

**November 18, 2010**  
**Board of Directors**  
**Meeting**  
**@**  
**Country Inn & Suites**



**Board of Directors Meeting  
Thursday, November 18, 2010  
9 a.m. – 10:30 a.m.  
@ Country Inn & Suites**

**Agenda**

- Call to order, establish a quorum, and review agenda
- Brief report from Honorable Cornelius Holsendolph (Mayor of Remerton)

◆ **ITEMS TO CONSIDER**

- Consider minutes of the October 21, 2010 meeting
- Consider minutes of the November 11, 2010 Special Called Board Meeting
- Consider October 2010 Financial Statements
- Election of 2011 Officers
- Appoint 2011 Committee Chairmen
  - Review 2011 Budget
  - Review proposed By-Laws amendment

**Public Affairs Division Update**

- Consider 2010 State Legislative Agenda
- Consider Proposed Chamber Board Policy regarding the Government Affairs Council

**Chairman's Report** – Terri Lupo

**President's Report** – Myrna Ballard

**Meeting adjourn**

To access your PowerPoint on the Web Site click the following link (<http://www.valdostachamber.com/about/Boardmeeting.html>) or visit ([www.valdostachamber.com](http://www.valdostachamber.com)) click on the tab "Member 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.



## Upcoming Events:

**November 18**

Business After Hours

@ Wells Fargo

5 – 7:30 p.m.

**December 1**

Chamber 101

@ Barber House

8 – 9 a.m.

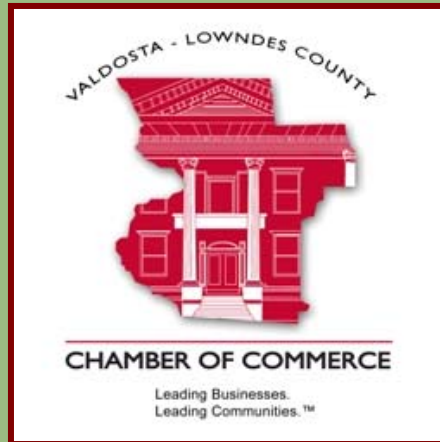


**December 2**

Business After Hours

@ Guardian Bank

5 – 7:30 p.m.



## ➤ **Items to Consider**

- **Consider Minutes of the October 21, 2010 Meeting**
- **Consider Minutes of the November 11, 2010 Special Called Board Meeting**
- **Consider October 2010 Financial Statements**
- **Election of 2011 Officers**
- **Appoint 2011 Committee Chairmen**
- **Review 2011 Budget**
- **Consider 2010 State Legislative Agenda**
- **Consider Proposed Chamber Board Policy regarding the Government Affairs Council**
- **Review proposed By-Laws amendment**

➤ **Consider Minutes of October 21, 2010 Board of Directors meeting**

**Minutes of the Valdosta-Lowndes County Chamber Board meeting held Thursday, October 21, 2010, 9 a.m. at Country Inn & Suites.**

**Members Present:** Brian Antoine, Sally Bloom, Tom Carroll, Tim Coombs, Sue Cox, Allan Dear, Jeff Fulp, Kristia Gaines, Tom Gooding, Jeff Hanson, Walter Hobgood, Tim Jones, Greg Justice, Terri Lupo, Paul Nichols, Greg Reid, Jerome Riley, Phyllis Royal and Myrna Ballard

**Also Present:** Baha Zeidan, Andy Deal, Jack Edwards, Courtney Brinson, Brett Grayson, Keyara Hamilton and Karil Brockington

**Members Absent:** David Durland, Stan Fillion, Carl Holley, James McGahee, Jay Prince and Al Turner

Chairman Lupo called meeting to order and established a quorum.

**Brief report from Lowndes County Commission (Ashley Paulk)** – No report.

**Consider Minutes of the September 16, 2010 Board Meeting:** S. Cox made a motion to accept the minutes as presented. W. Hobgood seconded the motion and it passed unanimously. (see pg. 3 of original Board Packet)

**Consider September 2010 Financial Statement** – P. Nichols reported. W. Hobgood made a motion to accept the financial statements as presented. G. Justice seconded the motion and it passed unanimously. (see pgs. 4 – 31 of original Board packet)

**Report from Election Judges** – T. Gooding reported. (see pg. 34 of original Board packet)

**Workforce Development & Education Division Report Update** – Greg Justice (Vice Chairman), and Sarah Kirby reported. Click the following link to view the Update <http://www.valdostachamber.com/board-of-directors-meeting.htm>).

**Strategic Plan Task Force Report** – Walter Hobgood, Jack Edwards, Andy Deal and Myrna Ballard reported. Click the following link to view the Update <http://www.valdostachamber.com/board-of-directors-meeting.htm>).

➤ Consider Minutes of October 21, 2010 Board of Directors meeting

**Division Reports:** For the complete Board Packet content please visit the Chamber's Web Site [www.valdostachamber.com](http://www.valdostachamber.com) click "Members Area" tab and click Board of Directors Meeting and select the current meeting. To find a specific item click bookmark and scroll down to that item or click the following link (<http://www.valdostachamber.com/board-of-directors-meeting.htm>).

Chairman's Report – T. Lupo

President's Report – M. Ballard

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

Respectfully submitted,



Karil Brockington

Senior Director of Administration

➤ **Consider Minutes of the November 11, 2010 Special Called Board meeting**

**Minutes of the Valdosta-Lowndes County  
Chamber of Commerce Board of Directors  
Special Called Meeting held  
Thursday, November 11, 2010  
8:30 a.m. at the  
Country Inn & Suites**

**Members Present:** Brian Antoine, Tim Coombs, Allan Dear, David Durland, Kristia Gaines, Tom Gooding, Jeff Hanson, Walter Hobgood, Tim Jones, Greg Justice, Terri Lupo, Paul Nichols, Jay Prince, Greg Reid, Al Turner and Myrna Ballard

**Also Present:** Andy Deal, Jack Edwards, and Karil Brockington

**Members Absent:** Sue Cox, Stan Fillion, Carl Holley, Phyllis Royal, Sally Bloom, Jerome Riley, James McGahee and Tom Carroll

**Chairman Lupo called meeting to order and established a quorum.**

**Consider adoption of Strategic Plan:** W. Hobgood made a motion to consider the adoption of Strategic Plan with recommended changes. P. Nichols seconded the motion and it passed unanimously.

**Discuss proposed changes to Board structure and meeting format –** J. Hanson made a motion to accept the proposed addition of two Vice Chairmen to the Executive Committee. T. Gooding seconded the motion and it passed unanimously. Chairman Lupo appointed the following to review the current By-Laws and make recommendations for an amendment regarding the membership of the Executive Committee: W. Hobgood (Chairman), T. Jones, A. Deal, J. Edwards, J. Powell, Mark Wilson, T. Gooding, A. Turner and M. Ballard. Lupo asked that the proposed amendment be presented at the regular November Board meeting with action taken at the regular December meeting.

