

VALDOSTA - LOWNDES COUNTY



CHAMBER OF COMMERCE

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***May 28, 2009***

***Board of Directors  
Meeting***

***@ The Park Avenue Bank***



**Board of Directors Meeting**  
**Thursday, May 28, 2009**  
**10:30 am – 12:00 pm**  
**@ The Park Avenue Bank**

## **Agenda**

- **Call to order, establish a quorum, and review agenda** (see slide 2)
- **Consider minutes of the April 16, 2009 meeting** (see slides 3 - 4)

### **ITEMS TO CONSIDER**

- 1. Discussion regarding changing our meeting start times from 10:30 a.m. to 8:30 a.m.**
- 2. Review of Chamber finances – Paul Nichols, Treasurer**
  - Consider April 2009 Financial Statements – Paul Nichols, Treasurer (see handout pgs 3 -26)
- 3. Update on THINK B.I.G. campaign – Jay Prince & Phyllis Royal**

**President's Report**

**Chairman's Report**

**Meeting adjourn**

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

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



**Minutes of the Valdosta-Lowndes County Chamber  
Board of Directors meeting held  
Thursday, April 16, 2009, 10:30 a.m. – 12:00 p.m.  
at The Park Avenue Bank**

**Members Present:** Myrna Ballard, Sally Bloom, Ed Cockman, Stan Fillion, Jeff Fulp, Walt Gill, Tom Gooding, Jeff Hanson, Walter Hobgood, Tim Jones, John Manning, James McGahee, Lee Morgan, David Newbern, Paul Nichols, Jay Prince and Jerome Riley

**Also Present:** Jodi Doss, Parish Clark, Marc Davis, Paula Goff, Alison Stokes, Mike Stalvey, Tara Nichols, Evan Butler-Sands, Betty Morgan, Melissa Wheeler and Karil Brockington

**Members Absent:** Tim Coombs, Allan Dear, Greg Justice, Terri Lupo, Giovanni Panizzi, Phyllis Royal, Jane Shelton and Debra Tann

**Consider Minutes of the March 19, 2009 Board meeting were reviewed.** S. Bloom made a motion to accept the minutes as presented. J. Fulp seconded the motion and it passed unanimously. (see slides 6-9 of original Board packet)

## **OPERATIONS & ADMINISTRATION**

**Consider Chamber March 2009 Financial Statements** – P. Nichols reported. E. Cockman made a motion to accept the financial statements as presented. W. Hobgood seconded the motion and it passed unanimously. (see *handout pgs 1-27 of original Board packet*)

## **ACTION ITEMS:**

➤ **Consider Adoption of Local Legislative Agenda** – P. Goff reported. W. Hobgood made a motion to adopt the Local Legislative Agenda as presented. S. Fillion seconded the motion and it passed unanimously. (see *slides 18-21 of original Board packet*)

➤ **Consider 2007 Financial Review** – M. Davis reported. W. Hobgood made a motion to accept the 2007 Financial Review as presented. T. Jones seconded the motion and it passed unanimously. (see *original Board packet for review*)

## **DIVISION REPORTS**

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

- **Update on Guardian Bank Business Plan Competition.** P. Clark reported. (see slide 26 of original Board packet)

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

- **Update on Federal Legislative Agenda** – S. Bloom reported. (see slides 32-34 of original Board packet)

**WORKFORCE DEVELOPMENT & EDUCATION DIVISION** – *Greg Justice, Vice Chairman*

- **Update on Boot Camp** – W. Hobgood reported. (see slide 27 of original Board packet)

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

- **Update on VALET** – J. Doss reported. (see slides 46-47 of original Board packet)

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

- **Update on Think B.I.G.** – J. Prince reported. (see slide 69 of original Board packet)

**President's Report** – M. Ballard reported.

**Chairman's Report** – Jeff Hanson reported that the Executive Committee would like to ask the Board to consider a time change for the Board of Directors meetings. Will discuss at the May 28th meeting.

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

**Next meeting: Thursday, May 28, 2009**

Respectfully submitted,

*Karil Brockington*

Karil Brockington  
Administrative Director

VALDOSTA - LOWNDES COUNTY



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# Operations & Administration

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# Financial Statements

## April 2009



Please refer to your handout.....

# Chamber Activity Reports

VALDOSTA - LOWNDES COUNTY



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



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

## Mail Correspondence:

**Newcomers Packets**                    7 (20)

## Miscellaneous Information Requested:

Request for BBB:	<u>30</u> (25)
Email Information Requested:	<u>11</u> (32)
Request for Events:	<u>10</u> (19)
Civic Club Lists:	<u>4</u> (6)
Web site Referrals by Phone:	<u>13</u> (5)
Manufacturers List:	<u>3</u> (2)
Request for Directions:	<u>30</u> (29)
Maps:	<u>23</u> (221)
Request for Wild Adventures:	<u>8</u> (13)
Membership Info. Packets:	<u>4</u> (2)
Phone Books:	<u>23</u> (117)
Membership List/Email:	<u>10</u> (9)
<b>Total Miscellaneous:</b>	<b><u>169</u> (480)</b>



