



**May 20, 2010**  
**Board of Directors**  
**Meeting**  
**@**  
**Country Inn & Suites**



**Board of Directors Meeting  
Thursday, May 20, 2010  
9:00 – 10:30 a.m.  
@ Country Inn & Suites**

**Agenda**

- Call to order, establish a quorum, and review agenda
- Brief report from Mayor Kenny Allen (Mayor of Dasher)

**ITEMS TO CONSIDER**

- Consider minutes of the April 15, 2010 meeting
- Consider April 2010 Financial Statements
- Consider proposal from South Georgia Travel for coordination of 2011 business trip
- Consider Policy on Endorsement of Political Candidates

▪ **Economic Development Division Report**

▪ **Talking Points:**

- What do you see as the major impediments to survival and success in Valdosta-Lowndes County?
- What else can/should the Chamber do to support your success?

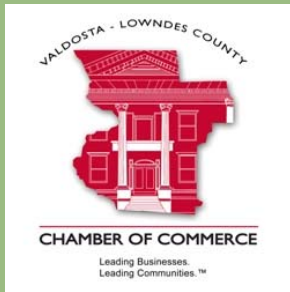
**Chairman's Report**

**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**



## Upcoming Events:

### **Business After Hours**

Thursday, May 20

@ 5 -7 p.m.

(Summit Pointe – South GA Vein Center)  
338 Country Club Drive

### **Washington Trip**

May 24-26, 2010

### **Award Winning Customer Service Seminar**

Wednesday, May 26

@ 8 – 9:30 a.m.

*Free for Chamber members!*  
Georgia Department of Labor

### **Chamber 101**

Wednesday, June 2

@ 8 – 9 a.m.

(Chamber)

### **Board of Directors Meeting**

Thursday, June 17

@ 9 – 10:30 a.m.

(Country Inn & Suites)

➤ **Consider Minutes of April 15, 2010 Board of Directors meeting**

**Minutes of the Valdosta-Lowndes County Chamber Board meeting held Thursday, April 15, 2010, 9:00 a.m. at Country Inn & Suites**

**Members Present:** Brian Antoine, Myrna Ballard, Tom Carroll, Sue Cox, Allan Dear, David Durland, Stan Fillion, Tom Gooding, Jeff Hanson, Walter Hobgood, Tim Jones, Greg Justice, Terri Lupo, Jay Prince, Greg Reid, Phyllis Royal and Al Turner

**Also Present:** Chris Miller, Dana Massingill, Tara Nichols, Betty Morgan, Courtney Ruttinger, Alison Stokes, ReKasa Deen, Lynn Wood, Lynn Bowen, Dr. Patrick Schloss and Karil Brockington

**Members Absent:** Sally Bloom, Tim Coombs, Kristia Gaines, Carl Holley, James McGahee, Paul Nichols and Jerome Riley

**Brief report from Valdosta-Lowndes County Conference Center & Tourism Authority** – no report.

**Minutes of the March 18, 2010 Board meeting were reviewed.** W. Hobgood made a motion to accept the minutes with following corrections from last meeting: *Consider Board Vacancies – J. McGahee nominated Tom Carroll (Sunset Farms Food, Inc.) to serve the unexpired term of Ed Cockman. C. Holley seconded. T. Gooding nominated Al Turner (William A. Turner, Jr., Attorney) to serve the unexpired term of Walt Gill. S. Cox seconded. J. Fulp seconded the motion and it passed unanimously.*

**Consider March 2010 Financial Statements (General Fund, IMPACT 2012, W.E.S.T. & TCH)** – M. Ballard reviewed the Chamber financial statements. S. Fillion made a motion to accept the financial statements as presented. S. Cox seconded the motion and it passed unanimously. (see pgs. 6-35 of handout)

**Consider adoption of 2010 Federal Legislative Principle Statement and Policy Priorities** – T. Jones made a motion to adopt the 2010 Federal Legislative Principle Statement as presented. W. Hobgood seconded the motion and it passed. J. Hanson made a motion to adopt the 2010 Federal Legislative Policy Priorities with the following change: delete the words “government control” under the Health Care Policy. J. Prince seconded the motion and it passed unanimously. (see pgs. 3-5 of handout)

**Business Expansion Division Report**– T. Gooding (Vice Chairman), M. Ballard, D. Massingill and S. Cox reported.

**Talking Points: Chris Miller facilitator**

- ✓ Is Valdosta-Lowndes County's economy performing as well as our peer communities?
- ✓ What are knowledge-base businesses looking for?

