

Board of Directors Meeting

December 13, 2011

@ City Hall Annex

VALDOSTA - LOWNDES COUNTY



CHAMBER OF COMMERCE

Leading Businesses.
Leading Communities.™



**Board of Directors Meeting
Tuesday, December 13, 2011
12 – 1:30 p.m.
@ City Hall Annex**

Agenda

- **Call to order, establish a quorum, and review agenda**
- **Recognition of outgoing Board members**
 - Sally Bloom (2006-2011)
 - Jeff Hanson (2005-2011)
 - Paul Nichols (2006-2011)
 - Phyllis Royal (2006-2011)
 - Ken Ricket (2011)

• **ITEMS TO CONSIDER**

- Consider minutes of the November 22, 2011 Board of Directors meeting
- Review November 2011 Financial Statements
- Consider re-appointment of Gary Moser to Barber Trust Advisory Board

IMPACT 2012 Annual Report – *Curtis Fowler, IMPACT 2012 Oversight Committee
Chairman*

Chairman’s Report – *Tom Gooding*

President’s Report – *Myrna Ballard*

Meeting adjourn

To access your PowerPoint on the website click the following link
<http://www.ValdostaChamber.com/about/Boardmeeting.html> or visit
www.ValdostaChamber.com click on the tab “Members Area”. Click “Board of Directors
Meeting” and select the current meeting. To find a specific item click bookmark and scroll
down to that item.

Chamber 2012 Upcoming Events

January

Jan. 12 – Annual Membership Meeting

Jan. 24 – Annual Board Planning Retreat

February

Feb. 1 – Chamber 101

Feb. 9 – Operation Thank you

Feb. 16 – Business Outlook Breakfast

March

Mar. 22 – Chamber Choice Awards

April

Apr. 4 – Chamber 101

Apr. 12 – Economic Summit

May

May 15 – Centennial Brunch (*tentative date*)

June

June 6 – Chamber 101

August

Aug. 1 – Chamber 101

September

Sept. 8 – Centennial Gala

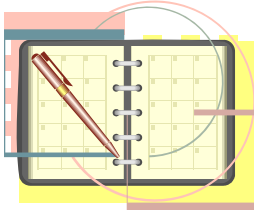
October

Oct. 3 – Chamber 101

Oct. 11 – Chamber Business Showcase

November

Nov. 13 – World Class Employee Recognition



**A special Thank you to our outgoing
Board Members:
To all of our outstanding Board
members, thank you for a
WONDERFUL 2011!**



Sally Bloom
(2006-2011)



Jeff Hanson
(2005-2011)



Ken Ricket
(2011)



Paul Nichols
(2006-2011)



Phyllis Royal
(2006-2011)



➤ **Consider Minutes of November 22, 2011 Board of Directors meeting**

Minutes of the Valdosta-Lowndes County Chamber Board of Directors meeting held Tuesday, November 22, 2011, 8 – 9:30 a.m. at Country Inn & Suites

Members Present: Myrna Ballard, Clinton Beeland, Tom Carroll, Sue Cox, Jeff Fulp, Tom Gooding, Carl Holley, Terri Lupo, Jay Prince, Greg Reid, Ken Ricket, Bill Simmons, Megan Smith and Baha Zeidan

Also Present: Morgan Player, Kevin McCraney, ReKasa Deen, Varian Brown, Wanda Stanley, Betty Morgan, Erika Bennett and Karil Brockington

Members Absent: Sally Bloom, Jeff Hanson, Mike Hill, Tim Jones, Greg Justice, Paul Nichols and Phyllis Royal

Chairman Tom Gooding called meeting to order and establish a quorum.

Consider minutes of the October 25, 2011 Board meeting – Tom Carroll made a motion to accept the minutes as presented. Jeff Fulp seconded the motion and it passed unanimously. (see pg. 4 of Board packet)

Consider October 2011 Financial statements – Carl Holley reviewed the Chamber financial statements. Megan Smith made a motion to accept the financial statements as presented. Terri Lupo seconded the motion and it passed unanimously. (see pgs. 6-14 of Board packet)

Election of 2012 Officers – Chairman T. Gooding, presented the following proposed slate of 2012 Officers: Chairman (Tim Jones); Vice Chairman Organizational Excellence (Jay Prince, Chairman-Elect 2013); Vice Chairman Economic Development (Tom Carroll) Vice Chairman Member Services (Baha Zeidan), Vice Chairman Business Expansion (Greg Reid); Vice Chairman Public Affairs (Megan Smith); Vice Chairman Workforce Development & Education (Clinton Beeland); Vice Chairman Community Development (Sue Cox); Treasurer, (Carl Holley, Chairman-Elect 2014). Chairman Gooding asked for nominations from the floor. There being none, the motion was made from the Nominating Committee to elect the slate as presented. The proposed slate of the 2012 Officers was elected unanimously as presented. (see pg. 15 of original Board packet)

Appoint 2012 Committee Chairmen – Chairman T. Gooding appointed 2012 Committee Chairmen as presented. (see pg. 16 of original Board packet)

Consider an exception to By-Laws regarding review and audit – Carl Holley reported that the Finance Committee has reviewed and accepted the 2009 review, and the Committee's recommendation is to approve an exception to the By-Laws to provide for a review to be conducted for 2010, and a full audit for 2011. The Finance Committee's motion passed unanimously.