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**Member Referrals:**

**Total Categories: 49**

**Top 10**

Restaurants:	<b>13</b>
Schools:	<b>45</b>
Hotel/Motels:	<b>89</b>
Real Estate:	<b>29</b>
Physicians & Surgeons:	<b>37</b>
Insurance:	<b>46</b>
Apartments:	<b>34</b>
Building Contractors:	<b>54</b>
Attorneys:	<b>40</b>
Accounts:	<b>16</b>
Other:	<b>87</b>

**Total Member Referrals: 490 (443)**

# April 2009 Web Site Activity Report

www.valdostachamber.com

**VALDOSTA - LOWNDES COUNTY CHAMBER OF COMMERCE**  
Leading Businesses  
Leading Communities™

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**  
AUGUST 11, 2009  
May 7, 2009  
Boot Camp for Supervisors  
@ Georgia Department of Labor  
8:00 a.m. - 12:00 noon  
Chamber 101

**Legislative Alert**

UNITED STATES CHAMBER OF COMMERCE  
**ACCREDITED**  
★ ★ ★ ★ ★

## Web Site Hits:

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

## Page Views:

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

## 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

## Search Engine Position for Chamber Site as of May 19, 2009

	Valdosta	Valdosta Chamber	Valdosta-Lowndes
<b>Google</b>	Second page in 1 <sup>st</sup> place	First Page in 1 <sup>st</sup> place	First page in 1 <sup>st</sup> place
<b>MSN</b>	Third page in 9 <sup>th</sup> place	First page in 1 <sup>st</sup> place	First page in 6 <sup>th</sup> place
<b>YAHOO</b>	Eighth page in 1 <sup>st</sup> place	First page in 1 <sup>st</sup> place	First page in 1 <sup>st</sup> place

## Web Site Button Advertisers

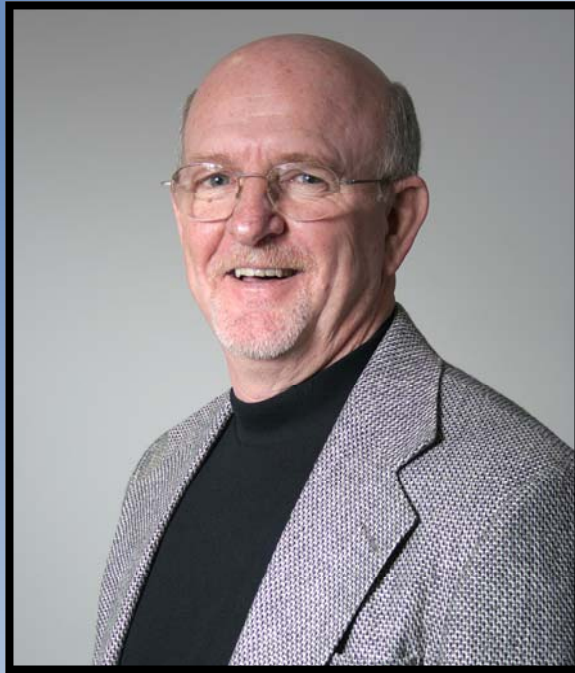
Arthur Herndon Company Real Estate, Inc.

Coombs Heating & Air Conditioning, Inc.

The Park Avenue Bank

South Georgia Medical Center

# 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	31,001.57	(262.86)
<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>2009</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	130,701.43	12,274.80
<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 April 30, 2009**

**DUES COLLECTED YEAR TO DATE: \$130,701.43**  
**2009 goal for Dues Collection: \$400,000.00**

**NEW MEMBERS YEAR TO DATE: 71**  
**2009 Goal: 100**

**TOTAL MEMBERSHIP: 1,507**  
**2009 Goal: 1,556**

**NET MEMBERSHIP GAIN IN April: 1**  
**NET MEMBERSHIP GAIN IN 2009: (49)**  
**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>April</b>	<b>34</b>	<b>20</b>	<b>16</b>	<b>22</b>	<b>33</b>
<b>Total</b>	<b>88</b>	<b>74</b>	<b>66</b>	<b>73</b>	<b>71</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>216</b>	<b>71</b>





# New Members

## April 2009

ACS Prudential Real Estate  
Lynda Rigoulot  
5108 Northwind Blvd.  
Valdosta, GA 31605  
229-300-6818  
REAL ESTATE AGENT

Azalea City Animal Hospital  
Michael Delaney  
2609 Bemiss Road  
Valdosta, GA 31602  
229-244-2244  
VETERINARY

ACS Prudential Real Estate  
Troy Stanford  
5108 Northwind Blvd.  
Valdosta, GA 31605  
229-237-2404  
REAL ESTATE AGENT

American Realty of  
Valdosta, LLC  
Helen Campbell  
2935 N. Ashley St. Suite 114  
Valdosta, GA 31602  
229-242-1717  
REAL ESTATE