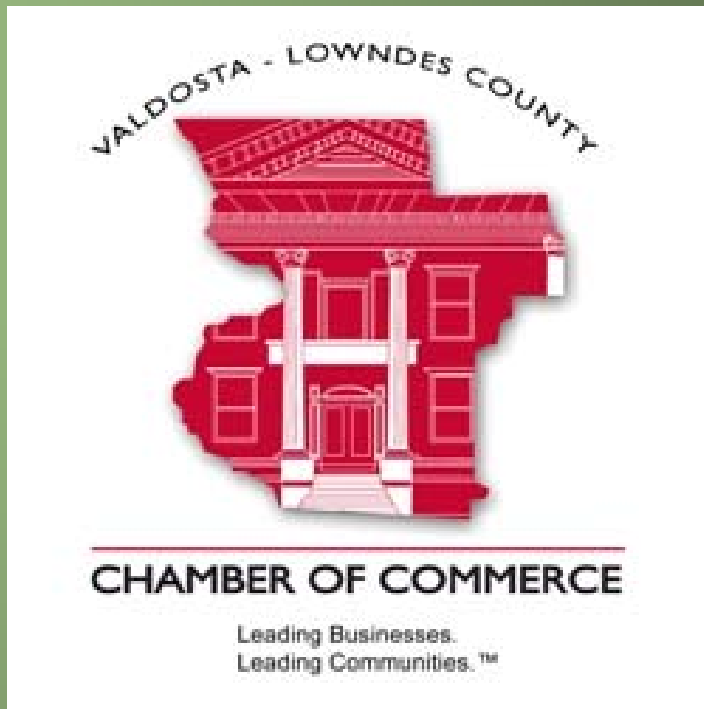
There being no further business, the meeting was adjourned at 10:30 a.m.

To access your PowerPoint on the Web Site ([www.valdostachamber.com](http://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



# Operations & Administration

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# **Financial Statements**

## **April 30, 2010**

**\$\$**

Please refer to your handout.....



## ➤ **Items to Consider**

- **Consider Minutes of the April 15, 2010 Meeting**
- **Consider April 2010 Financial Statements**
- **Consider proposal from South Georgia Travel for coordination of 2011 business trip**
- **Consider Policy on Endorsement of Political Candidates**

➤ **Consider proposal from South Georgia Travel for coordination of 2011 business trip**



April 29, 2010

Valdosta-Lowndes County Chamber of Commerce  
P O Box 790  
Valdosta, Georgia 31603

Attention: Myrna Ballard, President

Dear Myrna,

South Georgia Travel would like to propose and coordinate a trip to Australia or China in 2011.

This trip would be offered to Chamber member as a tax-deductible trip to business members with proceeds of \$100 per person being paid to the Chamber. Non-Chamber members that would like to participate would be charged an additional \$50, providing the Chamber with \$150 profit.

This proposal would be offered to all agency members of the Chamber to promote as a joint endeavor with commission being paid to those agencies upon the sale of the stated trip.

I appreciate your consideration in this matter and look forward to working with the Chamber and other agency members of the chamber.

Sincerely,

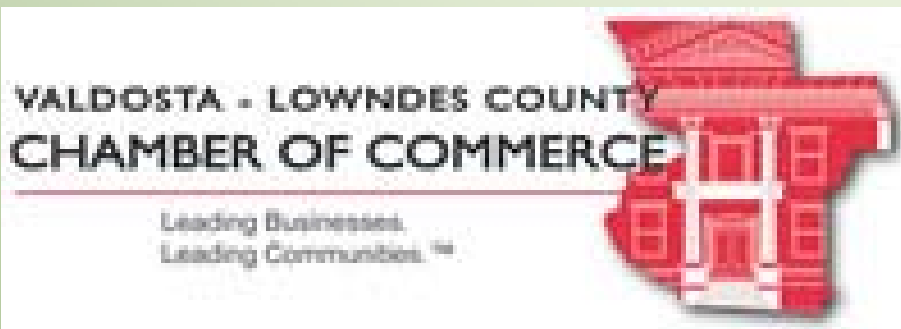
  
Jane Shelton, President

Valdosta  
1300 Baytree Road  
Valdosta, Georgia 31602  
229.244.2324

Thomasville  
Post Office Box 1845  
Thomasville, Georgia 31799  
229.226.6333

Moultrie  
709 South Main Street - Suite A  
Moultrie, Georgia 31768  
229.985-8747





**---DRAFT---**

## **Valdosta-Lowndes County Chamber of Commerce**

### **PROPOSED POLICY ON ENDORSEMENT OF POLITICAL CANDIDATES**

The Valdosta-Lowndes County Chamber of Commerce does not endorse candidates for political office. With the exception of Chamber-sponsored candidate forums, where all candidates have an equal opportunity to do so, political candidates are not allowed to make campaign speeches at any Chamber-sponsored event. Nor are participants at Chamber-sponsored events allowed to endorse political candidates as a part of the event program. "Chamber-sponsored event" is defined as any activity which the Chamber has promoted through its communications media which includes the Chamber logo and name. Chamber-sponsored events include, without limitation, such events as Business After Hours, Mid-Year Membership Meeting, Annual Meeting, Early Bird Breakfasts, Government Affairs Council events, etc.

