

VALDOSTA - LOWNDES COUNTY



CHAMBER OF COMMERCE

---

Leading Businesses.  
Leading Communities.™

***November 20, 2008***

***Board of Directors  
Meeting***

***@ Country Inn & Suites***



**Board of Directors Meeting  
Thursday, Nov. 20, 2008  
10:30 am – 12:00 pm  
@ Country Inn & Suites**

**AGENDA**

- **Call to order, establish a quorum, and review agenda**
- **Consider minutes of the October 16, 2008 meeting**
- **OPERATIONS & ADMINISTRATION**
- **Consider Chamber October 2008 Financial Statements**
- **Review proposed 2009 Chamber Budgets**
- **Chamber Activity Reports**
- **IMPACT 2012 Oversight Committee**

*Agenda continues* →

➤ **Action Items to Consider**

➤ **Election of 2009 Officers**

➤ **Consider 2009 State Legislative Agenda for Business**

➤ **Consider Position Statement on Land Development Regulation Plan**

***Agenda continues*** 



# Division Reports

## **Business Expansion Division**

Jeff Hanson (Vice Chairman)

- Targeted Business Expansion Committee
- MetroOne
- VALET
- South Georgia Partnership for Regional Development

## **Member Services Division**

David Newbern (Vice Chairman)

- Membership Report
- Marketing Committee
- Ambassadors Committee
- Existing Industry Committee

## **Economic Development Division**

Terri Lupo (Vice Chairman)

- Home Grown Entrepreneurs Program
- Triple Crown Hometowns Program
- Task Force to Study the Impacts of School System Organization on Economic Development in Our Community

## **Public Affairs Division**

Tom Gooding (Vice Chairman)

- Government Affairs Council
- Military Affairs Committee

## **Workforce Development & Education Division**

Tim Jones (Vice Chairman)

- B.E.S.T. Program
- Workforce Development Program
- DRUGS DON'T WORK Program

**President's Report**

**Chairman's Report**

**Meeting Adjourn**

## ➤ **Consider Minutes of October 16, 2008 Board Meeting**

Minutes of the Valdosta-Lowndes County Chamber of Commerce Board of Directors meeting held Thursday, October 16, 2008, 10:30 a.m. at Country Inn & Suites

**Members Present:** Sally Bloom, Ed Cockman, Allan Dear, Jodi Doss, Trey Fausett, Stan Fillion, Jeff Fulp, Tom Gooding, Jeff Hanson, Walter Hobgood, Tim Jones, Lee Morgan, David Newbern, Paul Nichols, Jay Prince, Jane Shelton, Debra Tann, Nick Valenti and Myrna Ballard

**Members Absent:** Tim Coombs, Greg Justice, Terri Lupo, Giovanni Panizzi, Phyllis Royal and Jerome Riley

**Also Present:** Karil Brockington

Chairman Hobgood called meeting to order and established a quorum.

**Minutes of the September 16, 2008 Board Meeting were reviewed.** A. Dear made a motion to accept the minutes as presented. J. Prince seconded the motion and it passed unanimously.

**Chamber September 2008 Financial Statements:** P. Nichols reviewed the Chamber financial statements. S. Fillion made a motion to accept the financial statements as presented. T. Fausett seconded the motion and it passed unanimously. *(see pgs. 1-26 of handout)*

**Chamber Activity Reports: Chairman Hobgood reported.** *(see slides 16-19 of original Board packet)*

### **ACTION ITEMS TO CONSIDER:**

- **Consider amendment to By-Laws regarding Chairman-Elect-Elect** - J. Hanson made motion to amend the By-Laws to include Chairman Elect-Elect. S. Bloom seconded the motion and it passed unanimously. *(see slide 20 of original Board packet)*

- **Appoint 2009 Committee Chairmen** – Chairman W. Hobgood appointed the 2009 Committee Chairmen. *(see slides 21-22 of original Board packet)*
- **Consider Membership with “Georgia Get Moving”** – Chairman Hobgood reported. J. Prince made a motion that the Chamber join “Georgia Get Moving”. S. Fillion seconded the motion and it passed unanimously. *(see slide 23 of original Board packet)*
- **Report from Election Judges** – Chairman Hobgood announced that the 2008 Election Judges (Michael Anderson, Craig Moore, Jerry Kuzoch, Gelaine Foster and Marcie Dennard) certify that ballots were counted on Oct. 10, 2008 with the results of 306 votes for the slate of Directors as presented (and 7 opposed). *(see slide 24 of original Board packet)*

## **DIVISION REPORTS:**

### **MEMBER SERVICES DIVISION:**

*David Newbern, Vice Chairman*

- **Membership Report** - D. Newbern reported.  
*(see slides 26-42 of original Board packet)*
- **Marketing Committee** – D. Newbern reported.  
*(see slide 43 of original Board packet)*
- **Ambassador Report** – D. Newbern reported.  
*(see slides 44-45 of original Board packet)*
- **Existing Industry Committee** – D. Newbern reported. *(see slide 46) of original Board packet)*

### **ECONOMIC DEVELOPMENT DIVISION:**

*Terri Lupo, Vice Chairman*

- **Home Grown Entrepreneurs Program** – M. Ballard reported. *(see slides 48-55 of original packet)*
- **Triple Crown Hometowns Program** – M. Ballard reported. *(see slides 56-59 of original packet)*
- **Task Force to Study the Impacts of School System Organization on Economic Development in Our Community** – Chairman Hobgood reported.

## **PUBLIC AFFAIRS DIVISION:**

*Tom Gooding, Vice Chairman*

- **Government Affairs Council** – T. Gooding reported on the “Georgia Get Moving” meeting which was held at the Chamber on Sept. 29. *(see slide 63 of original Board packet)*
- **Military Affairs Committee** – **T. Gooding reported.** *(see slide 64 of original Board packet)*

## **WORKFORCE DEVELOPMENT & EDUCATION DIVISION:** *Tim Jones, Vice Chairman*

- **B.E.S.T. Program** – T. Jones reported. *(see slide 67 of original Board Packet)*
- **Workforce Development Program** – G. Justice reported.. *(see slides 68-69 of original Board packet)*
- **DRUGS DON'T WORK Program** – W. Hobgood reported. *(see slides 69-70 of original Board packet)*

## **BUSINESS EXPANSION DIVISION:**

*Jeff Hanson, Vice Chairman*

- **Targeted Business Expansion Committee –** J. Hanson reported. (*see slide 72 of original Board packet*)
- **South Georgia Partnership For Regional Development –** J. Doss reported. (*see slide 58 of original Board packet*)
- **MetroOne –** W. Hobgood reported. (*see slides 56-57 of original Board packet*)

**President's Report:** M. Ballard informed the Board that the PowerPoint can be found on the Chamber's Web site. [www.valdostachamber.com](http://www.valdostachamber.com); select Our Chamber tab, click Board of Directors meeting and select current meeting.

**Chairman's Report:** W. Hobgood thanked the the Board for their input and ideas.

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

Respectfully submitted,

**Karil Brockington**

Karil Brockington  
Administrative Director

VALDOSTA - LOWNDES COUNTY



CHAMBER OF COMMERCE

---

Leading Businesses.  
Leading Communities.™

# Operations & Administration

VALDOSTA - LOWNDES COUNTY



CHAMBER OF COMMERCE

---

Leading Businesses.  
Leading Communities.™

# Financial Statements October 2008 and 2007



Please refer to your handout.....

VALDOSTA - LOWNDES COUNTY



CHAMBER OF COMMERCE

---

Leading Businesses.  
Leading Communities.™

# **Review Proposed 2009 Chamber Budgets**

# Valdosta-Lowndes Chamber of Commerce

## 2009 Proposed Budget

### GENERAL REVENUE

Membership Dues	440,000.00
DDW Revenue	40,000.00
Membership Lists	2,000.00
Ocean Pond Lease-Revenue	1,250.00
Ocean Pond Lease-Expense	-400.00
Interest Income	2,000.00
Nations Link Commission	500.00
Inter-program Overhead Reimburse	1,800.00
Commission on Chamber Publications	5,000.00
Other Income	0.00
Contributions-In-Kind	30,000.00
	<hr/>
<b>Total General Revenue</b>	<b>522,150.00</b>
	<hr/>

# **SPECIAL EVENTS/ACTIVITIES**

## **Revenue/Expense**

### **MEMBER SERVICES & MARKETING**

#### **Advertising**

Progress Revenue	40,000.00
Progress Expense	-40,000.00
Chamber In Motion/Daily Update Ad Revenue	500.00
Website Revenue	5,000.00
<b>Total Advertising</b>	<b>5,500.00</b>

