

VALDOSTA - LOWNDES COUNTY



CHAMBER OF COMMERCE

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***April 16, 2009***

***Board of Directors  
Meeting***

***@ Park Avenue Bank*** |



**Board of Directors Meeting  
Thursday, April 16, 2009  
10:30 am – 12:00 pm  
@ Park Avenue Bank**

**AGENDA**

- **Call to order, establish a quorum, and review agenda**
- **Consider minutes of the March 19, 2009 meeting**
- **OPERATIONS & ADMINISTRATION**
- **Consider Chamber March 2009 Financial Statements** (*see handout*)
- **Chamber Activity Report**

**Agenda continues** →

## ➤ **ACTION ITEMS**

- **Consider proposed Local Legislative Agenda – Paula Goff**
- **Consider 2007 Financial Review – Marc Davis**



# Division Reports

## Economic Development Division

Tom Gooding (Vice Chairman)

- **Update on Guardian Bank Business Plan competition – Robbin Miller & Parish Clark**

## Public Affairs Division

Tim Jones (Vice Chairman)

- **Update on Federal Legislative Agenda – Sally Bloom**

## Workforce Development & Education Division

Greg Justice (Vice Chairman)

- **Update on Boot Camp – Greg Justice**

*Agenda continues* →

## **Business Expansion Division**

Terri Lupo (Vice Chairman)

- **Update on VALET – Jodi Doss**

## **Member Services Division**

David Newbern (Vice Chairman)

- **Update on Think B.I.G. – Jay Prince**

## ➤ **Consider Minutes of March 19, 2009 Board of Directors meeting**

Minutes of the Valdosta-Lowndes County Chamber of Commerce Board of Directors meeting held Thursday, March 19, 2009, 10:30 a.m. at Park Avenue Bank.

**Members Present:** Myrna Ballard, Sally Bloom, Stan Fillion, Tom Gooding, Jeff Hanson, Walter Hobgood, Tim Jones, Greg Justice, Terri Lupo, James McGahee, Lee Morgan, David Newbern, Giovanni Panizzi, Jay Prince, Jerome Riley, Phyllis Royal, Jane Shelton and Debra Tann

**Members Absent:** Ed Cockman, Tim Coombs, Allan Dear, Jeff Fulp, Walt Gill, John Manning and Paul Nichols

**Also Present:** Bill DeCoudres, Sherry Woods, Marty Rogers, Alison Stokes, Mike Stalvey, Tara Nichols, Hunter Harper, Evan Butler-Sands, Betty Morgan, Melissa Wheeler and Karil Brockington

**Minutes of the February 19, 2009** W. Hobgood made a motion to accept the minutes as presented. J. Prince seconded the motion and it passed unanimously. (see slides 6-8 of original Board packet)

## **OPERATIONS & ADMINISTRATION:**

➤ **Consider Chamber February 2009 Financial Statements** – M. Ballard reported. (see handout pgs 1-22 of original Board packet)

**Chamber Activity Reports** – J. Hanson reported. (see slides 11-15 of original Board packet)

**IMPACT 2012 Oversight Committee** – B. DeCoudres called on W. Hobgood for a report on progress of the Organization Committee of the Community Unification for Educational Excellence foundation. Ballard suggested informally asking the Organization Committee to consider including a Chamber representative on the foundation. After much discussion concerning the Chamber's investment of time and financial resources in the effort to unify our public school systems, and the need to ensure that the Chamber continues to have a 'seat at the table', the consensus of the Board was that a formal request should be made, requiring formal Board action. Fillion made a motion to request the Organization Committee to consider including in the organization documents of the Community Unification for Educational Excellence foundation the addition of a voting ex officio member of the Chamber Board, to be appointed by the Chamber Chairman of the Board each year. Jones seconded. Motion carried. (see slide 16 of original Board packet)

## **DIVISION REPORTS:**

**PUBLIC AFFAIRS DIVISION** – Tim Jones, Vice Chairman

- **Update on State Legislative Agenda** – S. Woods reported. *(see slides 21-24 of original Board packet)*

**WORKFORCE DEVELOPMENT & EDUCATION**

**DIVISION** – Greg Justice, Vice Chairman

- **Update on CHOICES** – M. Rodgers reported. *(see slides 27-28 of original Board packet)*

**BUSINESS EXPANSION DIVISION** – Terri Lupo, Vice Chairman/Chairman-Elect 2010

- **Update on Metro In Motion Speaker Series - B.** DeCoudres reported. *(see slides 37-38 of original Board packet)*

**MEMBER SERVICES DIVISION** – David Newbern, Vice Chairman

- **Update on Ambassadors Committee** – Jerry Kozuch reported. *(see slides 58-59 of original Board packet)*

**ECONOMIC DEVELOPMENT DIVISION** – Tom Gooding, Vice Chairman and Chairman-Elect-Elect 2011

- **New S.E.E.D.S. Web “Tools for Business”** – H. Harper reported. *(see slide 62 of original Board packet)*

There being no further business, the meeting was adjourned at 12:00 noon.

Next meeting: Thursday, April 16, 2009

Respectfully submitted,

*Karil Brockington*

Karil Brockington  
Administrative Director

VALDOSTA - LOWNDES COUNTY



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# Operations & Administration

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# Financial Statements

## March 2009



Please refer to your handout.....

