



IMPACT
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IMPACT ACTION

May '08 Newsletter

Workforce Development & Education



The new and improved Helping Your Child Succeed program made its debut at Union Tank Car Company on March 27 thanks to the generous support of Regal Marine and many community volunteers. This IMPACT 2012 Initiative is designed to reach parents in the workplace to reinforce the importance of parental involvement. During the 45-minute presentation, two volunteers from the local business and school community present current local statistics of our future workforce, emphasizing the importance of education and discussing the relationship between school and work. Each parent is provided with a workbook with information on time management, homework tips and much more.



Union Tank Car Company employees show off their new parent workbooks with tips on how to help their chil-

***“ 2008 Goal: An independent study will be conducted to determine the impact of school system organization on economic development and quality job growth with appropriate action taken once the study is completed.*”**

Minister Leroy Butler and Rusty Griffin, pictured below, have visited with numerous civic organizations and media outlets to inform the community about the IMPACT 2012 study to determine the impact of school system organization on economic development in our community. The study will be completed in mid-2008, after which the Task Force appointed by the Chamber Board of Directors to provide oversight to the Carl Vinson Institute and the Fanning Institute of the University of Georgia will share the results with the Chamber Board and the community.



Entrepreneurial and Small Business Development

2008 Goal: *To serve 500 clients in the S.E.E.D.S. Center (Sowing Entrepreneur and Economic Development Success).*

The S.E.E.D.S. Center served 42 clients in April.

Expansion of Targeted Businesses

2008 Goal: *To facilitate the creation of 200 new jobs for college and university graduates in Information Technology, Environmental Technology, and Medical Services and Support.*



Guardian Bank and the Valdosta-Lowndes County Chamber, in partnership with Valdosta State University and Valdosta Technical College, announced the Guardian Bank Business Plan Competition winner at the Entrepreneurs In Action entrepreneur resource fair on Saturday, April 12. This year's winner is Azalea Health Innovations, Inc. The new company received \$15,000 (provided by Guardian Bank) for start-up expenses, as well as \$40,000 in other services and advertising opportunities.



"Our mission is to provide state of the art healthcare information technology and business solutions to streamline work-flow, enhance business processes, and improve the quality of patient care. Our vision is to be the premier innovator of medical practice services in the Southeast. We look forward to serving the healthcare providers in our community." – CEO, Baha Zeidan.



Bill DeCoudres (Guardian Bank), Dan Henry, Baha Zeidan, and Douglas Swords met with Chris Miller (Creative Cities Consulting) in May to discuss creative ways to grow this innovative new business.

Retiree Attraction

2008 Goal: *Attract 80 amenity-seeking retiree households to the area*

Three retiree households were recruited to the Lowndes County area in April. Triple Crown Hometowns is working on a new and improved Web site. The Valdosta-Lowndes County area was nationally promoted on The Golf Channel during the 2008 South Georgia Golf Classic April 28th-May 4th. The commercial can be found at www.valdostachamber.com and www.georgiaretire.com. The commercial was designed to drive viewers to www.valdostageorgia.us, a landing page to promote each sponsoring organization's Web site including Triple Crown Hometowns and the Valdosta-Lowndes County Chamber of Commerce.

This month's featured "CHAMPION OF BUSINESS"

Thanks to Black Crow Media for their investment in IMPACT 2012!

"With all the progress in the Valdosta-Lowndes County area, it was important to express our support for this bold step of advancement. Black Crow Media saw IMPACT 2012 as a new vision for economic development and wanted to be a part of this strategic endeavor."

Tori Holmes, General Manager
Black Crow Media of Valdosta, LLC