#### **Member Services**

Ambassadors Committee Expense	1,200.00
Annual Meeting Revenue	22,500.00
Annual Meeting Expense	-17,000.00
Business After Hours Revenue	12,000.00
Business After Hours Expense	-9,600.00
Bus <2> Bus Showcase Revenue	13,500.00
Bus <2> Bus Showcase Expense	-5,000.00

Dale Carnegie Revenue	1,000.00
Dale Carnegie Expense	-1,000.00
DDW Expense	200.00
Existing Industry Committee Revenue	200.00
Existing Industry Committee Expense	-200.00
Membership Committee Expense	-11,000.00
Mid-Year Membership Meeting Revenue	3,000.00
Mid-Year Membership Meeting Expense	-3,000.00
Moody Fun Fair Revenue	15,000.00
Moody Fun Fair Expense	-3,000.00
Plant Managers Network Expense	-600.00
Seminars Revenue	200.00
Seminars Expense	-200.00
Salute to Minority-Owned Business Revenue	5,500.00

Salute to Minority-Owned Business Expense	-3,500.00
Salute to Small Business Revenue	5,500.00
Salute to Small Business Expense	-3,500.00
Salute to World Class Employees Revenue	5,500.00
Salute to World Class Employees Expense	-3,500.00
Salute to Manufacturers Revenue	5,500.00
Salute to Manufacturers Expense	-3,500.00
	<hr/>
<b>Total Member Services</b>	<b>26,200.00</b>

### **Marketing**

Marketing Committee Expense	-2,500.00
	<hr/>
<b>Total Marketing Committee</b>	<b>-2,500.00</b>
	<hr/>

## **ECONOMIC DEVELOPMENT**

Business Outlook Revenue	800.00
Business Outlook Expense	-1,600.00
Corporate Coaches Revenue	200.00
Corporate Coaches Expense	-200.00
Entrepreneurs In Action Revenue	550.00
Entrepreneurs In Action Expense	-150.00
One GA Entrepreneur Grant Revenue	25,000.00
One GA Entrepreneur Grant Expense	-25,000.00
Professional Consultants Program Revenue	1,000.00
Professional Consultants Program Expense	-500.00
SEEDS Center Revenue	500.00
SEEDS Center Expense	-500.00
<b>Total Economic Development</b>	<b>100.00</b>

## **BUSINESS EXPANSION**

Environmental Tech Showcase Revenue	300.00
IT Professionals Network Revenue	200.00
Metro In Motion Revenue	1,660.00
South Georgia PRD Revenue	1,500.00
VALET Revenue	200.00
<b>Total Business Expansion</b>	<b>3,860.00</b>

## **PUBLIC AFFAIRS**

### **Government Affairs Council**

Listening Session Expense	-100.00
Legislative Eye-Opener Revenue	1,500.00
Legislative Eye-Opener Expense	-1,500.00
Legislator Receptions Expense	-1,000.00
Political Forum Expense	-1,000.00
Government Affairs Travel & Meetings Expense	-1,000.00
Transportation Sub-Committee Expense	-150.00
Washington Trip Expense	-3,825.00
<b>Total Government Affairs Council</b>	<b><u>-7,075.00</u></b>

### **Military Affairs**

Red Carpet Revenue	18,500.00
Red Carpet Expense	-7,200.00
Military Affairs Events Expense	-3,720.00
Right Start Promo PAK Revenue	5,500.00
Right Start Promo PAK Expense	-500.00
<b>Total Military Affairs</b>	<b><u>12,580.00</u></b>

## **WORKFORCE DEVELOPMENT & EDUCATION**

Boot Camp Revenue	2,500.00
Boot Camp Expense	0.00
MetroOne Revenue	3,500.00
MetroOne Expense	-3,500.00
<b>Total Workforce Development &amp; Education</b>	<b><u>2,500.00</u></b>

**TOTAL SPECIAL EVENTS/ACTIVITIES** **41,165.00**

**Total Unrestricted Revenue** **563,315.00**

## **PROGRAM SUPPORT SERVICES**

### Staffing

Salaries and Wages	239,350.00
Casual Labor	300.00
Payroll Taxes	19,900.00
Insurance-Medical/Vision	28,000.00
Insurance-Life/LTD/STD	2,000.00
Retirement Expense	21,000.00

**Total Staffing** **310,550.00**

## **Other General & Admin. Expenses**

Accounting Services	15,000.00
Advertising	0.00
Agribusiness Advisory Council	300.00
Auto Expense/Mileage	6,000.00
Bad Debt Expense/Cancellation	40,000.00
Bank Charges	200.00
Barber House Expense	21,000.00
Barber House Maintenance	1,500.00
Barber House Rent	30,000.00
Community Link Expense	800.00
Computer/Software Equipment	4,000.00
Credit Card Charges	2,000.00
Drug Screen	200.00
Dues and Subscriptions	6,500.00
Equipment Rental	6,500.00
Equipment Repairs & Maintenance	4,500.00
Insurance-D & O	1,500.00
Insurance-General	4,900.00
Janitorial Service	3,500.00
Leadership Skills Training Expense	500.00
Miscellaneous	500.00
Network Maintenance	15,000.00

Office Supplies	9,300.00
On-Hold Message Expense	850.00
Outside Services	2,500.00
Postage	10,000.00
Printing/Publications	8,700.00
Small Equipment (non-cap)	500.00
Special Gifts	1,000.00
Staff Training	1,000.00
Taxes and Licenses	100.00
Telephone	7,500.00
Travel and Meetings	7,000.00
Unrelated Business Income Tax	1,000.00
Utilities	10,000.00
Web site Maintenance	4,000.00
Yard Maintenance	3,500.00
<b>Total Other A &amp; G Expenses</b>	<b><u>231,350.00</u></b>
<b>Total Program Support Services</b>	<b><u>541,900.00</u></b>
<b>Increase (Decrease) In Unrestricted Net Assets Before Other Income &amp; Expenses</b>	<b><u>21,415.00</u></b>

## **Other Income/Expenses**

Depreciation	-9,218.00
Web site Amortization	-1,000.00
	<hr/>

**Total Other Income/Expenses** **-10,218.00**

**Increase (Decrease) In Unrestricted** **11,197.00**

## **Net Assets**

computers 4,800.00

# IMPACT 2012

## 2009 Proposed Budget

### INCOME

<b>Interest Income</b>	<b>1,500.00</b>
<b>Investor Support</b>	
Unrestricted	248,435.00
Workforce Development/Education	18,200.00
Expansion of Targeted Business	10,000.00
Entrepreneurial & Small Business Dev.	20,000.00
Enhancement of Pro Business Env.	0.00
Attraction of Amenity Seeking Retirees	35,500.00
In-Kind Advertising	101,088.39
In-Kind Catering Services	2,640.00
In-Kind Employment Assistance	1,000.00
In-Kind Furniture Donation	0.00
In-Kind Legal Services	2,500.00
In-Kind Printing	1,000.00
In-Kind Progress	1,000.00
<b>Total Income</b>	<b><u>442,863.39</u></b>

## **WORKFORCE DEVELOPMENT/EDUCATION**

Salaries	33,550.00
Payroll Taxes	2,825.00
Insurance-Medical/Dental/Vision	3,260.00
Insurance-Life/LTD & STD Disability	280.00
Retirement Expense	1,050.00
Boot Camp for Management	2,500.00
Business/Education Roundtable	1,000.00
Helping Your Child Succeed	2,000.00
MetroOne	1,500.00
Printing & Publications	500.00
Professional Development/Travel & Meetings	500.00
School System Study	4,000.00
Student Internship Development	0.00
Workforce Development Task Force	0.00
World Class Employee Recognition	8,500.00
<b>Total Workforce Development &amp; Education</b>	<hr/> <b>61,465.00</b> <hr/>

## **EXPANSION OF TARGETED BUSINESS**

Salaries	28,500.00
Payroll Taxes	2,400.00
Insurance-Medical/Dental/Vision	3,100.00
Insurance-Life/LTD & STD Disability	260.00
Retirement Expense	3,050.00
Existing Industry Expansion	500.00
Metro In Motion Speaker Series	7,500.00
Printing & Publications	500.00
Professional Development/Travel & Meetings	1,500.00
Program Expense	5,000.00
<b>Total Expansion of Targeted Business</b>	<b><u>52,310.00</u></b>

# ENTREPRENEUR & SMALL BUSINESS DEVELOPMENT

Salaries	36,660.00
Payroll Taxes	3,100.00
Insurance-Medical/Dental/Vision	5,700.00
Insurance-Life/LTD & STD Disability	390.00
Retirement Expense	2,400.00
BIG Thinker Award	150.00
Business Plan Competition	15,500.00
Commercial Lenders' Breakfast	750.00
Database Subscriptions	7,600.00
Entrepreneurs In Action	2,500.00
LEADS Groups	400.00
Printing & Publications	650.00
Professional Development/Travel & Meetings	1,500.00
SBON	600.00
Small Business Incubator	0.00
<b>Total Entrepreneurial &amp; Small Business Dev.</b>	<b>77,900.00</b>