# Chamber Activity Reports

VALDOSTA - LOWNDES COUNTY



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



# March 2009 Correspondence/Activity Report (2008 Figures in Parentheses)

## Mail Correspondence:

**Newcomers Packets**                    8 (25)

## Miscellaneous Information Requested:

Request for BBB:	<u>11 (12)</u>
Email Information Requested:	<u>17 (37)</u>
Request for Events:	<u>0 (14)</u>
Civic Club Lists:	<u>3 (7)</u>
Web site Referrals by Phone:	<u>23 (3)</u>
Manufacturers List:	<u>4 (3)</u>
Request for Directions:	<u>30 (11)</u>
Maps:	<u>226 (309)</u>
Request for Wild Adventures:	<u>15 (2)</u>
Membership Info. Packets:	<u>5 (2)</u>
Phone Books:	<u>32 (69)</u>
Membership List/Email:	<u>5 (6)</u>
<b>Total Miscellaneous:</b>	<b><u>371 (475)</u></b>

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**Member Referrals:**

**Total Categories: 32**

**Top 10**

Restaurants:	<b>81</b>
Organizations/Non-Profit:	<b>4</b>
Hotel/Motels:	<b>179</b>
Government:	<b>4</b>
Amusements Places:	<b>7</b>
Banks:	<b>11</b>
Apartments:	<b>4</b>
Clothing – Men’s:	<b>6</b>
Clubs:	<b>3</b>
Associate Members:	<b>2</b>
Other:	<b>28</b>
<b>Total Member Referrals:</b>	<b><u>329 (439)</u></b>

# March 2009 Web Site Activity Report

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



## Web Site Hits:

Sept. 2008	152,540
Oct. 2008	161,584
Nov. 2008	128,210
Dec. 2008	106,266
Jan. 2009	122,950
Feb. 2009	117,464
Mar. 2009	not available

## Page Views:

Sept. 2008	16,752
Oct. 2008	18,626
Nov. 2008	15,557
Dec. 2008	13,130
Jan. 2009	15,490
Feb. 2009	14,412
Mar. 2009	not available

## Search Engine Position for Chamber Site as of Mar. 17, 2009

	Valdosta	Valdosta Chamber	Valdosta-Lowndes
<b>Google</b>	First page in 1 <sup>st</sup> place	First Page in 3 <sup>rd</sup> place	First page in 1 <sup>st</sup> place
<b>MSN</b>	Second page in 7 <sup>th</sup> place	First page in 3 <sup>rd</sup> place	First page in 1 <sup>st</sup> place
<b>YAHOO</b>	Third page in 8 <sup>th</sup> place	First page in 6 <sup>th</sup> place	First page in 1 <sup>st</sup> place

## Search Engine Position for Chamber Site as of April 14, 2009

	Valdosta	Valdosta Chamber	Valdosta-Lowndes
<b>Google</b>	Second page in 2 <sup>nd</sup> place	First Page in 1 <sup>st</sup> & 2 <sup>nd</sup> place	First page in 1 <sup>st</sup> place
<b>MSN</b>	Second page in 4 <sup>th</sup> place	First page in 1 <sup>st</sup> place	First page in 2 <sup>nd</sup> place
<b>YAHOO</b>	Ninth page in 4 <sup>th</sup> place	First page in 1 <sup>st</sup> & 2 <sup>nd</sup> place	First page in 3 <sup>rd</sup> place

## Web Site Button Advertisers

Arthur Herndon Company Real Estate, Inc.  
 Coombs Heating & Air Conditioning, Inc.  
 Park Avenue Bank  
 South Georgia Medical Center



➤ **Action Items to Consider**

- **Consider Proposed Local Legislative Agenda – Paula Goff**
- **Consider 2007 Financial Review – Marc Davis**

**Please see slides 18-22**



# Proposed 2009 Local Legislative Agenda

## Endorse Expansion of Lowndes County Commission

**The Chamber supports expansion of the Lowndes County Commission.**

## AYP - Community Unification for Educational Excellence

**The Chamber supports the Community Unification for Educational Excellence foundation in its efforts to unify our public school systems. Annual yearly progress will be monitored and reported on by a Chamber representative serving on the foundation board.**

## Protect Moody AFB from Encroachment

**The Chamber supports the protection of Moody Air Force Base from encroachment.**

## Gateways

The Chamber supports the development of a Gateways Committee, coordinated by the Chamber, charged with development of a plan to improve the appearance of the gateways to our community. Members of the committee would include a representative from the Cities of Valdosta, Remerton, Hahira, Lake Park, Dasher, Lowndes County, V-L County Airport Authority, V-L County Industrial Authority, V-L County Tourism Authority, Keep Lowndes/Valdosta Beautiful, Georgia Department of Transportation, Metropolitan Planning Organization, V-L County Parks and Recreation Authority, and the Valdosta-Lowndes County Chamber.

## Transportation Plan

The Chamber endorses a coordinated public transit system that promotes and benefits the business community and their employees.

# Tax Allocation Districts

The Chamber supports the creation of Tax Allocation Districts and endorses requesting the State Legislature to pass local legislation that would allow a referendum to establish Tax Allocation Districts within the City of Valdosta and Lowndes County for the enhancement of commercial development while protecting the quality of life for the community.

Unified Land Development Code, Land Development Regulations & Urban Redevelopment Plan (ULDC), (LDR), (URP)

The Chamber advocates pro-business comprehensive planning and development and supports proposals of modifications, improvements and revisions that would lead to a stronger economy in Valdosta-Lowndes County.





# 2009 Local Legislative Agenda **SURVEY**

Ranked in order of importance by membership

1. Protect Moody AFB from Encroachment
2. AYP - Community Unification for Educational Excellence
3. Endorse Expansion of Lowndes County Commission
4. Transportation Plan
5. Unified Land Development Code, Land Development Regulations & Urban Redevelopment Plan (ULDC), (LDR) (URP)
6. Tax Allocation Districts
7. Gateways



➤ **Consider 2007 Financial Review – Marc Davis**

# Economic Development Division Reports



**Tom Gooding  
(Vice Chairman)**

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**March 2009**

**CLIENTS**

<u>March Goal: 40</u>	<u>Client Types</u>	<u>Outcomes</u>
Lowndes: <b>37</b>	Start-ups: 15	New Members: 4
Region: <b>0</b>	Expanding: 14	Started: 2
YTD Total: <b>124</b>	Developers: 1	Expanded: 2
	Info: 7	

**RESOURCE DISTRIBUTION**

ABC's: <b>6</b>	Demographics: <b>5</b>	Traffic Counts: <b>2</b>
Sales Leads: <b>19</b>	Retail Lease Trac: <b>2</b>	