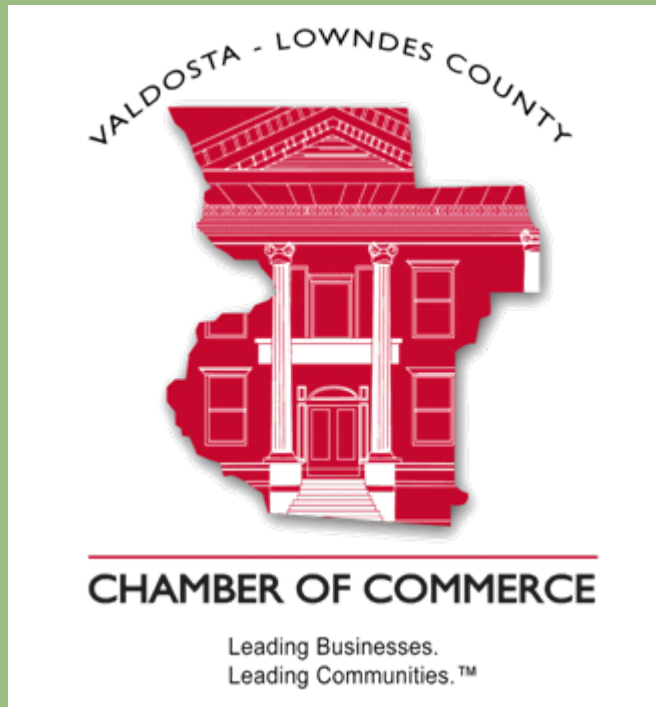
*Adopted by the Board of Directors of the Valdosta-Lowndes County Chamber of Commerce at the regular meeting on May 20, 2010.*

May 20, 2010

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Myrna H. Ballard, President

# Chamber Activity Reports



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



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

**Mail Correspondence:**

**Newcomers Packets**            34 (7)

**Miscellaneous Information Requested:**

Request for BBB:	<u>10 (30)</u>
Email Information Requested:	<u>5 (11)</u>
Request for Events:	<u>5 (10)</u>
Civic Club Lists:	<u>4 (4)</u>
Web site Referrals by Phone:	<u>17 (13)</u>
Manufacturers List:	<u>0 (3)</u>
Request for Directions:	<u>28 (30)</u>
Maps:	<u>141 (23)</u>
Request for Wild Adventures:	<u>1 (8)</u>
Membership Application:	<u>7 (4)</u>
Phone Books:	<u>62 (23)</u>
Membership List/Email:	<u>2 (10)</u>
<b>Total Miscellaneous:</b>	<b><u>282 (169)</u></b>



# Member Referrals April 2010

**Total Categories: 101**

## Top 10

Lawn Maintenance:	28
Landscape Contractors:	20
Hotels:	34
Organizations:	21
Restaurants:	22
Tourist:	14
Churches:	46
Government:	25
Conference Center:	22
Beauty Salon & Services:	17
Other:	183

**Total Member Referrals: 432 (490)**

**Year to Date: January – April**

**Member Referrals (2009 figures in parentheses)**

**Referrals: 916\* (1,916)**

**\*Database conversion lost January data**

# April 2010 Web Site Activity Report

www.valdostachamber.com

The screenshot shows the website's header with a navigation menu including Business Directory, Our Chamber, Our Community, Relocation Info, Chamber News & Events, Business Resources, Member Services, and Contact Us. The main content area features a large image of a classical building and text that reads: 'Welcome to the Valdosta-Lowndes County Chamber of Commerce'. Below this, four bullet points describe the chamber's mission: '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', and 'Providing a platform of opportunity where individuals and businesses can make a difference'. Two call-to-action buttons are visible: 'Click Here to sign up for Chamber events.' and 'Click Here to update your Chamber contact information.'

## Web Site Hits:

Oct. 2009	105,550
Nov. 2009	96,131
Dec. 2009	73,817
Jan. 2010	101,212
Feb. 2010	110,710
March 2010	122,767
April 2010	108,643

## Page Views:

Oct. 2009	16,408
Nov. 2009	14,367
Dec. 2009	11,486
Jan. 2010	16,128
Feb. 2010	18,639
March 2010	22,408
April 2010	18,736

## Search Engine Position for Chamber Site as of April 12, 2010

	Valdosta	Valdosta Chamber	Valdosta-Lowndes
<b>Google</b>	First page in 7 <sup>th</sup> place	First Page in 1 <sup>st</sup> place	First page in 1 <sup>st</sup> place
<b>bing</b>	Second page in 6 <sup>th</sup> place	First page in 1 <sup>st</sup> place	First page in 1 <sup>st</sup> place
<b>YAHOO</b>	Second page in 6 <sup>th</sup> place	First page in 1 <sup>st</sup> place	First page in 1 <sup>st</sup> place

