

# ***IMPACT***

The logo features the word "IMPACT" in a bold, italicized, black sans-serif font. A thick red horizontal arrow points from the end of the word to the right, where it meets a sunburst graphic. The sunburst is composed of numerous thin white lines radiating from a central white point. This sunburst is superimposed on a light gray, semi-transparent map of the state of Louisiana.

2 0 1 2

Annual Shareholders Meeting

***December 2011***

## 5 MAJOR INITIATIVES

1. Workforce Development & Education
2. Expansion of Targeted Businesses
3. Entrepreneurial and Small Business Development
4. Enhancement of Pro-Business Environment
5. Attraction of Amenity-Seeking Retirees

# 2011 Oversight Committee

**Curtis Fowler 2011 Chairman**

*Fowler, Holley, Rambo & Stalvey, PC*

**Bill Cowart** - *First State Bank & Trust Co.*

**Jeff Fulp** - *ERCO Worldwide, Inc.*

**Walt Gill** - *Pinnacle Prime Contractors, Inc.*

**Mike Godwin** - *Ambling Companies*

**Jeff Hanson** - *Southwest Georgia Bank*

**Walter Hobgood** - *Express Employment Professionals*

**Tim Jones** - *Citizens Community Bank*

**Terri Lupo** - *Georgia Power Company*

**Randy Sauls** - *South Georgia Medical Center*

**Paul Nichols** - *Nexxtep Technology Services, Inc.*

# **Workforce Development & Education**

# Build a World Class Workforce

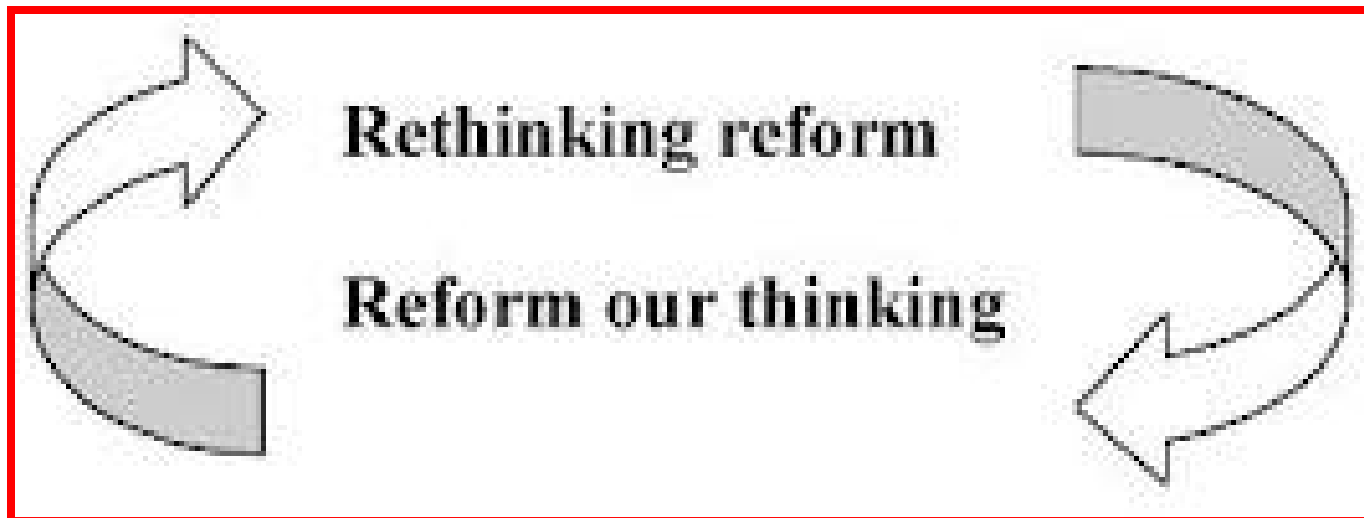
- Conduct independent study to determine impact of school system consolidation
- Establish a “Boot Camp” to develop managers and supervisors
- Expand “World Class Employee Recognition” program to improve work ethics
- Partner with businesses, VSU, WGTC and local school systems to expand internship opportunities