Better Mood Clinic  
Nancy Weingertner  
2935 N. Ashley Street  
Valdosta, GA 31602  
229-333-2273  
PSYCHIATRIC CARE/COUNSELING/  
BEHAVIORAL HEALTH/MENTAL HEALTH

Blue Grace Logistics  
Connie Ledbetter  
101F-2 Suite 2  
Northside Drive  
Valdosta, GA 31602  
229-249-0997  
DELIVERY

Blue Skies  
Cliff Conrey  
2625 Carmon Drive  
Valdosta, GA 31605  
229-300-4927  
LAWN MAINTAINCE  
PRESSURE WASHING

Bojangles  
Hetal Patel  
1725 W. Hill Avenue  
Valdosta, GA 31601  
229-242-4202  
RESTAURENT/  
CATERING

Carlton Ridge New Homes  
Darren Chase  
5201 Village Way  
Hahira, GA 31632  
229-560-5700  
REAL ESTATE/BUILDER/  
DEVELOPER

Center for Business and Economic Research  
Clifford A. Lipscomb  
1500 N. Patterson St.  
Valdosta, GA 31698  
229-245-3774  
EDUCATION



## New Members April 2009

Conservative Neurology Services  
Dr. P. Edwards Conrad M.D.A.  
2935 N. Ashely Street D-116  
Valdosta, GA 31602  
229-244-1192  
NEUROLOGY

Convergys Corporation  
Kristia Gaines  
3947 N.Oak St. Ext.  
Valdosta, GA 31605  
229-293-7500  
CALL CENTER/  
OUTSOURCE SERVICES

“God Cares” Single Parent Support Group  
Twanna Beverly  
2323 N. Forest St.  
Valdosta, GA 31602  
229-245-7965  
NON-PROFIT

SEGA Medical Research  
Robbin Miller  
209 E. Main Street  
Hahira, GA 31632  
229-794-1730  
MEDICAL RESEARCH

Lincoln Realty  
Steve Lincoln  
2935 N. Ashley St., Ste. 104  
Valdosta, GA 31604  
229-247-4450  
REAL ESTATE

Hunter Harper  
2001 Azalea Drive  
Valdosta, GA 31602  
229-561-7512  
ASSOCIATE MEMBER

Peliton Plastics  
Robert McKinnon  
130 N. Blanchard Street  
Valdosta, GA 31601  
229-247-1269  
CUSTOM PLASTIC INJECTION  
MOLDING/PRINTING/MACHINE SHOP

Kaleidoscope, a gallery  
Jolie Hyatt  
123 N. Ashley Street  
Valdosta, GA 31601  
229-245-1289  
GALLERY/STUDIO

Logo Pro  
Cole Carter  
1206 W. Alden Avenue  
Valdosta, GA 31602  
229-200-3013  
SCREENPRINTING/SIGNS/BANNERS/DIRECT  
MAIL/PROMOTIONAL PRODUCTS

Olympia Blend Plantation  
Jessie Cowart  
2317 Old Clyattville Rd  
Valdosta, GA 31601  
229-247-6466  
PLANTATIONS



## New Members April 2009

McGhee's Lawn Service &  
Pressure Washing  
Xavier McGhee  
622 East Jane Street  
Valdosta, GA 31601  
229-415-5491  
LAWN MAINTAINCE  
PRESSURE WASHING

Miller Lawn Service  
Clenzy James Miller  
526 Fellowship Road  
Hahira, GA 31632  
229-794-2307  
LAWN MAINTAINCE

Therapy Center Valdosta, LLC  
Lexi Swords  
103 Wayne Avenue  
Valdosta, GA 31602  
229-244-9688  
PHYSICAL THERAPISTS

Winnersville Century 21  
Debbie Ferreiro  
2422 Bemiss Road  
Valdosta, GA 31602  
229-251-6774  
REAL ESTATE AGENT

Everett's Computer Services  
Celeste Everett  
1617 Charter Oaks Drive  
Valdosta, GA 31601  
229-444-1391  
COMPUTER REPAIR/SALES/ CONSULTANT

Organizing Solutions  
Victoria Bennington  
4651 NW 49th Place  
Jennings, Fla 32053  
229-630-9499  
HOME IMPROVEMENT/  
ORGANIZATION

Pack House Flowers  
Stacie Petty  
1802 Plum Street  
Remerton, GA 31601  
229-249-9966  
FLORIST

Weekend Fashions  
Sherby Brown  
2525 N. Ashley Suite I  
Valdosta, GA 31602  
229-245-0424  
APPAREL/RETAIL

Ron Border Real Estate  
Twanna Beverly  
2323 N. Forrest Street  
Valdosta, GA 31602  
229-245-7965  
REAL ESTATE AGENT

The Herndon Company  
Nicky Balanis  
1100 N. Patterson St.  
Valdosta, GA 31603  
229-244-1992  
REAL ESTATE AGENT

