

VALDOSTA - LOWNDES COUNTY



CHAMBER OF COMMERCE

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**October 15, 2009**  
**Board of Directors**  
**Meeting**  
**@**  
**The Park Avenue Bank**



**Board of Directors Meeting  
Thursday, October 15, 2009  
8:30 am – 10:00 am  
@ The Park Avenue Bank**

## **Agenda**

Call to order, establish a quorum, and review agenda

- Consider minutes of the September 17, 2009 meeting
- Consider September 30, 2009 Financial Statements (B.E.S.T. & TCH)

### **ITEMS TO CONSIDER**

- Report from Election Judges
  - Appoint 2010 Committee Chairmen
  - Consider recommendation from Dues Structure Task Force
- Economic Development Division Update
- Update on Chamber Board “Foot In The Door” Membership Campaign

### **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 September 17, 2009 Board of Directors meeting



### Minutes of the Valdosta-Lowndes County Chamber Board of Directors meeting held Thursday, Sept. 17, 2009, 11:30 a.m. at The Park Avenue Bank

**Members Present:** Sally Bloom, Allan Dear, Stan Fillion, Jeff Fulp, Tom Gooding, Jeff Hanson, Walter Hobgood, Greg Justice, Paul Nichols, Giovanni Panizzi, Jay Prince, Jerome Riley, Debra Tann and Myrna Ballard

**Also present:** Patti Clark, Patrick Schloss, Sherry Zipperer, Emily Browning, Melissa Wheeler, ReKasa Deen, Betty Morgan, Alison Stokes and Karil Brockington

**Members Absent:** Ed Cockman, Tim Coombs, Walt Gill, Tim Jones, Terri Lupo, John Manning, James McGahee, Lee Morgan, David Newbern and Phyllis Royal

**Consider Minutes of the August 20, 2009 Board Meeting.** G. Panizzi made a motion to accept the minutes as presented. S. Fillion seconded the motion and it passed.

**Chamber August 2009 Financial Statements:** P. Nichols reviewed the Chamber financial statement. S. Fillion made a motion to accept the financial statements as presented. T. Gooding seconded the motion and it passed unanimously. *(see pgs. 1-25 of hand out)*

➤ **Report from Nomination Committee:** Chairman Hanson reported. W. Hobgood made a motion to accept the Report from the Nomination Committee as presented. S. Bloom seconded the motion and it passed. *(see slide 8 of original PowerPoint)*

➤ **Appoint Election Judges:** Chairman Hanson appointed five 2010 Election Judges. *(see slide 9 of original PowerPoint)*

➤ **Appoint Dues Structure Task Force:** P. Nichols reported. Chairman Hanson approved the Dues Structure Task Force as presented. *(see slide 10 of original PowerPoint)*

➤ **Consider Proclamation in support of the 2010 Census:** A. Stokes reported. T. Gooding made motion go accept the Proclamation in Support of the 2010 Census. W. Hobgood seconded the motion and it passed. *(see slide 11 of original PowerPoint)*

▪ **Workforce Development & Education Division:** G. Justice reported. Sherry Zipperer and Emily Browning reported.

▪ **Update on “Promotion In Motion”** – R. Deen reported.

▪ **Update on Chamber Board “Foot in the Door” Membership Campaign** – B. Morgan Reported. *(see slide 12 of original PowerPoint)*

## Minutes of September 17, 2009 Board of Directors meeting continues

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

**Chairman's Report:** J. Hanson reported.

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

There being no further business, the meeting was adjourned at 9:25 a.m.

**Next meeting: Thursday, October 15, 2009**

Respectfully submitted,

**Karil Brockington**

Karil Brockington  
Administrative Director

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# Operations & Administration

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# Financial Statements September 30, 2009



**Please refer to your handout.....**



## ➤ **Items to Consider**

- Report from Election Judges
- Appoint 2009 Committee Chairmen
- Consider recommendation from Dues Structure Task Force

▪ **Report from Election Judges**

**Nominating Committee for 2010 Board and Officers**

Terri Lupo, Chairman

Tom Gooding

Jeff Hanson

Jay Prince

Myrna Ballard

**Election 2010**

Official Ballot for Office of Director

Three-year term Board of Directors

<p><b>Brian Antoine</b>                      Owner                      Antoine's The Flavor                      of New Orleans</p>	<p><b>Sue Cox</b>                      Owner                      Covington's Dining                      &amp; Catering</p>	<p><b>David Durland</b>                      President &amp; CEO                      First State Bank &amp;                      Trust Co.</p>	<p><b>Tom Gooding</b>                      Partner-Elliot,                      Blackburn, Barnes &amp;                      Gooding Attorney at                      Law</p>
<p><b>Carl Holley</b>                      Managing Partner                      Fowler, Holley,                      Rambo &amp; Stalvey, PC</p>	<p><b>Tim Jones</b>                      President                      Valdosta-Citizens                      Community Bank</p>	<p><b>Terri Lupo</b>                      Vice President                      South Region                      Georgia Power                      Company</p>	<p><b>Greg Reid</b>                      Financial Advisor                      Edward Jones                      Investments</p>

This is to certify that ballots were counted on Oct. 9, 2009 by the following judges with the results of 347 votes for the slate as presented and four opposed:

Ms. Annette Russell (USA Dance), Ms. Jerry Kozuch (South Georgia Vein Centers), Mr. Jim Morgan (99.5-Kix Country), Mr. Calvin Graham (Lowes), Ms. Lisa Register (Comfort Keepers)



## 2010 Committee/Program/Network/Task Force Chairmen

### Operations & Administration

Finance Committee	Paul Nichols, Treasurer
IMPACT 2012 Oversight Committee	Curtis Fowler, Chmn.
Community Unification for Educational Excellence Task Force	Leroy Butler, Chmn.