# Connecting talent from our colleges and university to the business community



# Preparing our Students for Success

- ***School system organization***
  - Study Conducted 2008
  - CUEE established
  - 'Herculean task '
  - **BIG** picture school reform



# Preparing our Students for Success

A Culture of Innovation

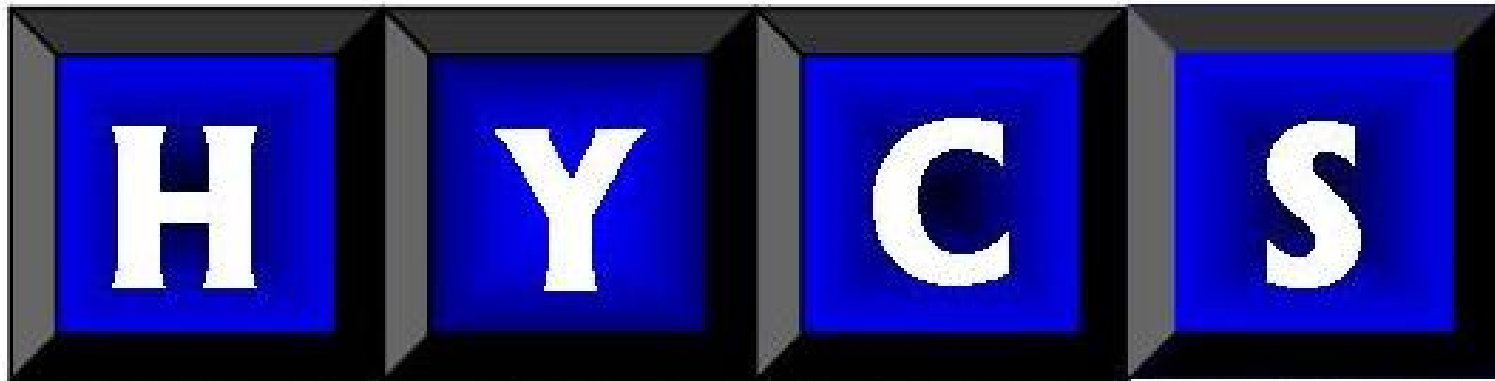


# Preparing our Students for Success

**United We Stand. Divided We Fall.**



# Preparing Our Students for Success



HELPING YOUR CHILD SUCCEED  
PARENT WORKSHOP

# Preparing our Students for Success



Is Your Parent Involvement  
Dead In the Water?



Parental Involvement

=

**Student Achievement**

# Preparing Our Students for Success



*PTO meeting at the workplace for working parents.*



<u>Year</u>	<u>Parents Reached</u>	<u>Businesses</u>
2008	364	12
2009	344	8
2010	279	6
2011	205	8
<b>Total</b>	<b>1,192</b>	<b>34</b>

# Preparing Our Students for Success



- Since 2008
  - **1,192** parents have been reached
    - **97%** approval from participants
    - **99%** approval from Employers

Developing better managers  
and supervisors

# Supervisor Essentials



Moving Forward in a Slow Moving Economy

# Developing better managers and supervisors

## Supervisor Essentials

Moving Forward in a Slow Moving Economy

- Develop better managers and supervisors
- Half-day crash course
- Any industry



# Developing better managers and supervisors



- Since 2008
  - **385** Supervisors/Managers reached
  - More than **75** different businesses
  - Varying Industries

# Developing better managers and supervisors



Diversity

***"Know Your Folks"***

# Developing better managers and supervisors



“Delegation, The Leadership Trait”

# Developing better managers and supervisors



“Communicate Like a Leader Should”



“Creative Problem-Solving”