Discuss 2012 Budget – Carl Holley reported that the proposed 2012 Budget will be distributed in December and considered for approval at the January 2012 Board Planning Meeting.

Minutes of November 22, 2011 Board of Directors meeting continues

Abbreviated Reports

- ◆ Business Expansion Division - Sue Cox, Chairman reported. *(see pg 19 of original Board packet)*
- ◆ Economic Development Division – Jay Prince, Vice Chairman & Chairman-Elect (2013), Wanda Stanley and Varian Brown reported. *(see pgs. 21-26 of original Board packet)*
- ◆ Public Affairs Division – Erika Bennett and Karil Brockington reported. *(see pgs. 28-31 of original Board packet)*
- ◆ Member Service Division – Greg Reid, Vice Chairman reported. *(see pgs. 33-46 of original Board packet)*
- ◆ Organizational Excellence Division – *no report*
- ◆ Workforce Development & Education Division – Clinton Beeland reported. *(see pgs. 49-53 of original Board packet)*
- ◆ Community Development Division – Chairman Tom Gooding reported.

Chairman Report – Tom Gooding reported.

President's Report – Myrna Ballard reported.

There being no further business, the meeting was adjourned at 9:40 a.m.

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Respectfully submitted,



Karil Brockington
Senior Director of Administration

Financial Statements
November 30, 2011

See original Board packet for printed report



Carl Holley
(Treasurer)

**Public Affairs Division
Reports**



**Jeff Hanson
(Vice Chairman)**

State Legislative Luncheon



Members
to be Heard

Jan. 5
3:30 p.m.
VSU Continuing
Ed Building

The 2012 Government Affairs Council is hosting a "Members to be Heard" meeting, where all members, local governments, local authorities, organizations and entities are encouraged to share their legislative issues and concerns with the GAC Executive Committee. This meeting is your opportunity to voice any local, state and/or federal issues your business needs the Chamber to address and/or assume position. This allows the GAC to take appropriate steps to make informed decisions on whether to support, oppose, endorse and/or investigate issues regarding business in our community. Issues will be presented in an "open mic" format; however, issues must be submitted before the event. Visit www.ValdostaChamber.com for more details.

Member Services Division Reports



**Greg Reid
(Vice Chairman)**

Fall Membership Drive

The Chamber is celebrating **100** years in 2012!



Join NOW...Get the rest of the year FREE!



It's no secret... “the Valdosta-Lowndes County Chamber is celebrating **100** years in 2012!”

Help us recruit 100 new members to kick-off our centennial year!

Do you know someone who should be a member?

There is no better time to join than now, during our annual Fall Membership Drive. New members will receive the remainder of this year free, with paid annual membership. We also have special recognition planned for the next 100 who join.



Who can be a member?

- An individual wanting to be part of something BIG
- A church or non-profit organization
- A business



Monthly Dues Collection Report

				2010 & 2011
	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>Variance</u>
Dec.	36,261.41	34,326.54		
Nov.	27,823.82	27,720.66	21,562.69	-6,157.97
Oct.	27,591.92	26,872.32	26,478.51	-393.81
Sep.	25,916.58	36,308.15	23,589.84	-12,718.31
Aug.	28,135.34	18,321.41	26,267.44	7,946.03
July	41,713.49	22,414.66	\$27,411.08	4,996.42
June	24,681.68	33,173.92	30,034.58	-3,139.34
May	26,871.88	24,240.25	36,378.59	12,138.34
Apr.	31,001.57	31,003.80	26,496.74	-4,507.06
Mar.	29,445.03	35,878.36	35,382.13	-496.23
Feb.	34,192.00	23,327.84	48,430.91	25,103.07
Jan.	36,062.83	34,715.33	34,066.08	-649.25

Year To Date Dues Collection Report

				2010 & 2011
	<u>2009</u>	<u>2010</u>		<u>Variance</u>
Dec.	369,697.19	348,303.24		
Nov.	333,435.78	313,976.70	336,098.59	22,121.89
Oct.	305,611.96	286,256.04	314,535.90	28,279.86
Sep.	278,020.04	259,383.72	288,057.39	28,673.67
Aug.	252,103.82	223,075.57	264,567.55	41,491.98
July	223,968.48	204,754.16	238,200.11	33,445.95
June	182,254.99	182,339.50	210,789.03	28,449.53
May	157,573.31	149,165.58	180,754.45	31,588.87
Apr.	130,701.43	124,925.33	144,375.86	19,450.53
Mar.	99,699.86	93,921.53	117,879.12	23,957.59
Feb.	70,254.83	58,043.17	82,496.99	24,453.82
Jan.	36,062.83	34,715.33	34,066.08	-649.25