VALDOSTA - LOWNDES COUNTY



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## New Members April 2009

The Herndon Company  
Thomas Dampier  
1100 N. Patterson St.  
Valdosta, GA 31603  
229-244-1992  
REAL ESTATE AGENT

The Herndon Company  
Ann Guess  
1100 N. Patterson St.  
Valdosta, GA 31603  
229-244-1992  
REAL ESTATE AGENT

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**Dues Account Status Report  
April 2009**

Billing Period	Accounts		Collection Rate
	Receivable	Collections	
Current	\$31,951.48	\$ 7,991.77	25%
Previously Collected for current month		\$12,385.20	39%
<b>Total Current</b>	<b>\$31,951.48</b>	<b>\$20,376.97</b>	<b>64%</b>
1-30 Days	11,650.27	1,650.00	14%
31-60 Days	11,098.81	856.25	8%
61-90 Days	7,574.25	1,060.00	14%
91-120 Days	11,918.35	475.00	4%
120+ Days	25,016.69	3,856.00	15%
<b>Subtotal</b>	<b>\$99,209.85</b>	<b>\$28,274.22</b>	<b>28%</b>
New Members	\$2,948.80	\$2,948.80	
<b>Total</b>	<b>\$102,158.65</b>	<b>\$31,223.02</b>	<b>31%</b>

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## Dues Account Status, continued

### Previously collected for current months:

January	0.00
February	5,431.45
March	6,953.75
<b>Total</b>	<b>\$12,385.20</b>

### Pre-Paid Dues for future months:

May	13,258.75
June	5,967.50
July	0.00
Deferred Revenue	<b>\$19,226.25</b>

### Other Information:

Direct Debit Accounts to Date	68
Online Billing Accounts to Date	24

## Write-Offs April 2009

<b>Reason Dropped</b>	<b>Name</b>	<b>Join Date</b>	<b>Amount</b>
Budget Restrictions	Digger Specialties	3/6/2007	\$230.00
Budget Restrictions	Fortifiber Corporation	3/16/2007	\$405.00
Budget Restrictions	The Children's Shop	11/30/2006	\$220.00
Budget Restrictions	Western Hay Company, Inc.	1/1/1993	\$320.00
Business Sold	United Charities of Georgia	3/13/2007	\$85.00
Member Moved	Sylvia Lovett Netter	10/12/2006	\$85.00
Member Retiring	Heritage Realty of Valdosta, Inc.	5/22/2004	\$250.00
Member Retiring	Probate Court of Lowndes County	4/2/1998	\$85.00
Requested Cancel	Attila Cseh	4/18/2007	\$85.00
Requested Cancel	Baytree Auto Mall	10/8/2007	\$250.00
Requested Cancel	Brian C. Griner	1/1/1966	\$1,000.00
Requested Cancel	Morgan Keegan	3/28/2005	\$220.00
Requested Cancel	Vulcan All-Steel Structures, Inc.	4/4/2001	\$450.00
Out of Business	AIG American General-Derek Roberts	10/23/2007	\$30.00
Out of Business	AIG American General-Matt Tanner	10/23/2007	\$30.00
Out of Business	AIG American General-Rick Warren	7/10/2007	\$30.00
Out of Business	B & H Builders	6/30/2007	\$140.00
Out of Business	Economy Rent-A-Car	8/21/2006	\$100.00
Out of Business	Lucky Critters Professional Pet Sitting	2/27/2006	\$240.00
Out of Business	Mr. Rooter Plumbing	9/19/2007	\$240.00
Out of Business	Outdoor Outreach	3/31/2007	\$85.00
Out of Business	Pro-Trim Painting Company	12/3/2007	\$300.00
Out of Business	Quest Diagnostics	3/12/2007	\$240.00
Out of Business	Sarabay Casual Creations, LLC	1/10/2008	\$250.00
Out of Business	Schwann's Home Service	3/3/1998	\$320.00



## Write-Offs April 2009

Reason Dropped	Name	Join Date	Amount
Out of Business	Sugar Plum Cakes and Creations	3/14/2008	\$20.00
Out of Business	Taylor'd Events Just For You, LLC	2/25/2008	\$77.34
Out of Business	The Fashion Stop	4/14/2008	\$20.00
Out of Business	Valdosta Association of General Contractors, Inc.	6/14/2001	\$85.00
			<hr/>
			<b>\$5,662.34</b>





## Write-Offs April 2009 Summary

Summary	Month #	Month \$	YTD #	YTD \$
Budget Restrictions	4	\$1,175.00	18	\$3,500.00
Business Sold	1	\$85.00	3	\$625.00
No Benefit Seen			4	\$1,030.00
Member Moved	1	\$85.00	3	\$170.00
Member Retiring	2	\$335.00	2	\$335.00
Nonpayment of Dues			1	\$500.00
Out of Business	16	\$2,207.34	55	\$9,396.98
Requested Cancellation-No Reason	5	\$2,005.00	21	\$5,055.00
<b>TOTAL</b>	<b>29</b>	<b>\$5,892.34</b>	<b>107</b>	<b>\$20,611.98</b>