Improving work ethics

2011



World Class Employee Recognition

# Improving work ethics

**FIRST STATE BANK**  
AND TRUST CO.

a division of **SYNOVUS<sup>®</sup> BANK**  
MEMBER FDIC



First State Bank & Trust Company

# Improving work ethics

Acknowledge and reward outstanding work ethics in non-supervisory roles

**2011**  
World Class Employee Recognition



**2011 World Class Employee Finalists**

# Improving work ethics

Acknowledge and reward outstanding work ethics in supervisory roles

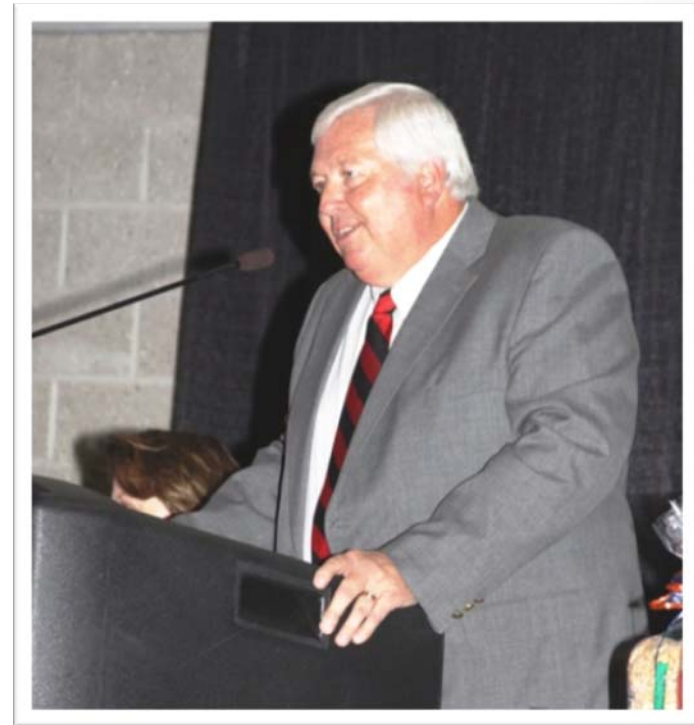
**2011**  
World Class Employee Recognition



**2011 World Class Supervisor Finalists**

# Improving work ethics

- **172** Nominees Recognized
- **28** winners announced
- **\$30,000+** in cash awarded
- **\$70,000** in other gifts



**2011**  
World Class Employee Recognition

# World Class Employee Recognition

**2011**  
World Class Employee Recognition



**2011 World Class Employee & Supervisor Winners**

# Expansion of Targeted Business

Facilitate the creation of more jobs for College and University graduates in IT, ET and Medical Services and Support

- KBB jobs increased by 566 from 2009-2010
- KBB jobs increased by 900 from 2008-2010

## OPPORTUNITY CENTRAL

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The Chamber's Smart Community Initiative



# *Congratulations Valdosta!*



“ This is what success looks like...  
Congratulations on sticking to a  
plan that has lead to such  
remarkable results! ”

-Chris Miller (Illuminomics)

How have we accomplished this?

Showing our community  
what is possible...





I ♥ DOWNTOWN

I ♥ the People and the BBQ

I ♥ the Funfriendly People of Vald!

I love the people

VSU!

It's just a Great Place to live with the spirit!

Marsh Play in the woods

Football

This love the...

I love the beauty of the mountains at VSU

The People - Very Friendly

Friendly People

neighborhood people

The trees + moss on Patterson Street

POTENTIAL

Sandy Papp

My Historical Home at Patterson Park

Downtown

When I was young...

