

VALDOSTA - LOWNDES COUNTY



CHAMBER OF COMMERCE

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July 16, 2009
Board of Directors
Meeting
@ James H. Rainwater
Conference Center



Board of Directors Meeting
Thursday, July 16, 2009
11:30 am – 1:00 pm
@ The James H. Rainwater Center

Agenda

<i>Call to order and invocation</i>	<i>Jeff Hanson, Chairman Board of Directors</i>
<i>Welcome</i>	<i>Jay Torbert President & CEO The Park Avenue Bank</i>
➤ <i>Consider minutes of the June 18, 2009 meeting</i>	<i>Jeff Hanson</i>
➤ <i>Consider June Financial Statements</i>	<i>Paul Nichols, Treasurer</i>
➤ <i>Appoint Nominating Committee for 2010</i>	<i>Jeff Hanson</i>
<i>“Ambassador of the Year” Award</i>	<i>Jerry Kozuch, Chairman Ambassadors</i>
<i>Recognition of Silver & Gold Chamber Members</i>	
<i>Chairman’s “State of The Chamber” Address</i>	
<i>Introduction of the Guest Speaker</i>	<i>Jay Prince, Chairman THINK B.I.G. Campaign</i>
<i>Keynote Address & The “BIG Thinker” Award</i>	<i>Lee Gordon Evening News Anchor WCTV-6</i>
<i>Adjourn</i>	

To access your PowerPoint on the Web Site
(<http://www.valdostachamber.com/about/Boardmeeting.html>) click on
the tab Our Chamber. Click Board of Directors Meeting and select
the current meeting. To find a specific item click bookmark and scroll
down to that item.

➤ **Consider Minutes of June 16, 2009 Board of Directors meeting**



Minutes of the Valdosta-Lowndes County Chamber Board of Directors meeting held Thursday, June 16, 2009, 8:30 a.m. – 10:00 a.m. at The Park Avenue Bank

Members Present: Myrna Ballard, Sally Bloom, Ed Cockman, Tim Coombs, Allan Dear, Walt Gill, Tom Gooding, Jeff Hanson, Walter Hobgood, Tim Jones, Greg Justice, Terri Lupo, John Manning, James McGahee, Lee Morgan, David Newbern, Jay Prince, Jerome Riley, and Phyllis Royal

Also Present: Chris Miller, Bill DeCoudres, Dan Henry, Don Poor, Ron Mechling, Ray Perren, Dana Massingill, Jerry Merwin, Melissa Wheeler, Tara Nichols, Rekasa Deen, Erika Biddix, Emily Browning and Karil Brockington

Members Absent: Jeff Fulp, Paul Nichols, Giovanni Panizzi and Debra Tann

- **Consider Minutes of the May 28, 2009 Board meeting were reviewed.** T. Lupo made a motion to accept the minutes as presented. J. Riley seconded the motion and it passed unanimously. (see slides 3-4 of original Board packet)

ITEMS TO CONSIDER:

- **Consider May 2009 Financial Statements** – M. Ballard reported. S. Fillion made a motion to accept the May 2009 Financial as presented. E. Cockman seconded the motion and it passed unanimously. (see *original Board packet*)
- **Election to fill the unexpired term of Jane Shelton** – Chairman Hanson tabled the Election to fill the unexpired term of Jane Shelton.

Business Expansion Division – *Tom Gooding, Vice Chairman*

Knowledge-based jobs in Lowndes County and projected growth – Chris Miller reported. To view the presentation please visit the Chamber's web site (see instructions below).

Innovators & Inventors Network – T. Nichols reported.

President's Report – M. Ballard reported

Chairman's Report – J. Hanson reported

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

Next meeting: Thursday, July 16, 2009 @ James H. Rainwater Conference Center

Respectfully submitted,
Karil Brockington

Karil Brockington
Administrative Director

For the complete Board Packet content please visit the Chamber's Web site (<http://www.valdostachamber.com/about/boardmeeting.html>). Click Board of Directors Meeting and select the current meeting. To find a specific item click bookmark and scroll down to that item.

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Operations & Administration

VALDOSTA - LOWNDES COUNTY



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Financial Statements

June 30, 2009



Please refer to your handout.....

Chamber Activity Reports

VALDOSTA - LOWNDES COUNTY



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

Operations Division
Jeff Hanson (The Park Avenue Bank), Chairman of the Board
January - June 2009
Highlights!

Finance Committee – Paul Nichols (Nexxtep Technology), Chairman

- Looked at current service bids to determine if we have the best rates possible on services that the Chamber requires
- Authorized the Operations Director to take over the BEST and TCH financial statements in order to save money for those programs
- The committee reviewed the Chamber's large dues payers and assessed potential retention issues
- Developed budget projections for May, June and July

Chamber Activity

- 86 Newcomer and Visitor Packets have been distributed (339 last year)
- 2,981 member referrals have been made (2,674 last year)

Web Site Activity

- Averaged 125,494 hits/month (146,785 last year)
- Accurately tracked search engine location monthly to assure the Chamber of Commerce Web site is in the top ten

IMPACT 2012 Oversight Committee – Bill DeCoudres (Guardian Bank), Chairman

- Celebrated 95% collection rate for first year of operation
- Met to review progress with initiatives and to ensure that funds are being utilized appropriately
- Hosted semi-annual Shareholders Lunch with special guest speakers Curtis Fowler and Dr. Pat Schloss



June 2009 Correspondence/Activity Report (2008 Figures in Parentheses)

Mail Correspondence:

Newcomers Packets 13 (67)

Miscellaneous Information Requested:

Request for BBB:	<u>13</u> (18)
Email Information Requested:	<u>10</u> (38)
Request for Events:	<u>23</u> (30)
Civic Club Lists:	<u>17</u> (12)
Web site Referrals by Phone:	<u>7</u> (4)
Manufacturers List:	<u>0</u> (8)
Request for Directions:	<u>36</u> (30)
Maps:	<u>32</u> (390)
Request for Wild Adventures:	<u>2</u> (17)
Membership Info. Packets:	<u>0</u> (9)
Phone Books:	<u>22</u> (59)
Membership List/Email:	<u>0</u> (4)
Total Miscellaneous:	<u>162</u> (619)



Year to Date 2009 (January – June) Correspondence/Activity Report (2008 Figures in Parentheses)

Mail Correspondence:

Newcomers Packets 86 (233)

Miscellaneous Information Requested:

Request for BBB:	<u>81</u> (80)
Email Information Requested:	<u>70</u> (182)
Request for Events:	<u>70</u> (84)
Civic Club Lists:	<u>40</u> (39)
Web site Referrals by Phone:	<u>84</u> (37)
Manufacturers List:	<u>9</u> (22)
Request for Directions:	<u>135</u> (103)
Maps:	<u>442</u> (1,264)
Request for Wild Adventures:	<u>39</u> (54)
Membership Info. Packets:	<u>18</u> (24)
Phone Books:	<u>174</u> (395)
Membership List/Email:	<u>25</u> (39)
Total Miscellaneous:	<u>1,187</u> (2,323)

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Member Referrals June 2009:

Total Categories: 40

Top 10

Advertising:	74
Air Purifying and Cleaning Equipment:	22
Architects:	22
Attorneys:	86
Auctioneers:	28
Bookkeeping Service:	28
Graphic Designers:	56
Health Clubs:	38
Marketing Consultants:	22
Physicians & Surgeons:	28
Other:	378
Total Member Referrals:	<u>782 (465)</u>

June 2009 Web Site Activity Report

www.valdostachamber.com

Business Directory | Our Chamber | Our Community | Relocation Info | Chamber News & Events | Business Resources | Member Services | Contact Us

WELCOME TO THE VALDOSTA-LOWNDES COUNTY CHAMBER OF COMMERCE

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

[Click Here to sign up for Chamber events.](#)

[Click Here to update your Chamber contact information.](#)

Current Chamber Membership: 1,506

Featured Events
 May 7, 2009
 Boot Camp for Supervisors
 @ Georgia Department of Labor
 8:00 a.m. - 12:00 noon
 Chamber 101

Legislative Alert
 ACCREDITED
 UNITED STATES CHAMBER OF COMMERCE

Web Site Hits:

Page Views:

Jan. 2009	122,950
Feb. 2009	117,464
Mar. 2009	not available
Apr. 2009	not available
May 2009	113,563
June 2009	125,494

Jan. 2009	15,490
Feb. 2009	14,412
Mar. 2009	not available
Apr. 2009	not available
May 2009	14,977
June 2009	17,232

Search Engine Position for Chamber Site as of June 15, 2009

	Valdosta	Valdosta Chamber	Valdosta-Lowndes
Google	First page in 9 th place	First page in 1 st & 2 nd place	First page in 2 nd place
bing	Third page in 3 rd place	First page in 1 st place	First page in 5 th place
YAHOO	Second page in 9 th place	First page in 1 st & 1 st place	First page in 2 nd place

Search Engine Position for Chamber Site as of July 13, 2009

	Valdosta	Valdosta Chamber	Valdosta-Lowndes
Google	Second page in 3 rd place	First Page in 1 st place	First page in 1 st place
bing	Third page in 6 th place	First page in 1 st place	First page in 2 nd place
YAHOO	Third page in 5 th place	First page in 1 st place	First page in 2 nd place

Web Site Button Advertisers

Arthur Herndon Company Real Estate, Inc.

Coombs Heating & Air Conditioning, Inc.

The Park Avenue Bank

South Georgia Medical Center

Business Expansion Division Reports



**Terri Lupo
(Vice Chairman)**

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Business Expansion Division
Terri Lupo (Georgia Power), Vice Chairman
January - June 2009
Highlights!

Targeted Business Expansion Committee – Bill DeCoudres (Guardian Bank), Chairman

- The Chamber has measured the 2001-2007 employment and wages trends of the Valdosta MSA to benchmark the impact of Targeted Business Expansion initiatives through IMPACT 2012
- Hosted the third “Metro In Motion Speaker Series” with Chris Miller with Creative Cities Consulting on March 3 at VSU
- Creative Cities Consulting continues to identify ideas and resources that facilitate growing jobs for college and university graduates. Chris Miller will continue to work with us on the development of a business “incubator” to expand the resources for entrepreneurs and small businesses in the targeted industry clusters.

Information Technology

- Created interactive Web site Directory for IT businesses to advertise services. IT businesses now have live links to their Web site from the Chamber’s IT Directory
- Hosted two quarterly IT Professionals Network meetings and increased participation to 15 members per meeting. Meetings were hosted by Valdosta Technical College CIS Department and the City of Valdosta.
- Researching the possibility of an IT consortium to be staffed by students from VSU and Valdosta Technical College to serve local and regional government agencies, non-profit organizations, and early stage business. Committee members have developed a needs survey to access the feasibility of such a program. Members have also begun the development of the business model and begun conversations regarding the partnership agreements among the Chamber, VSU and Valdosta Tech. Members have tentatively named the consortium the Valdosta IT Alliance Lowndes (VITAL)
- The consortium will provide a pool of students for possible internships in the local business community

Medical Services & Support

- Appropriate partners have been invited to participate in the MS&S sub-committee to develop a plan to promote MSS career choices to appropriate grade levels of middle or high schools

Business Expansion Division
January - June 2009
Highlights continues

South Georgia Partnership for Regional Development

- Mike Gaymon, President and CEO of the Greater Columbus Chamber of Commerce. Gaymon spoke about the Valley Partnership, an economic development initiative among six counties

VALET – Jodi Doss (Jodi’s Accessories), Chairman

- Developed a top 10 FAQ for Licensing, Zoning, Permitting, and Occupying a business in Valdosta-Lowndes County
- Top 10 list of ‘must haves’ when establishing a business in Valdosta-Lowndes County
- Create a fact sheet and “things to think about” regarding proper site selection – (“Site Selection for Dummies”)

Member Services Division Reports



**David Newbern
(Vice Chairman)**

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Member Services Division
David Newbern (U. S. Press), Vice Chairman
January - June 2009
Highlights!

