

VALDOSTA - LOWNDES COUNTY



CHAMBER OF COMMERCE

---

Leading Businesses.  
Leading Communities.™

**September 17, 2009**  
**Board of Directors**  
**Meeting**  
**@**  
**The Park Avenue Bank**



**Board of Directors Meeting  
Thursday, September 17, 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 Aug. 20, 2009 meeting
- Consider August 31, 2009 Financial Statements

### **ITEMS TO CONSIDER**

- Report from Nomination Committee
  - Appoint Election Judges
  - Appoint Dues Structure Task Force
  - Consider Proclamation in support of the 2010 Census
- 
- Workforce Development & Education Division
  - Update on “Promotion In Motion” Sponsorship Program
  - 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 Aug. 20, 2009 Board of Directors meeting**



**Minutes of the Valdosta-Lowndes County  
Chamber Board of Directors meeting  
held Thursday, Aug. 20, 2009, 11:30 a.m. at  
The Park Avenue Bank**

**Members Present:** Sally Bloom, Tim Coombs, Allan Dear, Stan Fillion, Jeff Fulp, Jeff Hanson, Walter Hobgood, Tim Jones, Greg Justice, Terri Lupo, James McGahee, David Newbern, Paul Nichols, Giovanni Panizzi, Jay Prince, Phyllis Royal, Debra Tann and Myrna Ballard

**Members Absent:** Ed Cockman, Walt Gill, Tom Gooding, John Manning, Lee Morgan and Jerome Riley

**Consider Minutes of the July 16, 2009 Board Meeting.** T. Lupo made a motion to accept the minutes as presented. S. Bloom seconded the motion and it passed unanimously.

**Chamber July 2009 Financial Statements:** P. Nichols reviewed the Chamber financial statement. W. Hobgood made a motion to accept the financial statements as presented. J. Fulp seconded the motion and it passed unanimously. (*see original Board packet*)

➤ **Consider Ratification of Corporate Resolution for Line of Credit:** P. Nichols reported. J. McGahee made a motion to approve the Ratification of Corporate Resolution for Line of Credit. S. Fillion seconded the motion and it passed unanimously.

➤ **Consider Amendment to 2009 General Fund Budget:** P. Nichols reported. S. Bloom made a motion to approve the Amendment to 2009 General Fund Budget as presented. W. Hobgood seconded the motion and it passed unanimously.

▪ **Member Service Division**

- **2009 Chairman's Challenge** – D. Newbern reported. Please see the PowerPoint on the Chamber's Web site. Direction are listed below.

**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 10:00 a.m.

**Next meeting: Thursday, September 17, 2009**

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

## August 31, 2009



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



## ➤ **Items to Consider**

- Report from Nomination Committee
- Appoint Election Judges
- Appoint Dues Structure Task force
- Consider Proclamation in support of the 2010 Census



## 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- Elliott, 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>

## ➤ **Appoint Election Judges**

The Chamber by-laws require that an independent group of Election Judges be appointed each year to oversee the counting of ballots for elections to the Chamber Board of Directors. The Election Judges meet on the second Friday in October, have lunch together, and then count ballots. The entire process requires about 90 minutes.

The Election Judges will meet:  
Friday, October 9, 2009  
12:00 – 1:30 p.m.  
Chamber Office

Below are the 5 candidates for our 2010 Election Judges:

Annette Russell  
USA Dance  
4413 Cranston Circle  
Valdosta, GA 31605  
Phone: 251-0676

Jerry Kozuch  
South Georgia Vein Centers  
3338-M Country Club Drive  
Valdosta, GA 31605  
Phone: 259-9666

Jim Morgan  
3950 Trotters Ridge Circle  
Valdosta, GA 31605  
Phone: 259-0884

Mr. Calvin Graham  
Lowes  
1106 N St Augustine Rd  
Valdosta, GA 31601  
Cell Phone: 563-3181

Lisa Register  
Comfort Keepers  
44 Wilkes Ct.  
Adel, GA 3162  
Phone: 223-4404

## ➤ **Appoint Dues Structure Task Force**

1. Paul Nichols, Chairman (Treasurer)
2. Tim Coombs (Small business Members)
3. Kristia Gaines (Large Business Members) (Convergys)
4. Lee Morgan (Financial Institutions)
5. Jerome Riley (Manufacturing/Industry)
6. Jeff Fulp (Manufacturing/Industry)
7. Allan Dear (Hotels/Motels/Apartments)
8. Andy Deal (Real Estate/Insurance)
9. Carl Holley (Professional Members)
10. Jim Morgan (Media)
11. Jim Matney (Hospitals)
12. Jerry Weller (Shopping Centers) (Valdosta Mall)
13. Rick Williams (Multiple Location Accounts)
14. Dixie Lightfoot (Utilities)

## ➤ Consider Proclamation In Support of the 2010 Census

**WHEREAS** an accurate census count is vital to our community and residents' well-being by helping planners determine where to locate schools, day care centers, roads and public transportation, hospitals and other facilities, and achieving an accurate and complete count of the nation's growing and changing population;

**WHEREAS** more than \$400 billion per year in federal and state funding is allocated to states and communities based, in part, on census data;

**WHEREAS** census data help determine how many seats each state will have in the U.S. House of Representatives and often is used for the redistricting of state legislatures, county and city councils and voting districts;

**WHEREAS** the 2010 Census creates jobs that stimulate economic growth and increase employment;

**WHEREAS** the information collected by the census is confidential and protected by law;

Now, therefore, we PROCLAIM that the Board of Directors of the Valdosta-Lowndes County Chamber of Commerce is committed to partnering with the U.S. Census Bureau to help ensure a full and accurate count in 2010.