<b>Write-Offs 2008</b>	<b>19</b>	<b>\$3,241.70</b>	<b>53</b>	<b>\$6,632.13</b>
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<b>Difference 2008 vs. 2009</b>	<b>10</b>	<b>\$2,650.64</b>	<b>54</b>	<b>\$13,979.85</b>
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## 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	32	26	19
June 3			
July 8			
Aug. 5			
Sept. 2			
Oct. 7			
Nov. 4			
Dec. 2			
<b>TOTAL</b>	<b>69</b>	<b>129</b>	<b>51</b>

May 6, 2009 invitation list for CHAMBER 101  
consists of members that joined from  
Jan. 16, 2009 – Mar. 15, 2009 (2<sup>nd</sup> time invites) &

Mar. 16, 2009 – April 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, June 3, 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 (4)

James McGahee (1)

Jane Shelton (1)

Jeff Hanson (4)

Terri Lupo (2)

Tim Jones (1)

Tom Gooding (1)

# MARKETING REPORT—APRIL 2009

## YEAR TO DATE

- Television Stories: 4 (47 in all 2008)
- Radio Presentations: 23 (89 in all 2008)
- Print Articles: 19 (58 in all 2008)
- Presentations: 4 (26 in all 2008)

## ECONOMIC DEVELOPMENT DIVISION

### PRINT

- VDT—Entrepreneurs In Action promo
- VDT—GBBPC Winner, SEGA Medical Research

### RADIO

- Talk 92.1—GBBPC Winner on Michael Jetter Show
- Talk 92.1—GBBPC Winner on Scott James Show
- Newstalk 105.9—GBBPC Winner on Frank Barnas Morning Show

## PUBLIC AFFAIRS DIVISION

### RADIO

- Newstalk 105.9—Govt. Affairs Council discussed EFCA and legislative agendas
- Newstalk 105.9—Johnny Isakson Call-In Interview

### TV

- WALB—Johnny Isakson, Michael Eastman & Sally Bloom Interviewed at Legislative Luncheon

### PRINT

- VDT—Federal Legislative Luncheon
- Henry Daily Herald—Federal Legislative Luncheon Overview

## MEMBER SERVICES DIVISION

### RADIO

- Newstalk 105.9—Katinka Kelly talks about DRUGS DON'T WORK program
  - Kix 99.5—Katinka Kelly talks about DRUGS DON'T WORK program

## WORKFORCE DEVELOPMENT & EDUCATION DIVISION

### RADIO

- Talk 92.1—Walter Hobgood speaks about Boot Camp

## MISCELLANEOUS

### PRINT

- VDT—THINK B.I.G. Overview

### RADIO

- Newstalk 105.9—Myrna & Steven Heddon (Fusion Creative Marketing): Marketing Trends in relation to current economy)

## April Open Rates of Current Chamber e-Publications

**Chamber In Motion** weekly  
e-newsletter  
Sent Out every Monday  
Open Rate: **24.8%**

**Daily Update** daily e-newsletter  
Sent Out Tuesday-Thursday  
Open rate: **23.9%**

**Legislative Update** e-notices  
Sent out as Important Legislative Issues  
Arise  
Open Rate: **24%**

*\* Percentages represent data accumulated  
between 4/1—4/30/2009*



## 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%



# RIBBON CUTTINGS—APRIL 2009



**Advanced ATC**  
4089 Val Tech, Bldg 100  
Suite 2  
Phone: 229-219-1238



**A Good Name**  
Phone: 813-830-3448



**Valdosta Technical  
College—Culinary  
Arts**  
4089 Val Tech, Bldg 700  
Phone: 229-333-2100



**Presbyterian  
Hospice**  
600 McIntyre Dr.  
(QUITMAN)  
Phone: 229-263-8008



**Ron Borders/GMAC  
Real Estate—  
Twanna Beverly**  
Phone: 229-245-7965



**Premier Rental**  
1412 East Park Ave  
Phone: 229-244-1002



**Da Vinci Teeth  
Whitening**  
1835 B Norman Dr.  
Phone: 229-671-1371

## AMBASSADORS REPORT—APRIL 2009

### APRIL RIBBON CUTTING STATISTICS

Ribbon Cuttings for April: **7**

Groundbreakings for April: **0**

Business After Hours for April: **1**

Early Bird Breakfasts for April: **0**

### 2009 RIBBON CUTTING STATISTICS

2009 Ribbon Cuttings: **25** (Goal: 75)

2009 Groundbreakings: **2**

2009 Business After Hours: **4**

2009 Early Bird Breakfasts: **1**

### UPCOMING EVENTS

June 25—Small Business After Hours  
Hosted by Holiday Inn/ Azalea's Restaurant  
1805 W. Hill Ave  
5:00—7:00 p.m.