Membership Development – David Newbern (U.S. Press), Chairman

- Dues revenue stands at \$182,254.99 (\$176,338.81 last year)
- 103 new members have joined the Chamber in 2009 (121 last year)
- The Chamber has a 91% retention rate (94% last year); industry average is 80%
- Total membership is 1,505 (Goal for 2009 is 1,560)

Member Services

- Named Antoine’s The Flavor of New Orleans 2009 Minority-Owned Business of the Year with Lucy Holifield (Minority Business Development at UGA) as keynote speaker
- Named Ellis, Ricket & Associates 2009 Small Business of the Year with Terri L. Denison (U.S. Small Business Administration) as the keynote speaker
- Distributed two quarterly issues of Progress magazine, with 5,500 copies per issue distributed

Marketing Committee –Phyllis Royal (Full Circle Marketing & Advertising), Chairman

- Chamber programs and volunteers have been featured in 5 billboards (7last year), 7 television interviews (21 last year), 30 radio appearances (42 last year), and 32 print articles (28 last year), including mentions in both regional and national publications

Ambassadors Committee – Jerry Kozuch (South Georgia Vein Center), Chairman

- Coordinated 41 (46 last year) ribbon cuttings and 2 (5 last year) groundbreakings
- Coordinated 6 (2 last year) Business After Hours and 2 (2 last year) Early Bird Breakfasts
- Organized 5 “Member Crashers” and visited 30 Chamber members
- Increased number of Ambassadors to 32 (22 last year)
- Ambassadors represented the Chamber at all Chamber events, totaling more than 300 hours of community service for the first half of the year

DRUGS DON’T WORK in South Georgia Program – Katinka Kelly (American Drill Bushing), Chairman

- Coordinated annual Greenleaf Center breakfast with 60 in attendance (65 last year)
- 264 members (264 last year)
- Provided 324 hours of training for supervisors and employees
- Worked with Regional Chamber Partners (Quitman-Brooks, Moultrie-Colquitt, Adel-Cook, Nashville-Berrien, Douglas-Coffee, Ashburn-Turner, Lakeland-Lanier and Worth County-Sylvester)

Existing Industry Committee - Marcie Dennard (The Park Avenue Bank), Chairman

- Revised Business Retention and Expansion Survey for electronic distribution

Dues Collection Report

Monthly

2008 & 2009

	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>Variance</u>
Dec.	32,103.00	37,430.63		
Nov.	24,189.45	21,856.85		
Oct.	25,788.36	25,698.51		
Sep.	33,359.83	29,955.86		
Aug.	29,994.19	29,645.75		
July	29,223.75	38,982.60		
June	33,757.94	27,454.84	24,681.68	(2,773.16)
May	20,674.42	30,457.34	26,871.88	(3,585.46)
Apr.	23,849.84	31,264.43	31,001.57	(262.86)
Mar.	39,974.04	14,879.68	29,445.03	14,565.35
Feb.	29,199.04	22,314.50	34,192.00	11,877.50
Jan.	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>2009</u>	<u>Variance</u>
Dec.	367,411.20	360,009.01		
Nov.	335,308.20	322,478.38		
Oct.	311,118.75	300,621.53		
Sep.	285,330.39	274,923.02		
Aug.	251,970.56	244,967.16		
July	221,976.37	215,321.41		
June	192,752.62	176,338.81	182,254.99	5,916.18
May	158,994.68	148,883.97	157,573.31	8,689.34
Apr.	138,320.26	118,426.63	130,701.43	12,274.80
Mar.	114,470.42	87,162.20	99,699.86	12,537.66
Feb.	74,496.38	72,282.52	70,254.83	(2,027.69)
Jan.	45,297.34	49,968.02	36,062.83	(13,905.19)



Membership Summary Report As of June 30, 2009

DUES COLLECTED YEAR TO DATE: \$182,254.99
2009 goal for Dues Collection: \$400,000.00

NEW MEMBERS YEAR TO DATE: 103
2009 Goal: 100

TOTAL MEMBERSHIP: 1,505
2009 Goal: 1,556

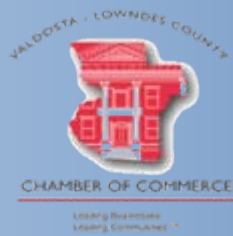
NET MEMBERSHIP GAIN IN June: (7)
NET MEMBERSHIP GAIN IN 2009: (41)
2009 Goal: 10

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



New Members

	2005	2006	2007	2008	2009
Jan	16	16	16	22	9
Feb	22	18	14	16	16
Mar	16	20	20	13	13
April	34	20	16	22	33
May	23	41	26	23	16
June	16	12	29	25	16
Total	127	127	121	121	103
July	8	10	13	15	
Aug	18	16	17	22	
Sept	75	54	41	19	
Oct	7	13	48	16	
Nov	13	11	14	12	
Dec	7	12	9	11	
Total	255	243	263	216	103



New Members

June 2009

244 TAXI

Danny Goslin
609 North Ashley Street
Valdosta, GA 31601
(229) 244-8294
Taxicabs, Courier Service
Transportation-Personal

ACS-Prudential ACS Real Estate Services

Allan Vrbonic
5108 Northwind Blvd
Valdosta, GA 31605
(229) 292-6506
Real Estate

ADP

Lily Woodard
P O Box 136
White Springs, FL 31601
(386) 397-1234
Human Resources

Checked Flag Automotive

Ricky Peters
1770 Old Coffee Road
Cecil, GA 31627
(229) 794-2178
Automobile Repair & Service
Oil Change Services