### Business Expansion Division

Targeted Business Expansion Committee	Dana Massingill, Chmn.
VALET (Valdosta And Lowndes Expansion Team)	Sue Cox, Chmn.

### Member Services Division

Marketing Committee	Laura Love, Chmn.
Ambassadors Committee	Lindy Soles, Chmn.
Member Service Review Task Force	Paul Nichols, Treasurer

### Economic Development Division

S.E.E.D.S. Center of South Georgia	
Professional Consultants Program	Gary Moser, Chmn.
Small Business Owners Network	_____, Chmn.
Valdosta Networking Professionals	Walt Moody, Chmn.

### Public Affairs Division

Government Affairs Council	Paula Goff, Chmn. (2nd year)
Local Legislative Committee	_____, Chmn.
Gateways Committee	Marshall Conner, Chmn.
Census 2010 Committee	Sam Allen and James McGahee, Co-Chmn.
State Legislative Committee	_____, Chmn.
Federal Legislative Committee	Sally Bloom, Chmn. (2nd year)
Military Affairs Committee	Brian Geary, Chmn. (3rd year)

### Workforce Development & Education Division

B.E.S.T.	Iris Brown, Chmn.
Workforce Development Program	Greg Justice, Chmn. (3rd year)
Existing Industry Committee	Marcie Dennard, Chmn. (2nd year)
World Class Recognition	Sherry Zipperer, Chmn. (2nd year)
MetroOne Network	Bill Simmons and John Trombetta, Co-Chmn.



- **Economic Development  
Division Update**



## “Foot In The Door” Update

Many thanks to these OUTSTANDING Board members, who have helped me get my foot in the door to recruit new members!

Myrna Ballard

Terri Lupo

Tim Coombs

Jeff Fulp

Tim Jones

Debra Tann

Tom Gooding

Stan Fillion

Sally Bloom

Ed Cockman

Paul Nichols

Walter Hobgood

Greg Justice

David Newbern

Phyllis Royal

Jeff Hanson

Giovanni Panizzi

Jay Prince

James McGahee



## “Foot In The Door” Update continued

As a result the following businesses have joined:

- |                                   |               |
|-----------------------------------|---------------|
| 1. Baytree Pizza                  | David Newbern |
| 2. Gourmet Guys                   | Terri Lupo    |
| 3. Southland Property Management  | Paul Nichols  |
| 4. Sam Allen                      | Myrna Ballard |
| 5. Lighting Concepts              | Myrna Ballard |
| 6. Ronald M. Zaccari              | Myrna Ballard |
| 7. C. H. Heidemann                | Myrna Ballard |
| 8. Dean Blevins                   | Myrna Ballard |
| 9. Hildegard's                    | Myrna Ballard |
| 10. The Bleu Café                 | Myrna Ballard |
| 11. Bas Bleu                      | Myrna Ballard |
| 12. Bleu Pub                      | Myrna Ballard |
| 13. Wingfoot Commercial           | Myrna Ballard |
| 14. Gary Hall Homes               | Myrna Ballard |
| 15. Master Automotive & Body Shop | Myrna Ballard |
| 16. Ronald K. Reagin, DMD         | Jay Prince    |
| 17. Stanley Marable Dental        | Myrna Ballard |
| 18. Tatum Insurance               | Sally Bloom   |
| 19. Nationwide Appliances         | Myrna Ballard |
| 20. Envirolight                   | Allan Dear    |
| 21. Auto Repair Experts           | Myrna Ballard |

# Chamber Activity Reports

VALDOSTA - LOWNDES COUNTY



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



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

## Mail Correspondence:

**Newcomers Packets**                      12 (29)

## Miscellaneous Information Requested:

Request for BBB:	<u>13</u> (20)
Email Information Requested:	<u>9</u> (34)
Request for Events:	<u>0</u> (5)
Civic Club Lists:	<u>4</u> (5)
Web site Referrals by Phone:	<u>16</u> (6)
Manufacturers List:	<u>5</u> (7)
Request for Directions:	<u>18</u> (8)
Maps:	<u>25</u> (110)
Request for Wild Adventures:	<u>1</u> (0)
Membership Info. Packets:	<u>0</u> (5)
Phone Books:	<u>24</u> (63)
Membership List/Email:	<u>4</u> (1)
<b>Total Miscellaneous:</b>	<b><u>119</u> (264)</b>