As a 2010 Census partner, we will:

1. Support the goals and ideals for the 2010 Census and disseminate 2010 Census information to encourage those in our community to participate.
2. Encourage people in our community to place an emphasis on the 2010 Census and participate in events and initiatives that will raise overall awareness and ensure a full and accurate census.
3. Support census takers as they help our community complete an accurate count.
4. Create or seek opportunities to collaborate with other like-minded groups in our community by participating in Complete Count Committees and/or utilizing high-profile, trusted voices to advocate on behalf of the 2010 Census.

Signed this 17<sup>th</sup> day of September, in the year 2009.



## “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

Paul Nichols

Walter Hobgood

Greg Justice

David Newbern

Phyllis Royal

Jeff Hanson

Giovanni Panizzi

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 |

# Chamber Activity Reports

VALDOSTA - LOWNDES COUNTY



CHAMBER OF COMMERCE

---

Leading Businesses.  
Leading Communities.™

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



**August 2009**  
**Correspondence/Activity Report**  
**(2008 Figures in Parentheses)**

**Mail Correspondence:**

**Newcomers Packets**                    13 (29)

**Miscellaneous Information Requested:**

Request for BBB:	<u>10</u> (16)
Email Information Requested:	<u>9</u> (37)
Request for Events:	<u>0</u> (25)
Civic Club Lists:	<u>2</u> (3)
Web site Referrals by Phone:	<u>10</u> (5)
Manufacturers List:	<u>2</u> (5)
Request for Directions:	<u>10</u> (15)
Maps:	<u>23</u> (218)
Request for Wild Adventures:	<u>5</u> (5)
Membership Info. Packets:	<u>3</u> (0)
Phone Books:	<u>20</u> (45)
Membership List/Email:	<u>9</u> (3)
<b>Total Miscellaneous:</b>	<b><u>103</u> (377)</b>