Coombs Appliances

Mike Shaw
307 West Lawson Street
Hahira, GA 31632-
(229) 794-1712
Appliances-Major-Repair & Service

Horse & Carriage Courier

Andy McKennie
1206 North Toombs Street
Valdosta, GA 31601-
(229) 740-1031
Courier Service

ISIS

William Bridges
P O Box 3864
Valdosta, GA 31604
(229) 293-9141
Counselors-Licensed
Massages

Jay Platt and Associates

Jay Platt
687 Lakes Blvd #641
Lake Park, GA 31636
(229) 559-6124
Speakers, Lectures & Seminars,
Consultants



New Members June 2009

Jessie's Eats and Treats, LLC

Mikki Hudson
111 West Central Avenue
Valdosta, GA 31601
(229) 247-4670
Restaurants

The Main Squeeze

Spence Romine
403 River Street
Valdosta, GA 31601-
(229) 293-3313
Ice Cream & Frozen Desserts

New York Life-Stacey Sanders

Stacey Sanders
3547 North Crossing Circle
Valdosta, GA 31602-
(229) 269-4902
Insurance

American Trust Health Center

609 Grand National Place
Seffner, FL 33584
(813) 458-6342
Insurance

Remax of Valdosta-Lisa Thomas

Lisa Thomas
3312 North Oak Street Ext Bldg. A
Valdosta, GA 31605-
(229) 247-2008
Real Estate

Remax of Valdosta-Sandra Hayden

Sandra Hayden
3312 N Oak St Ext
Valdosta, GA 31605
(229) 560-0944
Real Estate

Southern Plaster Design

Scott Doub
202 Herbert Street
Valdosta, GA 31602
(229) 460-3226
Swimming Pool Contractors,
Dealers & Designers

Lolita Porter

4122 Hamilton Circle
Valdosta, GA 31605
Associate Member

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Dues Account Status Report June 2009

Billing Period	Accounts		Collection Rate
	Receivable	Collections	
Current	\$30,550.84	\$8,622.93	28%
Previously Collected for current month		\$9,007.50	29%
Total Current	\$30,550.84	\$17,630.43	58%
1-30 Days	11,904.35	1,731.25	15%
31-60 Days	8,049.73	672.50	8%
61-90 Days	6,900.99	21.25	0%
91-120 Days	9,206.87	310.00	3%
120+ Days	32,177.14	3,260.00	10%
Subtotal	\$98,789.92	\$23,625.43	24%
New Members	\$1,056.25	\$1,056.25	
Total	\$99,846.17	\$24,681.68	25%

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Dues Account Status, continued

Previously collected for current months:

March	0.00
April	5,967.50
May	3,040.00
Total	\$9,007.50

Pre-Paid Dues for future months:

July	10,706.45
August	6,335.00
September	0.00
Deferred Revenue	\$17,041.45

Other Information:

Direct Debit Accounts to Date	49
Online Billing Accounts to Date	23



Write-Offs June 2009

REASON DROPPED	NAME	JOIN DATE	AMOUNT
Budget Restrictions	ATV Ministries. Org, LLC	05/02/2008	\$85.00
Budget Restrictions	Fox's Pizza @ Funstreet	1/22/2000	\$125.00
Budget Restrictions	Robert Connell	6/30/2007	\$85.00
Business Sold	Jessie's Eats & Treats	9/4/2003	\$250.00
Business Sold	Sunny Honda-Mitsubishi-KIA	2/11/2004	\$720.00
Member Deceased	William Burns Sirmans	3/4/1996	\$0.00
Out of Business	AIG American General-Cory Bromlow	8/4/2007	\$30.00
Out of Business	Bodywork Professionals	7/29/2008	\$20.00
Out of Business	Century 21 Winnersville Realty-Debbie Ferreiro	4/30/2009	\$0.00
Out of Business	Crown Wealth Management	7/9/2008	\$240.00
Out of Business	Elite Structures-Valdosta Division	6/30/2006	\$420.00
Out of Business	Elli's Boutique	10/27/2008	\$0.00
Out of Business	Excalibur Telecom	11/14/2008	\$0.00
Out of Business	Greater Pleasant Temple Daycare & Learning Center	10/28/2002	\$85.00
Out of Business	People Plus Solutions	5/4/2008	\$240.00
Out of Business	The Cheer Spot	9/4/2003	\$73.32
Out of Business	Two Scoops and Café	12/16/2008	\$80.00
Requested Cancel	AIG American General	7/9/2007	\$225.00
Requested Cancel	Becton's Fencing	10/22/2007	\$120.00
Requested Cancel	Blazer Athletic Boosters	4/4/1997	\$170.00
Requested Cancel	Edward Jones Investments/Josh Akers	6/2/2008	\$240.00
Requested Cancel	South Georgia Oral & Maxillofacial Surgery	9/30/2002	\$300.00
Requested Cancel	Valdosta AAA Signs, Inc.	4/14/2008	\$250.00
			\$3,758.32
			26



Write-Offs June 2009 Summary

Summary	Month #	Month \$	YTD #	YTD \$
Budget Restrictions	3	\$295.00	24	\$4,607.50
Business Sold	2	\$970.00	5	\$1,595.00
No Benefit Seen			4	\$1,030.00
Member Deceased	1	\$0.00	1	\$0.00
Member Moved			4	\$255.00
Member Retiring			2	\$335.00
Nonpayment of Dues			3	\$1,120.00
Out of Business	11	\$1,188.32	72	\$12,140.30
Requested Cancellation-No Reason	6	\$1,305.00	29	\$7,100.00
TOTAL	23	\$3,758.32	144	\$28,182.80
Write-Offs 2008	10	\$2,146.00	82	\$14,129.38
Difference 2008 vs. 2009	13	\$1,612.32	62	\$14,053.42