## Search Engine Position for Chamber Site as of May 12, 2010

	Valdosta	Valdosta Chamber	Valdosta-Lowndes
<b>Google</b>	Second page in 3 <sup>rd</sup> place	First Page in 1 <sup>st</sup> place	First page in 1 <sup>st</sup> place
<b>bing</b>	Second page in 7 <sup>th</sup> place	First page in 1 <sup>st</sup> place	First page in 3 <sup>rd</sup> place
<b>YAHOO</b>	Second page in 2 <sup>nd</sup> place	First page in 1 <sup>st</sup> place	First page in 1 <sup>st</sup> 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)**



# Targeted Business Expansion



Myrna Ballard, Dana Massingill (TBEC Chairman) and Chris Miller (Creative Cities Consulting), presented the TBEC Employment & Wage Analysis for Valdosta-Lowndes County and Benchmark of TBEC Businesses.

The presentation included the history of TBEC and the initiatives that are facilitating the growth of knowledge-based (TBEC) jobs and businesses in Valdosta-Lowndes County. Presentations were given to the Chamber Board and later to key leaders from various public and private organizations.

**View analysis & benchmark online at**

(<http://www.valdostachamber.com/about/Boardmeeting.html>) click on the tab "Our Chamber". Click "Board of Directors Meeting" and select the Business Expansion Division Report, April 15, 2010.

# Targeted Business Expansion Committee



Speaker Series

April 14, 2010

in downtown Valdosta!



## **“Building Healthy Cities with Vital Cores”**

**Christian Sottile, a professor at SCAD and principal of Sottile & Sottile Urban Design firm gave an eye-opening look at how communities can transform into alluring places that are compact, walkable and diverse. He also shared that communities with 150 years of history, like Valdosta, are ahead of the curve and encompass the ‘bone structure’ for this type of living.**

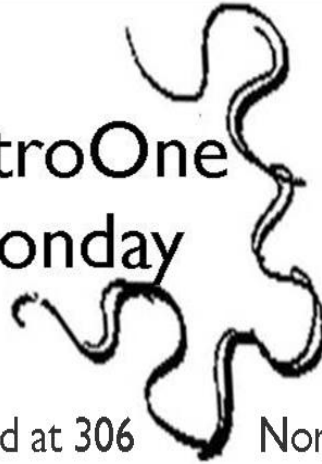


**More than 40 attendees were able to mingle with Sottile at the cocktail reception held at bas bleu prior to the presentation which was held in Benny’s Gallery owned by ClientTell, Inc.**

# MetroOne April Events

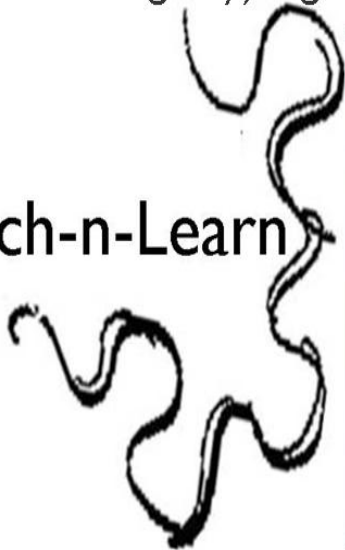


MetroOne  
Monday



April's MetroOne Monday was hosted at 306 North. Members gathered for networking, appetizers and two special presentations. **Tom Kurrie** (Coleman Talley), a member of CUEE (Community Unification for Educational Excellence), shared vital information related to school system unification. Members also heard from **Marty Rodgers** (Blanton & Griffin Insurance Agency) regarding the Chamber's CHOICES program.

Lunch-n-Learn



Twenty young professionals attended the MetroOne "The Basics of Mentorship... Preparing for Leadership" Lunch-n-Learn at La Quinta Inn & Suites on April 29. **Greg Justice** (Regal Marine) shared his experiences as both a mentor and a protégé.

# 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>
<b>Dec.</b>	37,430.63	36,261.41		
<b>Nov.</b>	21,856.85	27,823.82		
<b>Oct.</b>	25,698.51	27,591.92		
<b>Sep.</b>	29,955.86	25,916.58		
<b>Aug.</b>	29,645.75	28,135.34		
<b>July</b>	38,982.60	41,713.49		
<b>June</b>	27,454.84	24,681.68		
<b>May</b>	30,457.34	26,871.88		
<b>Apr.</b>	31,264.43	31,001.57	31,003.80	2.23
<b>Mar.</b>	14,879.68	29,445.03	35,878.36	6,433.33
<b>Feb.</b>	22,314.50	34,192.00	23,327.84	(10,864.16)
<b>Jan.</b>	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>
<b>Dec.</b>	360,009.01	369,697.19		
<b>Nov.</b>	322,478.38	333,435.78		
<b>Oct.</b>	300,621.53	305,611.96		
<b>Sep.</b>	274,923.02	278,020.04		
<b>Aug.</b>	244,967.16	252,103.82		
<b>July</b>	215,321.41	223,968.48		
<b>June</b>	176,338.81	182,254.99		
<b>May</b>	148,883.97	157,573.31		
<b>Apr.</b>	118,426.63	130,701.43	124,925.33	(5,776.10)
<b>Mar.</b>	87,162.20	99,699.86	93,921.53	(5,778.33)
<b>Feb.</b>	72,282.52	70,254.83	58,043.17	(12,211.66)
<b>Jan.</b>	49,968.02	36,062.83	34,715.33	(1,347.50)