## **ENHANCEMENT OF PRO-BUSINESS ENVIRONMENT**

Salaries	28,500.00
Payroll Taxes	3,200.00
Insurance-Medical/Dental/Vision	3,100.00
Insurance-Life/LTD & STD Disability	260.00
Retirement Expense	3,050.00
Printing & Publications	500.00
Professional Development/Travel & Meetings	500.00
South Georgia PRD	1,500.00
VALET	2,000.00
<b>Total Enhancement of Pro Business Environ</b>	<b><u>42,610.00</u></b>

## **ATTRACTION OF AMENITY SEEKING RETIREES**

Salaries	23,500.00
Payroll Taxes	1,955.00
Insurance-Medical/Dental/Vision	2,300.00
Insurance-Life/LTD & STD Disability	150.00
Retirement Expense	3,190.00
National Advertising/Marketing	5,000.00
<b>Total Attraction of Amenity Seeking Retirees</b>	<b><u>36,095.00</u></b>

## **OPERATING EXPENSES**

Salaries	36,750.00
Payroll Taxes	3,100.00
Insurance-Medical/Dental/Vision	310.00
Insurance-Life/LTD & STD Disability	25.00
Retirement Expense	195.00
Accounting Services	3,600.00
Advertising	
Cash	5,000.00
In-Kind	101,088.39
Bad Debt	16,610.00
Employment Assistance, In-Kind	1,000.00
Loan Payments	26,400.00
Loan Payments, interest	6,000.00
Legal Services, In-Kind	2,500.00
Miscellaneous Expense	500.00

Office Supplies	1,000.00
Oversight Committee Meetings	1,000.00
Postage	500.00
Printing & Publications	500.00
Cash	5,000.00
In-Kind	1,000.00
Progress, In-Kind	1,000.00
Travel and Meetings	
Cash	1,000.00
Shareholders Meetings, In-Kind	2,640.00
<b>Total Operating Expenses</b>	<b><u>216,718.39</u></b>
<b>Total Expenses</b>	<b>\$487,098.39</b>
Total Expenses	
<b>Operating Income</b>	<b><u>(44,235.00)</u></b>
Other Income (Expenses) Depr.	<u>(65.00)</u>
<b>Total Other Income (Exp.)</b>	<b><u>(65.00)</u></b>
<b>Net Income (Loss)</b>	<b><u>(44,300.00)</u></b>

## Breakdown

<b>Total Income</b>	<b>442,863.39</b>
Total Exp Workforce Development	61,465.00
Total Exp Expansion of Targeted Business	52,310.00
Total Exp Entrepreneurial & Small Business	77,900.00
Total Exp Enhancement of Pro Business Environment	42,610.00
Total Exp Attraction of Amenity Seeking Retirees	36,095.00
Total Operating Expense	216,718.39
Total Other Income (Exp.)	(65.00)
<b>Net Income (Loss)</b>	<b>(44,300.00)</b>

# Chamber Activity Reports



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



# October 2008 Correspondence/Activity Report (2007 Figures in Parentheses)

## Mail Correspondence:

<b>Newcomers Packets</b>	<u>17</u>	<b>(30)</b>
<b>Visitors Packets</b>	<u>3</u>	<b>(2)</b>
<b>Students Packets</b>	<u>0</u>	<b>(0)</b>

## Miscellaneous Information Requested:

Request for BBB:	<u>18</u>	<b>(10)</b>
Email Information Requested:	<u>0</u>	<b>(30)</b>
Request for Events:	<u>10</u>	<b>(5)</b>
Civic Club Lists:	<u>11</u>	<b>(10)</b>
Web site Referrals by Phone:	<u>0</u>	<b>(3)</b>
Manufacturers List:	<u>8</u>	<b>(2)</b>
Request for Directions:	<u>10</u>	<b>(16)</b>
Maps:	<u>39</u>	<b>(120)</b>
Request for Wild Adventures:	<u>5</u>	<b>(6)</b>
Membership Info. Packets:	<u>5</u>	<b>(4)</b>
Phone Books:	<u>71</u>	<b>(121)</b>
Membership List/Email:	<u>5</u>	<b>(9)</b>
<b>Total Miscellaneous:</b>	<u>182</u>	<b>(336)</b>

**VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE**

Leading Businesses.  
Leading Communities.™



**Member Referrals:**

**Total Categories: 33**

**Top 10**

Restaurants:	<u>90 (na)</u>
Organizations/Non-Profit:	<u>7 (na)</u>
Hotel/Motels:	<u>9 (na)</u>
Beauty/Personal:	<u>4 (na)</u>
Weddings:	<u>5 (na)</u>
Government:	<u>19 (na)</u>
Media:	<u>25 (na)</u>
Advertising:	<u>9 (na)</u>
Tourism:	<u>6 (na)</u>
Banks:	<u>4 (na)</u>
Other:	<u>48 (na)</u>

**Total Member Referrals: 213 (na)**

# October 2008 Web Site Activity Report

www.valdostachamber.com



The screenshot shows the homepage of the Valdosta-Lowndes County Chamber of Commerce. At the top, there is a navigation menu with links: Business Directory, Our Chamber, Our Community, Relocation Info, Chamber News & Events, Business Resources, Member Services, and Contact Us. The main content area features a large image of a classical building with columns. Text on the page includes: "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", "Current Chamber Membership: 1,559", "Featured Events" section for August 21, 2008, listing "Salute to World Class Employees Early Bird Breakfast" at the James H. Rainwater Conference Center from 7:30 a.m. to 9:00 a.m. There are also logos for "SCHOOL SYSTEM STUDY" and "ACCREDITED" (United States Chamber of Commerce).

## Web Site Hits:

May 2008	135,193
June 2008	146,785
July 2008	147,533
Aug. 2008	142,842
Sept. 2008	152,540
Oct. 2008	161,584

## Page Views:

May 2008	19,738
June 2008	16,398
July 2008	16,774
Aug. 2008	15,507
Sept. 2008	16,752
Oct. 2008	18,626

## Search Engine Position for Chamber Site as of October 9, 2008

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

## Search Engine Position for Chamber Site as of November 17, 2008

	<b>Valdosta</b>	<b>Valdosta Chamber</b>	<b>Valdosta-Lowndes</b>
<b>Google</b>	First page in 10 <sup>th</sup> place	First Page in 1 <sup>st</sup> place	First page in 1 <sup>st</sup> place
<b>MSN</b>	First page in 10 <sup>th</sup> place	First page in 2 <sup>nd</sup> place	First page in 2 <sup>nd</sup> place
<b>YAHOO</b>	Third page in 7 <sup>th</sup> place	First page in 1 <sup>st</sup> place	First page in 2 <sup>nd</sup> place

## Web Site Button Advertisers

Arthur Herndon Company Real Estate, Inc.

Coombs Heating & Air Conditioning, Inc.

Park Avenue Bank

Precision Pumps

South Georgia Medical Center



# **IMPACT 2012**

## **Oversight Committee**

### **Report**



## ➤ **Action Item to Consider**

### ➤ **Election of 2009 Officers**

#### **Proposed Slate of Officers 2009**

<b><i>Chairman</i></b>	<b><i>Jeff Hanson</i></b>
<b><i>Vice Chairman, Business Expansion and Chairman-Elect (2010)</i></b>	<b><i>Terri Lupo</i></b>
<b><i>Vice Chairman, Economic Development and Chairman-Elect-Elect (2011)</i></b>	<b><i>Tom Gooding</i></b>
<b><i>Vice Chairman, Member Services</i></b>	<b><i>David Newbern</i></b>
<b><i>Vice Chairman, Public Affairs</i></b>	<b><i>Tim Jones</i></b>
<b><i>Vice Chairman for Workforce Development &amp; Education</i></b>	<b><i>Greg Justice</i></b>
<b><i>Treasurer</i></b>	<b><i>Paul Nichols</i></b>
<b><i>Immediate Past Chairman</i></b>	<b><i>Walter Hobgood</i></b>
<b><i>President</i></b>	<b><i>Myrna Ballard</i></b>

# ➤ Consider 2009 State Legislative Agenda for Business

## 2009 State Legislative Agenda:

### TAXES

- Sales Tax Holidays
  - Provide a sales tax holiday at the beginning of the school year that would exempt sales tax on back-to-school items. The exemption would last at least four days, with consideration of extending the duration. An additional sales tax holiday would exempt tax on energy efficient products for at least four days in 2009.
- Sales Tax Exemption on Energy Used for Manufacturing
  - Provide an exemption with respect to State (not local) sales and use tax for the cost of energy (natural or artificial gas, electricity, or any other energy) used directly in the production of manufactured goods.
- State Tax Code
  - The Chamber supports tax policy that creates a fair, pro-business tax climate in Georgia and which respects the importance of local control and accountability for raising and spending our tax dollars.