## Member Referrals August 2009

**Total Categories: 19**

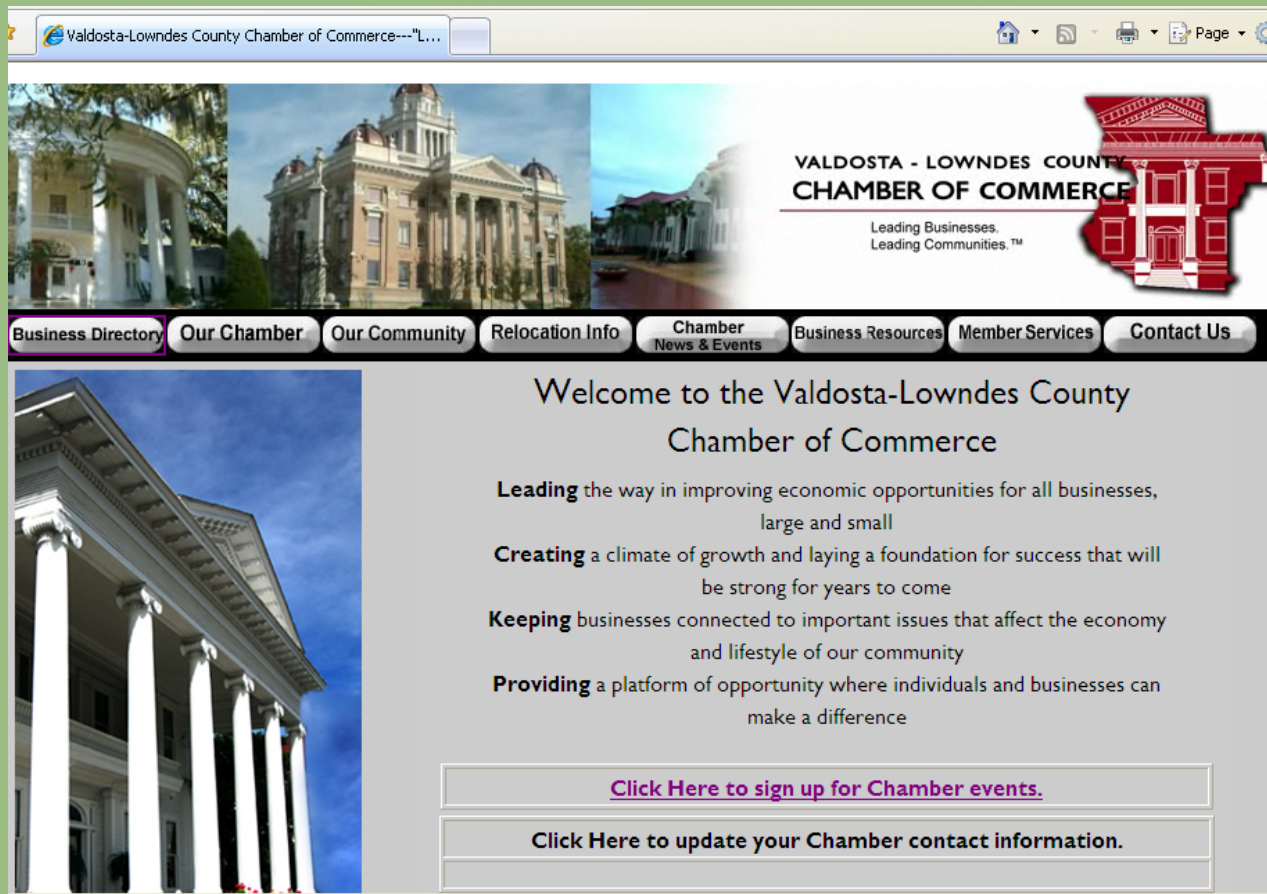
### Top 10

Hotels:	66
Beauty Salons & Services:	88
Cleaning - Interior:	33
Apartments:	18
Advertising - Television:	30
Advertising - Radio:	23
Recycling Centers:	25
Air Craft Sales:	24
Restaurants:	19
Employment Agencies:	69
Other:	77

**Total Member Referrals: 472 (458)**

# August 2009 Web Site Activity Report

www.valdostachamber.com



## Web Site Hits:

Jan. 2009	122,950
Feb. 2009	117,464
Mar. 2009	not available
Apr. 2009	not available
May 2009	113,563
June 2009	125,494
July 2009	118,902
Aug. 2009	124,721

## Page Views:

Jan. 2009	15,490
Feb. 2009	14,412
Mar. 2009	not available
Apr. 2009	not available
May 2009	14,977
June 2009	17,232
July 2009	16,592
Aug. 2009	16,921

## Web Site Activity Report continued

### Search Engine Position for Chamber Site as of Aug 17, 2009

	Valdosta	Valdosta Chamber	Valdosta-Lowndes
<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 Sept. 14, 2009

	Valdosta	Valdosta Chamber	Valdosta-Lowndes
<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>	Seventh page in 9 <sup>th</sup> place	First page in 1 <sup>st</sup> place	First page in 2 <sup>nd</sup> place
<b>YAHOO</b>	Sixth page in 2 <sup>nd</sup> place	First page in 1 <sup>st</sup> place	First page in 3 <sup>rd</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)**

VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

Leading Businesses.  
Leading Communities.™



# EXPANSION OF TARGETED BUSINESS



**The Excalibur Awards recognize Georgia's technology-enabled companies that demonstrate exemplary competency in utilizing technology to enhance their business.**

Valdosta has been chosen as the remote vendor for TAG's fifth annual Excalibur Awards ceremony

Awards will be announced

Oct. 23, 2009

7:30 a.m. - 10 a.m.

James H. Rainwater Conference Center

**Applications are due September 15, 2009 at 5:00pm.  
To nominate a company or learn more about the  
awards visit**

<http://www.tagonline.org/excalibur-awards.php>

# Member Services Division Reports



**David Newbern  
(Vice Chairman)**

VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

---

Leading Businesses.  
Leading Communities.™



# Dues Collection Report

## Monthly

**2008 & 2009**

	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>Variance</u>
<b>Dec.</b>	32,103.00	37,430.63		
<b>Nov.</b>	24,189.45	21,856.85		
<b>Oct.</b>	25,788.36	25,698.51		
<b>Sep.</b>	33,359.83	29,955.86		
<b>Aug.</b>	29,994.19	29,645.75	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

## Year-to-Date

**2007 & 2008**

	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>Variance</u>
<b>Dec.</b>	367,411.20	360,009.01		
<b>Nov.</b>	335,308.20	322,478.38		
<b>Oct.</b>	311,118.75	300,621.53		
<b>Sep.</b>	285,330.39	274,923.02		
<b>Aug.</b>	251,970.56	244,967.16	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 August 31, 2009**

**DUES COLLECTED YEAR TO DATE: \$252,103.82**  
**2009 goal for Dues Collection: \$400,000.00**

**NEW MEMBERS YEAR TO DATE: 148**  
**2009 Goal: 100**

**TOTAL MEMBERSHIP: 1,502**  
**2009 Goal: 1,556**

**NET MEMBERSHIP GAIN IN July: 1**  
**NET MEMBERSHIP GAIN IN 2009: (44)**  
**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>Total</b>	<b>153</b>	<b>153</b>	<b>151</b>	<b>158</b>	<b>148</b>
<b>Sept</b>	75	54	41	19	
<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>148</b>