Chairman's Report – T. Lupo

President's Report – M. Ballard

There being no further business, the meeting was adjourned at 10:00 a.m.

Respectfully submitted,



Karil Brockington  
Senior Director of Administration

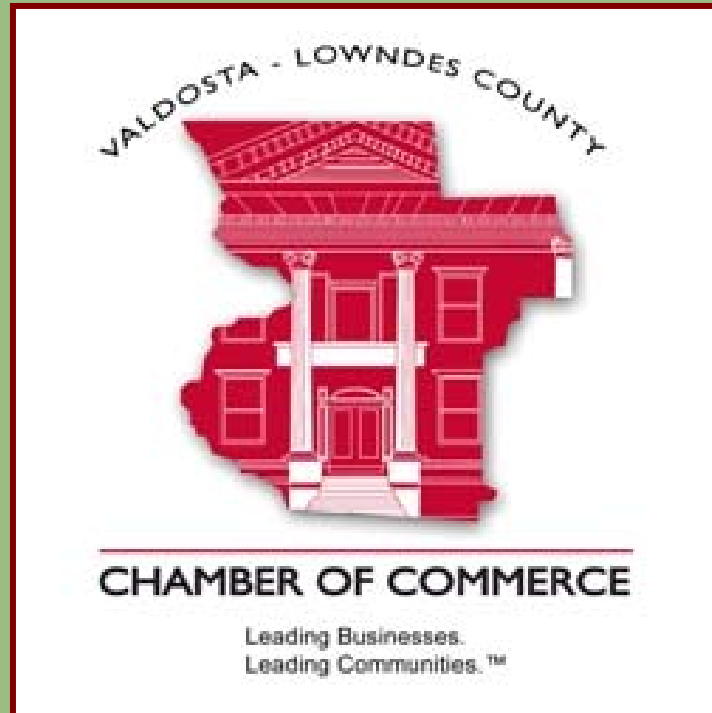
# **Financial Statements**

## **October 31, 2010**



**Paul Nichols**  
**(Treasurer)**

Please refer to your handout.....



# Operations & Administration

## ▪ Election of 2011 Officers

### Report from the Nominating Committee for 2011 Officers

<b>Chairman of the Board</b>	<b>Tom Gooding</b>
<b>Vice Chairman, Organizational Excellence* (Chairman-Elect 2012)</b>	<b>Tim Jones</b>
<b>Vice Chairman, Economic Development (Chairman Elect-Elect 2013)</b>	<b>Jay Prince</b>
<b>Vice Chairman, Member Services</b>	<b>Greg Reid</b>
<b>Vice Chairman, Business Expansion</b>	<b>Sue Cox</b>
<b>Vice Chairman, Public Affairs</b>	<b>Jeff Hanson</b>
<b>Vice Chairman, Workforce Development &amp; Education</b>	<b>Greg Justice</b>
<b>Vice Chairman, Community Development*</b>	<b>James McGahee</b>
<b>Treasurer</b>	<b>Carl Holley</b>

**\*Contingent upon amendment to By-Laws**

#### Nominating Committee

Tom Gooding, Chairman

Terri Lupo

Tim Jones

Walter Hobgood

Myrna Ballard

## ▪ Appoint 2011 Committee Chairmen

### Valdosta-Lowndes County Chamber of Commerce 2011 Committee/Program/Network/Task Force Chairmen

#### Operations & Administration

Finance Committee

IMPACT 2012 Oversight Committee

Barber Trust Advisory Board

Carl Holley, Treasurer

Curtis Fowler, Chmn. (2<sup>nd</sup> year)

Carla Penny, Chmn.

#### Business Expansion Division

SORT (Special Ombudsman Response Team)

MetroOne

Incubator Readiness Assessment Task Force

Opportunity Central Book Club

Sue Cox, Chmn. (2<sup>nd</sup> year)

Bill Simmons and John Trombetta, Co-Chmn. (2<sup>nd</sup> year)

Tim Jones, Chmn.

Ken Rickett, Chmn.

#### Member Services Division

Strategic Communications Committee

Ambassadors Committee

Membership Committee

Member Service Review Task Force

Laura Love, Chmn.

Vickie Godwin, Chmn.

Marcie Dennard, Chmn. (2<sup>nd</sup> year)

Carl Holley, Treasurer

#### Economic Development Division

SEEDS Business Resource Center

Professional Consultants Program

Valdosta Networking Professional

Walt Moody, Chmn. (2<sup>nd</sup> year)

Jerry Kozuch and Lilly Woodard, Co-Chmn.

#### Public Affairs Division

Government Affairs Council

Gateways Committee

Military Affairs Committee

Jeff Hanson, Chmn.

Terri Lupo, Chmn.

Ron Wilson, Chmn.

#### Workforce Development & Education Division

W.E.S.T.

Manufacturers Council

World Class Employee Recognition Committee

5-Star Employer Committee

Iris Brown, Chmn.

Brandon Raddatz, Chmn.

Sherry Zipperer, Chmn.(3<sup>rd</sup> year)

Tom Carroll, Chmn.

## **Proposal for new Procedures and Rules of the Government Affairs Council**

### **GOVERNMENT AFFAIRS COUNCIL (GAC).**

The GAC, through the GAC Executive Committee, shall have the authority on behalf of the Board of Directors and Officers of the Valdosta-Lowndes Chamber of Commerce to approve any legislative positions that are consistent with the Valdosta-Lowndes Chamber of Commerce's Legislative Principle Statement and to implement policy positions adopted through the Policy Committees of the GAC as approved by the Chamber Board of Directors.

#### **Membership.**

- Membership in the GAC is open to any member of the Valdosta-Lowndes Chamber of Commerce, in good standing.
- Attendance at GAC meetings is limited to members of the GAC in good standing, and any invited guests, whose attendance is announced and approved by the Chair or Vice Chair of the GAC prior to the meeting.
- Staff shall maintain an active, updated roll of members of the GAC.

#### **COMMITTEES.**

##### **GAC Executive Committee Structure.**

1. The Executive Committee of the Government Affairs Council shall consist of:
  - The Chair and Vice Chair of the GAC;
  - The Vice Chair of Public Affairs;
  - The Chair of the Valdosta-Lowndes County Chamber Board;
  - The Chair of each GAC Policy Committee;
  - Government Affairs staff of the Valdosta-Lowndes Chamber; and
- The President of the Valdosta-Lowndes Chamber of Commerce
2. Each shall have an equal vote in all meetings of the Executive Committee. Policy Committee Vice Chairs may attend, substitute, and vote for any Policy Committee Chair unable to attend.
3. The Chairman or GAC Executive Committee may appoint such ad-hoc committees and their chairs as deemed necessary to carry out the mission of the Government Affairs Council.