CHAMBER 101:

How to get the most out of your
Chamber membership

2009 Attendance Sheet

Month	1 st Invitation	2 nd Invitation	Attended
Jan. 7	7	31	4
Feb. 4	12	25	10
Mar. 4	8	20	12
Apr. 1	10	27	6
May 6	32	26	19
June 3	35	63	7
July 8	15	32	5
Aug. 5			
Sept. 2			
Oct. 7			
Nov. 4			
Dec. 2			
TOTAL	119	224	63

July 8, 2009 invitation list for CHAMBER 101
consists of members that joined from
Mar. 9, 2009 – May 15, 2009 (2nd time invites) &
May 16, 2009 – June 15, 2009 (1st time invites) Goal for 2009 is to have 75% of new members to attend. 28



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, Aug. 5, 2009

8:00 - 9:00 a.m.

Chamber of Commerce

For more information call 247-8100

I would like to attend:

The **CHAMBER 101** is designed for the new members to meet the Chamber staff as well as the Board of Directors and to give new members the opportunity to learn more about what the Chamber has to offer their business.

Board Member are asked to attend at least three (3) **CHAMBER 101** events:

The following have attended:

David Newbern (6)

James McGahee (1)

Jane Shelton (1)

Jeff Hanson (5)

Terri Lupo (2)

Tim Jones (1)

Tom Gooding (1)

Debra Tann (1)

MARKETING REPORT—JUNE 2009

YEAR TO DATE

Television Stories: 7 (47 in all 2008)
Radio Presentations: 30 (89 in all 2008)
Print Articles: 32 (58 in all 2008)
Presentations: 6 (26 in all 2008)

ECONOMIC DEVELOPMENT DIVISION

Print

Inventors—VDT
TBEC—VDT

Radio

Talk 92.1—S.E.E.D.S.

Television

TBEC—WCTV
TBEC—WCTV
Inventors —WCTV

BUSINESS EXPANSION DIVISION

Radio

Talk 92.1—TCH
Michael Jetter —TCH

WORKFORCE DEVELOPMENT & EDUCATION DIVISION

Print

WCER—VDT
WCER—VDT

Radio

MetroOne—Black Crow

March Open Rates of Current Chamber e-Publications

Chamber In Motion weekly
e-newsletter
Sent Out every Monday
Open Rate: 28.76%*

Daily Update daily e-newsletter
Sent Out Tuesday-Thursday
Open rate: 24.76%

** Percentages represent data accumulated
between 6/1—6/30/2009*



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%

June Ribbon Cuttings



Miller Lawn Service



ClientTell, Inc



The Main Squeeze



Deloach Automotive



Kaleidoscope, A Gallery



McGhee's Lawn Service



Mims Computers & Networking



Winnersville Elite Cheer & Dance

AMBASSADORS REPORT

June 2009

RIBBON CUTTING STATISTICS

Ribbon Cuttings for June: 8

Groundbreakings for June: 0

Business After Hours for June: 1

Early Bird Breakfasts for June: 0

2009 RIBBON CUTTING STATISTICS

2009 Ribbon Cuttings: 41 (Goal: 75)

2009 Groundbreakings: 2

2009 Business After Hours: 6

2009 Early Bird Breakfasts: 2

UPCOMING EVENTS

July 23– Business After Hours

Hosted by Sonny's Real Pit Bar-B-Q

1701 Norman Drive

5:00-7:00 p.m.

Aug. 13– World Class Recognition

Early Bird Breakfast

James H. Rainwater Conference Center

7:30 a.m.-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 June

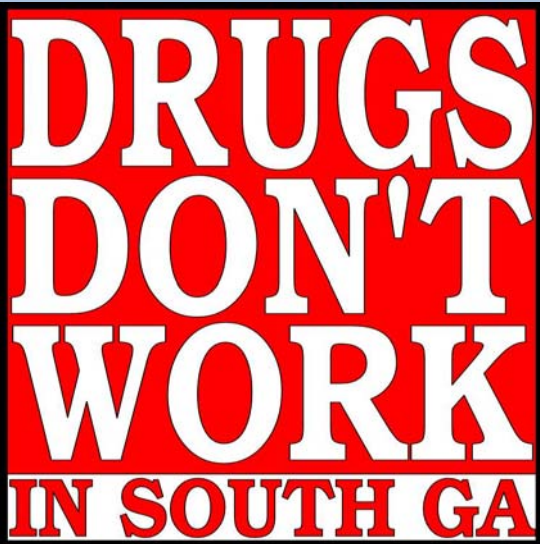
Edward Jones
Greg Reid
113 W. Brookwood Dr.
229-242-8800

New York Life
Bill Kimbrough
2410 Bemiss Road, Suite A
229-242-4153

Garden Villas Extended Stay
Suites and Hotel
2529 North Ashley Street
229-247-4301

Papa John's
Stoffer Crochran
2139 Bemiss Road
229-241-1000

Confetti & Lace THE Party Place
Mandy Rowe
3123 N. Oak Street Ext.
229-247-4613



DRUGS DON'T WORK Summary June 2009

Total # of DDW Partners as of 12/31/08:	266
Total # of DDW Partners as of 06/30/09:	264
2009 New Members:	5
2009 Losses:	7
YTD Net Gain:	(2)

Goal for 2009: 271



<u>YTD</u>	<u>June</u>	<u>Total</u>	<u>Goal</u>	<u>Fav/(Unfav)</u>
\$12,550	\$2,600	\$15,150	\$40,000	(\$24,850.00)

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

Economic Development Division Reports



**Tom Gooding
(Vice Chairman)**

VALDOSTA - LOWNDES COUNTY
CHAMBER OF COMMERCE

Leading Businesses.
Leading Communities.™



Economic Development Division
Tom Gooding (Elliott, Blackburn, Barnes,& Gooding),
Vice Chairman
January - June 2009
Highlights!