## New Members August 2009

**4 Ever Fit**  
Elise Smith  
5929 Bemiss Road Suite C  
Valdosta, GA 31605  
229-245-9115  
Personal Trainers/Fitness

**Azalea's Restaurant & Lounge**  
Rick Williams  
1805 West Hill Avenue  
Valdosta, Georgia 31601  
229-247-9500  
Restaurant/Catering/Lounge

**Baytree Pizza**  
Jessica Torres  
607 Baytree Road Suite C  
Valdosta, Georgia 31602  
229-253-0634  
Restaurant/Catering

**Sharon Breeden**  
4803 Skipper Bridge Road  
Hahira, GA 31632  
229-794-2587  
Associate Member

**Big Cocke Charters**  
James Cocke  
1303 Old Clyattville Road  
Valdosta, Georgia 31601  
229-292-0298  
Men's Clothing/Charter Fishing

**Bloomingdeals**  
Judi Cote  
434 Northside Drive  
Valdosta, GA 31602  
229-244-0075  
Consignment

**Bowen, Phillips, Carmichael, Davis & Sims**  
Tom Davis  
1808A Plum Street  
Valdosta, Georgia 31601  
229-316-2811  
Attorneys

**Burger King**  
Ronnie Deal  
4464 Shiloh Road  
Valdosta, Georgia 31602  
229-247-6593  
Restaurant



## **New Members August 2009**

### **Coldwell Banker Premier Real Estate**

Minnette Suddarth  
4429 Mathis Mill Road  
Valdosta, Georgia 31602  
229-244-3535  
Realtor

### **GRITS Delivered**

Ron Mechling  
120 Carolina Street, Suite D | 20--326  
Atlanta, GA 30307  
877-474-8748  
Technology Consulting

### **Javed, Inc.d/b/a Dairy Queen**

701 North Ashley Street  
Valdosta, Georgia 31601  
229-242-4095  
Restaurant

### **Langdale Honda Kia of Valdosta**

Lee Schilly  
1508 North Ashley Street  
Valdosta, Georgia 31602  
229-242-3835  
Automobile Dealer

### **Mike Hill Real Estate**

Rusty Johnson  
3365 Country Club Drive  
Valdosta, Georgia 31605  
229-242-1401  
Realtor

### **Days Inn North**

David Burley  
4598 North Valdosta Road  
Valdosta, Georgia 31602  
229-244-4460  
Hotel

### **Holiday Inn Express & Suites**

Ty O'Steen  
1330 N St Augustine Road  
Valdosta, Georgia 31601  
229-249-8900  
Hotel

### **Anna Kinsey, DC**

503 North Oak Street  
Valdosta, Georgia 31601  
229-244-2045  
Chiropractors

### **The LPA Group Incorporated**

Claudia Holliway  
5109 Cypress Lake Drive  
Lake Park, GA 31636-  
229-559-8563  
Transportation Consultants  
Engineers

### **Timothy A. Oliver**

5632 Cypress Lake Trail  
Lake Park, GA 31636  
229-559-0112  
Associate Member



# New Members August 2009

## **Pro-Trim Painting Company**

Tyrone Graham  
1309 Ponderosa Apt A-3  
Valdosta, GA 31601  
229-232-7853  
Painting Contractor

## **Smok'n Pig B-B-Q**

Dan Broyles  
4228 North Valdosta Road  
Valdosta, GA 31602-  
229-245-8227  
Restaurant

## **Williams Investment Company**

Rick Williams  
1221 West Fourth Street  
Adel, GA 31620  
229-896-4511  
Real Estate Investments

## **Xella Aircrete North America, Inc.**

Angie Tennyson  
2400 Hebel Blvd.  
Adel, GA 31620-  
229-896-1593  
Manufacturers

VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

Leading Businesses.  
Leading Communities.™



**Dues Account Status  
Report August 2009**

<u>Billing Period</u>	<u>Accounts Receivable</u>	<u>Collections</u>	<u>Collection Rate</u>
Current	\$33,882.27	\$1,833.35	5%
Previously Collected for current month		\$31,255.00	92%
<b>Total Current</b>	<b>\$33,882.27</b>	<b>\$33,088.35</b>	<b>98%</b>
1-30 Days	32,272.11	2,505.00	8%
31-60 Days	5,945.40	765.74	13%
61-90 Days	8,182.42	200.00	2%
91-120 Days	5,995.61	310.00	5%
120+ Days	37,222.96	5,550.00	15%
<b>Subtotal</b>	<b>\$123,500.77</b>	<b>\$42,419.09</b>	<b>34%</b>
New Members	\$3,156.25	\$3,156.25	
<b>Total</b>	<b>\$126,657.02</b>	<b>\$45,575.34</b>	<b>36%</b>

VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

Leading Businesses,  
Leading Communities.™



## Dues Account Status, continued

### Previously collected for current months:

May	0.00
June	6,335.00
July	24,920.00
<b>Total</b>	<b><u>\$31,255.00</u></b>

### Pre-Paid Dues for future months:

September	6,960.00
October	10,641.45
November	0.00
Deferred Revenue	<b><u>\$17,601.45</u></b>