## **Membership Summary Report As of April 30, 2010**

**DUES COLLECTED YEAR TO DATE: \$124,925.33**  
**2010 goal for Dues Collection: \$360,000.00**

**NEW MEMBERS YEAR TO DATE: 62**  
**2010 Goal: 258**

**TOTAL MEMBERSHIP: 1,534**  
**2010 Goal: 1,540**

**NET MEMBERSHIP GAIN IN April: 2**  
**NET MEMBERSHIP GAIN IN 2010: (2)**  
**2009 Goal: 4**

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

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



# New Members

	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
<b>Jan</b>	16	16	22	9	12
<b>Feb</b>	18	14	16	16	10
<b>Mar</b>	20	20	13	13	24
<b>April</b>	20	16	22	33	16
<b>Total</b>	74	66	73	71	62
<b>May</b>	41	26	23	16	
<b>June</b>	12	29	25	16	
<b>July</b>	10	13	15	21	
<b>Aug</b>	16	17	22	24	
<b>Sept</b>	54	41	19	38	
<b>Oct</b>	13	48	16	26	
<b>Nov</b>	11	14	12	17	
<b>Dec</b>	12	9	11	18	
<b>Total</b>	<b>243</b>	<b>263</b>	<b>216</b>	<b>247</b>	<b>62</b>

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**New Members  
April 2010**

**American Animal Foundation**

Nicole Childers  
P O Box 699  
Lake Park, GA 31636  
888-407-4997  
Organizations

**Hibachi Express**

Terry Ho  
1701 N Ashley St  
Valdosta, GA 31601  
229-244-8880  
Restaurants

**Century 21 Winnersville-Roland**

**Talerico**

Roland Talerico  
888 Shady Tree Circle  
Alapaha, GA 31622  
229-560-7031  
Real Estate

**Imperial Auto Sales**

Jesse Cole  
1410 N Ashley St  
Valdosta, GA 31602  
229-241-0111  
Automobile Dealers

**Crawford Powell**

P O Box 429  
Lake Park, GA 31636  
229-253-1440  
Associate Members

**Inspired by Elegance, LLC**

Shayla Lovett  
1323 Willow Way  
Valdosta, GA 31601  
229-333-9674  
Plantations

**Dust Angels**

Donna Wasdin  
149 Blue Pool Road  
Valdosta, GA 31602  
912-590-4095  
Cleaning-Interior

**Kaeser & Blair, Inc.**

Debra DeVane  
2406 Bemiss Road  
Apt 14  
Valdosta, GA 31602  
229-834-4432  
Advertising

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**New Members  
April 2010**

**Lowe's**

Corbin Neeley  
1106 N St Augustine Rd  
Valdosta, GA 31601  
229-671-4721  
Hardware Stores

**Lowe's Distribution Center**

Tony Gariety  
1550 Commerce Drive  
Valdosta, GA 31601  
229-293-1501  
Distribution Services

**Necessary Details Mobile**

**Spray Tanning**

Anne Womack  
2026 Oakdale Drive  
Valdosta, GA 31602  
229-539-3066  
Tanning Salons

**Smiling Images Photography**

Julie Hulongbayer  
2313 Deborah Drive  
Valdosta, GA 31602  
478-689-0274  
Photographers

**The Ultimate Experience**

Maria Carter  
2 Effingham Place  
Valdosta, GA 31602  
229-242-0843  
Party & Event Planning

**Total Image Productions**

Mishonne Shealy  
906 E Cranford Avenue  
Valdosta, GA 31601  
229-444-1244  
Marketing Consultants

**Upper Cervical Health Centers  
of America**

Travis Worthman  
2418 Bemiss Road  
Valdosta, GA 31602  
229-219-0883  
Physicians & Surgeons

**Wisembaker Construction &  
Grading Company**

Ben Wisembaker  
3999 Ben Hill Road  
Valdosta, GA 31601  
229-740-1327  
Building Contractors

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## Dues Account Status Report April 2010