Triple Crown Hometowns Program

- Relocated 23 (19 in 2008) new retiree households to Lowndes, Brooks, and Lanier Counties for a total of 278 new retiree households (231 in 2008)
- Web site, www.georgiaretire.com had over 74,800 hits (55,000 in 2008)
- Developed nearly 3,500 retiree prospect leads from 47 states and 3 countries
- National Advertising on the Golf Channel during the South Georgia Classic
- Named Top 100 towns in U.S.A. to live by Relocate-America.com
- Featured in *Forever Young*, a Canadian 50+ publication

South Georgia Partnership for Regional Development

- Hosted a South Georgia Partnership for Regional Development Luncheon with Mike Gaymon, Greater Columbus Chamber of Commerce. Gaymon discussed 'innovative ways to work together by pooling resources, strengths and voices to bring more value and visibility to the region'.

S.E.E.D.S. Center of South Georgia

- 192 clients have been served within the region, including Berrien, Brooks, Cook, Echols, Lanier, Lowndes and Turner Counties (324 last year; 2009 goal is 600)
- 11 businesses established within the region using S.E.E.D.S. Center assistance (9 last year)
- 72 'ABC's of How to Start a Business' have been distributed (169 last year)
- 32 demographic reports have been generated (72 last year)
- 82 targeted direct mailing lists have been created for clients (125 last year)
- 5 commercial property owners used Retail Lease Trac to target prospective retail businesses
- Added the 'Tools For Business' Web site portal to the S.E.E.D.S. Center Web site
- Coordinated 5th Annual Entrepreneur Resource Fair, Entrepreneurs In Action

Guardian Bank Business Plan Competition

- Awarded \$15,000 in start up capital to the 5th annual Guardian Bank Business Plan Competition winner as well as over \$50,000 of in-kind professional services such as free accounting for year, free legal services for one year, marketing consulting, advertising and much more
- Robbin Miller, SEGA Medical Research had the winning business plan

Professional Consultants Program –Greg Reid (Edward Jones Investments), Chairman

- Added 4 new Professional Consultants (2009 goal is 12)
- Held 32 hours of consultations (46 hours last year; 2009 goal is 80 hours of consultation)
- Consultants continue to be a resource for speakers for the Leads Groups, Small Business Owners Network, MetroOne, etc.

Economic Development Division Highlights! continues.....

Small Business Owners Network – Anne Barnas (SmithBarnas & Associates), Chairman

- Hosted three speaker sessions with industry experts
- Hosted three roundtable discussion sessions for an open forum of communication for small businesses
- Coordinated monthly meetings open to all Chamber member businesses with 15 or fewer employees

Inventors and Innovators

- Identified all patent and trademark attorneys in South Georgia – Valdosta, Thomasville, Albany, Jekyll Island, Brunswick and Savannah
- Identified all manufacturers with potential for prototyping in the South Georgia region
- Identified all current patent-holders in Lowndes County
- Hosted two workshops for patent-holders and intellectual property owners to learn how to market, sell, license and develop their inventions; 33 attended the first workshop, and 32 attended the second
- Created South Georgia Inventors Network

Leads Groups - Greg Reid (Edward Jones Investments)

- The Valdosta Networking Professionals meet weekly to share sales leads
- Currently has 20 members

Corporate Coaches

- Paired two business owners with a Corporate Coach
- Recruited one new Coach



June 2009 S.E.E.D.S. Center Report

CLIENTS

2009 Goal: 600

Lowndes: 44

Region: 8

YTD Total: 192

Client Types

Start-ups: 32

Existing/Expanding: 13

Developers: 1

Info: 6

Outcomes

New Members: 1

Started: 1

Expanded: 1

RESOURCE DISTRIBUTION

ABC's: 28

Sales Leads: 15

Demographics: 3

Retail Lease Trac: 0

Traffic Counts: 1

Loan Info: 2

WEB SITE

Unique Visitors: 562

Page Views: 1,634

Page Rank Google: 3rd

(Seeds center, Valdosta)

PROFESSIONAL CONSULTANTS PROGRAM

Quarter Goal: 21

Hours Provided: 11

2009 Goal: 80

YTD Total: 32

Most Demand

Marketing /Account

GUARDIAN BANK BUSINESS PLAN COMPETITION

Registration forms now available online, at VSU-SBDC, Valdosta Tech and all Guardian Bank Location.



SPROUTS

JUNE 2009

Watering the Seeds of Business Development

PROFESSIONAL CONSULTANTS CORNER

Julie Killion
Director of Advertising
Valdosta Daily Times

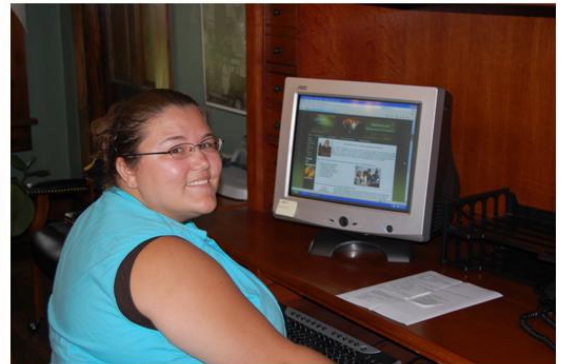
How Not To Go Out Of Business In Six Months

I am always very impressed with people who open their own business. Discovering a need in a community, figuring out how to meet that need, finding a location, ordering the right inventory, hiring the right people, getting utilities connected, business cards, business permits, signage - all of the little things that must be considered. All before the first dime of revenue is realized. Entrepreneurs spend days and weeks and months planning for that first day of business - then have no idea why no one shows up.

