

VALDOSTA - LOWNDES COUNTY



CHAMBER OF COMMERCE

Leading Businesses.
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March 18, 2010
Board of Directors
Meeting
@
Country Inn & Suites



Board of Directors Meeting
Thursday, March 18, 2010
9:00 – 10:30 am
@ Country Inn & Suites

Agenda

- Call to order, establish a quorum, and review agenda
- Brief report from CVDA/Main Street Program

ITEMS TO CONSIDER

- Consider minutes of the February 18, 2010 meeting
- Consider February 28, 2010 Financial Statements
- Consider Board vacancies

- **IMPACT 2012 Update**
- **Talking Points: School System Unification**

Chairman's Report

President's Report

Meeting adjourn

To access your PowerPoint on the Web Site
(<http://www.valdostachamber.com/about/Boardmeeting.html>) 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

➤ **Consider Minutes of February 18, 2010 Board of Directors meeting**

Minutes of the Valdosta-Lowndes County Chamber Board meeting held Thursday, February 18, 2010, 9:00 a.m. at Country Inn & Suites

Members Present: Brian Antoine, Myrna Ballard, Sally Bloom, Tim Coombs, Sue Cox, Allan Dear, David Durland, Stan Fillion, Jeff Fulp, Jeff Hanson, Carl Holley, Tim Jones, Greg Justice, Terri Lupo, Paul Nichols, Jay Prince, Greg Reid, Jerome Riley, and Phyllis Royal

Also Present: Marcie Dennard, Sandy Prentiss, Emily Browning, Erica Biddix, Lyndi Soles, Laura Love, Betty Morgan, ReKasa Deen, Alison Stokes, Keyara Hamilton and Karil Brockington

Members Absent: Tom Gooding, Walter Hobgood and James McGahee

Brief report from Valdosta-Lowndes County Airport Authority – no report.

Minutes of the January 21, 2010 Board meeting were reviewed. J. Fulp made a motion to accept the minutes as presented. S. Bloom seconded the motion and it passed unanimously.

Consider January 2010 Financial Statements – P. Nichols reviewed the Chamber financial statement. S. Fillion made a motion to accept the financial statements as presented. J. Fulp seconded the motion and it passed unanimously. (see pgs. 3-26 of handout)

Consider Board Vacancies – Chairman Lupo reported the Board has three vacancies to fill. Chairman Lupo nominated Kristia Gaines (Convergys Corporation) to serve the unexpired term of John Manning. C. Holley seconded. All approved. The two other vacancies will be filled in March.

Member Services Division Update– J. Prince, B. Morgan M. Dennard, L. Soles, L. Love and R. Deen reported.

There being no further business, the meeting was adjourned at 9:55 am

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

VALDOSTA - LOWNDES COUNTY



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Operations & Administration

VALDOSTA - LOWNDES COUNTY



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Financial Statements February 28, 2010

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Please refer to your handout.....

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➤ **Items to Consider**

- **Consider Minutes of the January 21, 2010 Meeting**
- **Consider January 2010 Financial Statements**
- **Consider Board Vacancies**

Chamber Activity Reports

VALDOSTA - LOWNDES COUNTY



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



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

Mail Correspondence:

Newcomers Packets 29 (16)

Miscellaneous Information Requested:

Request for BBB:	<u>5 (6)</u>
Email Information Requested:	<u>8 (10)</u>
Request for Events:	<u>1 (0)</u>
Civic Club Lists:	<u>5 (0)</u>
Web site Referrals by Phone:	<u>30 (20)</u>
Manufacturers List:	<u>0 (0)</u>
Request for Directions:	<u>33 (0)</u>
Maps:	<u>57 (59)</u>
Request for Wild Adventures:	<u>5 (0)</u>
Membership Application:	<u>5 (3)</u>
Phone Books:	<u>59 (14)</u>
Membership List/Email:	<u>1 (4)</u>
 Total Miscellaneous:	 <u>209 (116)</u>