<u>Billing Period</u>	<u>Accounts</u>		<u>Collection Rate</u>
	<u>Receivable</u>	<u>Collections</u>	
Current	\$36,984.30	\$8,997.08	24%
Previously Collected for current month		\$7,903.50	21%
<b>Total Current</b>	<b>\$36,984.30</b>	<b>\$16,900.58</b>	<b>46%</b>
1-30 Days	16,497.14	2,519.25	15%
31-60 Days	17,500.04	647.50	4%
61-90 Days	9,524.90	349.80	4%
91-120 Days	6,118.28	826.25	14%
120+ Days	<u>36,366.29</u>	<u>3,505.84</u>	10%
<b>Subtotal</b>	<b>\$122,990.95</b>	<b>\$24,749.22</b>	<b>20%</b>
New Members	\$1,858.33	\$1,858.33	
<b>Total</b>	<b><u>\$124,849.28</u></b>	<b><u>\$26,607.55</u></b>	<b>21%</b>

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**Dues Account Status, continued**

**Previously collected for current months:**

January	0.00
February	268.75
March	7,634.75
<b>Total</b>	<b>\$7,903.50</b>

**Pre-Paid Dues for future months:**

May	14,857.50
June	4,122.50
July	827.50
Deferred Revenue	<b>\$19,807.50</b>

**Other Information:**

Direct Debit Accounts to Date	49
Members On Online Billing	1,450

\*We started online billing in April 2010. All but 81 members have an email address for a total of 1,451 members on online billing.



## Write-Offs April 2010

REASON DROPPED	NAME	JOIN DATE	AMOUNT
Budget Restrictions	88.1 Way-FM	11/17/2006	85.00
Out of Business	All Things Beautification	04/08/2009	180.00
Non-Payment of Dues	ATT Mobility	12/34/2003	250.00
Requested Cancel	Brad Burnette	01/21/2008	85.00
Requested Cancel	Capitol Marketing Concepts	10/17/2008	123.75
Requested Cancel	Conservative Neurology Services	04/21/2009	150.00
Requested Cancel	Culpepper Construction, Co., Inc	03/16/2006	600.00
Out of Business	Flex-Tran Transportation, LLC	09/08/2009	163.75
Out of Business	KooL Smiles	01/31/2007	300.00
Out of Business	Marco Polo	03/07/2003	250.00
Budget Restrictions	Professional Auctioneers	05/01/1993	240.00
Requested Cancel	Rev. Floyd Rose	02/14/2007	85.00
Requested Cancel	State Farm Insurance-Raquel Brooks	01/14/2009	240.00
Out of Business	Valdosta Drywall & Acoustical	03/13/2008	187.50
			<b>\$2,940.00</b>

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## Write-Offs April 2010 Summary

Summary	Month #	Month \$	YTD #	YTD \$
Budget Restrictions	2	325.00	9	1,362.50
Business Sold			3	480.47
Consolidated Business				
No Benefit Seen			1	82.50
Member Deceased				
Member Moved				
Member Retiring			1	90.00
Non-Payment of Dues	1	250.00	3	920.00
Out of Business	5	1,081.25	29	5,401.25
Other				
Requested Cancellation-No Reason	6	1,283.75	18	4,798.75
Unhappy/Angry				
<b>TOTAL</b>	<b>14</b>	<b>2,940.00</b>	<b>64</b>	<b>13,135.47</b>

Write-Offs 2009	29	5,892.34	107	20,611.98
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<b>Difference 2010 vs. 2009</b>	<b>-15</b>	<b>-2,952.34</b>	<b>-43</b>	<b>-7,476.51</b>
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## Chamber 101:

How to get the most out of your  
Chamber membership

### 2010 Attendance Sheet

Month	1 <sup>st</sup> Invitation	2 <sup>nd</sup> 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			
July 7			
Aug. 4			
Sept. 1			
Oct. 6			
Nov. 3			
Dec. 1			
<b>TOTAL</b>	<b>62</b>	<b>195</b>	<b>56</b>

May 5, 2010 invitation list for CHAMBER 101  
consists of members that joined from  
Jan. 22, 2010 – March 19, 2010 (2<sup>nd</sup> time invites) &  
March 22, 2010 – April 22, 2010 (1<sup>st</sup> time invites) **Goal 31**  
**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, June 2, 2010

8:00 - 9:00 a.m.