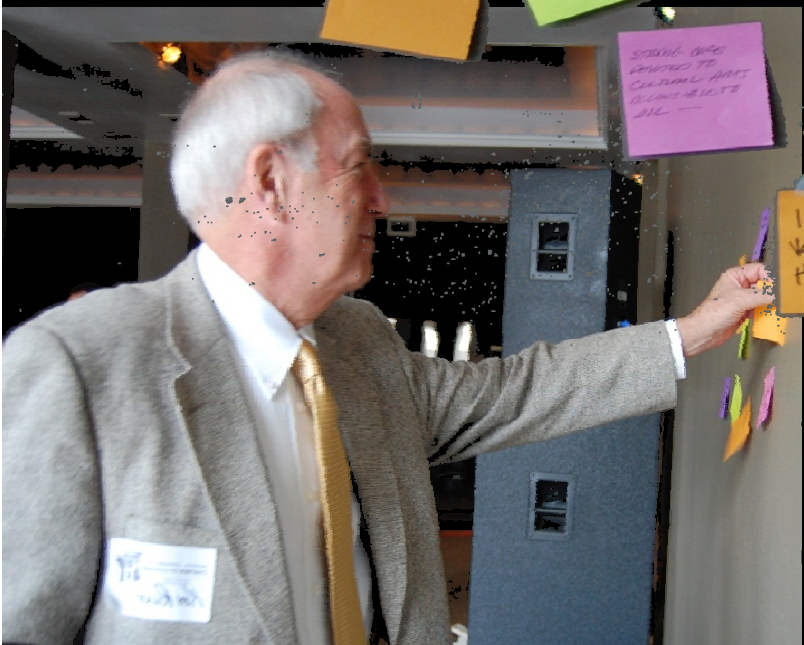
Love the People

Friendship developed here

Shopping

Walking among trees and moss on Patterson Park

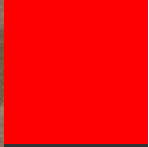
Friends



Scenic view looking to Central Arts building in Valdosta

I ♥ the local music

I ♥ Valdosta's Historic District!



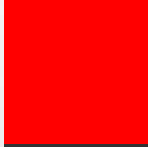


# Talking about what other communities are doing...

- Opportunity Central Book Club







# Facilitating Synergistic Relationships

- Partnering for effectiveness



Making our community more  
attractive to young professionals

**Metro One**  
*Young Professionals*

# Recognizing Excellence

*Metro Valdosta's*

**4** UNDER **FORTY**



# Providing Networking and Educational Opportunities



# Increasing Awareness of our community's assets





# Entrepreneurial & Small Business Development

**Enhance and strengthen the SEEDS Center**

***2,110 Clients served***

*2,500 IMPACT 2012 Goal*

**Facilitate the creation of 200 new  
businesses with the assistance of the  
SEEDS Center**

***58 New established businesses***

## **Business Plan Competition**

- ***\$60,000*** Start-Up Capital Awarded
- Winners have created ***23 new jobs***



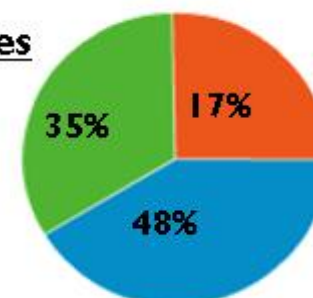
## November 2011 REPORT

<u>Client Report</u>	<u>#</u>	<u>YTD</u>	<u>Resources Distributed</u>	<u>#</u>	<u>YTD</u>
Clients Assisted:	54	531	Sales Leads:	14	179
Start-ups:	15	194	How to Start Guides:	6	100
Existing/Expanding:	13	123	Demographics:	12	102
Chamber Members:	21	139	Industry Reports:	9	80
Other:	5	75	Traffic Counts:	9	39
			Financing Info.:	2	26

<u>Website</u>	<u>#</u>	<u>YTD</u>
Visits:	148	1936
Unique Visitors:	131	1417
New Visits:	82%	73%

### Website Traffic Sources

Direct Traffic	17%
Referring Sites	48%
Search Engines	35%





# Guardian Bank

## BUSINESS PLAN COMPETITION

Proudly  
Sponsored by:



# Innovate Engineering Solutions, LLC



**INNOVATE!**  
Engineering Solutions, LLC



**Innovate Engineering Solutions**  
**Bill Kent, P.E.**  
**President / Principal Engineer**



## Financial results:



**Fowler & Company**  
*values driven results*



Simply put – coaching picks up where consulting drops you off. Management is the day in and day out execution of the plans and goals of the organization despite the daily firefighting that exists in all organizations. We all go to work in what seems like a tornado of daily distractions. Keeping your focus on...

