**  
**Georgia Power Company**  
**GreenLeaf**  
**Iberiabank Mortgage**  
**J. Randal Hicks, P.C.**  
**Johnson Distribution**  
**Kentucky Fried Chicken**  
**Pearl Executive Shuttle, Inc.**  
**SMITH Northview Hospital**  
**Smitty's Package Store**

**Southeastern Federal Credit Union**  
**Steel's Jewelry**  
**That Others May Live Foundation**  
**The Herndon Company**  
**The Links Apartments**  
**The LPA Group Incorporated**  
**Valdosta/Lowndes County Industrial Authority**  
**Valdosta-Lowndes County Airport Authority**  
**Vallorbe, Inc.**  
**Wilson Eye Center**  
**Wiregrass Georgia Technical College**  
**WAL-MART Supercenter**



## One Star Sponsors

Quinn Construction Group, Inc.  
 Morgan Stanley Smith Barney - Joseph Paoletti



<b>2011 Red Carpet Sponsor Attendance</b>			
<b>Date</b>	<b>Paid Sponsors</b>	<b>Sponsors Attended</b>	<b>Estimated number attended</b>
<b>February 26, 2011</b>	<b>25</b>	<b>14</b>	<b>125</b>
<b>May 14, 2011</b>	<b>23</b>	<b>10</b>	<b>113</b>
<b>October 22, 2011</b>			

For Sponsorship information contact Karil Brockington at 247-8100  
 or email: [kbrockington@valdostachamber.com](mailto:kbrockington@valdostachamber.com)

**Workforce Development & Education  
Division Reports**



**Greg Justice  
(Vice Chairman)**



# Workforce Development & Education Division Reports

*May 2011*

## **DRUGS DON'T WORK**

**Members: 263**

**YTD: \$16,099**

**Goal: 271**

**Goal: \$38,000**

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

**Attendees: 18**

**Goal: 100**

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## **Helping Your Child Succeed**

**Parents Reached: 30**

**Goal: 400**

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## **CHOICES**

**Students Reached: 647**

**Goal: 1,250**

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## **5-STAR EMPLOYER PROGRAM**

**Members: 10**

**Goal: 20**

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

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# **Organizational Excellence Division**

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**Tim Jones  
(Vice Chairman)**

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# **Chairman's Report**

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**Tom Gooding**  
**(Chairman of the Board)**

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# President's Report



**Myrna Ballard**  
**(President)**

**VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE**

Leading Businesses.  
Leading Communities.™



**Next Meeting Date:**

**Tuesday, July 26, 2011**

**8 – 9:30 a.m.**

**@ Country Inn & Suites**

**Meeting Adjourned**