Member Referrals February 2010

Total Categories: 21

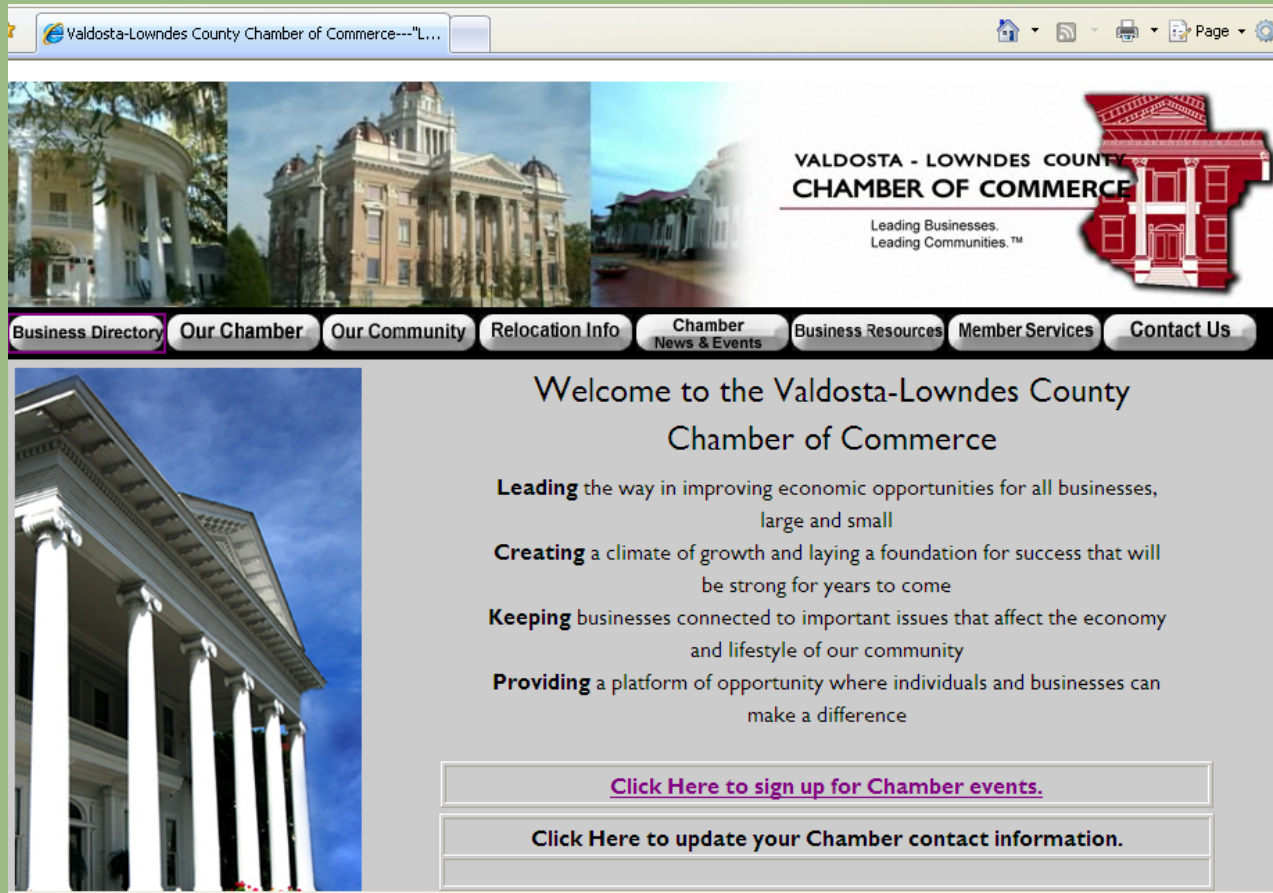
Top 10

Advertising:	5
Apartments:	21
Hotels:	31
Organizations:	4
Restaurants:	7
Tourist:	8
Fabric:	4
Government:	3
Conference Center:	14
Art Galleries:	5
Other:	43

Total Member Referrals: 145 (781)

February 2010 Web Site Activity Report

www.valdostachamber.com



Web Site Hits:

Aug. 2009	124,721
Sept. 2009	114,118
Oct. 2009	105,550
Nov. 2009	96,131
Dec. 2009	73,817
Jan. 2010	101,212
Feb. 2010	110,710

Page Views:

Aug. 2009	16,921
Sept. 2009	15,856
Oct. 2009	16,408
Nov. 2009	14,367
Dec. 2009	11,486
Jan. 2010	16,128
Feb. 2010	18,639

Web Site Activity Report continued

Search Engine Position for Chamber Site as of Feb. 10, 2010

	Valdosta	Valdosta Chamber	Valdosta-Lowndes
Google	Second page in 3 rd 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	Third page in 5 th place	First page in 1 st place	First page in 3 rd place