## **Energy and Environment**

- **Monitor Water Council**
  - The Chamber will monitor the Regional Water Council appointment selection process to ensure there is a strong voice for business in implementation and recommendations. Once the Council has been appointed, the Chamber will continue to monitor the progress of the Regional Water Council and the Regional Advisory Committees.
- **Alternative Energy**
  - Support legislation implementing public policies that emphasize: (1) energy efficiency and conservation, (2) conversion to more environmental friendly forms of energy generation, including nuclear, (3) research and development of alternative energy and bio-fuels. With a strong agricultural base, progressive business environment, and cutting edge research at its colleges and universities, Georgia is positioned to be a leader in the development of environmentally sensitive alternative energy.

## **Health Care**

- **Trauma Care**
  - The Chamber supports an increase in the number of level one and level two Trauma Care Centers in the State of Georgia, particularly in South Georgia.

- **Clinic for the Working Uninsured**
  - Chamber small business members often do not have access to affordable health insurance coverage for their employees and families. The Partnership Health Center clinic, a program of the Lowndes County Partnership for Health, offers free health care for the working uninsured. Because of the positive economic impact of the clinic on small businesses, the Chamber supports public and private funding options for safety net clinics that provide access to health care for the working uninsured to ensure that present and future needs are met.

## **Education**

- The Chamber is in support of policies or legislation that will improve graduation rates, AYP status as well as teacher recruitment and retention. Specifically, the Chamber supports legislation regarding dual enrollment funding that would not be a detriment to either public schools or the technical colleges.

## **Transportation**

- The Chamber supports the development of a thoughtful strategy that will provide the needed funding to address the transportation funding shortfall that has occurred. Such a strategy could include private-public partnerships, as well as monitoring how these funds are spent. The Chamber will actively promote top priority projects identified in the City of Valdosta's Transportation Master Plan, as well as our long-standing support for the widening of State Road 133.

## **Civil Justice Reform**

- The Chamber is in support of monitoring and protecting the important legal and civil justice reforms that were adopted in 2005.

## ➤ **Consider Position Statement on Land Development Regulation Plan**

**Position Issue:** The City of Valdosta proposed Land Development Regulation Plan

**Summary:** The City of Valdosta is finalizing its comprehensive Land Development Regulation Plan. The Chamber has represented the business community throughout the development of the City's plan through a meeting with the consultant, and a meeting with the Planning & Zoning Director. Several noted concerns have already been addressed by the City.

**Committee Name:** Local Legislative Committee

**Date of Action:** 11/10/08

**Committee Recommendation:** Because this document is so extensive and because our diverse Chamber membership will have divergent views on sections of the plan relevant to business, the Local Legislative Committee recommends the Chamber remain active in monitoring future amendments to the Land Development Regulation Plan that affect our members. The Local Legislative Committee encourages the City of Valdosta to keep the Chamber informed of any progress or amendments with the Land Development Regulation Plan, that affect the business community, by maintaining an open line of communication.

**Executive Committee Action:**

**Date of Action:**

**Board of Directors Action:**

**Date of Action:**

# Business Expansion Division Reports



**Jeff Hanson  
(Vice Chairman)**

VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

Leading Businesses.  
Leading Communities.™



# Business Expansion Division

## Targeted Business Expansion Committee

- Metro In Motion Speaker Series – Peter Kageyama of Creative Tampa Bay, spoke Nov. 17 at the James H. Rainwater Conference Center from 12:00 p.m.-1:30 p.m.
- Peter will continue the conversation about building innovative and creative communities that will entice technical college and university graduates to remain or move to Valdosta-Lowndes County.

## PETER KAGEYAMA

Creative Cities Productions: Consultant for Creative Economy

**Please join us for lunch to hear Peter Kageyama discuss projects that have positive economic, social, cultural, and environmental outcomes**



# MetroOne

*One Voice ■ One Vision ■ One Community*



2008 Survey of Valdosta Young Professionals

# Participants (81)

Males	53%
Females	47%

21 - 29	54%
28 - 44	46%

*MetroOne*

*One Voice ■ One Vision ■ One Community*



# Why Valdosta?

Grew up here	21%
College/University	23%
Military	20%
Job (non-military)	17%
Family	11%
Spouse Job	8%

*MetroOne*

*One Voice ■ One Vision ■ One Community*



# Residence

Years Lived in Area	
0 – 6 years	52.5%
7 – 43 years	47.5%

Plan to Leave Area	
0 – 12.5 years	49%
20 – 50 years	51%

# Planning to Move?

49% plan to leave Valdosta within 12.5 years:

- 41% of professionals
- 57.1% of College/University employees
- 87.5% of Military employees
- 85.7% of Government/Non-Profit employees

# Earnings

Among all young professionals:

- Average Income is \$50,822.73
- 33.3% earn less than \$38,000 per year
- 36.3% earn between \$40 – 60,000 per year
- 30.3% make over \$65,000 per year

	21-29	30-44
\$10-38,000	36.4%	16.2%
\$40 - \$60,000	31.8%	27%
> \$65,000	18.2%	32.4%
No response	13.6%	24.4%

# Income vs. Gender

	Male	Female
\$10-\$38,000	14.6%	43.2%
\$40-\$60,000	31.7%	24.3%
> \$65,000	36.6%	13.5%
No Response	17.1%	19%

# Quick Facts

Among all young professionals:

- Average age is 29
- 74.1% own a house

Among young professionals under 30:

- 65.9% own a house
- 36.4% earn less than \$38,000 per year
- 31.8% earn between \$40 – 60,000 per year

# Perceptions

Valdosta Area is Better	
Cost of Living	58%
Family friendly	37%
Weather	37%

# Perceptions

Valdosta Area is Worse	
Athletics and Recreation	28%
Arts and Culture	28%
Weather	28%

# Are area leaders aware of the needs of young professionals?

2007	
Yes	47.1%
No	52.9%

2008	
Yes	49.2%
No	50.8%

# Quick Facts

- Average Age is 29
- The majority profession is Professional (48%)
- 36% had heard of MetroOne
- Most heard of MetroOne via Chamber or Others
- Future events they would attend are:
  - Social Networking
  - Professional Development
  - Community Volunteer
  - Cultural
  - Sporting

# Reference

## Method

- Descriptive statistics (percentages) were calculated on the full sample, minus 3 cases with student data.
- Sample size was considered for all variables.

## Business Expansion Division

### Valdosta And Lowndes Expansion Team

#### Licensing and Permitting Process - Survey Results

- **38 businesses in Lowndes County responded.**
- **352 surveys were distributed via email, regular mail, and face to face interview.**
- **19 were first time business owners.**
- **24 were located within the Valdosta City limits.**
- **96 % have been in business for four years or less.**
- **40 % ranked the process good to very good, 35 % ranked it fair, while 25 % said it was poor to very poor.**
- **Only one-third of the businesses attended the City's First Steps program or the Lowndes Co. Technical Review team.**
- **Of those one third, 55 % found them somewhat helpful and 45 % found it not helpful.**



# Licensing and Permitting Process Survey Results

## Continued

### Suggestions to improve the process were:

1. There should be a written, comprehensive map provided to new businesses whereby they know each step to take in sequential order and who the players are that make the decisions.
2. Streamline the process to allow small businesses to bypass some of the unreasonable requirements the city and county has imposed. Eliminate two to three people. They are costing the small businesses excessive amount of expenses.
3. Have advisors (who know the rules and regulations available) before attending the First Step meeting.
4. A simple step by step guide (or flow chart) showing what needs to be done in what order and the contact information for various agencies. Also showing *"if you do this then you need to do this also."*

## Licensing and Permitting Process Survey Results

### Continued

5. Less of an attitude that the prospective business owner should know everything, more cooperation instead of being flippant when answering questions. Less double talk and more understanding and providing more information.

- 67 % of businesses did not use the S.E.E.D.S. Center for assistance through the process.
- Of those businesses 44 % found the information received useful, while 56 percent did not find it useful.
- 57 % of those who responded said the information received in the S.E.E.D.S. Center did not match that given by Valdosta or Lowndes County offices.

### Conclusion –

According to the results of the *licensing and permitting process* survey, it was concluded that entrepreneurs and first-time start-up businesses are having difficulty sorting through pertinent information about the process. It was also found that information distributed through various small business resource locations, such as the S.E.E.D.S. Center, did not match that of the city or county licensing and permitting offices.