**WEB SITE**

Unique Visitors: <b>273</b>	New "Tools for Business"
Web site Views: <b>412</b>	

**PROFESSIONAL CONSULTANTS PROGRAM**

<u>1st Quarter Goal: 20</u>	<u>2009 Goal: 85</u>	<u>Most Demand</u>
Hours Provided: <b>10</b>	YTD Total: <b>21</b>	Marketing and Legal

**GUARDIAN BANK BUSINESS PLAN COMPETITION**

***Winner Announced April 4 at Entrepreneurs In Action  
 Winner of \$15,000 Grand Prize  
 Robbin Miller—SEGA Medical Research***

# Entrepreneurs In Action

**Saturday, April 4**

**Valdosta Technical College**



## Resource Fair Events

- How to start workshops
- How to grow workshops
- How to market workshops
- Local successful business owners share how they did it
- Local business support vendors on hand



## Vendors

- |                   |                             |
|-------------------|-----------------------------|
| •ActionCOACH      | •Park Avenue Bank           |
| •Mediacom-        |                             |
| Comcast Spotlight | •SBDC                       |
| •Georgia DOL      | •FranChoice                 |
| •Sam's Club       | •Virtual World Technologies |





## 2009 Participants



**\$15,000 Grand Prize**



**Robbin Miller**



### ANGEL SPONSORS

**ActionCOACH**

**Azalea Health Innovations**

**Black Crow Media**

**Fowler, Holley, Rambo, & Stalvey PC**

**Full Circle Marketing & Advertising**

**Gary Moser – Moser, Rose & Cox**

**The Group at ADG Studios**

**Talk 92.1**

**SmithBarnas & Associates**

**Valdosta Shared Office Space**



**Monthly Activity Report**  
**Period: March 2009**

	<u>2009</u>	<u>2008</u>	<u>Cum</u>
Advertising leads:	0	0	342
Web site hits:	11,814	NA	1,652,171
Web page requests:	2,349	NA	10,467
Web site leads:	16	21	1,305
Brochure leads:	0	0	20
Other TCH leads:	3	2	217
Quitman Chamber leads:	0	0	27
Valdosta Chamber leads:	2	8	197
Lakeland Chamber leads:	0	0	1
Other source leads:	0	2	1,490
<b>Total leads active</b>	<b>21</b>	<b>33</b>	<b>3,454</b>



## RELOCATIONS

- **Relocations (Households): 262**

Lowndes: 229      Brooks: 21      Lanier: 12

- **March Relocations: 3**
- **2009 Relocations: 9**
- **States inquiring: 47**
- **Relocations from: FL: 131, GA: 39, NY: 16, AL: 3, CA: 6, CO: 4, IL: 5, MI: 8, VA: 3, IN: 1, MD: 3, ME: 1, OR: 1, AZ: 2, UT: 1, NM: 2, MA: 1, TN: 4, NJ: 4, MN: 1, LA: 3, MS: 6, NJ: 1, NC: 2, NH: 1, TX: 3, UN: 10**
- **Newcomers sources:**
  - TCH-Web site/Call in/Brochure: 178
  - B-Q Chamber: 6
  - V-L Chamber: 29
  - L-L Chamber 0
  - Advertising: 4
  - Other: 45



## **ECONOMIC IMPACT**

- **Annual Income:           \$37,466,000**
- **Annual Spending:       \$9,432,000**
- **Liquid Assets:       \$1,100,400,000**
- **Indirect Jobs Created:       524**

(average according to industry standards)

# Hometown Happenings

The South Georgia Retiree Premier Newsletter

APRIL 2009

Volume 7, Issue 4

## *In This Issue*

**South Georgia Classic**

**Nationwide Tour**

**Taste of Valdosta**

**Georgia Cities Week**

**The Valdosta Symphony Orchestra**

**Spring into Art**

**Brown Bag Concert Series**

**Calendar of Events**

**Relocation Services**

**Triple Crown Investors**



### Attention Newsletter Newcomers:

Triple Crown Hometowns is a retirement development partnership of the Chambers of Commerce of Lowndes, Brooks, and Lanier Counties. We would like to offer you our assistance as you relocate and get settled in your new hometown. We hope you will take advantage of our invitation to come learn more about what South Georgia has to offer to you retirement.

Don't forget to take note of our investor listing and use it as a resource when planning your visit or relocation.

To find out and/or receive more information about Triple Crown Hometowns and the South Georgia region, contact us toll free at 1-866-Retire2 (866.738.4732) or visit our website at [www.georgiaretire.com](http://www.georgiaretire.com).

## 2009 Schedule of Events

**Kinderlou Forest Golf Club**

*South Georgia Classic presented by  
First State Bank and Trust Company*

**Monday, April 20 - Monday Pro-Am**

**Tuesday, April 21 - Practice Rounds**

**Wednesday, April 22 - Pro-Am**

**Thursday, April 23 - South Georgia Classic Round 1**

**Friday, April 24 - South Georgia Classic Round 2**

**Saturday, April 25 - South Georgia Classic Round 3**

**Sunday, April 26 - South Georgia Classic Final Round**

**Awards Presentation, Immediately Following Play**

**Live Coverage on the Golf Channel  
Thursday – Sunday**

## Retiree Newcomers

Please contact us when you relocate and supply us with your new contact information. We would like to welcome you to the community and present you with a newcomer GIFT!

(229) 247-6706 or  
[astokes@georgiaretire.com](mailto:astokes@georgiaretire.com)



# Public Affairs Division Reports



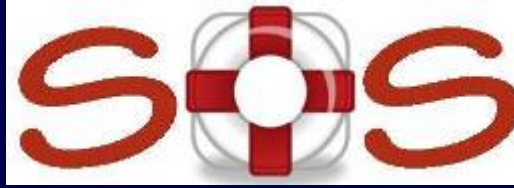
**Tim Jones  
(Vice Chairman)**

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# STIMULUS OR STYMIED:



IS YOUR BUSINESS READY FOR THE COMING CHANGES IN EMPLOYMENT LAWS?