##### **Policy Committee Structure.**

The Government Affairs Council will be broken into 7 Policy Committees:

- Economic Development & Taxation
- Education & Workforce Development
- Energy & Environment
- Health Care
- Transportation
- Business & Industry
- Local Business & Industry

2. Each Policy Committee will have a Chair and Vice Chair appointed by the GAC Chair and Vice Chair
3. Any member of the GAC in good standing may attend and fully participate in the deliberations of all Policy Committee meetings.

4. Staff or the Chair or Vice Chair of the GAC may refer legislation to Policy Committees for review and recommendation. The Chair and Vice Chair of committees are empowered to review legislation, debate and consider legislation, and make legislative recommendations to the GAC Executive

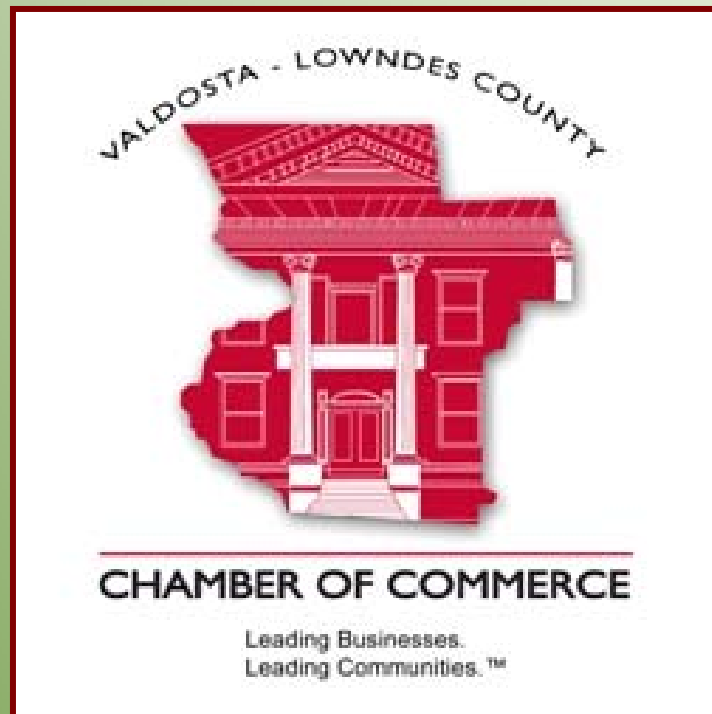
- **Review proposed By-Laws amendment**

## **ARTICLE V, Officers**

### **Section I: Determination of Officers**

The Board of Directors (new and retiring) at its regular November meeting shall reorganize for the coming year. The Nominating Committee for Directors shall also nominate officers each year. At this meeting, the Board shall elect the Chairman of the Board, Vice Chairman – Business Expansion, Vice Chairman – Member Services, Vice Chairman – Economic Development, Vice Chairman – Public Affairs, Vice Chairman – Workforce Development & Education, Vice Chairman – Organizational Effectiveness, Vice Chairman – Community Development, and the Treasurer. Officers will be elected from members of the new Board. A Chairman-Elect and a Chairman-Elect-Elect will be elected from among the Vice Chairmen and Treasurer. All officers shall take office on the first day of the new fiscal year (January 1) and serve for a term of one (1) year or until their successors assume the duties of office. They shall be voting members of the Board of Directors

# Chamber Activity Report



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



## October 2010 Correspondence/Activity Report (2009 Figures in Parentheses)

### Mail Correspondence:

**Newcomers Packets**                    21 (12)

### Miscellaneous Information Requested:

Request for BBB:	<u>8 (13)</u>
Email Information Requested:	<u>2 (10)</u>
Request for Events:	<u>16 (4)</u>
Civic Club Lists:	<u>3 (4)</u>
Web site Referrals by Phone:	<u>17 (13)</u>
Manufacturers List:	<u>1 (17)</u>
Request for Directions:	<u>12 (31)</u>
Maps:	<u>52 (46)</u>
Request for Wild Adventures:	<u>0 (8)</u>
Membership Application:	<u>4 (4)</u>
Phone Books:	<u>53 (78)</u>
Membership List/Email:	<u>2 (4)</u>
 <b>Total Miscellaneous:</b>	 <u><b>170 (232)</b></u>



## Member Referrals October 2010

**Total Categories: 98**

### Top 10

Real Estate:	122
Meeting and Event Planning:	16
Hotels:	72
Organizations:	9
Restaurants:	46
Apartments:	31
Party and Event Planning:	10
Government:	19
Employment Agencies:	11
Top Employers:	18
Other:	168

**Total Member Referrals: 522 (13,298)**

**Year to Date: January – October**

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

**Referrals: 5,485\* (26,533)**

\*Database conversion lost January data

# October 2010 Web Site Activity Report

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

VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

Leading Businesses.  
Leading Communities.™

ACCREDITED

Home | Directory | Events | Members Area | Contact | Our Chamber | Our Community | Resources | Chamber Programs

**Upcoming Events for October:**

**7-Talent Connection Forum**  
6-7:30 p.m.  
City Hall Annex- Multipurpose Room  
To RSVP, [click here](#).

**13-Advertise Smarter Workshop**  
12-1 p.m.  
South Georgia Regional Library  
To RSVP, [click here](#).

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.  
Providing a platform of opportunity where individuals and businesses can make a difference.

Current Chamber Membership: 1,512

Click here to create your Traffic Catcher Web Site

Think B.I.G.

Businesses the Chamber Recommends

Beijing City Trip Information

Because of our new tracking system the numbers reflect different measuring methods. (Google Analytics)

June 2010	Visits	1,685	Page views	6,340
July 2010	Visits	2,052	Page views	7,054
Aug. 2010	Visits	2,499	Page views	8,006
Sept. 2010	Visits	2,274	Page views	7,417
Oct. 2010	Visits	2,001	Page views	6,403

## Web Site Activity Report continued

### Search Engine Position for Chamber Site as of October 15, 2010

	Valdosta	Valdosta Chamber	Valdosta-Lowndes
<b>Google</b>	Third page in 1 <sup>st</sup> place	First Page in 1 <sup>st</sup> place	First page in 1 <sup>st</sup> place
<b>bing</b>	Third page in 4 <sup>th</sup> place	First page in 1 <sup>st</sup> place	First page in 1 <sup>st</sup> place
<b>YAHOO</b>	Third page in 4 <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 November 15, 2010

	Valdosta	Valdosta Chamber	Valdosta-Lowndes
<b>Google</b>	Third page in 3 <sup>rd</sup> place	First Page in 1 <sup>st</sup> place	First page in 3 <sup>rd</sup> place
<b>bing</b>	Third page in 3 <sup>rd</sup> place	First page in 1 <sup>st</sup> place	First page in 1 <sup>st</sup> place
<b>YAHOO</b>	Third page in 4 <sup>th</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

# Valdosta Chamber Online Statistics

2010

Month	TCS Web sites	Community Calendar	Event Registration	Member Coupons	New Members	Job Board	Info Requests	Store Purchases	Online Payments	
	195			10						
January	na	0	0	na	0	0	0	0	0	\$0.00
February	na	0	0	na	0	0	0	0	0	\$0.00
March	na	0	0	na	0	0	0	0	0	\$0.00
April	na	0	0	na	0	0	0	0	5	\$483.75
May	na	0	0	na	0	0	0	0	10	\$1,740.00
June	na	2	6	na	1	2	0	0	5	\$925.00
July	na	9	25	na	2	0	2	0	11	\$763.75
August	na	8	0	na	1	0	1	1	13	\$1,568.75
September	5	17	0	na	1	0	0	0	2	\$128.75
October	20	19	0	0	4	1	1	0	4	\$376.25
November										
December										
<b>Totals</b>	<b>220</b>	<b>55</b>	<b>31</b>	<b>10</b>	<b>9</b>	<b>3</b>	<b>4</b>	<b>1</b>	<b>50</b>	<b>\$5,986.25</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.