# Licensing and Permitting Process Survey Results

## Continued

### Action –

- Members of the team and department heads from the various local government offices decided to enhance communication and partnerships by developing a flowchart that may be used by businesses in the start-up process as well as anyone who deals with start-up businesses.
- To Use “*The ABC’s of How to Start a Business*” concept to create an interactive digital document to be made available to all local government partners for the purpose of establishing a “NO WRONG DOOR” system. (i.e. – a person who enters the business start-up process at any point will receive the same appropriate information from any party member. Example: A person who enters the process at step 5 that should be at step 2 will be referred to step 2 by every possible party the entrepreneur might encounter.) In order to accomplish this goal, several action items were established:
  - ***Identify representatives from all responsible parties in the business start-up process.***
  - ***Identify all possible scenarios that each party has and will experience.***

# Licensing and Permitting Process Survey Results

## Continued

***Properly flowchart the scenarios in the correct order through each party's department.***

***Create a rich multimedia presentation of this flowchart to be distributed to each party, added to the ABC's, and placed on the S.E.E.D.S. Center Web site.***

- Develop a one-page document to be included in the “ABC’s of How to Start a Business,” and on the S.E.E.D.S. Center Web site, regarding how to properly choose a business site/property. Also, giving pointers on overcoming issues with the “perfect site” that may not be so perfect. Also will be included in multi-media flowchart.
- Create an “*Imagine the future of your business*” questionnaire to be included in the “ABC’s of How to Start a Business” and on the S.E.E.D.S. Center Web site. Also will be included in multi-media flowchart.

*Ex. 1. Do you intend to sell goods or services?*

*2. Do you plan to serve food?*

*3. Will you serve alcohol?*

# South Georgia Partnership for Regional Development Luncheon

*“Identifying common threads within the region  
that can translate into economic growth for the region”*

Representative Jay Shaw and  
**Keynote Speaker: Mike Beatty, Commissioner  
Georgia Department of Community Affairs**

“Building communities, enabling economic development,  
promoting housing options and fostering sustainable  
development for your region”

Monday, November 10, 2008  
12:00 — 1:30 p.m.  
James H. Rainwater Conference Center

VALDOSTA - LOWNDES COUNTY



CHAMBER OF COMMERCE

Leading Businesses.  
Leading Communities.™

# Member Services Division Reports



**David Newbern  
(Vice Chairman)**

VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

---

Leading Businesses.  
Leading Communities.™



# Dues Collection Report

## Monthly

**2007 & 2008**

	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>Variance</u>
<b>Dec.</b>	33,953.84	32,103.00		
<b>Nov.</b>	27,940.34	24,189.45		
<b>Oct.</b>	34,530.00	25,788.36	25,698.51	(89.85)
<b>Sep.</b>	30,053.25	33,359.83	28,545.42	(4,814.41)
<b>Aug.</b>	29,929.75	29,994.19	31,056.19	1,062.00
<b>July</b>	34,782.50	29,223.75	38,982.60	9,758.85
<b>June</b>	21,691.25	33,757.94	27,435.67	(6,322.27)
<b>May</b>	30,796.01	20,674.42	30,457.34	9,782.92
<b>Apr.</b>	25,242.35	23,849.84	31,264.43	7,414.59
<b>Mar.</b>	35,800.77	39,974.04	14,879.68	(25,094.36)
<b>Feb.</b>	34,679.77	29,199.04	22,659.50	(6,539.54)
<b>Jan.</b>	39,124.18	45,297.34	48,150.38	2,853.04

# Dues Collection Report, continued

## Year-To-Date

**2007 & 2008**

	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>Variance</u>
<b>Dec.</b>	378,524.01	367,411.20		
<b>Nov.</b>	344,570.17	335,308.20		
<b>Oct.</b>	316,629.83	311,118.75	299,129.72	(11,989.03)
<b>Sep.</b>	282,099.83	285,330.39	273,431.21	(11,899.18)
<b>Aug.</b>	252,046.58	251,970.56	244,885.79	(7,084.77)
<b>July</b>	222,116.83	221,976.37	213,829.60	(8,146.77)
<b>June</b>	187,334.33	192,752.62	174,847.00	(17,905.62)
<b>May</b>	165,643.08	158,994.68	147,411.33	(11,583.35)
<b>Apr.</b>	134,847.07	138,320.26	116,953.99	(21,366.27)
<b>Mar.</b>	109,604.72	114,470.42	85,689.56	(28,780.86)
<b>Feb.</b>	73,803.95	74,496.38	70,809.88	(3,686.50)
<b>Jan.</b>	39,124.18	45,297.34	48,150.38	2,853.04



## **Membership Summary Report As of October 31, 2008**

DUES COLLECTED YEAR TO DATE: \$299,129.72  
2008 goal for Dues Collection: \$396,000.00

NEW MEMBERS YEAR TO DATE: 193  
2008 Goal: 244

TOTAL MEMBERSHIP: 1,558  
2008 Goal: 1,550

NET MEMBERSHIP GAIN IN OCTOBER: 5  
NET MEMBERSHIP GAIN IN 2008: 38  
2008 Goal: 31

2008 Retention Goal: 86%  
(Industry Average: 80%)



# New Members

**2004      2005      2006      2007      2008**

<b>Jan</b>	<b>18</b>	<b>16</b>	<b>16</b>	<b>16</b>	<b>22</b>
<b>Feb</b>	<b>17</b>	<b>22</b>	<b>18</b>	<b>14</b>	<b>16</b>
<b>Mar</b>	<b>39</b>	<b>16</b>	<b>20</b>	<b>20</b>	<b>13</b>
<b>April</b>	<b>20</b>	<b>34</b>	<b>20</b>	<b>16</b>	<b>22</b>
<b>May</b>	<b>21</b>	<b>23</b>	<b>41</b>	<b>26</b>	<b>23</b>
<b>June</b>	<b>15</b>	<b>16</b>	<b>12</b>	<b>29</b>	<b>25</b>
<b>July</b>	<b>16</b>	<b>8</b>	<b>10</b>	<b>13</b>	<b>15</b>
<b>Aug</b>	<b>14</b>	<b>18</b>	<b>16</b>	<b>17</b>	<b>22</b>
<b>Sept</b>	<b>67</b>	<b>75</b>	<b>54</b>	<b>41</b>	<b>19</b>
<b>Oct</b>	<b>24</b>	<b>7</b>	<b>13</b>	<b>48</b>	<b>16</b>
<b>Total</b>	<b>251</b>	<b>235</b>	<b>220</b>	<b>240</b>	<b>193</b>
<b>Nov</b>	<b>11</b>	<b>13</b>	<b>11</b>	<b>14</b>	
<b>Dec</b>	<b>12</b>	<b>7</b>	<b>12</b>	<b>9</b>	
<b>Total</b>	<b>274</b>	<b>255</b>	<b>243</b>	<b>263</b>	<b>193</b>



# New Members

## October 2008

### **Barberitos**

Jessica Jones  
1337 Baytree Road, Suite 1  
Valdosta, GA 31601  
(229) 244-4804  
CATERERS

### **Body Bronzer, LLC**

Holly Fender  
5668 Emily Lane  
Hahira, GA 31632  
(229) 245-7017  
TANNING STUDIO

### **Brad Burnette**

3213 Wildwood Plantation Cir  
Valdosta, GA 31605  
(229) 242-2926  
ASSOCIATE MEMBERS

### **Capitol Marketing Concepts**

Gary Wilson  
P O Box 607  
Quitman, GA 31643  
(229) 269-5192

### **Elli's Boutique**

Susie Ellington  
108 West Hill Avenue  
Valdosta, GA 31601  
(229) 220-0521  
RETAIL  
PRODUCTS/SERVICES

### **Fruits of the Garden**

Winery and Gifts, LLC  
Blanche Boykins-White  
2296 Hwy 84W Suite A  
Valdosta, GA 31601  
(229) 242-0578  
WINERY



# New Members October 2008

## **Holcomb Flooring & Repair, LLC**

Dan Holcomb  
822 E Jane Street  
Valdosta, GA 31601  
(229) 242-4261  
FLOOR COVERING-  
RETAILCONSTRUCTION

## **HomeSouth Mortgage Corporation**

Melba Tabor  
2717 Windmere Drive Ste E  
Valdosta, GA 31602  
(229) 245-7462  
MORTGAGE COMPANIES

## **JustAmere Farms, LLC**

Amanda Adamski  
5842 Val Del Road  
Hahira, GA 31632  
(229) 794-0096  
HORSEBACK  
RIDING/HORSE FARM

## **MNG Construction, Inc.**

Michael Miller  
P O Box 192  
Lakeland, GA 31635  
(229) 560-0964  
CONSTRUCTION/  
BUILDING

## **Spa and Salon on Ashley**

Darren Miller  
306 North Ashley Street  
Valdosta, GA 31602  
(229) 242-1111  
BEAUTY/PERSONAL  
CARE/WEIGHT LOSS