## Member Referrals September 2009

**Total Categories: 143**

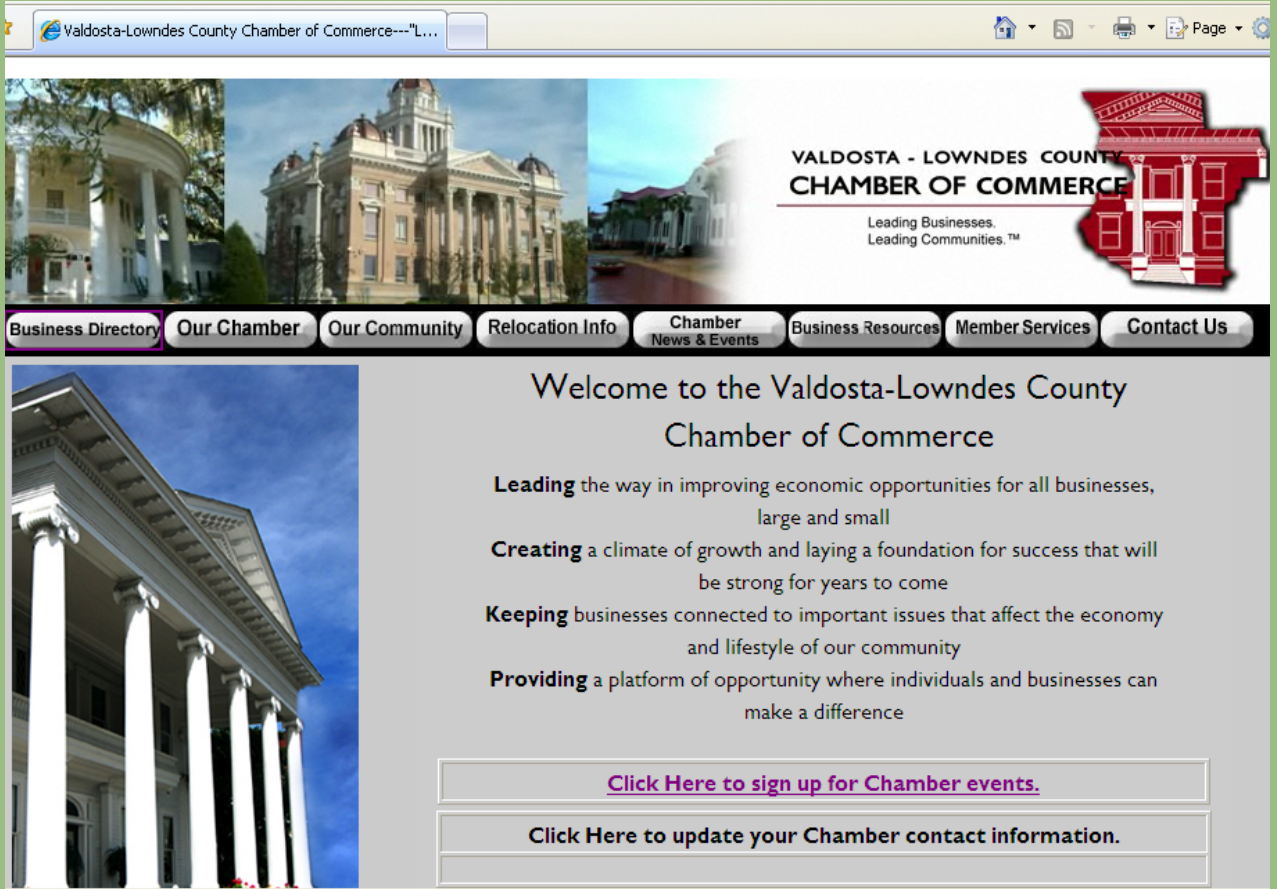
### Top 10

Manufacturers:	763
Real Estate:	558
Accountants:	513
Restaurants:	491
Associate Members:	464
Building Contractors:	457
Advertising:	416
Hotels:	282
Banks:	259
Employment Agencies:	237
Other:	4,306

**Total Member Referrals: 8,746 (415)**

# September 2009 Web Site Activity Report

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



## Web Site Hits:

Apr. 2009	not available
May 2009	113,563
June 2009	125,494
July 2009	118,902
Aug. 2009	124,721
Sept. 2009	114,118

## Page Views:

Apr. 2009	not available
May 2009	14,977
June 2009	17,232
July 2009	16,592
Aug. 2009	16,921
Sept. 2009	15,856

## Web Site Activity Report continued

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

	<b>Valdosta</b>	<b>Valdosta Chamber</b>	<b>Valdosta-Lowndes</b>
<b>Google</b>	Second page in 5 <sup>th</sup> place	First Page in 1 <sup>st</sup> place	First page in 1 <sup>st</sup> place
<b>bing</b>	Second page in 5 <sup>th</sup> place	First page in 1 <sup>st</sup> place	First page in 2 <sup>nd</sup> place
<b>YAHOO</b>	Tenth page in 3 <sup>rd</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 Oct. 12, 2009

	<b>Valdosta</b>	<b>Valdosta Chamber</b>	<b>Valdosta-Lowndes</b>
<b>Google</b>	Second page in 5 <sup>th</sup> place	First Page in 1 <sup>st</sup> place	First page in 1 <sup>st</sup> place
<b>bing</b>	Second page in 5 <sup>th</sup> place	First page in 1 <sup>st</sup> place	First page in 3 <sup>rd</sup> place
<b>YAHOO</b>	Seventh page in 5 <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.  
The Park Avenue Bank  
South Georgia Medical Center

# Business Expansion Division Reports



**Terri Lupo  
(Vice Chairman)**

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# EXPANSION OF TARGETED BUSINESS