[Read More](#)



## Business Strategy

In order to achieve Values Driven Results, a solid, air-tight strategy must be planned and executed. At Fowler and Company we work closely with you to assess, align, and provide accountability so that your business and leadership thrives for the long term. [Read More](#)

## Performance Improvement

Miscommunication, flawed internal processes, unproductive meetings, poor capital management – these are just a few workplace problems we work with our clients to solve. Fowler and Company will help you iron out the kinks and improve your organization's performance across the board. [Read More](#)

## Execution Coaching

Coaching works. The best athletes in the world all have one thing in common – great coaches. Business leaders need great coaches for the same reasons elite athletes do. Fowler & Company helps lead your executives and teams to the results you desire. [Read More](#)

# Small Business Incubator



**Valdosta-Lowndes County Business Incubator**

**When??? & Where???**



# Enhancement of Pro-Business Environment

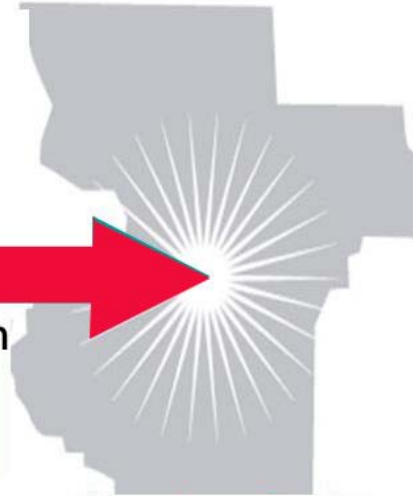
Host a regular forum among elected officials, education leaders and other economic development partners regarding business issues and initiatives



- Advocate for Pro-Business regulations and practices
- Formalize a team to respond to business and industry needs

**S O R T**

Special Ombudsman Response Team



# VALDOSTA-LOWNDES COUNTY CHAMBER OF COMMERCE BOARD OF DIRECTORS POSITION STATEMENT

**Position Issue:** Pro-Business Priorities

**Summary:** The following pro-business priority issue areas were identified by the Chamber's SORT Committee during meetings held with 25 business leaders, including business owners, general contractors, developers, Realtors and builders in August and September 2010.

## **Priority Issue Areas:**

### **Issue #1: Plan Review Process**

- 1) Complicated and burdensome process to acquire approval to start projects
- 2) Approved plans are not honored as final
- 3) Intimidating and unhelpful "First Step" and "Pre-App" processes

#### **Potential Solutions:**

- 1) Develop defined timelines:
  - a) Initial plan review comments within five days of submittal
  - b) Final building permit within 10 days of submittal
  - c) Utilize existing technology to expedite inter-departmental communication
  - d) Empower document gatekeeper that is accountable for enforcing deadline and all communication
- 2) Re-structure "First Step" and "Pre-App" processes:
  - a) Appoint advocate or goodwill ambassador for potential business owner; welcome and help them through the process
  - b) Refer potential business owners to the Chamber SEEDS Business Resource Center before attending "First Step" or "Pre-App" meetings
  - c) Provide potential business owners with a checklist by which they may properly permit
- 3) Hold departments and employees accountable for decisions associated with review and final approved construction documents

### **Issue #2: Customer Service**

- 1) Consistent "pro-business" attitude is needed in all situations

#### **Potential Solutions:**

- 1) Initiate a top-down culture change that champions the business encourages business development and focuses on the perspective that is money lost
  - a) Encourage employees to explore ways to accommodate business; help them open on time and complete review process within the schedule
  - b) Create a regular, mandatory customer service training so encourages employees to always seek to help potential and existing owners with a "can-do" attitude

- c) Appoint a goodwill ambassador or pro-business advocate to help minimize red tape, hold-ups, road blocks and time required for project completion
- d) Survey all customers to acquire feedback on how their needs can be met

### **Issue #3: Inconsistent Information and Enforcement of Codes, Rules and Ordinances**

- 1) Conflicting information from different employees within same department
- 2) Lack of communication or miscommunication among departments, inspectors and other employees
- 3) Complicated and burdensome regulations and processes