## **Special Olympics Georgia**

Rex Dorsey  
506 North Ashley Street  
Valdosta, GA 31601  
(229) 292-5143  
ORGANIZATIONS/NON-  
PROFIT



# New Members October 2008

## **Title Town Flyers**

Joy Storey  
P O Box 883  
Valdosta, GA 31601  
(229) 269-7825  
ADVERTISING

## **Total Image Productions**

Mishonne Shealy  
906 E Cranford Avenue  
Valdosta, GA 31601  
(229) 444-1244  
MARKETING/DIGITAL

## **Webb's Foot & Wound Care Clinic**

Latashia Webb  
3382L Country Club Road 132  
Valdosta, GA 31605  
(229) 219-7910  
HEALTHCARE-PHYSICIANS

## **Worksite Benefit Solutions, LLC**

Jimmy Allen  
P.O. box 891  
Valdosta, GA 31603  
(229) 247-8592  
INSURANCE



## Dues Account Status Report October 2008

<u>Billing Period</u>	<u>Accounts Receivable</u>	<u>Collections</u>	<u>Collection Rate</u>
Current	\$33,848.00	\$10,322.50	30%
Previously Collected for current month	_____	\$9,437.50	28%
<b>Total Current</b>	<b>\$33,848.00</b>	<b>\$19,760.00</b>	<b>58%</b>
1-30 Days	10,064.12	3,900.00	39%
31-60 Days	7,218.62	1,151.25	16%
61-90 Days	5,456.85	240.00	4%
91-120 Days	5,329.59	0.00	0%
120+ Days	<u>19,810.03</u>	<u>2,283.77</u>	12%
<b>Subtotal</b>	\$81,727.21	\$27,335.02	33%
New Members	\$1,685.83	\$1,685.83	
<b>Total</b>	<u><u>\$83,413.04</u></u>	<u><u>\$29,020.85</u></u>	35%



## Dues Account Status, continued

### Previously collected for current months:

July	0.00
August	3,287.50
September	6,150.00
<b>Total</b>	<b><u>\$9,437.50</u></b>

### Pre-Paid Dues for future months:

November	6,826.00
December	0.00
January	0.00
Deferred Revenue	<b><u>\$6,826.00</u></b>

### Other Information:

Direct Debit Accounts to Date	<b>70</b>
Online Billing Accounts to Date	<b>18</b>



# Write-Offs October 2008

## Reason Dropped: Out of Business

<u>Name</u>	<u>Join Date</u>	<u>Amount</u>
Adonna C. Smith Real Estate Service, Inc. Roseanne Lewis	10/23/07	\$240.00
Christian Montessori School	7/9/08	\$37.50
Economy Rent A Car	11/7/2005	\$240.00
McCrary-Daniels Insurance Agency, Inc.	11/10/2006	\$85.00
The Realty Doctors, LLC	4/25/2008	\$0.00

## Reason Dropped: Business Sold

<u>Name</u>	<u>Join Date</u>	<u>Amount</u>
Atlas Rent A Car	1/28/2006	\$30.00



# Write-Offs October 2008

<b>Reason Dropped: Requested Cancel</b>
---

<u>Name</u>	<u>Join Date</u>	<u>Amount</u>
Heidemann, Clarence H.	10/18/2006	\$240.00
Mystic Pools	9/12/2006	\$120.00
S & K Famous Brand Mensware	8/18/1997	\$250.00
Susan Swader, CPA, PC	9/11/2002	\$300.00
Valdosta North Rotary Club	9/20/2002	\$85.00



# Write-Offs October 2008 Summary

## Summary

Month  
#

Month \$

YT  
D #

YTD \$

Budget Restrictions			16	\$2,977.50
Business Sold	1	\$240.00	7	\$1,390.00
Member Moved			8	\$1,235.60
Nonpayment of Dues			31	\$9,441.70
Out of Business	5	\$427.50	55	\$7,004.94
Requested Cancellation- No Reason	5	\$960.00	35	\$5,313.35
Unhappy/Angry			2	\$390.00

## TOTAL

11

\$1,627.50

154

\$27,753.09

## Write-Offs 2007

19

\$1,503.75

217

\$39,490.02

## Difference 2007 vs. 2008

-8

\$123.75

-63

(\$11,736.93)



## CHAMBER 101:

How to get the most out of your  
Chamber membership

### 2008 Attendance Sheet

<b>Month</b>	<b>1<sup>st</sup> Invitation</b>	<b>2<sup>nd</sup> Invitation</b>	<b>Attended</b>
Jan. 9	14	27	8
Feb. 6	11	75	8
Mar. 5	19	56	9
Apr. 2	12	45	7
May 7	21	37	12
June 4	10	34	7
July 9	22	44	8
Aug. 6	19	54	6
Sept. 3	16	52	3
Oct. 1	19	70	10
Nov. 5	23	63	9
Dec. 3			
<b>TOTAL</b>	<b>186</b>	<b>557</b>	<b>87</b>

Nov 5, 2008 invitation list for CHAMBER 101  
consists of members that joined from  
March 16, 2008 – Sept. 15, 2008 (2<sup>nd</sup> time invites) &  
Sept. 16 – Oct. 15, 2008 (1<sup>st</sup> time invites) 79



## **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, December 3, 2008

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 (10)

Walter Hobgood (8)

Allan Dear (1)

Jeff Hanson (1)

Debra Tann (2)

Jerome Riley (1)

Terri Lupo(2)

Jodi Doss (1)

# MARKETING REPORT—OCTOBER 2008

## YEAR TO DATE

Television Stories: 37(34 in 2007)  
Radio Presentations: 79 (38 in 2007)  
Print Articles: 50 (57 in 2007)  
Presentations: 22 (17 in 2007)

## ECONOMIC DEVELOPMENT DIVISION

### PRESENTATION

SEEDS Center presentation at VSU Promotions class

## MEMBER SERVICES DIVISION

### RADIO

Talk 92.1—Employee Retention Workshop  
Newstalk 105.9—Verizon  
Wireless B<2>B interview  
Black Crow—Ran commercials on B<2>B  
Talk 92.1—Ran commercials on B<2>B

### PRINT

VDT—Business After Hours, Eye Associates of South Ga, LLC  
VDT—Editorial, Business <2> Business Showcase  
VDT—Picture & Cutline on B<2>B

### TELEVISION

WALB—Ran commercials on B<2>B  
WCTV—Ran commercials on B<2>B  
WTLH (FOX) - Ran commercials on B<2>B

## MISCELLANEOUS

### PRESENTATION

Azalea Health  
Innovations speak at Rotary Club

### RADIO

Talk 92.1—School System Study

### TELEVISION

ABC—Myrna Ballard speaks on behalf of V-LC  
WCTV—Interview on local unemployment rates

### PRINT

ABC visit to Valdosta in Atlanta Journal-Constitution

## PUBLIC AFFAIRS

### RADIO

Political Forum on Talk 92.1

### PRINT

VDT—Political Forum

### TELEVISION

Political Forum televised on VSU Channel

# RIBBON CUTTINGS—OCTOBER 2008



**Dodge of Valdosta**  
4506 North Valdosta Road  
Phone: (229) 247-1611



**Elli's Boutique**  
108 West Hill Avenue  
Phone: (229) 220-0521



**FPC of Valdosta**  
100 N Patterson Street  
Suite N  
Phone: (229) 834-1538



**All Tune & Lube**  
2911 N. Patterson Street  
Phone: (229) 219-1004



**Spa and Salon on Ashley**  
306 North Ashley Street  
Phone: (229) 242-1111



**Pearl Executive Shuttle**  
2905 North Patterson Street  
Phone: (229) 293-9883



**Valdosta Imaging and Portraiture**  
902 Baytree Road  
Phone: (229) 293-1388

# AMBASSADOR REPORT—OCTOBER 2008

## OCTOBER RIBBON CUTTING STATISTICS

Ribbon Cuttings for October: **7**

Groundbreakings for October: **0**

Business After Hours for October: **1**

Early Bird Breakfasts for October: **0**

## 2008 RIBBON CUTTING STATISTICS

2008 Ribbon Cuttings: **78**

2008 Groundbreakings: **4**

2008 Business After Hours: **5**

2008 Early Bird Breakfasts: **3**

## UPCOMING EVENTS

**December 4**—IMPACT 2012 Shareholders Luncheon

12:00—1:30 p.m.

James H. Rainwater Conference Center

**December 11**—Business After Hours

Guardian Bank

5:00—7:00 p.m.

701 Wildwood Plantation Drive

**December 18**—Christmas at the Barber House

5:00—6:30 p.m.