Chamber of Commerce

For more information call 247-8100

I would like to attend:

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

April 2010

**Open Rates of Current  
Chamber e-publications**

**Chamber In Motion** weekly  
e-newsletter

Sent every Monday

**Open Rate: 27.1%\*** (March 27.1%)

**Events Update** sent Tuesday

**Open rate: 27.4%\*** (March 28.2%)

**E-blasts**

Special sends

**Open Rate: 25.4%\*** (March 29.6%)

*\* Percentages represent data accumulated between 4/1-4/30/10*

**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 APRIL 2010

## YEAR TO DATE

Television Stories: 12 (20 total 2009)  
Radio Presentations: 31 (61 total 2009)  
Print Articles: 25 (52 total 2009)  
Presentations: 9 (35 total 2009)

## BUSINESS EXPANSION

Print-SGPRD Event (VDT)

## PUBLIC AFFAIRS DIVISION

Print-Red Carpet (VDT)  
Print-Legislative Lunch (VDT)

TV-Legislative Lunch (WALB, WCTV)

## MEMBER SERVICES DIVISION

Radio-Ribbon Cutting: Valdosta Chiropractic (WAAC)  
Radio-Ribbon Cutting: Exit Realty In Touch WAAC)  
Radio-Ribbon Cutting: Lefiles Financial Planning (WAAC)  
Radio-Ribbon Cutting: Think Again (WAAC)

Radio-Membership (Talk 92.1)  
TV-B2B Commercial  
Print-Ad (VDT, American Classifieds)

## WORKFORCE DEVELOPMENT AND EDUCATION DIVISION

TV-DDW KH

## ECONOMIC DEVELOPMENT DIVISION

Radio-Metro In Motion (Talk 92.1)  
Print-TCH (GACCE Newsletter)  
Presentation-TBEC MB (Kiwanis Club)  
TV-Top 100 (WALB, WCTV)

## MISCELLANEOUS

Radio-CCA Winners (News Talk 105.9)  
Presentation-MB (Core Curriculum)

Presentation-IMPACT 2012 (Kiwanis)  
TV-Mystery Shopper (WCTV)

# April Ribbon Cuttings



California Sun



Langdale Honda

# April Ribbon Cuttings



**Luxor Nails**



**Valdosta Chiropractic and Rehab**

# April Ribbon Cuttings



**Exit Realty In Touch**

# Ambassadors Report

## April 2010

### APRIL STATISTICS

Ribbon Cuttings for April: 5  
Groundbreakings for April: 0  
Business After Hours for April: 1  
Early Bird Breakfasts for April: 0  
Accumulated Points for April: 1310

### 2010 STATISTICS

2010 Ribbon Cuttings: 26 (Goal: 85)  
2010 Groundbreakings: 1 (Goal: 5)  
2010 Business After Hours: 4 (Goal: 12)  
2010 Early Bird Breakfasts: 1 (Goal: 2)  
Total Accumulated Points for 2010: 8060

### UPCOMING EVENTS

#### **BUSINESS AFTER HOURS**

**May 20, 2010**  
**5 p.m. – 7 p.m.**  
**Summit Pointe**

# Member Crashers Report

## April 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 April

**Bemiss Citizens Bank**  
4060 Bemiss Road  
229-247-5266

**Baytree Pizza**  
607 Baytree Road Suite C  
229-253-0634

**CBC Collections**  
2310 North Patterson St.  
229-242-3350

**Best Buy**  
1705 Norman Drive  
229-247-9079

**Dr. Joe Morgan**  
3541 Crossing Circle  
229-244-4200

**Blazers Tavern**  
1905 Baytree Road  
229-244-0012

**The Cutting Edge**  
310 Janet St.  
229-245-8939

**Circuitboard Computers**  
1593 Baytree Rd.  
229-224-9233

**ATT Mobility**  
1833 Norman Drive  
229-253-0634

**Las Banderas Restaurant**  
904 Baytree Rd.  
229-245-9797

# Economic Development Division Reports



**Tim Jones  
(Vice Chairman)**

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Leading Communities.™





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

**Monthly Activity Report**  
**Period: April 2010**

	<u>2010</u>	<u>2009</u>	<u>Cum</u>
Advertising leads:	0	0	342
Web site hits:	10,309	11,814	1,819,697
Web page requests:	2,159	2,349	39,635
Web site leads:	6	11	1,460
Brochure leads:	0	0	20
Other TCH leads:	0	3	238
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	6	16	3,734 41



## RELOCATIONS

- **Relocations (Households): 301**

Lowndes: 267      Brooks: 22      Lanier: 12

- **April Relocations: 0**
- **2010 Relocations: 4**
- **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)



# April 2010 S.E.E.D.S. Center Report

## CLIENTS

### Clients Seen

Lowndes: 25

Region: NR

Month total: 25

Monthly Goal: 50

2010 So far: 123

**2010 Goal: 600**

### Client Types

Start-ups: 7

Existing/Expanding: 8

Developers: 0

Info: 4

Returning: 3

Members: 10

### Outcomes

New Members: 1

Started: 1

Expanded: 0

## RESOURCE DISTRIBUTION

ABC's: 12

Sales Leads: 15

Demographics: 5

Traffic Counts: 2

Loan Info: 1

Mosaic Reports: 0

First Research: 4

Total: 39

## WEB SITE

How to Start Downloads: 3

Total Hits: 12,770

Unique Visitors: 286

Total Visits: 610

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

## PROFESSIONAL CONSULTANTS PROGRAM

Monthly Goal: 6

Month total: 4

2010 Goal: 75

2010 So Far: 18

Most Demand:

Legal

**S.E.E.D.S.**  
CENTER OF SOUTH GEORGIA

## **BUSINESS UNIVERSITY**



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The S.E.E.D.S. Center's Business University announces its 2010 Seminar Series to begin in May. The series is designed to address the facets of small businesses such as customer service, public relations and marketing, entrepreneur advice, online marketing and funding options for entrepreneurs. Be sure to review the seminar schedule below.