## TBEC Technology

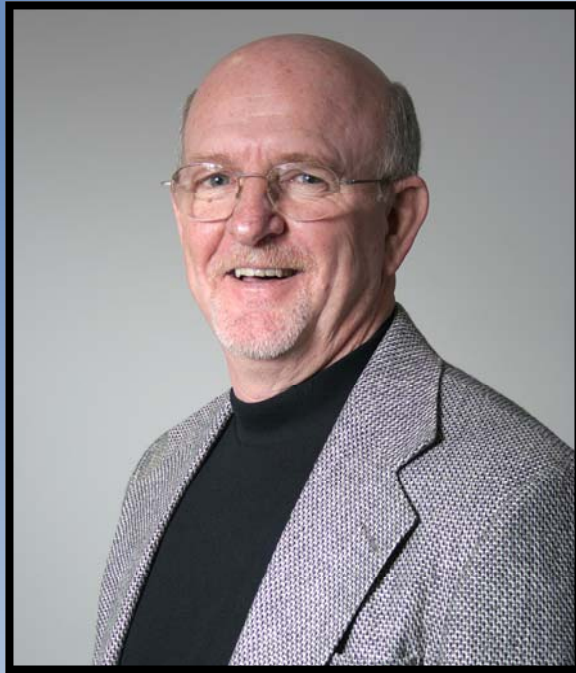
### Cloud Computing –

**The Chamber of Commerce, Valdosta State University, Valdosta Technical College, and Georgia Rural IT Services (GRITS) introduced cloud computing to local IT students and practitioners in Valdosta area.**

**The presentation was delivered by John M Willis an authority in the areas of Information Technology for over 30 years.**



# 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	25,916.58	(4,039.28)
<b>Aug.</b>	29,994.19	29,645.75	28,135.34	(1,510.41)
<b>July</b>	29,223.75	38,982.60	41,713.49	2,730.89
<b>June</b>	33,757.94	27,454.84	24,681.68	(2,773.16)
<b>May</b>	20,674.42	30,457.34	26,871.88	(3,585.46)
<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

	<b>2007 &amp; 2008</b>			
	<u><b>2007</b></u>	<u><b>2008</b></u>	<u><b>2009</b></u>	<u><b>Variance</b></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	278,020.04	3,097.02
<b>Aug.</b>	251,970.56	244,967.16	252,103.82	7,136.66
<b>July</b>	221,976.37	215,321.41	223,968.48	8,647.07
<b>June</b>	192,752.62	176,338.81	182,254.99	5,916.18
<b>May</b>	158,994.68	148,883.97	157,573.31	8,689.34
<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 September 30, 2009**

**DUES COLLECTED YEAR TO DATE: \$278,020.04**  
**2009 goal for Dues Collection: \$400,000.00**

**NEW MEMBERS YEAR TO DATE: 186**  
**2009 Goal: 100**

**TOTAL MEMBERSHIP: 1,514**  
**2009 Goal: 1,556**

**NET MEMBERSHIP GAIN IN July: 12**  
**NET MEMBERSHIP GAIN IN 2009: (32)**  
**2009 Goal: 10**

**2009 Retention Goal: 88%**  
**YTD Retention: 90%**  
**(Industry Average: 80%)**



# New Members

	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>
<b>Jan</b>	16	16	16	22	9
<b>Feb</b>	22	18	14	16	16
<b>Mar</b>	16	20	20	13	13
<b>April</b>	34	20	16	22	33
<b>May</b>	23	41	26	23	16
<b>June</b>	16	12	29	25	16
<b>July</b>	8	10	13	15	21
<b>Aug</b>	18	16	17	22	24
<b>Sept</b>	75	54	41	19	38
<b>Total</b>	<b>228</b>	<b>207</b>	<b>192</b>	<b>177</b>	<b>186</b>
<b>Oct</b>	7	13	48	16	
<b>Nov</b>	13	11	14	12	
<b>Dec</b>	7	12	9	11	
<b>Total</b>	<b>255</b>	<b>243</b>	<b>263</b>	<b>216</b>	<b>186</b>



## New Members September 2009

### **ACS Prudential Real Estate**

Thomas Peacock  
521 Lakes Blvd.  
Lake Park, GA 31636  
229-263-2700  
Realtor

### **Sam Allen**

306 Jennifer Circle  
Valdosta, GA 31605  
229-244-8268  
Associate Member

### **Anastasia's Consignment**

Holly Coffey  
2184 North Ashley Street  
Valdosta, GA 31602  
229-257-0997  
Consignment/Antiques/Home  
Décor/Accessories

### **Bas Bleu**

Deidra A. White  
121 N. Patterson Street  
Valdosta, GA 31601  
229-244-2248

### **The Bleu Café**

Deidra A. White  
125 N. Patterson Street  
Valdosta, GA 31601  
229-244-2248  
Restaurant

### **Bleu Pub**

Deidra A. White  
116 W. Hill Avenue  
Valdosta, GA 31601  
229-219-2289  
Pub

### **Bowen, Phillips, Carmichael, Davis & Sims**

Tom Davis  
1808 A Plum Street  
Valdosta, GA 31601  
229-316-2811  
Accounting/Consulting

### **Ronald M. Zaccari**

3 St. Andrews Circle  
Valdosta, GA 31605  
229-242-9898  
Associate Member



## New Members September 2009

### **Childcare Network**

Stephanie Kraker  
424 Connell Road  
Valdosta, GA 31602  
229-247-7230  
Childcare/Pre-school

### **Childcare Network**

Stephanie Kraker  
104 Kelly Drive  
Valdosta, GA 31602  
229-242-1937  
Childcare/Pre-school

### **Childcare Network**

Stephanie Kraker  
3584 Mt. Zion Church  
Valdosta, GA 31602  
229-242-1895  
Childcare/Pre-school

### **Christ the King Episcopal Church/ Hildegards**

Stan White  
101 E. Central Avenue  
Valdosta, GA 31601  
229-247-6859  
Non-Profit

### **e.dean blevins Real Estate Group, LLC**

Dean Blevins  
2935 N. Ashley Street Bldg.C  
Suite 110  
Valdosta, GA 31602  
Realtor