July 16—The Park Avenue Bank Welcomes You to the  
2009 Mid-Year Membership Meeting  
James H. Rainwater Conference Center  
11:30 a.m.—1:30 p.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 April

### **Homes by TC Brown**

TC Brown  
1902 Jerry Jones Dr.  
Valdosta, GA 31602  
229-241-9487

### **Fox's Pizza @ Funstreet**

Sheldon Presser  
1591 Baytree Rd.  
Valdosta, GA 31602  
229-293-1369

### **Barker Realty & Auction Co.**

Barbara Barker  
1216 Baytree Rd.  
Valdosta, GA 31602  
229-244-1988

### **Allcomm, Inc.**

Croshay Gilliam  
1650 Baytree Rd.  
Valdosta, GA 31602  
229-244-5008

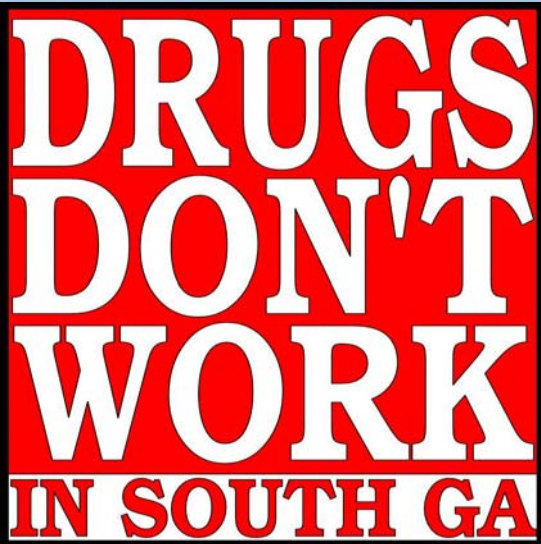
### **Ivey's the Man's Shop**

Ivey Plair  
1589 Baytree Rd.  
Valdosta, GA 31602  
229-247-7729

### **Little Caesars**

Trish Evans  
1650 Baytree Rd.  
Valdosta, GA 31602  
229-245-7767





## DRUGS DON'T WORK Summary April 2009

Total # of DDW Partners as of 12/31/08:	<b>266</b>
Total # of DDW Partners as of 04/30/09:	<b>264</b>
2009 New Members:	<b>3</b>
2009 Losses:	<b>5</b>
YTD Net Gain:	<b>(2)</b>

***Goal for 2009: 271***

<u>YTD</u>	<u>Feb.</u>	<u>Total</u>	<u>Goal</u>	<u>Fav/(Unfav)</u>
\$6,850	\$1,950	\$8,850	\$40,000	<b>(\$31,200)</b>

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

# Economic Development Division Reports



**Tom Gooding  
(Vice Chairman)**

VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

Leading Businesses.  
Leading Communities.™





**April 2009**

**CLIENTS**

<u>April Goal: -50</u>	<u>Client Types</u>	<u>Outcomes</u>
Lowndes: 25	Start-ups: 13	New Members: 0
Region: 1	Expanding: 8	Started: 0
YTD Total: 149	Developers: 1	Expanded: 0
	Info: 3	

**RESOURCE DISTRIBUTION**

ABC's: 8	Demographics: 4	Traffic Counts: 2
Sales Leads: 12	Retail Lease Trac: 0	

**WEB SITE**

Unique Visitors: 275	New "Tools for Business"
Page Views: 1,175	Found on SEEDS Center Website

**PROFESSIONAL CONSULTANTS PROGRAM**

<u>Quarter 2 Goal: - 23</u>	<u>2009 Goal: - 75</u>	<u>Most Demand</u>
Hours Provided: - 4	YTD Total: - 24	Marketing

**GUARDIAN BANK BUSINESS PLAN COMPETITION**

- Winner Announced April 4 at "Entrepreneurs In Action"
- Robbin Miller-SEGA Medical Research
- 2010 Competition Registration begins May 22, 2009
- 2010 Competition Kick-Off held in late August

# E-MAIL MARKETING WORKSHOP

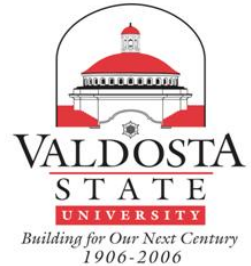
Hosted by:

**Valdosta State University  
Small Business Development Center  
Thaxton Hall  
Room 100  
Valdosta, GA 31698  
(229) 245-3738**

*“Expertise For Entrepreneurs”*

*A Member of the Georgia SBDC Network*

Visit our Web Site at  
[www.valdosta.edu/sbdc](http://www.valdosta.edu/sbdc)



**Free Admission! Preregistration Required!**

Join Pamela Adams of “Constant Contact”

## Part I

- Winning strategies for getting and keeping quality subscribers
- Increasing deliverability and open rates
- How to avoid spam
- How to use email marketing to build business and drive sales.