#### **Potential Solutions:**

- 1) Appoint easily-accessible individual in charge of consistently interpreting, enforcing and communicating rules, requirements and codes across all departments
- 2) Commit that departments and employees will respond efficiently to inquiries/requests within 24 hours (or next business day)
- 3) Honor documents that have been previously approved (unless major safety issues or changes arise) and empower employees to stand behind the approval decision
- 4) Allow inspectors to grant leeway or grace periods when encountering minor inspection issues (instead of automatically shutting project down)
- 5) Develop a condensed guide/brochure with simplified policies and information for contractors, business owners and homeowners
- 6) Educate employees on ordinances, rules and codes which may generate frequent questions, and develop a consistent policy for communicating those to the public

### **Issue #4: Ineffective, untimely or no recourse for business owners who encounter obstacles**

- 1) Lack of accountability for departments and employees who make decisions that cost business owners unnecessary time or money
- 2) Lack of timely method for appealing discrepancies or mid-stream changes made by departments or employees after final plan approval
- 3) Fear of retribution for business owners who question process, procedures or decisions

#### **Potential Solutions:**

- 1) Develop policy that holds departments and employees accountable for decisions made and allows them to make changes when conflicts occur
- 2) Create an independent rapid response team that works with local governments, business owners and developers to respond to obstacles in the business development process (SORT)



Retirement Development Partnership

## Attraction of Amenity- Seeking Retirees

# Triple Crown Hometowns

- Develop and implement targeted national advertising for retiree recruitment and expand the marketing efforts of the Triple Crown Hometowns Program

*“Jewels of the South”*



# Triple Crown Hometowns

*351 Relocated Households =*

- Annual disposable Income: **\$14.7 Million**
- Annual Spending: **\$12.6 Million**
- Liquid Assets: **\$1.5 Billion**
- Indirect jobs: **700**



# *Triple Crown Celebrates 10 Years!*





Over 125 retirees attended and a record number of TCH Investors enjoyed the evening of great food, prizes and entertainment!





**Triple Crown Hometown**  
Recognized the 10 Year Charter Investors!





**Door prizes were given out by  
our Quitman and Lakeland  
TCH Regional Partners**



# TCH 2011 Investors

## **\$15,000 DIAMOND CROWN**

### **Fellowship Home at Brookside**

## **\$10,000 EMERALD CROWN**

SMITH Northview Hospital  
South Georgia Medical Center

## **\$5,000 RUBY CROWN**

City of Valdosta / Colquitt EMC / Cypress Lakes  
Development, Inc. / Lowndes County Board of Comm.

## **\$2,500 SAPPHIRE CROWN**

Allan Dear Real Estate / Brandon, Rackley & Dukes, P.C.  
Citizens Community Bank / Southeastern Federal Credit Union  
The Greeting Service

## **\$1,000 AMETHYST CROWN**

Alert-Tech Systems, Inc. / AT&T / Brooks County Hospital / Comfort Keepers of Valdosta / Edward Jones Investments, Greg Reid  
Eye Associates of South Georgia, LLC / Farmers & Merchants Bank  
Georgia Power Company / Hidden Cove, LLC / Humana, Ellen Dent / Lanier County Board of Commissioners  
Moody Law Firm / Presbyterian Home and Retirement Community / Prince Automotive Group  
Real Living Realty Advisors / The City of Quitman / The Herndon Company / The Park Avenue Bank  
The Residences at Five Points



**2011 Diamond  
Crown Investor**

# Plans for 2012: 4 Luncheons with our Retirees and TCH Investors



- Thursday, February 23
- Tuesday, May 22
- Thursday, August 23
- Tuesday, October 23



# **SILVERSTAR**

**Valdosta-Lowndes County Chamber Member**

*Our Chamber Values Our Retirees!*



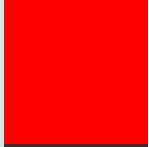
# Chamber Silver Star Membership Includes:

- Associate Chamber Membership
- Four ***complimentary*** luncheons
- Invitations to four Business After Hours
- Invitation to two Early Bird Breakfasts
- Subscriptions to *Georgia Trend & Progress* Magazine
- Invitations to all Chamber functions
- Invitation to travel with  
the TCH Retirees