### **EnviroLight, LLC**

Mary "Jean" Johnson  
3886 Glen Meade Drive  
Valdosta, GA 31601  
229-559-0504  
Energy Saving Lighting

### **Flex-Tran Transportation, LLC**

Steve Myers, Sr.  
4122 Pebble Creek Drive  
Valdosta, GA 31605  
229-247-1767  
Public Transportation

### **Gary Hall Homes, Inc.**

Nancy L. Hall  
3201 US Hwy 84 West  
Valdosta, GA 31601  
229-245-0700  
Sales Manufactured Homes/Mobile Homes

### **Gourmet Guys, LLC**

Don Stanley  
2103 Deluid Street  
Valdosta, GA 31602  
229-244-0043  
Catering/Vending/Facility Management

### **C.H. Heidemann**

2200 Riverside Drive  
Valdosta, GA 31602  
229-247-1394  
Associate Member



# New Members September 2009

## **J.L. Newbern Middle School**

Dr. Janice Richardson  
2015 E. Park Avenue  
Valdosta, GA 31602  
229-333-8566  
School

## **Anna Kinsey, D.C.**

503 North Oak Street  
Valdosta, GA 31601  
229-244-2045  
Chiropractor

## **Lighting Concepts**

Shannon Hurst  
11619 Troupeville Road  
Valdosta, GA 31602  
229-247-8158  
Lighting Sales

## **Rody Mendez**

29 Pine Point Lane  
Valdosta, GA 31602  
229-740-7834  
Associate Member

## **Nationwide Appliance Sales, Inc.**

John Clark  
2037 Bemiss Road  
Valdosta, GA 31602  
229-247-2710  
Appliance Sales/Service

## **Kaeser & Blair**

Sonny Waller  
4010 Fritz Lane  
Valdosta, GA 31605  
229-740-2028  
Promotional Advertising

## **Liberty National Life Insurance Co.**

Sam Knight  
3005 Asbury Circle  
Valdosta, GA 31602  
229-560-3794  
Insurance

## **Master Automotive &**

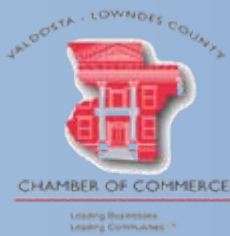
Body Shop  
Jasper Daniels  
201 Railroad Avenue  
Valdosta, GA 31601  
229-241-9664  
Automotive Body  
Shop/Wrecker Service

## **National Apartment Services**

Diana Trussell  
3418 T North Forrest Street  
Valdosta, GA 31602  
850-566-8886  
Renovation/Construction/Maintenance

## **Pinevale Learning Center**

Ronnie Dunn  
930 Lake Park Road  
Valdosta, GA 31601  
229-333-8597  
School



# New Members September 2009

## **Remax of Valdosta**

Monet C. Coles  
3312 N. Oak Street Ext.  
Valdosta, Ga 31605  
229-247-2008  
Realtor

## **Ryan Adams Design**

Ryan Adams  
951 S. Broadway Street  
Lake park, GA 31636  
229-630-0642  
Graphic Design

## **Serenity Palliative & Hospice Care**

Ebony Hillmon  
1205 Baytree Road, Suite 5  
Valdosta, GA 31602  
229-241-8338  
Healthcare/Hospice

## **Shear Excitement Salon & Spa**

Jessica Fosdick  
5223 Mill Store Road  
Lake Park, GA 31636  
229-559-9301  
Hair Salon/Tanning

## **Southland Property Management**

Jerry Davis  
306 E. Ann Street  
Valdosta, GA 31601  
229-244-5067  
Real Estate/Property Management

## **Tatum Insurance Agency**

Jasen L. Tatum  
106 Webster Street  
Valdosta, GA 31601  
229-244-0222  
Insurance

## **T-Mobile Corporate Store**

Micah Hollimon  
3263 Inner Perimeter Road  
Valdosta, GA 31602  
229-247-1750  
Cellphone/Wireless/Prepaid

## **Valdosta Early College Academy**

Ingrid Hall  
1500 N. Patterson Steet  
Valdosta, GA 31698  
229-333-7595  
School

## **Variety Canteen**

Ron Brannon  
1620 James P. Rogers Road  
Valdosta, GA 31601  
229-247-1734  
Vending Machines

## **Village Shoe Repair**

John Johnson  
100 E. Rogers Street  
Valdosta, GA 31601  
229-241-9001  
Shoe Repair

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## Dues Account Status Report September 2009

<b>Billing Period</b>	<b>Accounts</b>		<b>Collection Rate</b>
	<b>Receivable</b>	<b>Collections</b>	
Current	\$33,100.34	\$951.80	3%
Previously Collected for current month		\$6,960.00	21%
<b>Total Current</b>	<b>\$33,100.34</b>	<b>\$7,911.80</b>	<b>24%</b>
1-30 Days	9,942.82	2,520.00	25%
31-60 Days	26,596.23	4,073.75	15%
61-90 Days	5,293.95	902.50	17%
91-120 Days	7,796.57	1,504.50	19%
120+ Days	31,009.71	3,012.50	10%
<b>Subtotal</b>	<b>\$113,739.62</b>	<b>\$19,925.05</b>	<b>18%</b>
New Members	\$7,685.28	\$7,685.28	
<b>Total</b>	<b>\$121,424.90</b>	<b>\$27,610.33</b>	<b>23%</b>

VALDOSTA - LOWNDES COUNTY  
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## Dues Account Status, continued