*Presentations by Jason Willcox and G. Robert Ryan, Jr. (Moore, Clarke, DuVall & Rodgers, P.C.) & Megan Smith & Anne Barnas (SmithBarnas & Associates, Inc.) in association with the Federal Legislative Committee*



# Federal Legislative Overview Luncheon with U.S. Senator Johnny Isakson



Friday, April 17

12:00p.m.-1:30p.m.

Hilton Garden Inn

Cost: \$15.00



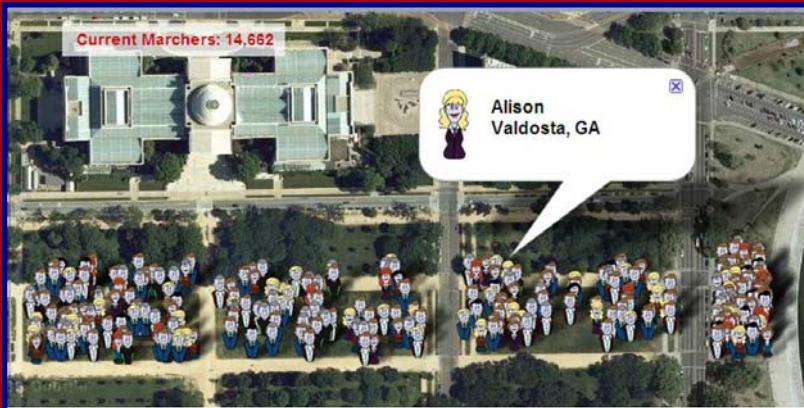
# SAVE THE SECRET BALLOT! THE VIRTUAL MARCH ON WASHINGTON

SAVE  
SECRET  
BALLOTS!

HANDS  
OFF MY  
VOTE!

Save the Secret Ballot:  
JOIN THE MARCH TODAY!

Organized labor is seeking to dramatically rewrite American labor law with legislation that would essentially abolish secret ballot elections during union organizing drives. By forcing workers out of the voting booth and subjecting them to a public "card check" scheme, the bill would take privacy, power, and choice away from America's workers.





**MILITARY AFFAIRS  
COMMITTEE**

## **Military Affairs Committee**



### **March 28 Red Carpet Party**

Chamber members came together to sponsor the first Red Carpet party of 2009 Saturday, March 28<sup>th</sup>. Col. Kenneth Todorov, 23<sup>rd</sup> Wing Commander, Moody Air Force Base, takes a moment to pose with Col. Clarence Parker and Councilman John Eunice.

### **Upcoming Events:**

- Airmen Appreciation Day Friday, April 24<sup>th</sup>  
10:00 a.m. – 4:00 p.m.
- Moody Tour and Sports Day (more information will follow)
- 2<sup>nd</sup> Red Carpet (June 20, 2009)

# Workforce Development & Education Division Reports



**Greg Justice  
(Vice Chairman)**

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# Boot Camp For Supervisors

## Thursday, May 7

**Time:**

**8:00 a.m.–Noon**

**Place:**

**Dept. of Labor**

**Cost: \$20**



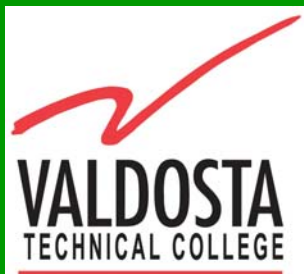
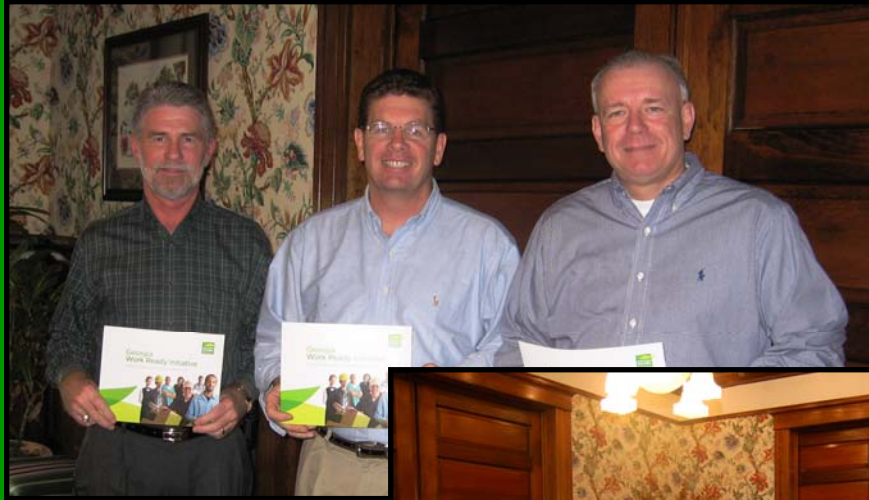
**Topics Include:**

- **Effective Listening Strategies**
- **Monday Morning Leadership**
- **Bringing Out the Best in People**





# Work Ready



**Six targeted industry sessions  
scheduled First held March 12**

**Second Scheduled May 28**



School	Dates	Classes	Number of Students
Southland Christian School	November 3-4, 2008	1	20
Open Bible Christian School	November 11-12, 2008	1	27
Lowndes Alternative School	December 15-16, 2008	1	7
Georgia Christian School	8-9, 2009	1	15
Valwood Middle School	Jan 21 & Jan 29, 2009	1	37
Lowndes Middle School	April 28-29, 2009	12	
Hahira Middle School	May 11-12, 2009	11	
Valdosta Middle School	May 14-15, 2009	13	
JL Newbern Middle School	Spring 2009	11	
DFACS	Spring 2009	1	
<b>Total</b>		<b>53</b>	<b>106</b>