### Other Information:

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



## Write-Offs August 2009

REASON DROPPED	NAME	JOIN DATE	AMOUNT
Budget Restrictions	E. Donaldson Construction, LLC	2/28/2007	\$60.00
Budget Restrictions	Edie Jones @ The Image Salon	8/27/2007	\$25.00
Budget Restrictions	MAAX Valdosta	3/18/1999	\$456.00
Budget Restrictions	Ron Borders GMAC Real Estate-Aija Shrader	7/24/2007	\$30.00
Business Sold	Variety Canteen	3/4/1996	\$250.00
Consolidated Business	GPM (Gill Property Management, LLC)	9/26/2007	\$250.00
Consolidated Business	Valdosta State University Catering	8/18/2006	\$250.00
Member Moved	Leading Line Films	5/6/2008	\$20.00
Member Retiring	Bill Kimbrough-New York Life	03/04/1996	\$225.00
Nonpayment of Dues	Southern Georgia Regional Commission	3/6/1998	\$85.00
Out of Business	Affordable Dozier, Inc.	4/13/2005	\$240.00
Out of Business	Alzheimers Association	4/29/2005	\$85.00
Out of Business	Express Deli	10/1/2007	\$240.00
Out of Business	Lions Club of Valdosta	10/31/2001	\$85.00
Out of Business	Lowndes County Health Services	3/4/1996	\$300.00
Out of Business	Resolutions Family Weight Loss and Wellness Center	4/28/2008	\$60.00
Out of Business	Rock-ITS Cosmic Cafe & Retro Finds	12/19/2008	\$60.00
Out of Business	Valdosta State University-College of Business Admin	9/25/2004	\$85.00
Requested Cancel	Crawlspace & Basement Solutions	4/6/2006	\$240.00
Requested Cancel	KBM Business Solutions	8/4/2007	\$85.00
Requested Cancel	South Georgia Counseling, Inc.	9/22/2006	\$250.00
Requested Cancel	University Place Condominiums	1/28/2008	\$240.00
Unhappy/Angry	JP Enterprises SJC, Inc.	6/30/2007	\$240.00
			<b>\$3,861.00</b>



## Write-Offs August 2009 Summary

Summary	Month #	Month \$	YTD #	YTD \$
Budget Restrictions	4	\$571.00	29	\$5,418.50
Business Sold	1	\$250.00	8	\$2,205.00
Consolidated Business	2	\$500.00	3	\$1,000.00
No Benefit Seen			4	\$1,030.00
Member Deceased			1	\$0.00
Member Moved	1	\$20.00	5	\$275.00
Member Retiring	1	\$225.00	3	\$560.00
Nonpayment of Dues	1	\$85.00	8	\$2,295.00
Out of Business	8	\$1,155.00	93	\$14,481.02
Requested Cancellation-No Reason	4	\$815.00	37	\$9,315.00
Unhappy/Angry	1	\$240.00	1	\$240.00
<b>TOTAL</b>	23	\$3,861.00	192	\$36,819.52

Write-Offs 2008	29	\$5,040.78	122	\$22,555.16
-----------------	----	------------	-----	-------------

<b>Difference 2008 vs. 2009</b>	<b>-6</b>	<b>(\$1,179.78)</b>	<b>70</b>	<b>\$14,264.36</b>
---------------------------------	-----------	---------------------	-----------	--------------------



## 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			
Nov. 4			
Dec. 2			
<b>TOTAL</b>	<b>169</b>	<b>290</b>	<b>80</b>

Sept. 2, 2009 invitation list for CHAMBER 101 consists of members that joined from May 19, 2009 – July 16, 2009 (2<sup>nd</sup> time invites) & July 15, 2009 – Aug. 21, 2009 (1<sup>st</sup> time invites) Goal for 2009 is to have 75% of new members to attend. **31**



## 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, Oct. 7, 2009

8:00 - 9:00 a.m.

Chamber of Commerce

For more information call 247-8100

I would like to attend:

---

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

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

### The following have attended:

David Newbern (8)

James McGahee (1)

Jane Shelton (1)

Jeff Hanson (7)

Terri Lupo (3)

Tim Jones (1)

Tom Gooding (2)

Walter Hobgood (2)

Debra Tann (2)

# MARKETING REPORT AUGUST 2009

## YEAR TO DATE

Television Stories: 10 (47 total 2008)  
Radio Presentations: 42 (89 total 2008)  
Print Articles: 41 (58 total 2008)  
Presentations: 25 (26 total 2008)

### ECONOMIC DEVELOPMENT DIVISION

Billboard-TCH	Presentation-S.E.E.D.S. Center (VSU)
Presentation-GBBPC (VTC)	Television-GBBPC (WCTV)
Presentation-GBBPC (VSU)	