# Business Expansion Division Reports



**Tom Gooding  
(Vice Chairman)**

VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

Leading Businesses.  
Leading Communities.™



Connecting Talent to the  
Business Community....

# CONNECTING

Opportunity Central Talent Connection



The Chamber, in partnership with VSU and Wiregrass Tech, hosted the Opportunity Central Talent Connection Forum Oct. 7 to educate Chamber members about internship programs.

The Talent Connection also launched the Web site: [OpportunityCentral.net/Talent](http://OpportunityCentral.net/Talent) where the business community can sign up to offer internships to students from both institutions.

# GROWING

....Facilitating Job Growth for  
College and University Grads.

Supporting knowledge-based  
industries...

# SUPPORTING

## IT Roundtable Discussion



The Chamber hosted a low key roundtable discussion among local telecom providers, IT service providers and local businesses that use high-bandwidth services to discuss the future plans and current availability of high-speed connectivity.

The discussion was facilitated by Georgia Tech's Randy Green. Plans are in the works to get this group together again to discuss the Chamber's role in facilitating the conversation.

# GROWING

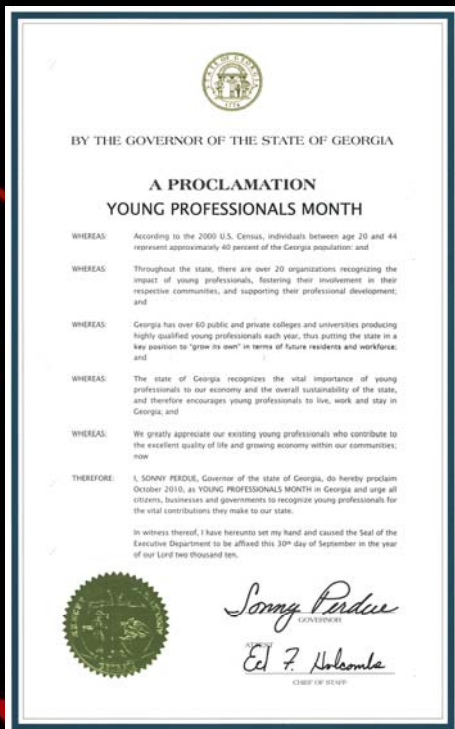
Facilitating job growth ...

# MetroOne October Events

## MetroOne Monday @ Buffalo Wild Wings- Sponsored by Georgia Power



## Celebrated Young Professionals Day @ Talk 92.1 on First Friday



# Member Services Division Reports



**Jay Prince**  
**(Vice Chairman)**



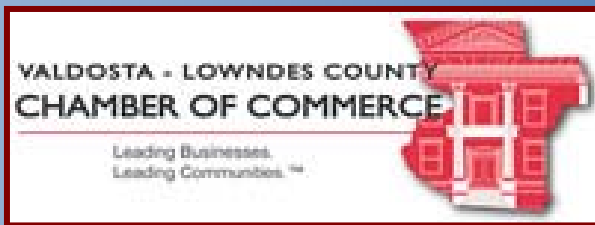
## Dues Collection Report Monthly

**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	26,872.32	(719.60)
<b>Sep.</b>	29,955.86	25,916.58	36,308.15	10,391.57
<b>Aug.</b>	29,645.75	28,135.34	18,321.41	(9,813.93)
<b>July</b>	38,982.60	41,713.49	22,414.66	(19,298.83)
<b>June</b>	27,454.84	24,681.68	33,173.92	8,492.24
<b>May</b>	30,457.34	26,871.88	24,240.25	(2,631.63)
<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

	<b>2009 &amp; 2010</b>			
	<u><b>2008</b></u>	<u><b>2009</b></u>	<u><b>2010</b></u>	<u><b>Variance</b></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	286,256.04	(19,355.92)
<b>Sep.</b>	274,923.02	278,020.04	259,383.72	(18,636.32)
<b>Aug.</b>	244,967.16	252,103.82	223,075.57	(29,028.25)
<b>July</b>	215,321.41	223,968.48	204,754.16	(19,214.32)
<b>June</b>	176,338.81	182,254.99	182,339.50	84.51
<b>May</b>	148,883.97	157,573.31	149,165.58	(8,407.73)
<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 October 31, 2010**

**DUES COLLECTED YEAR TO DATE: \$286,256.04**  
**2010 goal for Dues Collection: \$360,000.00**

**NEW MEMBERS YEAR TO DATE: 157**  
**2010 Goal: 258**

**TOTAL MEMBERSHIP: 1,515**  
**2010 Goal: 1,540**

**NET MEMBERSHIP GAIN IN October: 9**  
**NET MEMBERSHIP GAIN IN 2010: (21)**  
**2009 Goal: 4**

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

**MemberCare Alliance participation for 2010:**  
**57 members - 677 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>May</b>	41	26	23	16	11
<b>June</b>	12	29	25	16	18
<b>July</b>	10	13	15	21	12
<b>Aug</b>	16	17	22	24	14
<b>Sept</b>	54	41	19	38	10
<b>Oct</b>	13	48	16	26	30
<b>Total</b>	220	240	193	212	157
<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>157</b>



## **New Members October 2010**

### **A Boat Store**

Mary Bellamy  
3640 Val Tech Road  
Valdosta, GA 31602  
229-253-0528  
Boat Maintenance & Repair

### **AFLAC-Cathy Hanson**

Kathy Hanson  
Valdosta, GA  
229-561-2984  
Insurance

### **Blue Paradise Travel Connections**

Jimmy & Sharon Thompson  
212 Artis Lane  
Valdosta, GA 31602  
877-852-0238x7001  
Travel Agencies & Bureaus

### **Brainy Scholars**

Rosa Sirmans  
2215 Bemiss Road  
Valdosta, GA 31602  
229-560-1681  
Tutoring

### **Cellular Center / Verizon Wireless**

Daniel Harris  
3215 North Oak Street Ext.  
Valdosta, GA 31605  
229-269-4084  
Cellular Phones

### **Cervantes Pine Straw and Lawn Service**

Delia Saucedo  
3445 Bemiss Road  
Valdosta, GA 31605  
229-249-9180  
Lawn Maintenance