Name	Business	Name	Business
Alison Stokes	Chamber of Commerce	Greg Justice	Regal Marine
Allan Dear	Allan Dear Real Estate	Iris Brown	Regions Bank
Alyssa Weldon	Valdosta Technical College	Jill Higgins	Jill Higgins Photography
Amber Dowd	Big Brothers Big Sisters	Jim Roberts	South Georgia Regional Library
Bill Tillman	Valdosta Technical College	Lacy Dixon	James H. Rainwater Conference Center
Carrie Reed	Wild Adventures	Margaret Brogdon	Valdosta Technical College
Charmane Thomas	The Paxen Group/WIA	Marty Rodgers	Blanton & Griffin Insurance
Chris Baltrus	New York Life	Richard Ramsey	Department of Labor
Daren Waters	Valdosta Coaching Network	Shannon Vinson	Sam's Club
Tara Nichols	Chamber of Commerce	Bill Simmons	ADM
Emily Browning	Fowler, Holley, Rambo and Stalvey	Monica Boyd	Smith Northview Hospital
Evan Butler- Sands	Chamber of Commerce	Michael Anderson	Express Employment Professionals
Brittney Foster	PCA	John Trombetta	Valdosta State Univeristy
Gloria Butler	Senior Volunteer Connection	Jacque Wheeler	Valdosta State Univeristy



# 2009

## World Class Recognition



**World Class Recognition Breakfast**

**Thursday, August 13, 2009**

**At 7:30 a.m. at the James H. Rainwater Conference Center**

**Nomination forms online May 1, 2009**

**Nomination deadline June 30, 2009**

**Sponsorships Available!**

***FIRST STATE BANK***  
***AND TRUST CO.***

a SYNOVUS bank



## UPCOMING EVENTS:

**Habit for Humanity Volunteer Day: April 25**

**MetroOne Monday with Brad Lofton: May 4**

**Task Force Meeting: May 27**

# Business Expansion Division Reports



**Terri Lupo  
(Vice Chairman)**

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# Targeted Business Expansion



## IT Professionals Network

The IT Professionals Network held their quarterly meeting March 10 to learn about numerous new CIS and IT programs and tools offered at the new Valdosta Tech facilities.

## Information Technology Sub-Committee

Members representing VSU, VTC and the Chamber met in March to discuss ways to increase internship opportunities and hands-on career training for all areas of CIS and IT degrees.

## Medical Services & Support Sub-Committee

Local educators from VMS, HMS, LMS, LHS, VHS as well as VSU, SGMC, VTC and the Chamber met recently to discuss initiatives to educate middle and high school students about non-traditional career opportunities in the medical field. The group will meet again in April.

# ENHANCEMENT OF PRO-BUSINESS ENVIRONMENT

## Valdosta And Lowndes Expansion Team

### THE TEAM

**The Chamber  
City of Dasher  
City of Hahira  
City of Lake Park  
City of Remerton  
City of Valdosta  
Department of Labor  
Lowndes County  
V-LC Industrial Authority  
MainStreet  
ReMax of Valdosta  
SBDC  
SGRDC  
South GA Regional Library  
Valdosta Technical College**



# **“No Wrong Door”**

- ***VALET to develop a Web site portal to help navigate the start-up or expanding process.***
- ***The Web site portal will be accessible from each partner’s Web site.***
- ***Estimated cost of the project is \$20,000.***
- ***Ewing Marion Kauffman Foundation potential funding source.***
- ***The portal is expected to be live by March of 2010.***
- ***Easy step-by-step brochure outlining the licensing, zoning, permitting and COO process is being developed for immediate assistance.***

# Member Services Division Reports



**David Newbern  
(Vice Chairman)**

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# Dues Collection Report

## Monthly

**2008 & 2009**

	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>Variance</u>
<b>Dec.</b>	32,103.00	37,430.63		
<b>Nov.</b>	24,189.45	21,856.85		
<b>Oct.</b>	25,788.36	25,698.51		
<b>Sep.</b>	33,359.83	29,955.86		
<b>Aug.</b>	29,994.19	29,645.75		
<b>July</b>	29,223.75	38,982.60		
<b>June</b>	33,757.94	27,454.84		
<b>May</b>	20,674.42	30,457.34		
<b>Apr.</b>	23,849.84	31,264.43		
<b>Mar.</b>	39,974.04	14,879.68	29,445.03	14,565.35
<b>Feb.</b>	29,199.04	22,314.50	34,192.00	11,877.50
<b>Jan.</b>	45,297.34	49,968.02	36,062.83	(13,905.19)

# Dues Collection Report, continued

## Year-To-Date

**2007 & 2008**

	<u>2007</u>	<u>2008</u>		<u>Variance</u>
<b>Dec.</b>	367,411.20	360,009.01		
<b>Nov.</b>	335,308.20	322,478.38		
<b>Oct.</b>	311,118.75	300,621.53		
<b>Sep.</b>	285,330.39	274,923.02		
<b>Aug.</b>	251,970.56	244,967.16		
<b>July</b>	221,976.37	215,321.41		
<b>June</b>	192,752.62	176,338.81		
<b>May</b>	158,994.68	148,883.97		
<b>Apr.</b>	138,320.26	118,426.63		
<b>Mar.</b>	114,470.42	87,162.20	99,699.86	12,537.66
<b>Feb.</b>	74,496.38	72,282.52	70,254.83	(2,027.69)
<b>Jan.</b>	45,297.34	49,968.02	36,062.83	(13,905.19)



## **Membership Summary Report As of March 31, 2009**

DUES COLLECTED YEAR TO DATE: \$ 99,699.86  
2008 goal for Dues Collection: \$400,000.00