At the Chamber

# 2008

# MANUFACTURER OF THE YEAR



# REGAL MARINE

# Economic Development Division Reports



**Terri Lupo  
(Vice Chairman)**

VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

Leading Businesses.  
Leading Communities.™





## Regional Report - October 2008

	Lowndes	Region	Total (YTD)	Oct. 07 (YTD)
<b>Clients</b>				
Start-up	11	0	11(212)	18 (178)
Existing	20	0	20(155)	6 (84)
Returning	7	0	7 (63)	2 (46)
General Info	8	0	8 (97)	4 (37)
Developer/Realtor	3	0	3(34)	10 (49)
<b>Overall</b>	<b>49</b>	<b>0</b>	<b>49 (561)</b>	<b>37 (352)</b>

<b>Outcomes</b>				
Business Established	2	0	2 (17)	3 (13)
Business Expanded	0	0	0 (9)	0 (4)
Chamber Member	4	0	4 (34)	3 (20)



## Regional Report - October 2008

	Lowndes	Region	Total (YTD)	Oct. 07 (YTD)
<b>Resources</b>				
ABC's	4	0	4 (210)	13 (142)
Demographics	7	0	7 (136)	11 (136)
Mosaic	0	0	0 (12)	N/A
Traffic Counts	1	0	1 (22)	3 (22)
Mailing Lists	27	0	27 (247)	10 (77)
Retail Lease Trac	2	0	2 (8)	0 (16)
Loan/Grant Info	0	0	0 (17)	3 (15)
<b>Web site Activity</b>				
Visits			1,494 (27,252)	N/A
ABC Downloads			15 (66)	N/A

# Professional Consultants Program



## October 2008 Report

	Month	Quarter	Total YTD
<b>Consulting Hours</b>			
Accounting	0	1	14
Legal	0	0	20
Banking	0	0	0
Financial Planning	0	0	1
Org. Development	0	0	3
Marketing	0	0	29
Web Design	0	0	1
Insurance	0	0	1
Development / Planning	0	0	2
Architecture	0	0	0
Computer Networking	0	0	1
Mediation Services	0	0	0
Other	0	0	0
<b>Overall</b>	<b>0</b>	<b>1</b>	<b>72</b>

<b>New Consultants Recruited (YTD)</b>	<b>8</b>
--	----------

	Quarter	Year
<b>Goals</b>		
Consultation Hours	19	75
New Consultants	2.5	10

VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

Leading Businesses.  
Leading Communities.™





- Valdosta Technical College 6-part Lunch-n-Learn Series commenced Nov. 5
- **13** contestants remain
- First Drafts due Nov. 21
- Final Drafts due March 21, 2009

*Angels*



GARY MOSER  
MOSER, ROSE, & COX



**Full Circle Marketing &  
Advertising Agency**



# Making Plans...

The Official Newsletter of the Guardian Bank Business Plan Competition

Volume IV, Issue I

October 27, 2008

## Work! Work! Work!

Well, we are now beginning week 5 of the 2009 Guardian Bank Business Plan Competition and things are heating up!!! The Small Business Development Center has held the "How to Start a Business" and the "How to Write a Business Plan" Workshops. And all contestants should have submitted a credit report. Now is the time to use the information from the valuable workshops along with the resources of S.E.E.D.S. Center



to WRITE THOSE BUSINESS PLANS!

This week, contestants will be paired with competition coaches who will monitor progress and encourage contestants throughout the remainder of the competition.

The next step in the process is to have a "First Draft" completed and submitted to the Chamber of Commerce by Nov. 21 at 5:00p.m. These drafts will be reviewed and returned to the contestants to allow for valuable feedback that will assist in making the most comprehensive plans possible.

For any questions throughout the competition, please check out the official competition Web site at [www.seedscenterofsga.com](http://www.seedscenterofsga.com) or call Hunter Harper at 229.247.8100. Keep up the hard work!!!

### Avoid Time Management Problems

Many people experience time management problems. They feel over-busy, disorganized, stressed and that their lives are out of control. All the while, most people know that there's a better way - if only they could find it.

The feeling of overload is a normal experience for most people. It's something that even the most successful person will experience at some stage: It is extremely common for a person who does a job well to be given even more work to accomplish.

While time works against most people, it can also be your biggest asset if you know

how to manage it properly. If you can find ways to boost your productivity, you can accomplish more in your day, impress customers and employers and leave yourself more free time to enjoy life. It's just that simple.

On the other hand, if you manage time poorly, you create a domino effect that causes you to be continually less productive. You work harder. You get more stressed. Your quality of work declines.

<http://www.mindtools.com>

### ValTech Lunch'n'Learn Legal Concerns for Small Business Owners

Wednesday, November 5

12pm-1pm

Valdosta Tech, Building 400, Room 403

Featuring:

G. Robert Ryan, Jr. Attorney at Law  
Moore, Clarke, DuVall & Rodgers, P.C.

Reserve your seat by November 3<sup>rd</sup>

333-2121

or

[pschmidt@valdostatech.edu](mailto:pschmidt@valdostatech.edu)



### Important Dates To Include In Your Business Calendar

Nov. 5, 2008: ValTech LunchNLearn—  
Legal Concerns

Nov. 21, 2008: 1st Draft of Business  
Plan due to Competition Officials

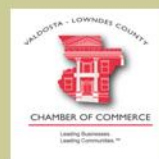
March 20, 2009: Final Submission of  
Business Plan Due

April 8, 2009: Finalists Pitch and Judging

April 11, 2008: Entrepreneur Extrava-  
ganza - The Guardian Bank Business  
Plan Competition Winner Announced!

*Pay attention to the calendar  
each week as new events will  
be added!!!*

### Where To Find Us



Contact Hunter Harper

At the Valdosta-Lowndes County

Chamber of Commerce

416 North Ashley St.

Valdosta, GA 31603

Phone: 229-247-8100

FAX: 229-245-0071

[hharper@seedscenterofsga.com](mailto:hharper@seedscenterofsga.com)



Full Circle Marketing &  
Advertising Agency



# Small Business Owners Network



Stacy Bush of Bush Investment Group, LLC will lead a discussion on:

*"How to Grow Your Business During Uncertain Economic Times"*

Join us for breakfast and learn from the Pros.

- NETWORK with other small business owners.
- LEARN about various resources available to assist small business growth and prosperity.
- GROW your business through various methods of growth and exposure.

Two Friends Café  
@ Summit Pointe

Tuesday, October 28  
@ 8:30 A.M.

RSVP to Hunter Harper: 229.247.8100 OR [hharper@valdostachamber.com](mailto:hharper@valdostachamber.com)



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

**Monthly Activity Report**  
**Period: OCTOBER 2008**

	<u>2008</u>	<u>2007</u>	<u>Cum</u>
Advertising leads:	0	0	342
Web site hits:	12,138	10,848	1,660,631
Web page requests:	2,313	NA	6,040
Web site leads:	15	19	1,278
Brochure leads:	0	1	20
Other TCH leads:	1	2	211
Quitman Chamber leads:	0	2	27
Valdosta Chamber leads:	1	2	194
Lakeland Chamber leads:	0	0	1
Other source leads:	0	1	1,490
<b>Total leads active</b>	<b>17</b>	<b>27</b>	<b>3,421</b>



## RELOCATIONS

- **Relocations (Households): 247**

Lowndes: 214      Brooks: 21      Lanier: 12

- **2008 Relocations: 27**
- **October Relocations: 3**
- **States inquiring: 47**
- **Relocations from: FL: 127, GA: 35, NY: 14, AL: 2, CA: 6, CO: 4, IL: 4, MI: 6, VA: 3, IN: 1, MD: 3, ME: 1, OR: 1, AZ: 1, UT: 1, NM: 2, MA: 1, TN: 4, NJ: 3, MN: 1, LA: 3, MS: 6, NJ: 1, NC: 1, NH: 1, TX: 3, UN: 10, SC: 1, RI: 1**
- **Newcomers sources:**
  - TCH-Web site/Call in/Brochure: 169
  - B-Q Chamber: 6
  - V-L Chamber: 28
  - L-L Chamber 0
  - Advertising: 1
  - Other: 43



## **ECONOMIC IMPACT**

- **Annual Income:           \$35,321,000**
- **Annual Spending:       \$8,892,000**
- **Liquid Assets:       \$1,037,400,000**
- **Indirect Jobs Created:       494**

(average according to industry standards)

# Hometown Happenings

THE SOUTH GEORGIA RETIREE  
PREMIER NEWSLETTER

Monthly Publication

Volume 6, Issue 11

## *In This Issue*

Just for Laughs

Retiree Reception

Holiday 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).

## 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!

## Just for Laughs

### Aging With Humor

I feel like my body has gotten totally out of shape, so I got my doctor's permission to join a fitness club and start exercising. I decided to take an aerobics class for seniors. I bent, twisted, gyrated, jumped up and down, and perspired for an hour. But, by the time I got my leotards on, the class was over.

### DRESS-UP

A little girl was watching her parents dress for a party. When she saw her dad donning his tuxedo, she warned, "Daddy, you shouldn't wear that suit."