New business owners often forget the most important part of their "party"; the invitation! Lost in all of the careful planning and budgeting was there any thought of a marketing and advertising plan? New businesses should set aside at least 10% of anticipated first year revenue for marketing and advertising. This must be allocated right along with the electric and the water bill.

Meet with professionals to design a marketing campaign. Use multiple media outlets. Be consistent with your look and message. The chance of still being around six months from now will increase with every dollar you invest.

WHAT'S ON THE WEBSITE?



S.E.E.D.S. Center client, **Angie Keller** (The Sign Factory Outlet), makes use of the S.E.E.D.S. Center workstation and Tools for Business.

Over 300 pages of resources are available to entrepreneurs in the community through the Tools for Business link on the S.E.E.D.S. Center website. To visit Tools for Business go to www.seedscenterofsga.com and click on Tools for Business. Here you can find valuable information that is relevant to the newest businesses as well as businesses that have been operating for decades.

The information is updated continually, providing entrepreneurs with up-to-date business information. Sections of information include Business Planning and Assistance, Directory of Sources of Capital, Funding Programs, Business Formation, Government Requirements, Employer Assistance and many others.

UPCOMING EVENTS

**JUNE 15-VALDOSTA NETWORKING
PROFESSIONALS LUNCH MEETING**
**JUNE 17 SMALL BUSINESS OWNERS
NETWORK GUEST SPEAKER**

JUNE 17 INVENTORS WORKSHOP SESSION 1
JUNE 24 INVENTORS WORKSHOP SESSION 2
JUNE 23 BUSINESS AFTER HOURS

For more information about these events contact ReKasa Deen at 247-8100.



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

Monthly Activity Report
Period: June 2009

	<u>2009</u>	<u>2008</u>	<u>Cum</u>
Advertising leads:	0	0	342
Web site hits:	12,394	NA	1,685,163
Web page requests:	2,107	NA	16,278
Web site leads:	15	21	1,344
Brochure leads:	0	1	20
Other TCH leads:	3	2	226
Quitman Chamber leads:	0	0	27
Valdosta Chamber leads:	2	2	203
Lakeland Chamber leads:	0	0	1
Other source leads:	0	0	1,490
Total leads active	20	26	3,508



RELOCATIONS

- **Relocations (Households): 278**

Lowndes: 249 Brooks: 21 Lanier: 12

- **June Relocations: 4**
- **2009 Relocations: 23**
- **States inquiring: 47**
- **Relocations from: FL: 138, GA: 42, NY: 17, 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: 189
 - B-Q Chamber: 6
 - V-L Chamber: 29
 - L-L Chamber 0
 - Advertising: 4
 - Other: 45



ECONOMIC IMPACT

- **Annual Income: \$51,438,848**
- **Annual Spending: \$100,080,000**
- **Liquid Assets: \$1,167,600,000**
- **Indirect Jobs Created: 556**

(average according to industry standards)




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

Hometown Happenings

RETIREMENT LIVING SOUTH GEORGIA STYLE

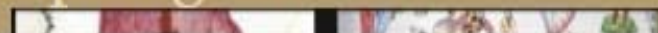
Greetings!

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 in your retirement.

Don't forget to take note of our Recommended Relocation Service Providers listing featured below to the right 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.

Spring into Art



In This Issue

[Spring into Art](#)

[Staying Home Safely Through Technology](#)

[Community Calendar](#)

[Retiree Reception](#)

[Location](#)

[Triple Crown Hometowns Investors](#)

[Peach State Summer Theatre](#)

[Contact us . . .](#)

[Recommended Relocation Services](#)

NOW SHOWING

The plot is simple: a down-on-his-luck Broadway producer and his mild-mannered accountant come up with a scheme to produce the most notorious flop in history



Public Affairs Division Reports



**Tim Jones
(Vice Chairman)**

VALDOSTA - LOWNDES COUNTY
CHAMBER OF COMMERCE

Leading Businesses.
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Public Affairs Division
Tim Jones (Citizens Community Bank), Vice Chairman
January - June 2009
Highlights!

Government Affairs Council – Paula Goff (SMITH Northview Hospital), Chairman

- Hosted State Legislative Briefing in Atlanta with Local Delegation, GA Retail Assoc. and South GA Businesses for Econ. Dev. and the GA Chamber.
- Successfully championed the following State business development initiatives in the 2009 Legislative Session:
 - HB 120 - Renewal of Sales Tax Holiday
 - Regional Water Council was formed and includes two representatives from Lowndes County, Wesley Langdale and Rusty McCall
 - SB 31- Georgia Nuclear Energy Financing Act, provides for a utility to recover from its customers the costs of financing associated with the construction of a nuclear generating plant
- Coordinated Federal Legislative Committee meeting in Valdosta with Representative Jack Kingston
- Co-hosted the “Stimulus or Stymied Seminar: Employee & Labor Law Legislation” with SmithBarnas & Assoc. and Moore, Clark, Duvall And Rogers, PC
- Coordinated the 2009 Federal Legislative Overview Lunch with U.S. Senator Johnny Isakson as keynote speaker and U.S. Chamber Labor Law Executive Director, Michael Eastman
- Coordinated meeting with Representative Sanford Bishop in Quitman regarding employment and labor law legislation
- Coordinated the annual Washington, DC trip with 11 members who met with members of Congress, USAF officials at the Pentagon, and US Chamber staff.
- Informed membership on legislative issues by sending 9 Legislative Alerts and 7 Legislative Updates

Military Affairs Committee – Brian Geary (Ace Electric), Chairman

- Hosted two Red Carpet Parties to welcome Moody’s leadership to our community
- Participated in 12 Right Start Programs for all newcomers to MAFB

Workforce Development & Education Division Reports



**Greg Justice
(Vice Chairman)**

VALDOSTA - LOWNDES COUNTY
CHAMBER OF COMMERCE

Leading Businesses.
Leading Communities.™



Workforce Development & Education Division
Greg Justice (Regal Marine), Vice Chairman
January - June 2009
Highlights!