NEW MEMBERS YEAR TO DATE: 38  
2009 Goal: 100

TOTAL MEMBERSHIP: 1,506  
2009 Goal: 1,556

NET MEMBERSHIP GAIN IN March: (18)  
NET MEMBERSHIP GAIN IN 2009: (40)  
2009 Goal: 10

2009 Retention Goal: 88%  
(Industry Average: 80%)



# New Members

**2005      2006      2007      2008      2009**

<b>Jan</b>	<b>16</b>	<b>16</b>	<b>16</b>	<b>22</b>	<b>9</b>
<b>Feb</b>	<b>22</b>	<b>18</b>	<b>14</b>	<b>16</b>	<b>16</b>
<b>Mar</b>	<b>16</b>	<b>20</b>	<b>20</b>	<b>13</b>	<b>13</b>
<b>Total</b>	<b>54</b>	<b>54</b>	<b>50</b>	<b>51</b>	<b>38</b>
<b>April</b>	<b>34</b>	<b>20</b>	<b>16</b>	<b>22</b>	
<b>May</b>	<b>23</b>	<b>41</b>	<b>26</b>	<b>23</b>	
<b>June</b>	<b>16</b>	<b>12</b>	<b>29</b>	<b>25</b>	
<b>July</b>	<b>8</b>	<b>10</b>	<b>13</b>	<b>15</b>	
<b>Aug</b>	<b>18</b>	<b>16</b>	<b>17</b>	<b>22</b>	
<b>Sept</b>	<b>75</b>	<b>54</b>	<b>41</b>	<b>19</b>	
<b>Oct</b>	<b>7</b>	<b>13</b>	<b>48</b>	<b>16</b>	
<b>Nov</b>	<b>13</b>	<b>11</b>	<b>14</b>	<b>12</b>	
<b>Dec</b>	<b>7</b>	<b>12</b>	<b>9</b>	<b>11</b>	
<b>Total</b>	<b>255</b>	<b>243</b>	<b>263</b>	<b>205</b>	<b>38</b>



# **New Members**

## **March 2009**

**A Good Name**  
**Ricardo Vielmas**  
**5354 Golf Drive**  
**Lake Park, GA 31636**  
**(813) 298-0301**  
**ADVERTISING**

**Greg Carter**  
**4859 Sandy Hill Drive**  
**Valdosta, GA 31601**  
**(407) 435-7369**  
**ASSOCIATE MEMBERS**

**Around the House**  
**Maintenance**  
**James Scruggs**  
**1003 South Oak Street**  
**Valdosta, GA 31601**  
**(229) 247-0350**  
**HANDYMAN SERVICES**

**Bruce Cousins**  
**4209 Conway Circle**  
**Valdosta, GA 31605**  
**(229) 333-0801**  
**ASSOCIATE MEMBERS**

**Atlanta Bread Company**  
**Dede Deen**  
**1531 Baytree Road**  
**Valdosta, GA 31602**  
**(229) 259-9969**  
**RESTAURANTS**

**ClientTell, Inc.**  
**Pat Sullivan**  
**P.O. Box 1885**  
**Valdosta, GA 31603**  
**(229) 244-9178**  
**BUSINESS**  
**MANAGEMENT**



# **New Members**

## **March 2009**

**Days Inn-Lake Park**  
**Dortha Smith**  
**4913 Timbew Drive**  
**Lake Park, GA 31636**  
**(229) 559-0229**  
**HOTELS**

**Lowndes Landscape**  
**Management**  
**David Darflinger**  
**30 Loganberry Circle**  
**Valdosta, GA 31602**  
**(229) 269-8859**  
**LAWN MAINTENANCE**

**Georgia Department of**  
**Labor-Vocational Rehab**  
**Bill Barnes**  
**1601 Norman Drive**  
**Valdosta, GA 31601**  
**(229) 333-7560**  
**GOVERNMENT OFFICES**

**Mobile Dri-Wash and Auto**  
**Care**  
**Eddie Fizer**  
**4334 Oak Ridge Bend**  
**Valdosta, GA 31602**  
**(229) 300-4288**  
**AUTOMOBILE**  
**DETAILING AND CLEAN**  
**UP SERVICE**

**J & J Note Investments**  
**Chris Thompson**  
**6411 Sand Oak Trace**  
**Valdosta, GA 31601**  
**(229) 559-6174**  
**REAL ESTATE**  
**INVESTMENTS**

**Premier Rental-Purchase**  
**John Martin**  
**1412 East Park Avenue**  
**Valdosta, GA 31602**  
**(229) 244-1002**  
**COMPUTER DEALERS**

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# **New Members March 2009**

**Presbyterian Hospice  
Mary King  
P.O. Box 5027  
Quitman, GA 31643  
(229) 263-8008  
ORGANIZATIONS**

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**Dues Account Status Report  
March 2009**

<b>Billing Period</b>	<b>Accounts</b>		<b>Collection Rate</b>
	<b>Receivable</b>	<b>Collections</b>	
Current	\$31,251.12	\$ 6,054.05	35%
Previously Collected for current month		\$11,172.60	30%
<b>Total Current</b>	<b>\$31,251.12</b>	<b>\$17,226.65</b>	<b>65%</b>
1-30 Days	23,840.59	1,588.75	37%
31-60 Days	0.00	0.00	9%
61-90 Days	12,667.95	2,061.25	0%
91-120 Days	4,434.23	830.00	2%
120+ Days	27,656.18	3,387.43	11%
<b>Subtotal</b>	<b>\$99,860.07</b>	<b>\$25,094.08</b>	<b>32%</b>
New Members	\$1,507.50	\$1,507.50	
<b>Total</b>	<b>\$101,367.57</b>	<b>\$26,601.58</b>	<b>32%</b>

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## Dues Account Status, continued

### Previously collected for current months:

December	0.00
January	5,400.00
February	5,772.10
<b>Total</b>	<b>\$11,172.60</b>

### Pre-Paid Dues for future months:

April	12,385.00
May	7,062.50
June	0.00
Deferred Revenue	<b>\$19,447.50</b>

### Other Information:

Direct Debit Accounts to Date	66
Online Billing Accounts to Date	23



# Write-Offs March 2009

## Reason Dropped: Out of Business

<u>Name</u>	<u>Join Date</u>	<u>Amount</u>
Arthur Herndon Company Real Estate-Heather Paulson	10/12/2007	\$30.00
Century 21 Winnersville Realty, Inc.-David DeLoach	5/30/2003	\$30.00
Economy Professional Auto Care/Sales	4/15/2008	\$60.00
Kwik Kleen	6/30/2007	\$340.00
Nationwide Insurance- Jason Morris	5/31/2007	\$225.00
NV Salon	11/19/2007	\$240.00
Randy Griffin Enterprises, Inc.	4/27/2005	\$290.00
Resource Alliance	4/17/2007	\$240.00
Sam Wright Pallets	6/3/2004	\$0.00
Southern Babies Boutique	2/15/2008	\$240.00
Southern Comfort Homes	9/30/2006	\$250.00
The Spa by Southern Aesthetics	9/29/2006	\$250.00
Tillco Services, Inc.	2/29/2008	\$237.14
We're Expecting You	1/29/2008	\$240.00