"And why not, darling?" "You know that it always gives you a headache the next morning.."



# Retiree Reception Fall for South Georgia

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

On Monday, October 27 over 100 retirees and Triple Crown Hometowns (TCH) Investors gathered at the Jim & Mary Threatte Art & Civic Center in Lakeland, Georgia for their annual “Fall for South Georgia” reception. The reception allows (TCH) investors the opportunity to meet and greet retirees – retiree newcomers as well as life-long residents of South Georgia.



VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

Leading Businesses.  
Leading Communities.™



- ✓ **Task Force to Study the Impacts of School System Organization on Economic Development in Our Community**

# Public Affairs Division Reports



**Tom Gooding  
(Vice Chairman)**

VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

Leading Businesses.  
Leading Communities.™





# Legislative Listening Session

Oct. 30, 2008  
Park Avenue Bank



**Military Affairs Committee  
Valdosta-Lowndes County Chamber of Commerce**



**“Global Power For America”**

You are invited to participate in the  
Military Affairs Committee

**Tour of Moody Air Force Base**

Thursday, December 4, 2008

12:45 – 5:00 p.m.

This is an exciting time for us to meet our friends and neighbors at Moody. Members will have an opportunity to see Moody’s mission first hand and talk with the dedicated Airmen who accomplish that Mission.

RSVP by: Monday, December 1st 247-8100

Dress: Casual

**Meeting location:** We will meet at what used to be their trailer park. It is past the traffic light at the North Gate, first entrance on the left. A Moody bus will pick us up at that location. Everyone will need a photo ID with them.

Bring your camera for photo ops.

**Please RSVP. . . Only 40 seats remaining!**

# Workforce Development & Education Division Reports



**Tim Jones  
(Vice Chairman)**

VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

Leading Businesses.  
Leading Communities.™





2009 CHOICES Presentations

School	Dates	2008 Classes	2008 Students	2009 Classes	2009 Students
Dept. of Family and Child Services	FALL 2009	1	11	1	
Genesis Christian School	n/a	1	8	n/a	
Georgia Christian School	January 8-9, 2009	n/a		1	
Hahira Middle School	SPRING 2009	13	424	13	
Heart to Heart	n/a	1	3	1	
Lighthouse Christian School	n/a	n/a			
Lowndes Alternative School	December 15-16, 2008	n/a		1	
Lowndes Middle School	SPRING 2009	12	315	12	
Newbern Middle School	SPRING 2009	11	199	11	
Open Bible Christian School	November 11-12, 2008	n/a		1	27
Southland Christian School	November 3-4, 2008	n/a		1	20
Valdosta Middle School	SPRING 2009	13	313	13	
Valwood Middle School	January 20-21, 2009	n/a		2	
<b>TOTAL</b>		<b>51</b>	<b>1273</b>	<b>55</b>	<b>47</b>





# Helping Your Child Succeed



## REGAL

*Luxury Performance Boats*

Helping Your Child Succeed Presentations					
Company	Date	Business Presenter	School Presenter	Parents	
1 Union Tank Car Company	27-Mar-08	Jm Roberts	LaVerne Rome	7	
2 Country Inn and Suites	10-Apr-08	Maggie Roberts	LaVerne Rome	12	
3 Regal Marine	1-May-08	Jm Roberts	LaVerne Rome	22	
4 Lowndes Teen Plus Center	13-May-08	Greg Justice	Judy Martin	13	
5 Summer Educator Academy	2-Jun-08	Jm Roberts	Maggie Roberts	13	
6 La Quinta Inn	24-Jun-08	Bill Tillman	LaVerne Rome	6	
7 South Georgia Regional Library	28-Jul-08	Jm Roberts	Halley Little	11	
8 Hudson Dockett and Ora Lee West	5-Aug-08	Greg Justice	LaVerne Rome	15	
9 Department of Family and Child Services		Barbara Corbitt	LaVerne Rome	103	
10 SAFT America	8-Oct-08	Jm Roberts	LaVerne Rome	10	
11 American Drill Bushing	30-Oct-08	Jm Roberts	LaVerne Rome	16	
12 Archer Daniels Midland	12-Nov-08	Maggie Roberts	LaVerne Rome	12	
13 SAFT America	19-Dec-08				
14 Langdale Forest Products	TBD				
15 Arizona Chemical	TBD				
16 Parent University	7-Mar-09				
<b>Parents Reached</b>				<b>240</b>	

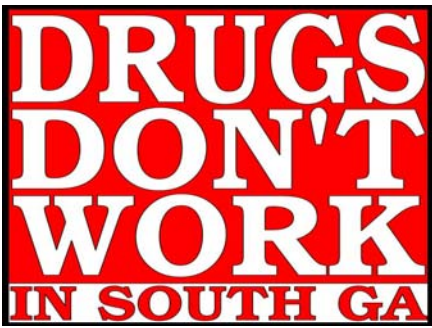


## Boot Camp Report 2008

	Goal Attendance	Actual Attendance
March 4th, 2008	25	30
May 20th, 2008	25	33
August 26th, 2008	25	29
November 18th, 2008	25	12
<b>GOAL TOTAL</b>	<b>100</b>	<b>104</b>

### Participating Companies

Alpha Pro-Tech	First State Bank and Trust	Radiology Associates
American Drill Bushing	Goodwill Career Center	Regal Marine
Ameris Bank	Honey Baked Ham	Rogers Construction
Best Western	Hospice of South Georgia	Shaw Industries
Bishop Clean Care	Juneau Construction	Sleep Inn, Inn and Suites
Cowart Electric	King Moving and Storage	South Georgia Medical Assoc.
Curacare Health Services	Langdale Forest Products	Sunset Farm Foods
Dillard's Distribution Center	Langdale Place	The Herndon Co.
Econo Lodge	Marble Slab Creamery	Treatment Center of Valdosta
Elite Structures, Inc.	Park Avenue Bank	Valdosta-Lowndes Chamber
ERCO Worldwide	Preferred Outlets	Vulcan Steel
Eye Associates of S. Georgia	Propex, Inc.	Wild Adventures



# October 2008 Summary

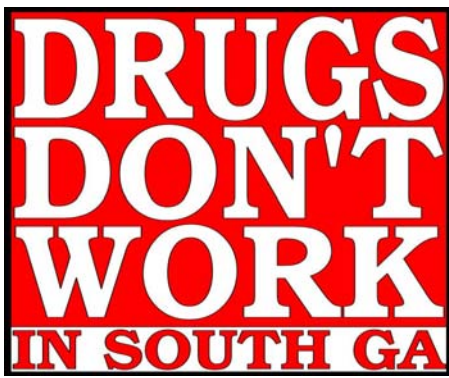
---

Total # of DDW Partners as of 12/31/07:	<b>260</b>		
Total # of DDW Partners as of 10/31/08:	<b>265</b>		
2008 New Members:	<b>14</b>		
2008 Losses:	<b>9</b>		
YTD Net Gain:	<b>5</b>		
	<hr/>		
	<b>10</b>	<i>needed to meet goal (275)</i>	

---

## Valdosta-Lowndes County

Total # of DDW Partners as of 12/31/07:	<b>220</b>		
Total # of DDW Partners as of 10/31/08:	<b>225</b>		
YTD Net Gain:	<b>5</b>		
	<b><u>YTD</u></b>	<b><u>Oct.</u></b>	<b><u>Total</u></b>
Valdosta-Lowndes New Prospects:	6	0	6
Valdosta-Lowndes Aged Prospects:	31	15	46
Valdosta-Lowndes Contacts:	54	4	58
New members:	10	4	14
Losses:	9	0	9
			106



## October 2008 Summary, continued

### Regional Program

Total # of DDW Partners as of 12/31/07: 40

Total # of DDW Partners as of 10/31/2008: 40

YTD Net Gain: 0

	<u>YTD</u>	<u>Oct.</u>	<u>Total</u>
Regional New Prospects:	2	0	2
Regional Aged Prospects:	118	23	141
Regional Contacts:	118	24	142
New members:	0	0	0
Losses:	0	0	0

	<u>YTD</u>	<u>Oct.</u>	<u>Total</u>
<b>Training (hours)</b>	570.1	88.2	658.3
<b>Revenue</b>	\$22,150.00	\$7,025	\$29,175.00

VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

Leading Businesses.  
Leading Communities.™



## President Report:

# Myrna Ballard

VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

Leading Businesses.  
Leading Communities.™



# Chairman's Report:

# Walter Hobgood

VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

Leading Businesses.  
Leading Communities.™



## **Next Meeting Date:**

**Thursday, December 18**

**10:30 a.m. – 12:00 p.m.**

**@ Conference Center**

**Lunch will be provided**

VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

---

Leading Businesses.  
Leading Communities.™



# Meeting Adjourned