*The Chamber welcomes  
our first Silver Star  
Member at the Business  
After Hours!*



*A great way for active seniors to stay in touch with the business community, while making new friends and renewing old friendships!*



# Ready to Travel?



**Triple Crown Hometowns  
has joined with South Georgia  
Travel for two great trips!**





# Start packing your bags!

## Trip 1 – Branson Musical

- April 27 – May 2, 2012
- 6 Days
- 8 Meals: 5 Breakfasts and 3 Dinners
- **Highlights:** Twelve Irish Tenors, Stone Hill Winery, Yakov Smirnoff, Titanic Museum, Doug Gabriel Show, Dutton Family Theatre, The Hughes Brothers

## Trip 2 – Irish Splendor

- October 29 – November 5
- 8 Days
- 9 Meals: 6 Breakfasts and 3 Dinners
- **Highlights:** Dublin, Guinness Storehouse, Local Pub Visit, Blarney Castle, Ashford Castle, Cliffs of Moher

## List of Investors:



We are grateful to these corporate and community Leaders for making **IMPACT 2012** a success!

- ❖ Aaron's Rental Purchase
- ❖ Ace Electric, Inc.
- ❖ Advance Hearing Solutions
- ❖ Alert-Tech Systems, Inc.
- ❖ Allan Dear Real Estate
- ❖ Ambling Companies
- ❖ American Classifieds
- ❖ American Drill Bushing
- ❖ Ameris Bank
- ❖ ASA Engineering & Surveying, Inc.
- ❖ Astro Exterminating Services, Inc.
- ❖ AT&T
- ❖ Atlantic Southern Bank
- ❖ Barnes Health Care Services
- ❖ BB&T Corporation
- ❖ Bemiss Citizens Bank
- ❖ Black Crow Media, LLC
- ❖ Blanton & Griffin Ins. Agency
- ❖ Brandon Rackley & Dukes PC
- ❖ Bush Investment Group, LLC
- ❖ C. Byrd Simmons, CPA
- ❖ Carson McLane Funeral Home
- ❖ Cauthan Construction Co., Inc.
- ❖ Citizens Community Bank
- ❖ City of Hahira
- ❖ City of Lake Park
- ❖ City of Remerton
- ❖ City of Valdosta
- ❖ CJB Industries, Inc.
- ❖ Classic Art & Frame Company
- ❖ Coldwell Banker Premier Real Estate
- ❖ Coleman Talley, LLP
- ❖ Colony Bank
- ❖ Colquitt EMC
- ❖ Colson Printing Company
- ❖ Coombs Heating & Air Condition
- ❖ Covington's Dining & Catering/306 North
- ❖ Cowart Electric & Industrial Contractors, Inc.
- ❖ Culbreth, Minick & Associates, PC
- ❖ Cypress Lakes Development/Teamtemps  
Personnel Staffing
- ❖ Dr. Chet Ballard (P)
- ❖ Elliott, Blackburn & Gooding, PC
- ❖ Ellis Ricket & Associates
- ❖ ERCO Worldwide, Inc.
- ❖ Express Employment Professionals