# Write-Offs March 2009

## Reason Dropped: Requested Cancel

<u>Name</u>	<u>Join Date</u>	<u>Amount</u>
Braincells Advertising	2/28/2007	\$240.00
Dean Designs	9/30/2006	\$240.00
Joyce E. Evans	1/21/2005	\$85.00
Longhorn Steakhouse	5/22/2002	\$90.00
Patricia McGruffin	5/21/2007	\$85.00
Ryan's Steakhouse	3/26/2003	\$235.00

## Reason Dropped: Budget Restriction

<u>Name</u>	<u>Join Date</u>	<u>Amount</u>
Allstate Insurance Company- Barry Broome	01/22/2002	\$225.00
Amazing Huskie	9/26/2008	\$80.00
American Heart Association	2/13/2002	\$85.00
Old World Financial Services, Inc.	3/16/2004	\$225.00
Timeless Art Custom Framing	2/27/2008	\$240.00



# Write-Offs March 2009

## Reason Dropped: Member Moved

<u>Name</u>	<u>Join Date</u>	<u>Amount</u>
Brian Lacey	5/23/2007	\$85.00
Elise Pierce	5/22/2008	\$0.00

## Reason Dropped: Business Sold

<u>Name</u>	<u>Join Date</u>	<u>Amount</u>
Red Velvet Barker	5/11/2007	\$300.00
Suzuki of Valdosta	6/3/2004	\$240.00

## Reason Dropped: No Benefit Seen

<u>Name</u>	<u>Join Date</u>	<u>Amount</u>
Serenity Massage Therapy	5/31/2006	\$240.00

## Reason Dropped: Non-Payment of Dues

<u>Name</u>	<u>Join Date</u>	<u>Amount</u>
Harris Food Service	9/25/2004	\$500.00



# Write-Offs March 2009 Summary

Summary	Month #	Month \$	YT D #	YTD \$
Budget Restrictions	5	\$855.00	14	\$2,325.00
Business Sold	2	\$540.00	2	\$540.00
No Benefit Seen	1	\$240.00	4	\$1,030.00
Member Moved	2	\$85.00	2	\$85.00
Nonpayment of Dues	1	\$500.00	1	\$500.00
Out of Business	14	\$2,672.14	39	\$7,189.64
Requested Cancellation No Reason	6	\$975.00	16	\$3,050.00
<b>TOTAL</b>	<b>31</b>	<b>\$5,867.14</b>	<b>78</b>	<b>\$14,719.64</b>
Write-Offs 2008	10	\$1,635.00	34	\$3,390.47
<b>Difference 2008 vs. 2009</b>	<b>21</b>	<b>\$4,232.14</b>	<b>44</b>	<b>\$11,329.17</b>



## CHAMBER 101:

How to get the most out of your  
Chamber membership

### 2009 Attendance Sheet

Month	1 <sup>st</sup> Invitation	2 <sup>nd</sup> Invitation	Attended
Jan. 7	7	31	4
Feb. 4	12	25	10
Mar. 4	8	20	12
Apr. 1	10	27	6
May 6			
June 3			
July 8			
Aug. 5			
Sept. 2			
Oct. 7			
Nov. 4			
Dec. 2			
<b>TOTAL</b>	<b>37</b>	<b>103</b>	<b>32</b>

April 1, 2009 invitation list for CHAMBER 101 consists of members that joined from Dec. 16, 2008 –Feb. 15, 2009 (2<sup>nd</sup> time invites) & Feb. 16, 2009 – Mar. 15, 2009 (1<sup>st</sup> time invites) Goal for 2009 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, May 6, 2009

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:**

David Newbern (4)

James McGahee (1)

Jane Shelton (1)

Jeff Hanson (2)

Terri Lupo (2)

# MARKETING REPORT—MARCH 2009

## YEAR TO DATE

- Television Stories: 3 (47 in all 2008)  
Radio Presentations: 14 (89 in all 2008)  
Print Articles: 14 (58 in all 2008)  
Presentations: 4 (26 in all 2008)

## ECONOMIC DEVELOPMENT DIVISION

### PRESENTATION

- S.E.E.D.S.—Rotary North Presentation
- S.E.E.D.S. Center presentation to GACCE Conference

### RADIO

- Talk 92.1—Entrepreneurs In Action

## BUSINESS EXPANSION DIVISION

### PRINT

- VDT—Business Outlook 2009 Overview

### PRESENTATION

- Valdosta Middle School Presentation

### RADIO

- Newstalk 105.9 -Chris Miller, MIM

## PUBLIC AFFAIRS DIVISION

### RADIO

- Talk 92.1—Stimulus or Stymied
- Newstalk 105.9—Stimulus or Stymied

### PRINT

- VDT—Chamber's reaction to bill proposal

## MEMBER SERVICES DIVISION

### PRINT

- Chamber Intern recognized by LC Historical Society

## WORKFORCE DEVELOPMENT & EDUCATION DIVISION

### PRINT

- VDT—Star Student Recognized

## MISCELLANEOUS

### RADIO

- Talk 92.1—THINK B.I.G.