Search Engine Position for Chamber Site as of March 15, 2010

	Valdosta	Valdosta Chamber	Valdosta-Lowndes
Google	Second page in 3 rd place	First Page in 1 st place	First page in 1 st place
bing	First page in 10 th place	First page in 1 st place	First page in 1 st place
YAHOO	Sixth page in 1 st place	First page in 2 nd place	First page in 1 st 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)**

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Targeted Business Expansion Committee

- The Chamber is currently surveying the local knowledge-based businesses to collect data regarding their expected growth.
- The information will be used to better understand the needs of these businesses.
- The Chamber continues to actively pursue measures to increase jobs, wages and economic opportunity in our community.

- To participate log on to:

www.surveymonkey.com/s/TBEC

TBEC Survey

Subject: Have Something To Say! We're Listening!

Reply: tnichols@valdostachamber.com

Having trouble viewing this email? [Click here](#)

Have Something To Say! We're Listening!

<http://www.surveymonkey.com/s/TBEC>

Dear Business Owner:

Over the past few years Valdosta-Lowndes County area has grown and we want to ensure and assist continued quality growth. Through IMPACT 2012 initiatives, the Valdosta-Lowndes County Chamber of Commerce is taking active measures to increase jobs, wages and economic opportunity in our community. To do this it is critical to measure our economic growth accurately with an annual survey of businesses like yours.

To assist in this important effort, we are requesting that you take a few minutes to participate in this private survey to measure the progress of business and job growth in our community. We will also use this information to better understand what your needs are and support you as a local business owner.

All the information you provide is strictly confidential and will not be associated with you or your business. If you choose to disclose the name of your business, the information you provide will not be released in any way that could identify you or your business in any form. It will only be used in a general sense to measure long term growth and as a way of supporting the small business community in the Valdosta-Lowndes County area.

Thank you in advance for your critical participation in this important effort for our community. Survey deadline will be Monday, Feb. 22, 2010.

Please click the link below to begin the survey.

<http://www.surveymonkey.com/s/TBEC>

Chamber of Commerce
416 North Ashley Street
Valdosta, Georgia 31603

Targeted Business Expansion Committee



2010
Metro In Motion
Speaker Series Event to
be held April 14 in
downtown Valdosta!

Speaker: Christian Sottile

Sottile is an authority in urban planning and design. Sottile will provide a presentation on how the built environment can impact the attraction of knowledge-based businesses and workers.



April 14, 5 p.m. at ClientTell, Inc.

MetroOne
One Voice • One Vision • One Community



MetroOne members gathered at Locos Deli & Pub on Feb. 1 for the first MetroOne Monday of the year. Attendees enjoyed networking and shared ideas for 2010.



Member Services Division Reports



**Jay Prince
(Vice Chairman)**

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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		
May	30,457.34	26,871.88		
Apr.	31,264.43	31,001.57		
Mar.	14,879.68	29,445.03		
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		
May	148,883.97	157,573.31		
Apr.	118,426.63	130,701.43		
Mar.	87,162.20	99,699.86		
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 February 28, 2010

DUES COLLECTED YEAR TO DATE: \$58,043.17
2010 goal for Dues Collection: \$360,000.00

NEW MEMBERS YEAR TO DATE: 22
2010 Goal: 258

TOTAL MEMBERSHIP: 1,528
2010 Goal: 1,540

NET MEMBERSHIP GAIN IN February: (-13)
NET MEMBERSHIP GAIN IN 2010: (-8)
2009 Goal: 4

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

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New Members

	2006	2007	2008	2009	2010
Jan	16	16	22	9	12
Feb	18	14	16	16	10
Total	34	30	38	25	22
Mar	20	20	13	13	
April	20	16	22	33	
May	41	26	23	16	
June	12	29	25	16	
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	22

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**New Members
February 2010**

Paul Batts

1522 Mt. Carmel Church Road
Quitman, GA 31643
229-292-7676
Associate Members

California Sun

Michelle Cross-Manhart
4644C Bemiss Road
Valdosta, A 31605
229-219-7925
Tanning Salons