### BUSINESS EXPANSION DIVISION

Radio-BIG Thinkers (Black Crow)	Radio-GBBPC (Michael Jetter Show)
Radio-GBBPC (Talk 92.1, Black Crow)	Presentation-GBBPC (Rotary)

### PUBLIC AFFAIRS DIVISION

Presentation-Leg. Agenda (Dasher City Council)	Presentation-Leg. Agenda (City of Valdosta)
Presentation-Leg. Agenda (Lake Park City Council)	Presentation-Leg. Agenda (Lowndes Co. Commission)
Presentation-Leg. Agenda (Hahira City Council)	Presentation-Work Session (Lowndes Co. Commission)
Presentation-Leg. Agenda (City of Remerton)	Print-GA Chamber (VDT)

### MEMBER SERVICES DIVISION

Billboard-Membership (Magic Media)	Radio-Membership Incentives (Black Crow, Talk 92.1)
------------------------------------	---

### WORKFORCE DEVELOPMENT AND EDUCATION DIVISION

Print-World Class Recognition (VDT)	Presentation-Workforce Development (VSU)
Print-World Class Winners (American Classifieds)	Billboard-World Class Winners (Lamar)
Print-MetroOne (VDT)	Radio-World Class Recognition (Talk 92.1)
Print-Boot Camp (VDT)	

### MISCELLANEOUS

Print-THINK B.I.G. (American Classifieds)	Print-Chamber (GA County Government Magazine)
Radio-THINK B.I.G. (WAAC)	

## Open Rates of Current Chamber e-Publications

**Chamber In Motion** weekly e-newsletter  
Sent every Monday  
**Open Rate: 25.2%\***

**Daily Update** daily e-newsletter  
Sent Tuesday-Thursday  
**Open rate: 23.7%\***

**Legislative Update** e-notices  
Sent as important Legislative Issues arise  
**Open Rate: 21.5%\***

**Chamber Board Insight** newsletter  
Sent weekly to Board members to keep them informed about important Chamber issues  
**Open Rate: 39.1%\***

*\* Percentages represent data accumulated between 8/1-8/31/09*



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

Business Type	Open Rate
Accountant	17.5%
Art Gallery	25.8%
Association	22.4%
Communications	14.9%
Consultant	22.1%
Crafts	38.2%
Education and Services	26.9%
Entertainment	18.1%
Event Planning	26.6%
Government Agency	28.4%
Hotel, Inn, B&B	24.4%
Legal Services	21.7%
Manufacturing & Distribution	14.9%
Marketing/PR	15.3%
Medical Services	16.2%
Non-profit	24.1%
Other	20.0%
Personal Services	23.9%
Products & Services	16.9%
Professional Services	22.3%
Publishing	21.6%
Real Estate	20.3%
Religious Organization	15.8%
Restaurant/Bar/Catering	16.7%
Retail	17.9%
Salon/Spa	21.8%
Sports & Recreation	20.2%
Technology	18.7%
Transportation	27.0%
Travel & Tourism	21.5%
Web Developer	17.5%

# August Ribbon Cuttings



**Pine Grove Middle School**



**Judy Martin Trexler LCSW**



**Blue Grace Logistics**



**Comfort Keepers**



**Mashburn Insurance**



**Weezie BBQ**

# August Ribbon Cuttings



**Bemiss Bar B Q**



**Bloomingdeals**

# Ambassadors Report

## August 2009

### AUGUST RIBBON CUTTING STATISTICS

Ribbon Cuttings for August: 8  
Groundbreakings for August: 1  
Business After Hours for August: 0  
Early Bird Breakfasts for August: 1

### 2009 RIBBON CUTTING STATISTICS

2009 Ribbon Cuttings: 54 (Goal: 75)  
2009 Groundbreakings: 3  
2009 Business After Hours: 7  
2009 Early Bird Breakfasts: 3

### UPCOMING EVENTS

#### Business After Hours

Holiday Inn Express & Suites &  
Comfort Suites

Thursday, Sept. 24, 2009

5-7 p.m.

1330 N. St. Augustine Road

# 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 August

### **Beyond the Beach**

Kelly McLane  
1707 Norman Drive  
Valdosta, Georgia 31601

### **UPS Store**

James Daniel  
1709 A Gornto Road  
Valdosta, Georgia 31601

### **1st Franklin Financial**

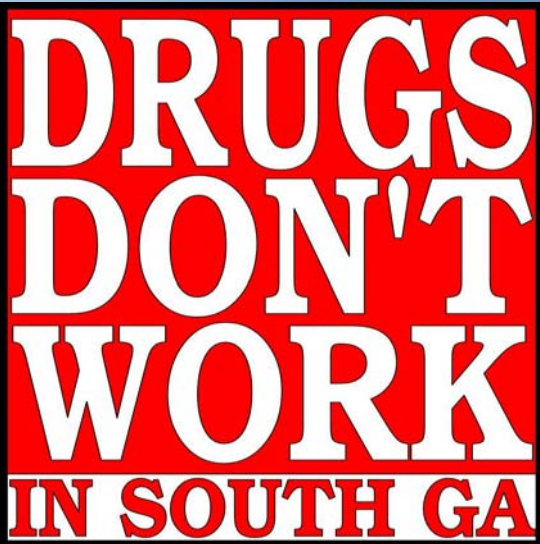
Glenda Sirmans  
3143 A North Ashley Street  
Valdosta, Georgia 31601