### Previously collected for current months:

June	0.00
July	3,786.45
August	3,173.55
<b>Total</b>	<b>\$6,960.00</b>

### Pre-Paid Dues for future months:

October	13,722.70
November	4,885.00
December	0.00
Deferred Revenue	\$18,607.70

### Other Information:

Direct Debit Accounts to Date	49
Online Billing Accounts to Date	82



## Write-Offs September 2009

REASON DROPPED	NAME	JOIN DATE	AMOUNT
Budget Restrictions	Southern Endodontic Center	9/18/2008	\$500.00
Member Moved	Valdosta State University-Spectator	11/16/2001	\$160.00
No Benefit Seen	Performance Martial Arts	5/22/2007	\$240.00
Nonpayment of Dues	Aqua-Term, Inc.	9/11/2003	\$240.00
Nonpayment of Dues	Porscha Campbell	04/18/2008	\$82.50
Nonpayment of Dues	CrossFit Valdosta	7/24/2007	\$240.00
Nonpayment of Dues	First Glance Solutions	11/30/2007	\$125.00
Nonpayment of Dues	Glamour Shots	9/8/2004	\$240.00
Nonpayment of Dues	Greek Row & Alpha Embroidery	5/13/2004	\$312.50
Nonpayment of Dues	Marla's Salon Retreat & Gift Shoppe	9/15/2006	\$240.00
Nonpayment of Dues	Mr. Electric of S. W. Georgia	4/1/2004	\$250.00
Nonpayment of Dues	Tractor Supply Company	5/2/2005	\$240.00
Out of Business	Backyard Burgers	11/21/2008	\$290.00
Out of Business	Heavenly Economy	4/15/2008	\$200.00
Out of Business	Lowndes/Valdosta Commission for Children & Youth	1/18/1999	\$85.00
Out of Business	Maryland Fried Chicken	7/2/2008	\$250.00
Out of Business	Modern Woodmen of the World	6/30/2007	\$85.00
Out of Business	Multi Media Marketing	1/29/2008	\$140.00
Out of Business	New York Life-NYLIFE Securities-Donna Gail Arnold	8/20/2008	\$30.00
Out of Business	Quality Coatings & Design, LLC	6/14/2007	\$240.00
Out of Business	Rajun Cajun	11/11/2008	\$65.85
Out of Business	Reinhart Food Service	4/14/2003	\$470.00
Out of Business	S & S Detailing & Pressure Washing, Inc.	6/15/2007	\$240.00
Requested cancel	Timeless Art Custom Painting	5/15/2009	\$140.00
			<b>\$5,105.85</b>



## Write-Offs September 2009 Summary

Summary	Month #	Month \$	YTD #	YTD \$
Budget Restrictions	1	\$500.00	30	\$5,918.50
Business Sold			8	\$2,205.00
Consolidated Business			2	\$750.00
No Benefit Seen	1	\$240.00	5	\$1,270.00
Member Deceased			1	\$0.00
Member Moved	1	\$160.00	6	\$435.00
Member Retiring			3	\$560.00
Nonpayment of Dues	9	\$1,970.00	17	\$4,265.00
Out of Business	11	\$2,095.85	104	\$16,576.87
Other				
Requested Cancellation-No Reason	1	\$140.00	39	\$9,705.00
Unhappy/Angry			1	\$240.00
<b>TOTAL</b>	<b>24</b>	<b>\$5,105.85</b>	<b>216</b>	<b>\$41,925.37</b>

Write-Offs 2008	21	\$3,570.43	143	\$26,125.59
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<b>Difference 2008 vs. 2009</b>	<b>3</b>	<b>\$1,535.42</b>	<b>73</b>	<b>\$15,799.78</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	35	63	7
July 8	15	32	5
Aug. 5	16	39	9
Sept. 2	34	27	8
Oct. 7	44	30	9
Nov. 4			
Dec. 2			
<b>TOTAL</b>	<b>213</b>	<b>320</b>	<b>89</b>

Oct. 7, 2009 invitation list for CHAMBER 101 consists of members that joined from July 17, 2009 – Aug 21, 2009 (2<sup>nd</sup> time invites) & Aug. 22, 2009 – Sept. 24, 2009 (1<sup>st</sup> time invites) Goal for 2009 is to have 75% of new members to attend. 33



## 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, Nov. 4, 2009

8:00 - 9:00 a.m.

Chamber of Commerce

For more information call 247-8100

I would like to attend:

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

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

### The following have attended:

David Newbern (9)

James McGahee (1)

Jane Shelton (1)

Jeff Hanson (8)

Terri Lupo (3)

Tim Jones (1)

Tom Gooding (2)

Walter Hobgood (2)

Debra Tann (2)

Stan Fillion (1)

## Open Rates of Current Chamber e-publications

**Chamber In Motion** weekly e-newsletter  
Sent every Monday  
**Open Rate: 27.5%\***

**Events Update** sent Tuesday  
**Open rate: 25.7%\***

**Legislative Update** e-notices  
Sent as important Legislative Issues arise  
**Open Rate: 27.4%\***

**Chamber Board Insight** newsletter  
Sent weekly to Board members to keep them informed about important Chamber issues  
**Open Rate: 43.5%\***

*\* Percentages represent data accumulated between 9/1-9/30/09*



## **Average for all businesses that use Constant Contact Categorized by Industry**

<b>Business Type</b>	<b>Open Rate</b>
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%

# MARKETING REPORT SEPTEMBER 2009

## YEAR TO DATE

Television Stories: 12 (47 total 2008)  
Radio Presentations: 47 (89 total 2008)  
Print Articles: 43 (58 total 2008)  
Presentations: 31 (26 total 2008)