### **Deanna Wagner**

Deanna Wagner  
136 N. Patterson Street  
Valdosta, GA 31601  
229-245-0332  
Associate Members

### **Fellowship Baptist Church**

Ike Jefferson  
2239 Hutchinson Pond Road  
Hahira, GA 31632  
229-896-7348  
Churches

### **Georgia Auto Exchange, LLC**

Kevin Thompson  
1603 Baytree Road  
Valdosta, GA 31602  
229-245-9902  
Automobile Dealers

### **Grant Financial Group**

Lee McArthur  
3227 N Oak Street Ext #3  
Valdosta, GA 31605  
229-257-0041  
Financial Planning Consultants



## **New Members October 2010**

**Gretchen Quarterman**  
Gretchen Quarterman  
3338 Country Club Road #L336  
Valdosta, GA 31605  
229-834-1945  
Associate Members

**Mike and Son Service Center**  
Scott Gard  
1115 N Patterson Street  
Valdosta, GA 31602  
229-244-1567  
Automobile Repair & Service

**Hahira Historical Society**  
Tim Coombs  
107 S Church Street  
Hahira, GA 31632  
229-794-3383  
Organizations

**Pampered Paws Grooming Salon**  
Jill Dennis  
4112 Aslan Lane  
Valdosta, GA 31605  
229-242-0042  
Pet Grooming

**Into the Past**  
Tammy Carter  
113 S Patterson Street  
Valdosta, GA 31601  
229-630-4177  
Antiques-Dealers

**Paul Burgess**  
Paul Burgess  
5328 Carlton Ridge Cir  
Hahira, GA 31632  
Associate Members

**J. Roland Construction, LLC**  
Chris Roland  
P O Box 3037  
Valdosta, GA 31604  
229-834-8206  
Roofing Contractors

**Pop Bellies Southern Cooking**  
Victoria Vickers  
2208 Marion Street  
Valdosta, GA 31602  
229-247-2867  
Restaurants

**Lemongrass Day Spa**  
Michelle Lamb  
104 W Northside Drive  
Valdosta, GA 31602  
229-244-4111  
Beauty Salons & Services

**Rickey's Tire & Auto Repair**  
Rickey Howell  
102 Ray Alley  
Valdosta, GA 31601  
229-247-7904  
Automobile Repair & Service



## New Members October 2010

### **Shuffle Boutique**

Beth Walters  
2001 W Gordon Street  
Valdosta, GA 31602  
229-249-0414  
Consignment Service

### **Sugar Momma's Bakery, LLC**

Lisa Chafin  
313 E. Screven St.  
Quitman, GA 31643  
229-263-4445  
Bakers

### **Southern Hospitality**

Cleaning Service  
Chris Boris  
805 Corbett Road  
Lake Park, GA 31636  
229-251-8903  
Cleaning-Interior

### **Triangle Furniture Sofa & Mattress Outlet**

Drew Durham  
3390 N Valdosta Road  
Valdosta, GA 31602  
229-219-7881  
Furniture

### **State Farm Insurance- Michael Barr**

1106 Gornto Road  
Valdosta, GA 31602  
229-242-0855  
Insurance

### **United Irrigation Supply**

Brent Brinkley  
8568 US Highway 84 West  
Quitman, GA 31643  
229-263-9393  
Farm Supplies

### **State Farm Insurance- Walker Searcy**

1106 Gornto Road  
Valdosta, GA 31602  
229-242-0855  
Insurance

### **Valdosta-Lowndes NAACP**

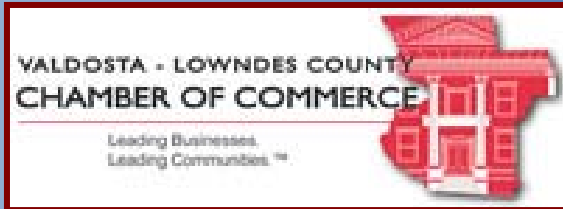
Leigh Touchton  
610 Mack Drive  
Valdosta, GA 31602  
229-245-1009  
Organizations

### **Stifel Nicolaus**

Heather Ferguson  
3308 Country Club Road  
Valdosta, GA 31605  
229-293-1125  
Financial Planning Consultants

### **ValdostaToasts**

Mark Tidrow  
348 Enterprise Dr.  
Valdosta, GA 31602  
229-241-8034  
Organizations



## Dues Account Status Report October 2010

<u>Billing Period</u>	<u>Accounts Receivable</u>	<u>Collections</u>	<u>Collection Rate</u>
Current	\$30,919.13	\$4,208.74	14%
Previously Collected for current month	<u>                    </u>	7,528.75	24%
<b>Total Current</b>	<b>30,919.13</b>	<b>11,737.49</b>	<b>38%</b>
1-30 Days	20,491.81	4,705.25	23%
31-60 Days	13,152.90	2,945.00	22%
61-90 Days	7,607.48	335.00	4%
91-120 Days	7,890.48	531.25	7%
120+ Days	<u>47,607.99</u>	<u>4,293.75</u>	9%
<b>Subtotal</b>	<b>127,669.79</b>	<b>24,547.74</b>	<b>19%</b>
New Members	3,048.33	3,048.33	
<b>Total</b>	<u><u>130,718.12</u></u>	<u><u>27,596.07</u></u>	<b>21%</b>



## Dues Account Status, continued

<b>Previously collected for current months:</b>	
July	1,448.75
August	2,033.75
September	4,046.25
<b>Total</b>	<b><u>7,528.75</u></b>
<b>Pre-Paid Dues for future months:</b>	
November	3,983.75
December	25.00
January	132.50
Deferred Revenue	<b><u>4,141.25</u></b>
<b>Other Information:</b>	
Direct Debit Accounts to Date	<b>49</b>
Amnesty Program Participants	<b>6</b>
	<b>33</b>



## Write-Offs October 2010

NAME	JOIN DATE	REASON DROPPED	AMOUNT
ACN	10/30/2009	Out of Business	127.50
CMC Tire & Service, Inc.	10/16/2000	Budget Restrictions	105.00
CMC Tire & Service, Inc.	10/16/2000	Budget Restrictions	255.00
Coopercraft Communications	07/20/2009	Out of Business	255.00
Eats and Streets	08/18/2010	Out of Business	85.00
Georgia Home Health Services	05/01/1998	Budget Restrictions	247.50
ING Financial/Mashburn Insurance	10/22/2007	Out of Business	240.00
Intuition Creative Group	09/26/2007	Out of Business	23.75
JAEBEZE Barber Shop and Salon	10/16/2009	Requested Cancel	42.50
Law Offices of Bob Clyatt	11/01/1993	Requested Cancel	300.00
Marble Slab Creamery	09/17/2007	Budget Restrictions	265.00
Rainbow Systems Vacuum/Waterworks	02/28/2001	Out of Business	132.50
Real Living Realty Advisors-Emily Chadwick	07/24/2007	Out of Business	35.00
Rody Mendez	09/14/2009	Requested Cancel	90.00
Select Tel Systems, Inc.	06/20/2005	Requested Cancel	360.00
Shuffle Boutique	10/26/2009	Out of Business	127.50
State Farm Insurance-Lacey Walker	11/02/2007	Out of Business	35.00
Stephan Joseph	07/28/2009	Member Moved	90.00
Trinities Beauty & More	05/22/2008	Out of Business	125.00
Tunison Office Furniture Co., Inc.	12/01/1980	Out of Business	265.00
U S Lawns of Valdosta	07/31/2004	Out of Business	265.00
		<b>Total</b>	<b>3,461.25</b>

**VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE**

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## Write-Offs October 2010 Summary

Summary	Month #	Month \$	YTD #	YTD \$
Budget Restrictions	4	872.50	22	4,102.90
Business Sold			8	1,480.47
Consolidated Business				
No Benefit Seen			2	337.50
Member Deceased			2	127.50
Member Moved	1	90.00	4	592.75
Member Retiring			1	90.00
Non-Payment of Dues			15	3,960.00
Out of Business	12	1,706.25	80	14,199.90
Other				
Requested Cancellation-No Reason	4	792.50	44	11,013.580
Unhappy/Angry				
<b>TOTAL</b>	<b>21</b>	<b>3,461.25</b>	<b>178</b>	<b>35,904.52</b>
<b>Write-Offs 2009</b>	<b>15</b>	<b>7,092.20</b>	<b>231</b>	<b>49,017.57</b>
<b>Difference 2010 vs. 2009</b>	<b>6</b>	<b>-3,630.95</b>	<b>-53</b>	<b>-13,113.05</b>



## 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	13	29	5
July 7	19	26	5
Aug. 4	13	35	7
Sept. 1	12	35	5
Oct. 6	9	31	11
Nov. 3	18	33	12
Dec. 1			
<b>TOTAL</b>	<b>146</b>	<b>385</b>	<b>101</b>

November 3, 2010 invitation list for CHAMBER 101  
consists of members that joined from

Aug. 23, 2010 – Sept. 23, 2010 (2<sup>nd</sup> time invites) &

Sept. 24 2010 – Oct. 21, 2010 (1<sup>st</sup> time invites)

36

Goal 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, Dec. 2, 2010**

8 - 9 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 (10)	Sue Cox (5)	Walter Hobgood (3)
Jay Prince (8)	Allan Dear (4)	Brian Antoine (2)
David Durland (1)	Stan Fillion (1)	Tim Jones (3)
Phyllis Royal (2)	Greg Justice (3)	Paul Nichols (2)
Greg Reid (2)	Tom Gooding (4)	Myrna Ballard (9)
Tom Carroll (2)	Kristia Gaines (2)	Tim Coombs (1)
James McGahee (2)	Jeff Hanson (1)	Jeff Fulp (1)

## October 2010

### Open Rates of Current Chamber e-publications

**Chamber In Motion** weekly e-newsletter

Sent every Monday

**Open Rate: 27.1%\*** (September 26.3%)

**Events Update** sent Tuesday

**Open rate: 24.5%\*** (September 26.2%)

### **E-blasts**

Special sends

**Open Rate: 24.7%\*** (September 28.3%)

*\* Percentages represent data accumulated between 10/1-10/31/10*

### **Average for all businesses that use Constant Contact Categorized by Industry**

<b>Business Type</b>	<b>Open Rate</b>
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 OCTOBER 2010

## YEAR TO DATE

TV: 21 (20 total 2009)

Radio : 78 (61 total 2009)

Print : 53 (52 total 2009)

Presentations: 25 (35 total 2009)

## BUSINESS EXPANSION

Presentation-Opportunity Central at  
Leadership Lowndes

## PUBLIC AFFAIRS DIVISION

Radio-Meet the Candidates Commercial  
Radio-Meet the Candidates (Talk 92.1)

Print-Meet the Candidates Advisory (VDT)  
Print-Meet the Candidates Release (VDT)

## MEMBER SERVICES DIVISION

Radio-Ribbon Cutting: (WAAC)  
Radio-Ribbon Cutting: (WAAC)  
Radio-Ribbon Cutting: (WAAC)  
Print-Think B.I.G. ad (Valdosta Magazine)

Radio-Ribbon Cutting (WAAC)  
TV-Membership Drive Commercial  
Radio-Membership Drive Commercial  
Print-Membership Drive ad

## WORKFORCE DEVELOPMENT AND EDUCATION DIVISION

Radio-WCER (Talk 92.1)  
Presentation-VSU PRSSA

Presentation-Opp. Central and SEEDS at First  
State Bank & Trust Co.

## ECONOMIC DEVELOPMENT DIVISION

Print-MetroOne Professional Development  
Seminar (VDT)  
Presentation-SEEDS presentation at Ameris Bank

Presentation-SEEDS at Kiwanis Club

## MISCELLANEOUS

SGMC Community Report-IMPACT 2012 and TCH

# October Ribbon Cuttings



Brainy Scholars



Honey Baked Ham

Foot and Ankle Care

# October Ribbon Cuttings



Magnuson Hotel



Valdosta-Lowndes County Parks & Recreation Authority



Rickey's Tire and Auto Repair

# October Ribbon Cuttings



Silotte \$7.00 & Up Shoes



The Outlet Christian Life Worship Center

# October Ribbon Cuttings



The Residences at Five Points



Walmart

# Ambassadors Report

October 2010

## OCTOBER STATISTICS

Ribbon Cuttings for October: 10  
Groundbreakings for October: 0  
Business After Hours for October: 1  
Early Bird Breakfast for October: 0  
Accumulated Points for October: 1,500

## 2010 STATISTICS

2010 Ribbon Cuttings: 66 (Goal: 85)  
2010 Groundbreakings: 1 (Goal: 5)  
2010 Business After Hours: 10 (Goal: 12)  
2010 Member Breakfasts: 1 (Goal: 2)  
Total Accumulated Points for 2010: 17,530

## UPCOMING EVENTS

November 18, 2010  
Business After Hours  
Wells Fargo Advisors

December 1, 2010  
Chamber 101  
Getting the Most Out of Chamber Membership

December 2, 2010  
Business After Hours  
Guardian Bank



## **Member Crashers Report October 2010**

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

**Country Cobbler**  
1727 Gornto Road  
229-242-1430  
Cason Williams

**Steak n Shake**  
980 North St. Augustine Road  
229-242-5000  
Ken Smith

**Talbots**  
1830 Norman Drive  
229-247-2494  
Fancy Hattaway

**Verizon Wireless**  
1185 North St. Augustine Road  
229-242-5650  
Brad Dearth

**Sam Dennis, Attorney**  
1107 North Patterson Street  
2290244-4428  
Sam Dennis

**Turner Insurance Services**  
2218 North Patterson Street  
229-247-1616  
Mandy Biery

**Pathway Wellness**  
303 Woodrow Wilson  
229-244-5000  
Livingstone Rasalam

**Lowndes Electric Supply**  
411 Connell Road  
229-244-7500  
Kevin Herring

# Economic Development Division Reports



**Tim Jones  
(Vice Chairman)**

VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

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**Monthly Activity Report**  
**Period: October 2010**