### **CMA Architectural Service**

James Cone  
1806 Plum Street  
Remerton, Georgia 31601

### **Moms 2 Bee**

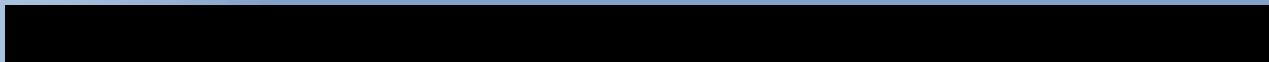
Teresa Etheridge  
1650 Baytree Road  
Valdosta, Georgia 31602



# DRUGS DON'T WORK Summary August 2009

Total # of DDW Partners as of 12/31/08:	<b>266</b>
Total # of DDW Partners as of 08/31/09:	<b>268</b>
2009 New Members:	<b>11</b>
2009 Losses:	<b>9</b>
YTD Net Gain:	<b>2</b>

**Goal for 2009: 271**



<u>YTD</u>	<u>July</u>	<u>Total</u>	<u>Goal</u>	<u>Fav/(Unfav)</u>
\$19,500	\$3,300	\$22,800	\$40,000	<b>(\$17,200.00)</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)**

VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

Leading Businesses.  
Leading Communities.™





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

### CLIENTS

2009 Goal: 600

Lowndes: 54

Region: 3

YTD Total: 244

Client Types

**Start-ups: 36**

**Existing/Expanding: 11**

**Developers: 4**

**Info: 3**

Outcomes

**New Members: 3**

**Started:**

**Expanded: 2**

### RESOURCE DISTRIBUTION

ABC's: 34

Sales Leads: 28

Demographics: 15

Retail Lease Trac: 0

Traffic Counts: 3

**Loan Info: 6**

### WEB SITE

Total Hits: 19,607

Unique Visitors: 268

Total Visits: 1,208

Page Rank Google: **1st**

(Seeds center, Valdosta)

### PROFESSIONAL CONSULTANTS PROGRAM

Quarter Goal: 21

Hours Provided: 5

2009 Goal: 80

YTD Total: 44

Most Demand

Marketing /Account

### GUARDIAN BANK BUSINESS PLAN COMPETITION

***2010 Kick-Off Celebration***

***Held August 27, 2009***

***11 Contestants Registered***

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

## Maximum Marketing

Eleven participants in the S.E.E.D.S. Center Maximum Marketing Workshop, co-sponsored with SBDC, graduated from the course on Sept. 1.

The participants attended the interactive marketing course to learn what marketing is, how to identify with their customers, traditional and new ways to reach their markets, as well as selling techniques.



## Small Business Owners Network

Members of the Small Business Owners Network gathered on Aug. 19, for a presentation from Allen Grossman, The Group.

Grossman spoke about the impact of creative marketing and production strategies. Members also heard tips about spending their marketing dollars wisely and reaching their specific audience.



# 2010



Eleven teams are ready to compete for \$15,000 cash and more than \$40,000 of in-kind goods and services in the 2010 Guardian Bank Business Plan Competition. Final registration was held Aug. 25 at Guardian Bank on Norman Drive. Contestants, partners, angels and board members from Guardian Bank and the Chamber attended the celebration.



## *Angels*

**Action Printing**  
**ActionCOACH**  
**Azalea Health Innovations**  
**Black Crow Media**  
**Full Circle Marketing &  
Advertising**  
**Henderson & Godbee, LLP**

**JL Concepts**  
**Lamar Advertising**  
**Nexxtep Technology Services**  
**Sign-A-Rama**  
**Talk 92.1**  
**Trent Coggins, LLC**  
**Valdosta Shared Office Space**



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

**Monthly Activity Report**  
**Period: August 2009**

	<u>2009</u>	<u>2008</u>	<u>Cum</u>
Advertising leads:	0	0	342
Web site hits:	13,191	NA	1,712,330
Web page requests:	2,210	NA	20,977
Web site leads:	12	19	1,370
Brochure leads:	0	1	20
Other TCH leads:	3	1	231
Quitman Chamber leads:	0	0	27
Valdosta Chamber leads:	1	6	205
Lakeland Chamber leads:	0	0	1
Other source leads:	0	0	1,490
<b>Total leads active</b>	<b>16</b>	<b>26</b>	<b>3,541</b> 44