Constangy, Brooks & Smith, LLP

Mel Haas
577 Mulberry Suite 710
Macon, GA 31202
478-750-8600
Attorneys

Doug Duvall

2715 Scott St
Valdosta, GA 31601
229-740-8181
Associate Members

Thin Again of South GA, LLC

Kelley Thomas
1308 Baytree Road
Valdosta, GA 31602
229-249-7737
Weight Loss

Hibachi Grill Buffet

Samuel Zheng
1550 Baytree Road
Valdosta, GA 31602
229-253-0899
Restaurant/Catering

Richard Raines

4306 Swan Drive
Valdosta, GA 31602
229-560-1138
Pharmaceutical Products

Secure Health

Philip Lipsey
715 US Hwy 92 E Suite C
Seffner, FL 33584
877-490-7424
Insurance

Sherry M. Wood

1760 Wayland Park Drive
Remerton, GA 31601
229-249-0438
Associate Members

Special Occasions

Garner Stephens
1000 North Patterson
Valdosta, GA 31602
229-242-9933
Rental Service-Stores & Yards

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**Dues Account Status
Report February 2010**

<u>Billing Period</u>	<u>Accounts Receivable</u>	<u>Collections</u>	<u>Collection Rate</u>
Current	\$33,017.00	\$3,505.00	11%
Previously Collected for current month		\$19,274.75	58%
Total Current	\$33,017.00	\$22,779.75	69%
1-30 Days	25,834.78	3,389.50	13%
31-60 Days	30,858.37	1,620.09	5%
61-90 Days	15,337.01	2,426.75	16%
91-120 Days	9,790.65	0.00	0%
120+ Days	39,457.22	2,706.75	7%
Subtotal	\$154,304.03	\$32,922.84	21%
New Members	\$893.75	\$893.75	
Total	\$155,197.78	\$33,816.59	22%

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Dues Account Status, continued

Previously collected for current months:

November	0.00
December	6,641.00
January	12,633.75
Total	\$19,274.75

Pre-Paid Dues for future months:

March	9,739.75
April	268.75
May	0.00
Deferred Revenue	\$10,008.50

Other Information:

Direct Debit Accounts to Date	49
Online Billing Accounts to Date*	0

* This will be up and running in April 2010 in our new database.

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Write-Offs February 2010

REASON DROPPED	NAME	JOIN DATE	AMOUNT
Budget Restrictions	Alpha Kappa Alpha	3/1/1995	\$90.00
Budget Restrictions	Bruster's Real Ice Cream	5/12/2006	\$250.00
Budget Restrictions	Carlos Cleaning Service	1/20/2010	\$0.00
Budget Restrictions	NOW Productions	9/26/2008	\$255.00
Budget Restrictions	Scott & Roberts Mortuary	10/29/2007	\$122.50
Business Sold	Country Hearth Inn & Suites	8/25/2008	\$249.00
Business Sold	Secure Health Benefits, Inc.	6/30/2009	\$160.00
Non-Payment of Dues	Bethany Hospice	5/31/2006	\$420.00
Out of Business	Color Box, LLC	3/1/1987	\$360.00
Out of Business	Epes Transport System, Inc.	9/14/2005	\$240.00
Out of Business	Georgia Telephone Services	5/31/2007	\$250.00
Out of Business	Moms 2 Bee; Maternity & More	6/4/2008	\$240.00
Out of Business	Sleep Solutions, inc.	11/30/2007	\$180.00
Out of Business	Total Image Productions	10/22/2008	\$142.50
Out of Business	Vito's Rock & Roll Pizzeria	10/21/2003	\$160.00
Requested Cancel	Amazing Hair	11/14/2008	\$240.00
Requested Cancel	Bemiss Road Baptist Church	9/21/2006	\$85.00
Requested Cancel	Jordan's Salon & Day Spa, Inc.	2/2/2006	\$405.00
Requested Cancel	New Century Outdoors, inc.	11/6/2008	\$250.00
Requested Cancel	New York Life-Glen Jones	3/26/2003	\$225.00
Requested Cancel	South Georgia Real Estate Services-Jennifer Bishop	8/25/2007	\$30.00
Requested Cancel	South Georgia Real Estate Services-Peggi Pulido	7/30/2007	\$225.00
Requested Cancel	Valdosta Physical Therapy, Inc.	7/24/1998	\$300.00
			\$4,879.00