	<u>2010</u>	<u>2009</u>	<u>Cum</u>
Advertising leads:	0	0	342
Web site hits:	9,010	10,617	1,889,834
Web page requests:	2,152	2,239	57,528
Web site leads:	7	9	1,505
Brochure leads:	0	0	20
Other TCH leads:	2	2	244
Quitman Chamber leads:	0	0	27
Valdosta Chamber leads:	0	1	211
Lakeland Chamber leads:	0	0	1
Other source leads:	0	0	1,490
<b>Total leads active</b>	<b>9</b>	<b>12</b>	<b>3,793</b> 47



## RELOCATIONS

- **Relocations (Households): 316**

Lowndes: 279      Brooks: 24      Lanier: 13

- **October Relocations: 1**
- **2010 Relocations: 18**
- **States inquiring: 47**
- **Relocations from: FL: 154, GA: 49, NY: 18, AL: 3, CA: 9, CO: 4, IL: 9, MI: 14, VA: 4, IN: 1, MD: 3, ME: 1, OR: 1, AZ: 2, UT: 1, NM: 4, MA: 1, TN: 4, NJ: 4, MN: 2, LA: 3, MS: 8, NJ: 1, NC: 2, NH: 1, TX: 3, UN: 10**
- **Newcomers sources:**
  - TCH-Web site/Call in/Brochure: 218
  - B-Q Chamber: 6
  - V-L Chamber: 34
  - L-L Chamber 0
  - Advertising: 9
  - Other: 49



## **ECONOMIC IMPACT**

- **Annual Income: \$13,272,000**
- **Annual Spending: \$11,376,000**
- **Liquid Assets: \$1,327,800,000**
- **Indirect Jobs Created: 632**

(average according to industry standards)

**SEEDS Center Regional Report--October 2010**

<b>Clients</b>	<b>Berrien</b>	<b>Brooks</b>	<b>Cook</b>	<b>Lanier</b>	<b>Lowndes</b>	<b>Turner</b>	<b>Oct '10 Total</b>	<b>YTD '10</b>	<b>Since 2004</b>
General Information				2	4		6	33	319
Start-up business	1			2	16		19	132	1,135
Existing/Expanding			3		10		13	49	469
Commercial Realtor/Developer	1				2		3	19	457
Chamber Members					11		11	119	607
<b>Total Clients</b>	<b>2</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>43</b>	<b>0</b>	<b>48</b>	<b>352</b>	<b>2,981</b>
Returning Clients			3		7		10	63	369

<b>Outcomes</b>	<b>Berrien</b>	<b>Brooks</b>	<b>Cook</b>	<b>Lanier</b>	<b>Lowndes</b>	<b>Turner</b>	<b>Oct '10 Total</b>	<b>YTD '10</b>	<b>Since 2004</b>
Business Establishment	6		4	3			13	32	147
Business Expansion/Relocation	1		3				4	39	109
Chamber Membership	1		1				2	17	128
<b>YTD '10</b>	<b>8</b>	<b>0</b>	<b>8</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>19</b>	<b>88</b>	<b>384</b>

<b>Resources Distributed</b>	<b>Berrien</b>	<b>Brooks</b>	<b>Cook</b>	<b>Lanier</b>	<b>Lowndes</b>	<b>Turner</b>	<b>Oct '10 Total</b>	<b>YTD '10</b>	<b>Since 2004</b>
ABC's and ABC downloads					11		11	127	1,574
Demographics					8		8	91	1,398
Mosaic Reports					0		0	3	23
Traffic Counts					3		3	22	113
Salesgenie					20		20	166	810
First Research					5		5	45	105
Loan Information					1		1	8	81
<b>Total Resources Distributed</b>					<b>48</b>		<b>48</b>	<b>462</b>	<b>4,152</b>

<b>Web Site Activity</b>	<b>Oct '10 Total</b>	<b>YTD '10</b>	<b>Since Sept 2007</b>
Web site Visits	111	4,072	16,898
Total Unique Visitors	93	1,966	9,623
Page Rank - "Seeds center Valdosta"	1st		