## ECONOMIC DEVELOPMENT DIVISION

Presentation– S.E.E.D.S. (VSU)  
Presentation– S.E.E.D.S. (Nashville Chamber Board)

## PUBLIC AFFAIRS DIVISION

Legislative Agenda– Valdosta City Council  
WCTV– First Time Homebuyers Forum

## MEMBER SERVICES DIVISION

Radio– Talk 92.1– Membership  
GACCE Meeting–Membership Drive Presentation

WAAC– Bloomingdeals Ribbon Cutting; USA Dance  
GACCE– Presentation

## WORKFORCE DEVELOPMENT AND EDUCATION DIVISION

Black Crow– MetroOne  
Valdosta Today–MetroOne  
Micheal Jetter Show– MetroOne–Emerging leaders  
Presentation–Award

SHRM–Presentation  
Leadership Lowndes– Presentation  
Georgia Trend– MetroOne

## MISCELLANEOUS

Tag-TV– Valdosta Videos  
Talk 92.1– IMPACT 2012

# September Ribbon Cuttings



**4 Ever Fit**



**Baytree Pizza**



**Essence of Beauty Salon**



**Gary Hall Mobile Home Sales**



**Holiday Inn Express & Suites**



**Master Automotive & Body Shop**

# September Ribbon Cuttings



**Second Harvest of South Georgia**



**Wilson Eye Center**

# Ambassadors Report

## September 2009

### AUGUST STATISTICS

Ribbon Cuttings for September: 9  
Groundbreakings for September: 0  
Business After Hours for September: 1  
Early Bird Breakfasts for September: 0

### 2009 STATISTICS

2009 Ribbon Cuttings: 63 (Goal: 75)  
2009 Groundbreakings: 3  
2009 Business After Hours: 8  
2009 Early Bird Breakfasts: 3

### UPCOMING EVENTS

#### Business After Hours

Valdosta State University  
Thursday, Oct. 22, 2009  
5-7 p.m.

#### B<2>B Showcase

Rainwater Conference Center  
Thursday, Oct. 29, 2009  
5-7 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 September

### **Audibel Hearing Care Center**

Jason Murphy  
1507 N. Ashley St. Suite D

### **Onsitefast**

Mark Hart  
404-C Northside Drive

### **Michael's Deli**

Craig Prince  
Ashley Street

### **Magic Media, Inc.**

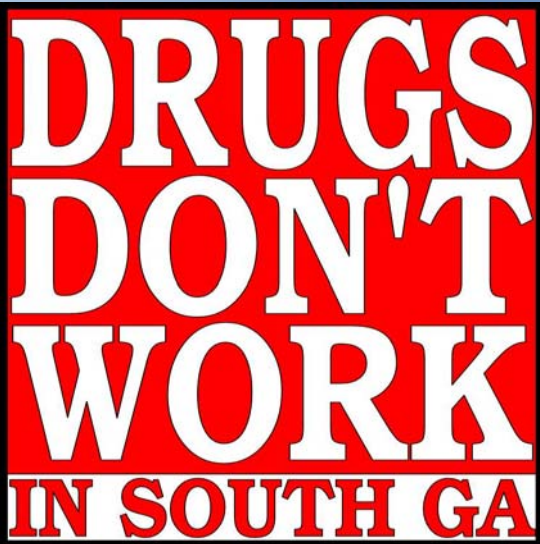
David Hornkohl  
1700 River Street

### **Only Options, Inc.**

Sherry Wetherington  
1421 Gornto Road

### **ERA Joyner Realty**

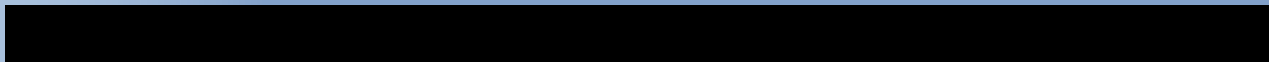
Clint Joyner  
231 Northside Drive



# DRUGS DON'T WORK Summary September 2009

Total # of DDW Partners as of 12/31/08:	<b>266</b>
Total # of DDW Partners as of 09/30/09:	<b>266</b>
2009 New Members:	<b>11</b>
2009 Losses:	<b>11</b>
YTD Net Gain:	<b>0</b>

**Goal for 2009: 271**



<u>YTD</u>	<u>July</u>	<u>Total</u>	<u>Goal</u>	<u>Fav/(Unfav)</u>
\$22,800	\$6,525	\$29,325	\$40,000	<b>(\$10,675.00)</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)**

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CHAMBER OF COMMERCE

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# September 2009 S.E.E.D.S. Center Report

## CLIENTS

2009 Goal: 600

Lowndes: 33

Region: 3

YTD Total: 394

Client Types

**Start-ups: 11**

**Existing/Expanding: 16**

**Developers: 1**

**Info: 5**

Outcomes

New Members: 0

Started: 1

Expanded: 1

## RESOURCE DISTRIBUTION

ABC's: 13

Sales Leads: 18

Demographics: 5

Retail Lease Trac: 0

Traffic Counts: 2

**Loan Info: 3**

## WEB SITE

Total Hits: 18,687

Unique Visitors: 268

Total Visits: 1,208

Page Rank Google: **1st**

(Seeds center, Valdosta)