Write-Offs February 2010 Summary

Summary	Month #	Month \$	YTD #	YTD \$
Budget Restrictions	5	\$717.50	6	\$782.50
Business Sold	2	\$409.00	2	\$409.00
Consolidated Business				
No Benefit Seen				
Member Deceased				
Member Moved				
Member Retiring				
Non-Payment of Dues	1	\$420.00	2	\$670.00
Out of Business	7	\$1,572.50	11	\$2,082.50
Other				
Requested Cancellation-No Reason	8	\$1,760.00	9	\$2,760.00
Unhappy/Angry				
TOTAL	23	\$4,879.00	30	\$6,704.00

Write-Offs 2009	29	\$5,707.50	49	\$8,852.50
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Difference 2008 vs. 2009	-6	(\$828.50)	-19	(\$2,148.50)
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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			
May 5			
June 2			
July 7			
Aug. 4			
Sept. 1			
Oct. 6			
Nov. 3			
Dec. 1			
TOTAL	31	142	30

March 3, 2010 invitation list for CHAMBER 101
consists of members that joined from
Nov 23, 2009 – Jan. 24, 2010 (2nd time invites) &
Jan. 25, 2010 – Feb. 23, 2010 (1st time invites) **Goal for 27**
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, April 7, 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 (2)	Sue Cox (2)	Walter Hobgood (2)
Jay Prince (2)	Allan Dear (1)	Brain Antoine (1)
David Durland (1)	Stan Fillion (1)	Tim Jones (1)
Phyllis Royal (1)	Greg Justice (1)	Paul Nichols (1)

Open Rates of Current Chamber e-publications

Chamber In Motion weekly e-newsletter

Sent every Monday

Open Rate: 28.2%*

Events Update sent Tuesday

Open rate: 28.3%*

SPROUTS newsletter

Send monthly to S.E.E.D.S. Center Clients and members of the Professional Consultants Program

Open Rate: 20%*

Chamber Board Insight

Open Rate: 33.4%*

** Percentages represent data accumulated between 2/1-2/28/10*

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 FEBRUARY 2010

YEAR TO DATE

Television Stories: 2 (20 total 2009)
Radio Presentations: 15 (61 total 2009)
Print Articles: 10 (52 total 2009)
Presentations: 3 (35 total 2009)

BUSINESS EXPANSION

TV-S.E.E.D.S. TV Promo	Radio-CEOs Unplugged Promo (WAAC)
Print-S.E.E.D.S. Ad (American Classifieds)	Print-CEOs Unplugged (VDT)
Radio-S.E.E.D.S. Commercial	Print-S.E.E.D.S. Marketing Workshop (VDT)

PUBLIC AFFAIRS DIVISION

MEMBER SERVICES DIVISION

Radio-Ribbon Cutting: Downtown Diner (WAAC)
Radio-Ribbon Cutting: Innovate! (WAAC)
Radio-Ribbon Cutting: Judy Martin Trexler, LCSW (WAAC)

WORKFORCE DEVELOPMENT AND EDUCATION DIVISION

ECONOMIC DEVELOPMENT DIVISION

Radio-Business Outlook Breakfast (Talk 92.1)	Radio-Business Outlook Breakfast (Lee Henderson)
Radio-Business Outlook Breakfast (Talk 105.9)	Print-Business Outlook Breakfast (VDT)

MISCELLANEOUS

Print-Business After Hours (VDT)
Print- Italy Trip Promo (VDT)

February Ribbon Cuttings



Valdosta Funnys



Downtown Diner



Blazer's Tavern

February Ribbon Cuttings



Ambling Development Partners



Innovate Engineering Solutions, LLC



Dream America

February Ribbon Cuttings



Special Occasions Rental

Ambassadors Report

February 2010

FEBRUARY STATISTICS

Ribbon Cuttings for February: 6
Groundbreakings for February: 1
Business After Hours for February: 1
Early Bird Breakfasts for February: 0
Accumulated Points for February: 1,150

2010 STATISTICS

2010 Ribbon Cuttings: 13 (Goal: 85)
2010 Groundbreakings: 1 (Goal: 5)
2010 Business After Hours: 2 (Goal: 12)
2010 Early Bird Breakfasts: 0 (Goal: 2)
Total Accumulated Points for 2010: 4,170

UPCOMING EVENTS

CHAMBER CHOICE AWARDS BREAKFAST

March 24, 2010

7:30 a.m.-9 a.m.