### PRESENTATION

- THINK B.I.G. Rotary Presentation

### TELEVISION

- WALB—Top 20 Employers Breakfast
- WALB—Chamber's Views on Shaw Closing

## March Open Rates of Current Chamber e-Publications

**Chamber In Motion** weekly  
e-newsletter  
Sent Out every Monday  
Open Rate: 29.5%\*

**Daily Update** daily e-newsletter  
Sent Out Tuesday-Thursday  
Open rate: 26.9%

**Legislative Update** e-notices  
Sent out as Important Legislative Issues  
Arise  
Open Rate: 26.4%

\* Percentages represent data accumulated  
between 3/1—3/31/2009



## 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%

# RIBBON CUTTINGS—MARCH 2009



## American Bodyworks

4510A Val North Road  
Phone: (229) 253-0007



## Prepaid Superstore

411 Orange Street  
Phone: (229) 241-1602



## Atlantic Southern Bank

468 Norman Drive  
Phone: (229) 249-9672



## McCogle Travel

Phone: (229) 232-4591



## Lowndes Landscape Management

Phone: (229) 269-8859



## Hawthorn Suites Valdosta

4025 Northlake Dr.  
Phone: (229) 241-9221



## Mobile Dri-Wash and Auto Care

Phone: (229) 300-4288



## Williams Mobile, LLC

Valdosta, GA  
Phone: (229) 548-8069

## AMBASSADORS REPORT—MARCH 2009

### MARCH RIBBON CUTTING STATISTICS

Ribbon Cuttings for March: **8**

Groundbreakings for March: **0**

Business After Hours for March: **1**

Early Bird Breakfasts for March: **0**

### 2009 RIBBON CUTTING STATISTICS

2009 Ribbon Cuttings: **18** (Goal: 75)

2009 Groundbreakings: **2**

2009 Business After Hours: **3**

2009 Early Bird Breakfasts: **1**

### UPCOMING EVENTS

April 23—Business After Hours

Azalea Center for Plastic Surgery, P.C.

2810 N. Oak Street

5:00—7:00 p.m.

May 14—Salute to Small Business Early Bird Breakfast

James H. Rainwater Conference Center

7:30—9:00 a.m.

# Member Crashers



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

## Members Visited in March

**Jose Medina, M.D.**  
Jose Medina  
3334 Greystone Way  
Valdosta, GA 31604  
(229) 247-1667

**Spray Glo**  
Ernie Moman  
395 Connell Road  
Valdosta, GA 31602  
(229) 244-3377

**Plastic Surgery Associates of  
Valdosta, P. C.**  
Sonya Merriman  
230 Northside Drive  
Valdosta, GA 31602  
(229) 242-3002

**Lowndes County Health Services**  
Penny Lawson  
2501 N Ashley Street  
Valdosta, GA 31602  
(229) 247-9336

**The Beanery Coffee Roasters**  
Ellen Stevens  
Williams Street  
Valdosta, GA  
(229) 242-1979

**Trent L. Coggins, L. L. C.**  
Trent Coggins  
706 N Patterson St  
Valdosta, GA 31601  
(229) 259-0525

**Greer Realty, LLC**  
Tom Shapard  
105 West Adair Street  
Valdosta, GA 31601  
(229) 249-9100

**NV Salon**  
Jessica Jones  
Ashley St.  
(229) 249-5347



# THINK B.I.G.

## Update



### THINK B.I.G. PRESENTATIONS

- March 3: North Valdosta Rotary Club
- April 2: Kiwanis Club

### TOP 20 EMPLOYERS BREAKFAST

- March 25: Introductory Meeting
- April 29: Follow Up Meeting, to include additional private sector businesses

### THINK B.I.G. BUSINESS AFTER HOURS

- March 31: THINK B.I.G. \$5,000,000 concept introduced to Chamber members who attended Business After Hours

### THINK B.I.G. MATERIALS

- Yard Signs, Courtesy of U.S. Press
- Jeweled Pins, Courtesy of Jodi's Accessories
- THINK B.I.G. Buttons
- THINK B.I.G. Magnets



### MARKETING THINK B.I.G.

- Radio commercials Running on Talk 92.1 & Black Crow Media (April – May)
- Radio Interviews on Talk 92.1 and Newstalk 105.9 (May)
- Television commercials running on all stations (May)
- Digital Billboard provided by Magic Media (April-May)

## Support Our Local Economy...

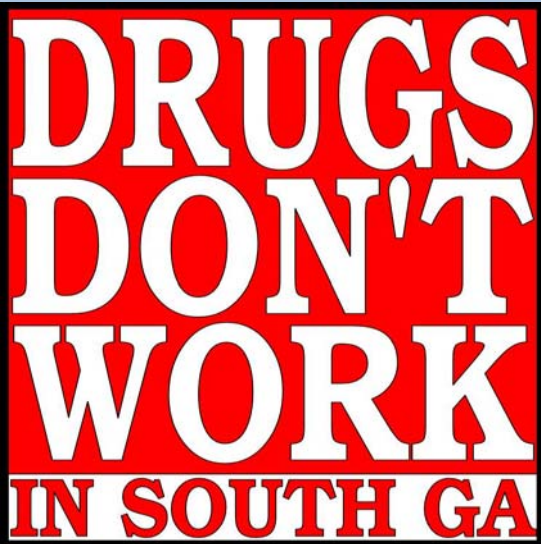


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[www.valdostachamber.com](http://www.valdostachamber.com)



# DRUGS DON'T WORK Summary March 2009

Total # of DDW Partners as of 12/31/08:	<b>266</b>
Total # of DDW Partners as of 03/31/09:	<b>263</b>
2009 New Members:	<b>2</b>
2009 Losses:	<b>5</b>
YTD Net Gain:	<b>(3)</b>

***Goal for 2009: 271***



<u>YTD</u>	<u>Feb.</u>	<u>Total</u>	<u>Goal</u>	<u>Fav/(Unfav)</u>
\$2,150	\$4,700	\$6,850	\$40,000	<b>(\$33,150)</b>

Post Office Box 790 Valdosta, Georgia 31603-0790  
 (229) 242-4624 Fax (229) 245-0071  
[bmorgan@valdostachamber.com](mailto:bmorgan@valdostachamber.com)

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# President's Report:

# Myrna Ballard

VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

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# Chairman's Report:

## Jeff Hanson

VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

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## **Next Meeting Date:**

**Thursday, May 28, 2009**  
**10:30 a.m. – 12:00 p.m.**  
**@ Park Avenue Bank**

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# Meeting Adjourned