# Women-Owned Business Luncheon



**Keynote Speaker**

**Christa Pitts**

**Elf on the Shelf & A  
Light in the Night**



# Advertise Smarter Workshop



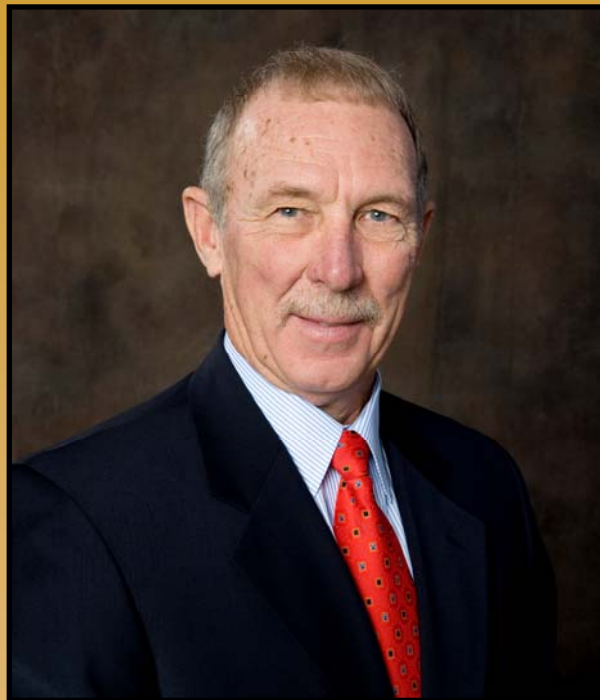
**Presented  
by:**

**CADE &  
Associates  
Advertising**

**&**

**BUSINESS UNIVERSITY**   
SEEDS BUSINESS RESOURCE CENTER

# Public Affairs Division Reports



**James McGahee  
(Vice Chairman)**



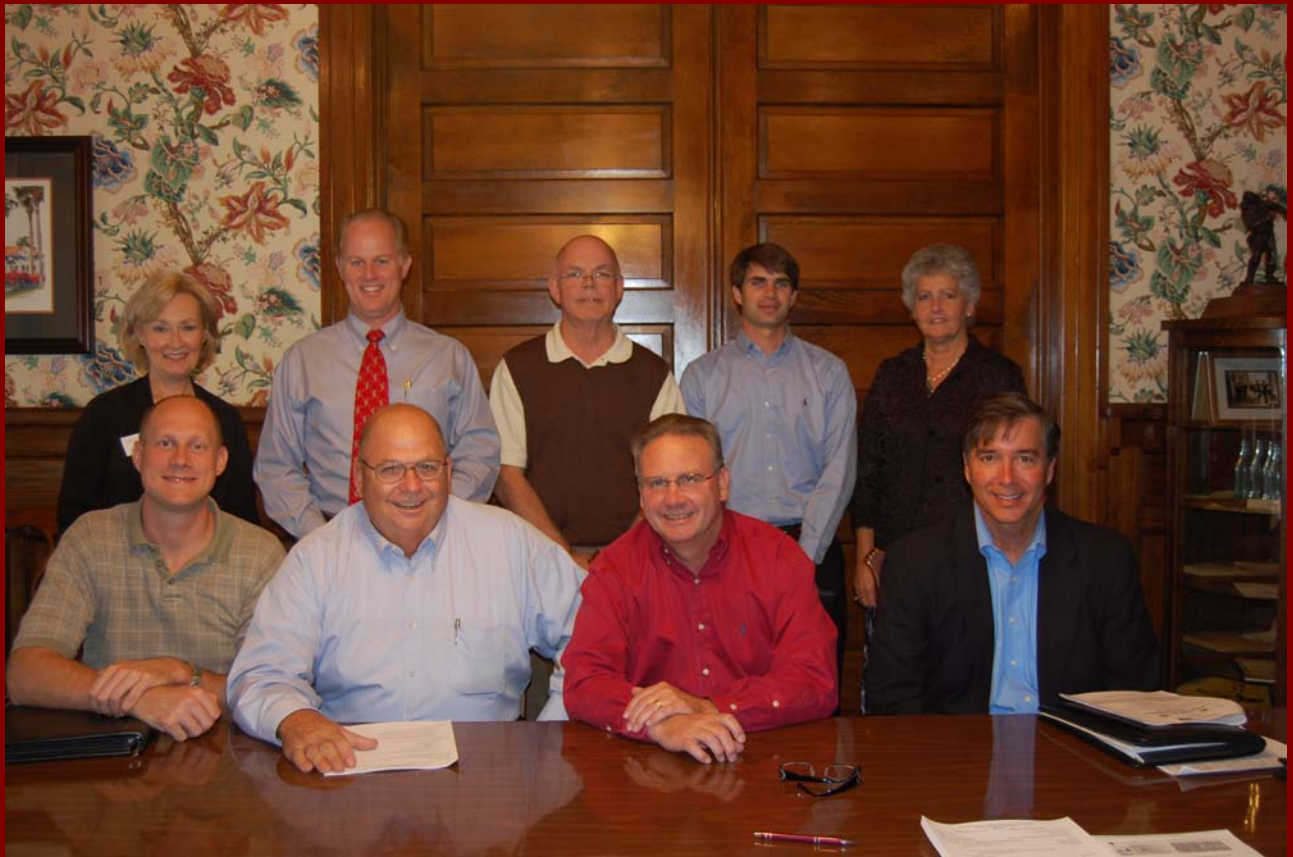
# Chamber's Meet the Candidates Reception



# Ga Chamber Listening Session



# State Legislative Committee Meets with Local Delegation



Briefing on Upcoming  
2011 Session



**MILITARY AFFAIRS  
COMMITTEE**

# 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.

**Red Carpet Party  
Saturday, October 9, 2010**

## Thank You to our Sponsors:

ADT Security Services, Inc.

Bemiss Citizens Bank

Catfish One

Coleman Talley LLP, Russell D. Henry

Eye Associates of South GA LLC

Farmers Home Furniture

First State Bank/Synovus Mortgage Corp.

Georgia Gulf Sulfur Corp.

Georgia Printco

Greenleaf Center

iBERIA Bank Mortgage

J. Randal Hicks Attorney

Johnson Distributing Company

Kentucky Fried Chicken

Langdale Ford

Moody Law Firm LLC

Pearl Executive Shuttle

Quinn Construction

SMITH Northview Hospital

Southeastern Federal Credit Union

Steel's Jewelry

The Links

The LPA Group Incorporated

Valdosta Daily Times

Wiregrass Georgia Technical College

Valdosta-Lowndes Co. Conf. Center &  
Tourism Authority

Vallorbe, Inc.

Wilson Eye Center

WAL-MART Supercenter

Georgia Power Company

Valdosta-Lowndes Co, Industrial  
Authority

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



**MILITARY AFFAIRS  
COMMITTEE**

# Military Affairs

Brian Geary, Chairman



Red Carpet Party  
Saturday, October 9, 2010



To view more photos visit our photo gallery on the Chamber's Web Site  
[www.valdostachamber.com](http://www.valdostachamber.com) or click link <http://www.valdostachamber.com/photo-gallery.htm>

For more 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)**



# DRUGS DON'T WORK IN SOUTH GA

## DRUGS DON'T WORK Summary October 2010

Total # of DDW Partners as of 12/31/09:	257
Total # of DDW Partners as of 09/30/10:	257
2010 New Members:	10
2010 Losses:	10
YTD Net Gain:	0

*Goal for 2010: 271*

<u>YTD</u>	<u>Oct</u>	<u>Total</u>	<u>Goal</u>	<u>Fav/(Unfav)</u>
\$30,285	\$2,450	\$32,735	\$38,000	(5,265)

# Boot Camp for Supervisors 2010 Report

	<b>Goal Attendance</b>	<b>Actual Attendance</b>
<b>March 18, 2010</b>	<b>25</b>	<b>20</b>
<b>May 6, 2010</b>	<b>25</b>	<b>28</b>
<b>August 5, 2010</b>	<b>25</b>	<b>25</b>
<b>GOAL TOTAL</b>	<b>100</b>	<b>73</b>





	<b>Company</b>	<b>Business Presenter</b>	<b>School Presenter</b>	<b>Parents</b>
1	Dept. of Family & Children's Services	Carrie Hickman	LaVerne Rome	74
2	Choices for Life LLC (June 15, 2010)	Greg Justice	LaVerne Rome	16
3	Langdale Place (June 17, 2010)	Greg Justice	LaVerne Rome	20
4	Langdale Place (September 7, 2010)	Greg Justice	LaVerne Rome	13
5	Parent Summit (September 14, 2010)	Greg Justice	LaVerne Rome	10
6	St. John H&S Assoc (September 23, 2010)	Greg Justice	LaVerne Rome	100
7	Georgia Power (October 5, 2010)	Greg Justice	LaVerne Rome	36
<b>Parents Reached</b>				<b>269</b>





# Impacting our future workforce, one student at a time.



School	Dates	Students
Lowndes Middle	April 26, 27	286
VLPR	June 22, 23	15
Pinevale Learning Center	August 26, 27	130

Currently **431** Students Reached



VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

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# Chairman's Report: Terri Lupo

VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

Leading Businesses.  
Leading Communities.™



# President's Report: Myrna Ballard



**Next Meeting Date:**

**Thursday, Dec. 16, 2010**

**9-10:30 a.m.**

**@ Country Inn & Suites**



# Meeting Adjourned