James Rainwater Conference Center

BUSINESS AFTER HOURS

March 25, 2010

5 p.m. – 7 p.m.

Valdosta State University
College of the Arts

Member Crashers Report February 2010



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

Members Visited in February

American Bodyworks
Tammy McCoy
4510 A Val North Rd.

Hyundai of Valdosta
Gary Young
4001 North Valdosta Rd.

American Realty
Helen Campbell
2935 North Ashley St.

Innovative Rehab Solutions
Bikram Mohanty
3368 Greystone Way

Castlewood Apartments
Brenda Herrington
700 East Park Ave.

Jungle Jym's
Ben Schnake
3124 North Oak St. 35

Economic Development Division Reports



**Tim Jones
(Vice Chairman)**

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Monthly Activity Report
Period: February 2010

	<u>2010</u>	<u>2009</u>	<u>Cum</u>
Advertising leads:	0	0	342
Web site hits:	11,675	15,961	1,766,838
Web page requests:	2,099	2,747	32,887
Web site leads:	8	12	1,440
Brochure leads:	0	0	20
Other TCH leads:	1	4	237
Quitman Chamber leads:	0	0	27
Valdosta Chamber leads:	0	2	208
Lakeland Chamber leads:	0	0	1
Other source leads:	0	0	1,490
Total leads active	9	18	3,720 37



RELOCATIONS

- **Relocations (Households): 299**

Lowndes: 267 Brooks: 22 Lanier: 12

- **Feb Relocations: 2**
- **2010 Relocations: 1**
- **States inquiring: 47**
- **Relocations from: FL: 145, GA: 47, 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: 211
 - B-Q Chamber: 6
 - V-L Chamber: 32
 - L-L Chamber 0
 - Advertising: 8
 - Other: 44



ECONOMIC IMPACT

- **Annual Income: \$12,642,000**
- **Annual Spending: \$10,836,000**
- **Liquid Assets: \$1,264,200,000**
- **Indirect Jobs Created: 602**

(average according to industry standards)



February 2010 S.E.E.D.S. Center Report

CLIENTS

<u>2010 Goal: 600</u>	<u>Client Types</u>	<u>Outcomes</u>
Lowndes: 40	Start-ups: 15	New Members: 1
Region: 3	Existing/Expanding: 2	Started: 0
February: 43	Developers: 0	Expanded: 0
Monthly Goal: 50	Info: 5	
YTD Total: 68	Returning: 3	
	Members: 10	

RESOURCE DISTRIBUTION

ABC's: 15	Traffic Counts: 6	First Research: 12
Sales Leads: 20	Loan Info: 2	Total: 71
Demographics: 15	Mosaic Reports: 1	

WEB SITE

Total Hits: 11,894	Total Visits: 609
Unique Visitors: 329	Page Rank Google: 1st

PROFESSIONAL CONSULTANTS PROGRAM

<u>Monthly Goal: 6</u>	<u>2010 Goal: 75</u>	<u>Most Demand:</u>
Hours Provided: 4	YTD Total: 10	Attorney

SPROUTS NEWSLETTER

Circulation: 526
Average Open Rate: 20%
Total Click-throughs: 21

Marketing Workshop: How to Stand Out in a Crowd



- **When:** Tuesday, Feb. 16
- **Where:** South Georgia Regional Library's Folsom Room
- **Panel of Professional Consultants:**
 - Marcie Dennard, The Park Avenue Bank
 - Joyce Aigen, JL Concepts
 - Steven Heddon, Fusion Marketing
 - Julie Killion, Valdosta Daily Times
 - Kerry Laster, Phantom Media Productions
- **Attendance:** 9 Small Business Owners and Marketing Personnel
- **Topics Discussed:**
 - Brand consistency
 - Utilizing Free Online Marketing
 - Marketing Yourself
 - Networking
 - Using all mediums for marketing

February 2010

SPROUTS NEWSLETTER

Watering the Seeds of Business Development

In This Issue

Professional Consultants Corner
Legislative Session Update
S.E.E.D.S. Center Update
Guardian Bank Business Plan Competition
Calendar of Events
Downtown Valdosta