- ❖ Eye Associates of South GA, LLC
- ❖ Family Health Care
- ❖ Farmers Home Furniture Co.
- ❖ First State Bank & Trust Co.
- ❖ FMB Bancshares Inc.
- ❖ Fowler, Holley, Rambo & Stalvey, PC
- ❖ Fred DeLoach, Jr. (P)
- ❖ Friendly Financial Services, Inc.
- ❖ Full Circle Marketing and Advertising Agency
- ❖ Fusion Creative Marketing
- ❖ Genesis Christian School
- ❖ Georgia Power Company
- ❖ Great Southern Yellow Pages
- ❖ Griffin Corporation
- ❖ Griner Automotive Group, Inc.
- ❖ Guardian Bank
- ❖ H & S Supply Company, Inc.
- ❖ Henderson & Godbee, LLP
- ❖ Heritage Bank of the South
- ❖ Holiday Inn Hotel & Conference Center
- ❖ Home Builders Association
- ❖ Home Instead Senior Care
- ❖ J. Glenn Gregory & Associates
- ❖ James Bridges (P)
- ❖ James McGahee (P)
- ❖ Jodi's Accessories
- ❖ Johnson Distributing Company
- ❖ Keeman Petroleum Company, Inc.
- ❖ Kentucky Fried Chicken
- ❖ Lamar Advertising
- ❖ Landis International, Inc.
- ❖ Langdale Ford Company
- ❖ Larry Rodgers Investments, LLC
- ❖ Lovell engineering Associates, PC
- ❖ Lowndes County
- ❖ Lowndes County Farm Bureau
- ❖ Magic Media, Inc.
- ❖ Mary & Tom Gooding (P)
- ❖ Mediacom
- ❖ Mike Hill Real Estate
- ❖ Miller Hardware Company
- ❖ Moore, Clarke, Duvall & <sup>Rodgers</sup>, PC
- ❖ Music Funeral Services
- ❖ Nexxtep Technology Services, Inc.
- ❖ Packaging Corporation of America, Inc.
- ❖ Pleates & Creases
- ❖ Prince utomotive of Valdosta, Inc.
- ❖ Prudential ACS Real Estate Services
- ❖ Quillian Powell Construction Company, Inc.
- ❖ Radiology Associates of Valdosta

- ❖ Regal Marine
- ❖ Regions Bank
- ❖ Regulatory Compliance Services, Inc.
- ❖ Richard Hill & Associates
- ❖ Riley Church Pew Company
- ❖ Ron Borders Real Living Realty Advisors
- ❖ S.C. Barker Construction Co.
- ❖ SAFT America Inc.
- ❖ Scruggs Concrete Company
- ❖ SMITH Northview Hospital
- ❖ Sodexo
- ❖ South Georgia Medical Center
- ❖ South Georgia Travel
- ❖ South Georgia Vein Centers
- ❖ Southeastern Capital Management Group, LLC
- ❖ Southerastern Federal Credit Union
- ❖ Southeastern Freight Lines
- ❖ Southwest Georgia Bank
- ❖ Sunrise Bank
- ❖ Sunset Farm Foods, Inc.
- ❖ Talk 92.1
- ❖ The Herndon Company
- ❖ The Park Avenue Bank

- ❖ The Scruggs Company
- ❖ U. S. Press
- ❖ Valdosta Daily Times
- ❖ Valdosta Electric Company
- ❖ Valdosta Insurance Services, Inc.
- ❖ Valdosta Magazine
- ❖ Valenti, Rackley & Associates, LLC
- ❖ WAAC FM, WGOV AM, WLYX FM
- ❖ WALB TV
- ❖ Waller Heating & Air Conditioning
- ❖ Wetherington Farms
- ❖ Williams Investment Company
- ❖ Wiregrass Georgia Technical College
- ❖ WTLH-TV Fox 49/WTLF-TV(CW)
- ❖ WTXL TV





- *By the year 2012, Valdosta-Lowndes County will enhance its position as the business, educational, social and cultural center of excellence for South Georgia. Recognized nationally as a “Smart Community” that uses technology effectively and provides career opportunities for its technical college and university graduates, Valdosta-Lowndes County will be a forward thinking place to live, learn, work and play. Boasting a business ready environment with a progressive school system, excellent health care, affordable housing and a quality of life second to none, Valdosta-Lowndes County will attract entrepreneurs and a diversity of new business and industry. Young professionals will come to Valdosta-Lowndes County to start a career, raise a family and then join a growing retirement community. With the support of its corporate and elected officials working together, Valdosta-Lowndes County will enhance its standard of living and continue to be a model of progressive communities throughout Georgia and the Southeastern United States.*



For more information on IMPACT 2012  
and to review this Powerpoint please visit:

[www.ValdostaChamber.com](http://www.ValdostaChamber.com)

select "Our Chamber" then under **IMPACT 2012**

Or for any comments or suggestions for **IMPACT 2012** visit [www.ValdostaChamber.com](http://www.ValdostaChamber.com)