## RELOCATIONS

- **Relocations (Households): 285**

Lowndes: 252      Brooks: 21      Lanier: 12

- **Aug Relocations: 4**
- **2009 Relocations: 30**
- **States inquiring: 47**
- **Relocations from: FL: 142, GA: 44, NY: 18, AL: 3, CA: 6, CO: 4, IL: 6, MI: 8, VA: 3, IN: 1, MD: 3, ME: 1, OR: 1, AZ: 2, UT: 1, NM: 2, MA: 1, TN: 4, NJ: 4, MN: 1, LA: 3, MS: 6, NJ: 1, NC: 2, NH: 1, TX: 3, UN: 10**
- **Newcomers sources:**
  - TCH-Web site/Call in/Brochure: 195
  - B-Q Chamber: 6
  - V-L Chamber: 29
  - L-L Chamber 0
  - Advertising: 6
  - Other: 41



## **ECONOMIC IMPACT**

- **Annual Income: \$11,970,000**
- **Annual Spending: \$10,260,000**
- **Liquid Assets: \$1,197,000,000**
- **Indirect Jobs Created: 570**

(average according to industry standards)



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

# Hometown Happenings

RETIREMENT LIVING SOUTH GEORGIA STYLE



## Barnes Drugs Celebrates 100 years

*as a family-owned business in Valdosta*

Vinson & Barnes Drugs began operation in 1909 on Patterson Street in Valdosta. Charlie Barnes' grandfather and Mr. Vinson were the pharmacists at the time. Within a year, the business

### In This Issue

[Barnes Drugs Celebrates 100 Years!](#)

[New Exhibit](#)

[Alzheimer's Care Needs Increasing](#)

[Community Calendar](#)

[Rythym at Noon](#)

[Location](#)

[Triple Crown Hometowns Investors](#)

[Theatre Guild Valdosta](#)

[Travel Tips & Trips](#)

[Contact us . . .](#)

[Recommended Relocation Services](#)

### **NOW SHOWING!**

Theatre Guild Valdosta  
presents **Set in an island**

# Public Affairs Division Reports



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

VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

Leading Businesses.  
Leading Communities.™





## Georgia Chamber Power Lunch – “Bringing Georgia Together”



Over 100 businesses attended the GA Chamber Power Lunch on August 27 at the Valdosta Country Club. The theme for the meeting was Bringing Georgia Together.

George Israel, GA Chamber CEO stated, “This was the best turnout of any of the previous 11 events we have hosted. It is obvious the Valdosta-Lowndes County Chamber is a Five-Star Chamber.”



GA Chamber Chairman, Mike Garrett (Georgia Power Co.) stated, “In too many ways, there are still two Georgias. We all need to work together to achieve our common goals.”



## Chamber presents Local Legislative Agenda to Cities and County



The Chamber's Local Legislative Committee's represents the business community to local elected officials, aggressively promoting legislative issues that pertain to business development. This year the committee really stepped up their game when they developed the first-ever formal agenda. It was well received when presented to all local governments during the city council meetings of Dasher, Mahira, Lake Park, Remerton, Valdosta and the Lowndes County Commission meeting.

The entire agenda can be found at <http://www.valdostachamber.com/membership/governmentaffairs.html>.

# State Legislative Committee meets with Local Delegation on Transportation Funding



The Chamber's State Legislative Committee met with local delegation members, Rep. Jay Shaw, Rep. Ellis Black, Rep. Amy Carter, and State Senator Tim Golden regarding development of 2010 legislation on how to fund transportation for the state of Georgia.

# Workforce Development & Education Division Reports



**Greg Justice  
(Vice Chairman)**

VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

Leading Businesses.  
Leading Communities.™



# ***Literacy Fair***

**Saturday, September 19, 2009**

**10 a.m.-2 p.m.**

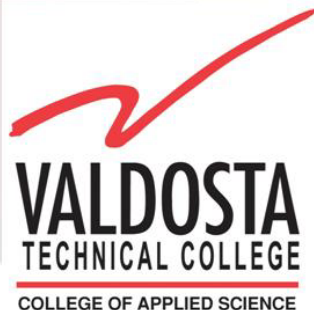
**Sam's Club**

**450 Norman Drive**

**Please bring a gently used or new children's or chapter book to Sam's Club and join us for storytelling, face painting, and great information on literacy efforts in our community.**

**Discover ways to get your child engaged in reading and find out how you can get involved to help our community stay a Certified Literate Community.**

**With special thanks to our sponsors:**



**For more information, please call 229.247.8100.**



## 2009 Metro Valdosta Emerging Leaders

### 2009 Metro Valdosta Emerging Leader Nominees



### Upcoming Events:

**MetroOne Professional Development Seminar  
at VSU University Center -Sept. 22**

**MetroOne Monday at the Hilton Garden Inn-  
Oct. 5**

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



VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

Leading Businesses.  
Leading Communities.™



# President's Report: Myrna Ballard

VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

Leading Businesses.  
Leading Communities.™



# Chairman's Report: Jeff Hanson

VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

---

Leading Businesses.  
Leading Communities.™



## **Next Meeting Date:**

**Thursday, Oct. 15, 2009**  
**8:30 a.m. – 10:00 a.m.**  
**@ The Park Avenue Bank**

VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

---

Leading Businesses.  
Leading Communities.™



# Meeting Adjourned