**Professional
Consultants Corner**
*Advertising Your
Business in A
Recovering Market*

By: Steven Heddon
Creative Director
Fusion Creative Marketing



**S.E.E.D.S. Center
Update**
Upcoming Events



"Marketing: How To Stand
Out in A Crowd" Workshop

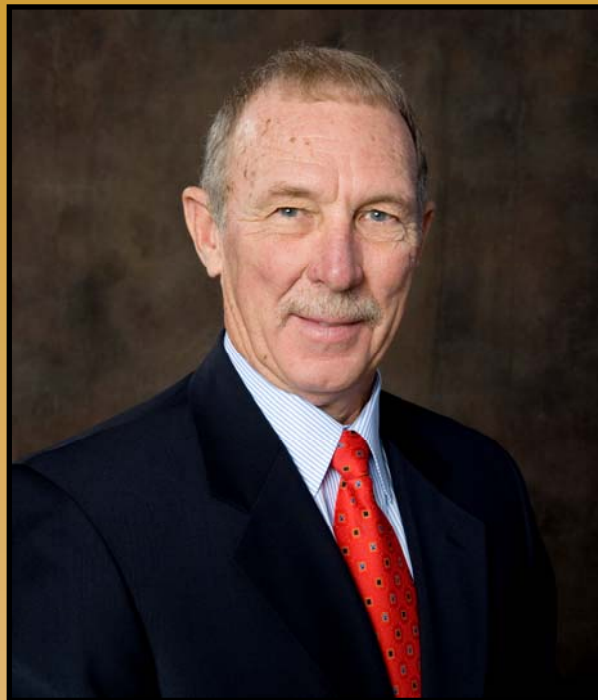
Date: Tuesday, Feb. 16
Time: 8:30-10 a.m.

**Guardian Bank
Business Plan
Competition**



Materials for the 2010
competition are available at
the Chamber, Guardian
Bank, Valdosta State
University, Valdosta
Technical College & at
www.seedscenterofsga.com.

Public Affairs Division Reports



**James McGahee
(Vice Chairman)**

**VALDOSTA - LOWNDES COUNTY
CHAMBER OF COMMERCE**

Leading Businesses.
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Federal Legislative Overview Luncheon

Presented by



April 8

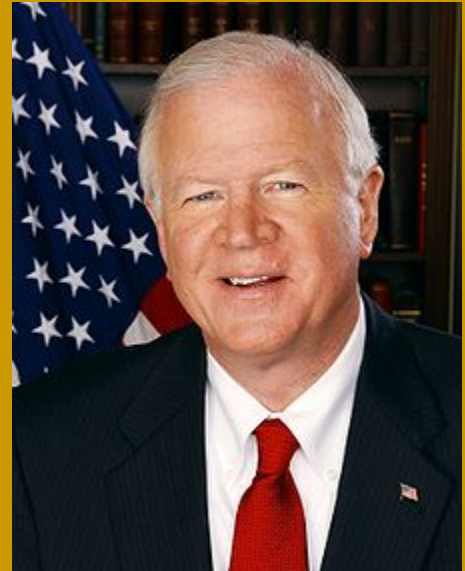
11:30am-1pm

Valdosta Technical College

Building 400

\$15 Chamber Member

\$25 Non-Members



Featuring
U.S.
Senator
Saxby
Chambliss

BUSINESS2010
VALDOSTA - LOWNDES COUNTY
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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, April 10 (45th Anniversary Party)

Saturday, August 21

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)**

**VALDOSTA - LOWNDES COUNTY
CHAMBER OF COMMERCE**

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DRUGS DON'T WORK Summary February 2010

Total # of DDW Partners as of 12/31/09:	257
Total # of DDW Partners as of 02/28/10:	257
2010 New Members:	0
2010 Losses:	0
YTD Net Gain:	<u>0</u>

Goal for 2010: 257

<u>YTD</u>	<u>Feb</u>	<u>Total</u>	<u>Goal</u>	<u>Fav/(Unfav)</u>
\$5,100	\$700	\$5,800	\$40,000	(\$34,200)

Post Office Box 790 Valdosta, Georgia 31603-0790
(229) 242-4624 Fax (229) 245-0071
khamilton@valdostachamber.com



NATIONAL GROUNDHOG JOB SHADOW DAY 2010



78 students participated with 18 business hosts!

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**Chairman's Report:
Terri Lupo**

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President's Report: Myrna Ballard

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Next Meeting Date:

**Thursday, April 15, 2010
9:00 – 10:30 a.m.
@ Country Inn & Suites**

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Meeting Adjourned