## Part II

- How to use tools and features of Constant Contact System.
- How to use account set up options
- How to add sign up boxes to Web site and emails, enter lists
- Build a campaign and brand your email to match Web site and logos

**DATE: Thursday - May 28, 2009**

**PLACE: Cypress Room-VSU University Center  
1205 North Patterson Street**

**TIME: Full Day Workshop  
9:00- 9:30 Registration  
9:30-11:30 The Power of Email Marketing  
11:30-12:30 Lunch (Provided)  
12:30-3:30 Getting Started Constant Contact**

**For more information call: (229)247-8100 or  
Chamber members register online: [www.valdostachamber.com](http://www.valdostachamber.com)**

All programs of the Georgia SBDC Network are open to the public on a nondiscriminatory basis. Reasonable arrangements for persons with disabilities will be made, if requested two weeks in advance, by calling Rose Ware at (229) 245-3738.

**Valdosta-Lowndes County  
Chamber of Commerce  
S.E.E.D.S. Center  
Of South GA.  
416 N. Ashley Street  
Valdosta, GA 31603  
(229) 247-8100  
[tnichols@valdostachamber.com](mailto:tnichols@valdostachamber.com)**

**Leading Businesses.  
Leading Communities.™**

Visit our Web Site at  
[www.valdostachamber.com](http://www.valdostachamber.com)  
[www.seedscenterofsga.com](http://www.seedscenterofsga.com)

“Funded in part through a cooperative agreement with the U.S. Small Business Administration and the University of Georgia.”



# New Resources

available on  
S.E.E.D.S. Center Web site

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

- Free Business plan workbook
- Cash flow calculator
- Entity wizard tool to help legally form a business
- Free marketing courses
- Read everything in Spanish
- Much more

Business assistance from SEEDS Center of South Georgia - Windows Internet Explorer

http://www.toolsforbusiness.info/success-in-georgia/index.cfm?state=GA

File Edit View Favorites Tools Help

Business assistance from SEEDS Center of South Geor...

The S.E.E.D.S. Center of South Georgia  
GROWING BUSINESS OPPORTUNITES FOR SOUTH GEORGIA

Helping Entrepreneurs to flourish, and have strong successful, thriving businesses.

Home | Starting a New Business Resources | Professional Consultants | Industrial Development | Customized Market Research | Regional Partners

Español funded by Rabobank

Georgia Entrepreneur Friendly Community

First Stop Business Guide

Tools for Business HOME

- [Tools for Tough Economic Times](#)
- [Business Risk Assessment from Georgia SBDC](#)
- [Business Planning and Assistance](#)
- [Funding Programs](#)
- [Directory of Sources of Capital](#)

SEEDS Center of South Georgia

Tools FOR BUSINESS SUCCESS

Pay rates for 850+ jobs; Business Start-Up Kit, Loan Payment Calculator, 85 business-related online classes, 750+ business books, new hire email, Employer's Kit, a directory of sources of capital AND more!

Internet 100%



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

**Monthly Activity Report**  
**Period: April 2009**

	<u>2009</u>	<u>2008</u>	<u>Cum</u>
Advertising leads:	0	0	342
Web site hits:	10,079	NA	1,662,250
Web page requests:	1,847	NA	12,314
Web site leads:	11	21	1,316
Brochure leads:	0	0	20
Other TCH leads:	3	2	220
Quitman Chamber leads:	0	0	27
Valdosta Chamber leads:	2	2	199
Lakeland Chamber leads:	0	0	1
Other source leads:	0	0	1,490
<b>Total leads active</b>	<b>16</b>	<b>25</b>	<b>3,470</b>



## RELOCATIONS

- **Relocations (Households): 265**

Lowndes: 229      Brooks: 21      Lanier: 12

- **April Relocations: 3**
- **2009 Relocations: 12**
- **States inquiring: 47**
- **Relocations from: FL: 133, GA: 39, 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: 181
  - B-Q Chamber: 6
  - V-L Chamber: 29
  - L-L Chamber 0
  - Advertising: 4
  - Other: 45



## **ECONOMIC IMPACT**

- **Annual Income:           \$37,895,000**
- **Annual Spending:       \$9,540,000**
- **Liquid Assets:       \$1,113,000,000**
- **Indirect Jobs Created:           530**

(average according to industry standards)



# Hometown Happenings

The South Georgia Retiree Premier Newsletter

MAY 2009

Volume 7, Issue 5

## In This Issue

**Peach State Summer Theatre! 2009!**  
**Who's Afraid of Virginia Woolf?**  
**Best of Spring into Art**  
**Memorial Day**  
**Calendar of Events**  
**Relocation Services**  
**Triple Crown Investors**



PEACH  
 STATE  
 SUMMER  
 THEATRE



MEL BROOKS'

**THE**  
**PRODUCERS**  
 the musical

**The Official Musical**  
**Theatre**  
**of the State of**  
**Georgia**



## 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).

## 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)

## Peach State Summer Theatre

Opens June 5 and is presented in rotating repertory through July 19, 2009.

Location: 1500 N. Patterson Street Sawyer Theatre, VSU Fine Arts Building, 1<sup>st</sup> Fl.