### **Award Winning Customer Service—MAY 26**

Learn how to keep your customers coming back to you with tips for customer service in the workplace. Panelists include the Top 10 Finalists for the Members' Choice Award and the recipient of the Best Customer Service in Town from the Valdosta Daily Times.

### **Better Your Business by Using Marketing & Public Relations—JUNE 15**

Learn what public relations and marketing are and how to use both to your advantage.

### **Secrets to Success: Advice for Today's Entrepreneur—AUGUST 17**

Hear expert advice on being an entrepreneur from the 6 BIG Thinker award recipients.

### **Social Media: Jump on the Bandwagon—OCTOBER 20**

Today 110 million Americans (60% of the online population) use social networks. The average social networker goes to social sites five days a week and checks in about four times a day for a total of an hour each day. Are you tapping into this market? Learn how at this seminar.

### **Funding Options for Entrepreneurs—DECEMBER 14**

There are many challenges in financing a small business. Learn the numerous resources available to help you.

# Public Affairs Division Reports



**James McGahee  
(Vice Chairman)**



# 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](mailto:kbrockington@valdostachamber.com)



## Quarterly Check up

- Attended Annual Awards in Jan. 2010**
- Attended 8 Right Start Briefings**
- Completed two Red Carpet Parties  
(One being the 45<sup>th</sup> Anniversary Party)**
- Attended Two Quarterly Awards  
Ceremonies**

# Workforce Development & Education Division Reports



**Greg Justice  
(Vice Chairman)**



# DRUGS DON'T WORK IN SOUTH GA

## DRUGS DON'T WORK Summary April 2010

Total # of DDW Partners as of 12/31/09:	<b>257</b>
Total # of DDW Partners as of 04/30/10:	<b>260</b>
2010 New Members:	3
2010 Losses:	0
YTD Net Gain:	3

***Goal for 2010: 271***

<u>YTD</u>	<u>April</u>	<u>Total</u>	<u>Goal</u>	<u>Fav/(Unfav)</u>
\$10,450	\$1,900	\$12,350	\$38,000	<b>(\$25,650)</b>

# Boot Camp for Supervisors 2010 Report

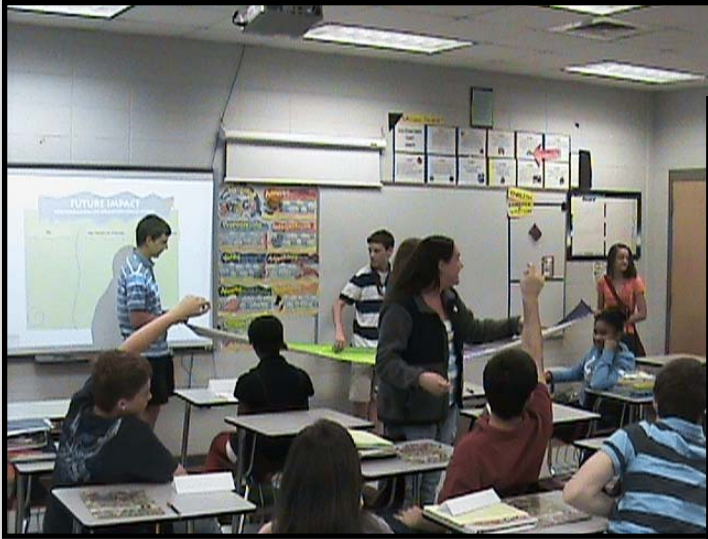
	<b>Goal Attendance</b>	<b>Actual Attendance</b>
<b>March 18, 2010</b>	<b>30</b>	<b>20</b>
<b>May 6, 2010</b>	<b>30</b>	<b>28</b>
<b>August 5, 2010</b>	<b>30</b>	
<b>November 4, 2010</b>	<b>30</b>	
<b>GOAL TOTAL</b>	<b>120</b>	<b>48</b>







Impacting our future workforce,  
one student at a time.



School	Dates	Students
Lowndes Middle	April 26, 27	286



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# Chairman's Report: Terri Lupu

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# **President's Report: Myrna Ballard**

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**Next Meeting Date:**

**Thursday, June 17, 2010**

**9:00 – 10:30 a.m.**

**@ Country Inn & Suites**

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# Meeting Adjourned