## PROFESSIONAL CONSULTANTS PROGRAM

Quarter Goal: 21

Hours Provided: 11

2009 Goal: 80

YTD Total: 44

Most Demand

Marketing /Account



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

**Monthly Activity Report**  
**Period: September 2009**

	<u>2009</u>	<u>2008</u>	<u>Cum</u>
Advertising leads:	0	0	342
Web site hits:	12,265	13,001	1,724,595
Web page requests:	2,240	NA	23,217
Web site leads:	16	27	1,386
Brochure leads:	0	0	20
Other TCH leads:	1	7	232
Quitman Chamber leads:	0	0	27
Valdosta Chamber leads:	1	4	206
Lakeland Chamber leads:	0	0	1
Other source leads:	0	0	1,490
<b>Total leads active</b>	<b>18</b>	<b>38</b>	<b>3,559</b> 44



## RELOCATIONS

- **Relocations (Households): 288**

Lowndes: 255      Brooks: 21      Lanier: 12

- **Sept Relocations: 3**
- **2009 Relocations: 33**
- **States inquiring: 47**
- **Relocations from: FL: 145, GA: 44, NY: 18, AL: 3, CA: 6, CO: 4, IL: 8, MI: 10, 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: 7, NJ: 1, NC: 2, NH: 1, TX: 3, UN: 10**
- **Newcomers sources:**
  - TCH-Web site/Call in/Brochure: 198
  - B-Q Chamber: 6
  - V-L Chamber: 32
  - L-L Chamber 0
  - Advertising: 8
  - Other: 46



## **ECONOMIC IMPACT**

- **Annual Income: \$12,096,000**
- **Annual Spending: \$10,368,000**
- **Liquid Assets: \$1,209,600,000**
- **Indirect Jobs Created: 576**

(average according to industry standards)

# Public Affairs Division Reports



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

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## Chamber Co-Sponsors 1st Time Homebuyers Forum



The Chamber assisted U.S. Senator Johnny Isakson's office in getting the word out to South Georgians that the \$8,000 Homebuyers Credit sunsets on November 30. The First-Time Homebuyers Forum was held at Valdosta Technical College. Attendees obtained information regarding the tax credit as well as available programs and assistance from the Georgia Department of Community Affairs, Housing of Urban Development, Department of Veteran Affairs and Federal Home Loan Bank of Georgia.



## **Gateways Committee Goes to Columbus on a Fact-Finding Mission**



Members of the newly formed Gateways Committee visited with Columbus Chamber President, Mike Gaymon and Gateways Committee Champion, John Flournoy to study the successful gateway improvement program in Columbus, Ga.

"Gateways provide a first impression of a community to visitors upon entering, and we have implemented a thoughtful, unified strategy to strengthen and beautify the overall appearance of our community," stated Flournoy.



On Sept. 28, the Chamber offered the business community a private meeting with U.S. Representative Jack Kingston.



The Congressman responded to questions and comments by members of the Government Affairs Council. Randy Sauls (South Georgia Medical Center) addressed healthcare issues facing our community to Cong. Kingston, in particular, trauma care funding availability for South Georgia.

Congressman Kingston gave a brief overview of the most important issues facing our nation today including the Afghanistan war, healthcare, employment/labor law and cap and trade legislation and fiscal responsibility.

# Workforce Development & Education Division Reports



**Greg Justice  
(Vice Chairman)**

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**BOOT CAMP  
FOR SUPERVISORS**  
Focused on  
**Continuous Improvement  
Techniques**



**DATE:** Thursday, Nov. 6, 2009

**TIME:** 8AM-12PM

**PLACE:** Department of Labor  
221 S Ashley Street

**COST:** \$20 for Chamber Members  
\$40 for Non - Members

To Register, Please mail or fax this  
form to: **Melissa Wheeler**  
PO Box 790  
Valdosta, GA 31603-0790  
FAX: 229.245.0071

**"Are Your Employees Work Ready?"**  
presented by: **Penelope Schmidt, Valdosta  
Technical College**

**"Continuous Improvement: In the Bottom  
Line"** presented by: **Georgia Tech  
Enterprise Innovation Institute**

**"Continuous Improvement: In the Top Line"**  
presented by: **Georgia Tech Enterprise  
Innovation Institute**

**"Next Steps...Its Up to You"** presented by:  
**Georgia Tech Enterprise Innovation Institute**

Company Name \_\_\_\_\_ Contact Name \_\_\_\_\_

Phone \_\_\_\_\_ Address \_\_\_\_\_

Email \_\_\_\_\_ # of Attendees \_\_\_\_\_ @ \$20 each or \_\_\_\_\_ @ \$40 each = \$ \_\_\_\_\_

Name(s) of Attendee(s) \_\_\_\_\_

Check Enclosed (Payable to Valdosta-Lowndes Chamber)

Send Invoice (if business is a Chamber member)

Bill my Credit Card

Circle One:

Visa

MasterCard

Card # \_\_\_\_\_ Exp. \_\_\_\_\_ Signature \_\_\_\_\_

**BROUGHT TO YOU IN PARTNERSHIP BY:**





**Upcoming Events:**

**MetroOne Strategic Planning Retreat-Oct. 17**

**MetroOne Task Force Meeting-Oct. 28**

**MetroOne Monday- Nov. 2**



# Literacy Fair 2009



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# President's Report: Myrna Ballard

VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

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# Chairman's Report: Jeff Hanson

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CHAMBER OF COMMERCE

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## **Next Meeting Date:**

**Thursday, Nov. 19, 2009**  
**8:30 a.m. – 10:00 a.m.**  
**@ The Park Avenue Bank**

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# Meeting Adjourned