Business/Education Support Team - David Newbern (U.S. Press), Chairman

- Recruited and trained 15 new CHOICES volunteers and presented the workshop to 1,202 8th grade Students at: Georgia Christian, Lowndes Alternative, Open Bible Christian, Southland Christian, Hahira Middle, Lowndes Middle, Valdosta-Lowndes Parks & Recreation Authority Extreme Teen Camp, Valdosta Middle, Valwood Middle and the Youth Law Enforcement program during the 2008-2009 school year
- Organized Job Shadow Day for 97 Lowndes High School Career and Technical Education students and recruited 25 businesses to host them
- Coordinated and hosted the STAR Banquet for Region 10 STAR Students and Teachers
- MetroOne - Erika Biddix (MAC Meetings & Events) and Emily Browning (Fowler, Holley, Rambo & Stalvey), Co-Chairmen
- Coordinated and hosted the following professional development opportunities:
 - **Walter Hobgood** (Express Employment Professionals): *“Resolutions for Your Career”*
 - **Susie Ellington** (Elli’s Boutique): *“How to Open a Business in Downtown Valdosta”*
 - **Marsha Webb** (Ameris Bank): *“Pre-qualifying or Refinancing in the Current Economic Climate”*
 - **Curtis Fowler** (Fowler, Holley, Rambo & Stalvey): *“360° of Financial Success”*
 - **Brad Lofton** (Valdosta-Lowndes Co. Industrial Authority): *“How Valdosta has Remained Recession Resistant”*
 - **Trey Taylor** (Taylor Insurance): *“Linked: How Everything is Connected and Why You Care”*
- Launched the *Metro Valdosta Emerging Leaders* recognition program
- Coordinated two MetroOne Nights-one in conjunction with VSU Basketball and the other with VSU Theatre
- Hosted a Progressive Dinner for Young Professionals

Workforce Development Committee - Greg Justice (Regal Marine), Chairman

- 151 parents (74 last year) have experienced ‘Helping Your Child Succeed’; Since the program’s launch in spring 2008, 400 parents in 18 businesses have viewed the presentation.
- ‘Helping Your Child Succeed’ was successfully added to the Parent University schedule facilitated by both school systems
- 49 participants (63 last year) attended the Boot Camp for Supervisors program
- Hosted industry specific meetings for manufacturers, hotels and SHRM to recruit businesses to use the Work Ready Program

World Class Recognition Program - Sherry Zipperer (First State Bank & Trust Company), Chairman

- Expanded the World Class Recognition Program to include employers
- Received 29 total World Class Employees Nominations

2009

World Class Recognition



World Class Recognition Breakfast
Thursday, August 13, 2009
at the James H. Rainwater Conference Center
with Keynote Speaker: Karla Heath-Sands
Sponsorships Available!

FIRST STATE BANK
AND TRUST CO.

MEMBER FDIC

a **SYNOVUS** bank

Helping Your Child Succeed



REGAL

Luxury Performance Boats

Helping Your Child Succeed 2009 Presentations

	Company	Business Presenter	School Presenter	Parents
1	Dept. of Family & Children's Services	Carrie Hickman	Laverne Rome	59
2	Parent University-March 7		Laverne Rome	19
3	Doctor's Laboratory-May 19	Greg Justice	Laverne Rome	8
4	SGMC-June 18		Laverne Rome	65
5	Convergys-August TBD			
6	SGMC-Sept. 18	Greg Justice	Laverne Rome	
7	VECA Parent Orientation-Fall 09			

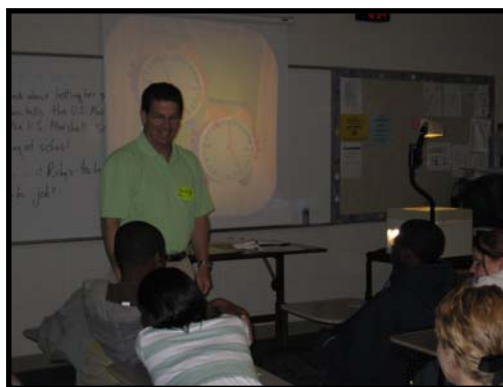
Parents Reached

151





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	310
Hahira Middle School	May 11-12, 2009	11	422
Valdosta Middle School	May 14-15, 2009	14	336
VLPRCA-Teen Camp	June 15-16, 2009	1	20
Youth Law Enforcement Program	30-Jun-09	1	8
Total		44	1202





Presenter	Business	Presenter	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
Leigh Broomberg	Colony Bank	Lacey Walker	State Farm Insurance
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
Anne-Marie Wolff	City of Valdosta	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
Maggie Roberts	Valdosta State Univeristy	John Trombetta	Valdosta State Univeristy
Gloria Butler	Senior Volunteer Connection	Jacque Wheeler	Valdosta State Univeristy
Federick Polkinghorne	Valdosta State Univeristy	Christina Moore	Valdosta Technical College





Upcoming Events:

MetroOne Progressive Dinner-July 16

**MetroOne Emerging Leader Application
Deadline-July 17**

**MetroOne Monday with the Valdosta
Symphony Orchestra-August 3**

BOOT CAMP FOR SUPERVISORS

Boot Camp Report 2009

	Goal Attendance	Actual Attendance
February 5, 2009	25	13
May 7, 2009	25	36
August 6, 2009	25	
November 5, 2009	25	
GOAL TOTAL	100	49



VALDOSTA - LOWNDES COUNTY
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President's Report:

Myrna Ballard

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Chairman's Report:

Jeff Hanson

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Next Meeting Date:

Thursday, August 20, 2009

8:30 a.m. – 10:00 a.m.

@ The Park Avenue Bank

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CHAMBER OF COMMERCE

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Meeting Adjourned