### Contacts:

Artistic Director: [Jacque Wheeler](#)  
 Managing Director: [H. Duke Guthrie](#)  
 Box Office Phone: 229-259-7770  
 Tues-Sat: 10-5, Sun: 10-1  
 Email: [Contact Us](#)

[Calendar/www.valdosta.edu/psst/2009PerformanceCalendar.shtml](http://Calendar/www.valdosta.edu/psst/2009PerformanceCalendar.shtml)

# Public Affairs Division Reports



**Tim Jones**  
**(Vice Chairman)**

VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

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



**Chamber presents  
2009 Federal Legislative Agenda to  
U.S. Sen. Isakson**

Friday, April 17

Hilton Garden Inn



Keynote speaker, U.S. Senator Johnny Isakson at the 2009 Federal Legislative Overview Luncheon. Isakson touched on issues ranging from the state of the economy to the status of legislation he has proposed during the current legislative session.



Michael Eastman (U.S. Chamber of Commerce), spoke about the Employee Free Choice Act and presented Sen. Isakson with the Spirit of Enterprise Award.



**MILITARY AFFAIRS  
COMMITTEE**

## **Military Affairs Committee**

Plans are under way for the Chamber of Commerce continuation of our traditional Red Carpet parties. The 2009 Red Carpet Committee **NEEDS YOUR PARTICIPATION!**

The cost to sponsor this event is \$150 (1 star sponsor – one dinner) or \$300 (for remainder two dinners) which allows two people from your company to participate. Your company name will also be listed on a Sponsor board at the dinner at Ocean Pond. The sponsorship fee includes the dinner at Ocean Pond.

### **Guidelines for Red Carpet Sponsorship**

- Cost per event is \$150
- Sponsors can host one, two, or all three events
- Sponsorships include 2 guests (total). This means a sponsor will be allowed to bring one person including himself/herself.

### **Red Carpet Parties Dates:**

\_\_\_\_\_ 2nd Red Carpet June 20, 2009

\_\_\_\_\_ 3rd Red Carpet October 24, 2009

Sponsor Name/Company: \_\_\_\_\_

Return completed form to: Karil Brockington

Fax: 245-0071 Email: [kbrockington@valdostachamber.com](mailto:kbrockington@valdostachamber.com)



# Workforce Development & Education Division Reports



**Greg Justice  
(Vice Chairman)**

VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

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# BOOT CAMP FOR SUPERVISORS

## Boot Camp Report 2009

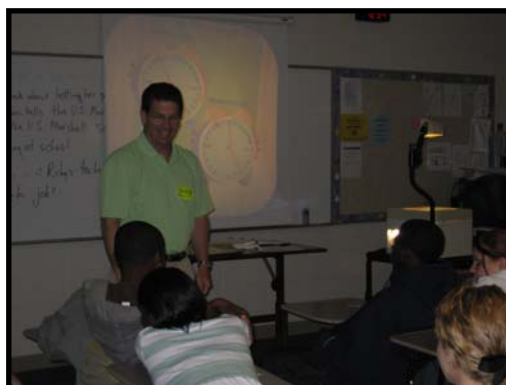
	Goal Attendance	Actual Attendance
February 5, 2009	25	13
May 7, 2009	25	36
August 6, 2009	25	
November 5, 2009	25	
<b>GOAL TOTAL</b>	<b>100</b>	<b>49</b>







<b>Lowndes Middle School</b>	<b>April 28-29, 2009</b>	<b>12</b>	<b>310</b>
<b>Hahira Middle School</b>	<b>May 11-12, 2009</b>	<b>11</b>	<b>422</b>
<b>Valdosta Middle School</b>	<b>May 14-15, 2009</b>	<b>14</b>	<b>336</b>
<b>Summer Camps</b>	<b>June-July, 2009</b>		
<b>Total</b>		<b>42</b>	<b>1174</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
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
Frederick Polkinghorne	Valdosta State Univeristy	Christina Moore	Valdosta Technical College



# 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**

**Nomination forms online May 1, 2009**

**Nomination deadline June 30, 2009**

**Sponsorships Available!**

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

MEMBER FDIC

**a SYNOVUS<sup>®</sup> bank**

50



## Upcoming Events:

**Task Force Meeting: May 27**

**MetroOne Monday: June 1**

**MetroOne First Friday: June 5**

**MetroOne Lunch-n-Learn: June 17**

# Business Expansion Division Reports



**Terri Lupo  
(Vice Chairman)**

VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

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# EXPANSION OF TARGETED BUSINESS



Chris Miller and Taylor Pittman crunching employment data for TBEC Benchmarks.

- Chris Miller recently visited to finalize the TBEC Benchmark presentation.
- Miller also proposed an action plan to assist with the future development of a “Business Incubator.”



**Members of the IT sub-committee are moving forward on the concept for an IT Consortium. The next steps include a needs survey and development of a program model.**

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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, June 18, 2009**  
**10:30 a.m. – 12:00 p.m.**  
**@ The Park Avenue Bank**



VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

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# Meeting Adjourned