2011 goal for dues collection: \$370,000

91% collected

New Members

	2007	2008	2009	2010	2011
Jan	16	22	9	12	15
Feb	14	16	16	10	14
Mar	20	13	13	24	20
April	16	22	33	16	18
May	26	23	16	11	21
June	29	25	16	18	23
July	13	15	21	12	24
Aug	17	22	24	14	14
Sept	41	19	38	10	12
Oct	48	16	26	30	13
Nov	14	12	17	15	20
Total	254	205	229	172	194
Dec	9	11	18	18	
Total	263	216	247	190	194

2011 Goal for New Members: 156

Total Membership: 1,521

2011 Goal for Total Membership: 1,511

New Members November 2011

Advanced Hearing Solutions

Danny Jones
111 Woodrow Wilson Drive Ste. A
Valdosta, GA 31602
229-253-0105
Hearing Aids

AFLAC-Jordan Bacon

Jordan Bacon
4712 Radar Site Road
Valdosta, GA 31605
770-344-7539
Insurance

Ankle and Foot Associates, LLC

Andrew Woods
401 Woodrow Wilson Dr.
Valdosta, GA 31602
229-247-7707
Physicians & Surgeons

B. E. Guess and Sons Pecan Company

Sam Guess
1600C South Patterson Street
Valdosta, GA 31601
229-242-7929
Distribution Services

Bajalia Law Firm

Nick Bajalia
1810 N. Ashley Street, Suite Z
Valdosta, GA 31601
229-247-7071
Attorneys

Barbara Schmader

2317 Riverhill Drive
Valdosta, GA 31602
229-242-1186
Associate Members

Barbara Stratton

6233 Justin V Cain Street
Hahira, GA 31632
229-794-3903
Associate Members

McDonald's Corporation

Melissa McDonald
1177 St. Augustine Road
Valdosta, GA 31602
229-251-1457
Restaurants

Raymond Genter

503 Knob Hill Road
Valdosta, GA 31602
229-245-1876
Associate Members

Roberta Magnasco

2607 Rolling Hill Drive
Valdosta, GA 31602
Associate Members

New Members November 2011

Sandra Chaput
2963 Pecan Plantation Road
Valdosta, GA 31601
229-548-3748
Associate Members

**United States Postal Service-
Valdosta**
William Spangler
401 N Patterson Street
Valdosta, GA 31601
229-259-9994
Government Offices

Shipping Unlimited
Elana Chapman
4165 Bemiss Road Suite O
Valdosta, GA 31605
229-244-5833
Mailing Services

William "Bill" Tucker
2427 Westwood Drive
Valdosta, GA 31602
229-242-1900
Associate Members

Ralph & Ruth Council
822 Bunche Street
Valdosta, GA 31601
229-242-2718

Rev. & Mrs. Gene Godfrey
3707 Fern Bank Drive
Valdosta, GA 31601
229-559-4189

Mr. & Mrs. David Waller
4065 Quail Run Cir.
Valdosta, GA 31601
229-242-2869

Dr. & Mrs. George Bennett
1300 Deerbrook Drive
Valdosta, GA 31602
229-247-0764

Dr. & Mrs. F. D, Toth
1116 Williams Street
Valdosta, GA 31601
229-244-6656

Mr. & Mrs. Lou McLendon
2120 Jerry Jones Drive
Valdosta, GA 31602
229-247-1348

November 2011 Ribbon Cuttings/Groundbreakings

Choices for Life

2200 North Patterson Street
Valdosta, Georgia 31602
229-244-1707

Sara Riley

Mental Health Services/Foster Children

Maurice's

1700 Norman Drive
Valdosta, Georgia 31601
407-271-2988

Mandy Harmon

Women's Fashion and Shoes

Chow Town Grill and Buffet

1550 Baytree Road
Valdosta, Georgia 31602
609-903-5922

Michael Chen

Restaurant

Repeat Boutique

285 Norman Drive
Valdosta, Georgia 31602
229-333-0063

Robin DeRocco

Thrift Shop

McDonald's

1177 North St. Augustine Drive
Valdosta, Georgia 31601
229-671-9902

Jason McCollough

Restaurant

Shipping Unlimited

4165 Bemiss Road
Valdosta, Georgia 31602
229-244-5833

Elana Chapman

Shipping and Mailing

November 2011 Member Crashers

Quiznos Subs

Andrew Fox
1650 – A Baytree Road
Valdosta, Georgia 31602

Nijem Tech

Tommy Nijem
1303 Baytree Road
Valdosta, Georgia 31602

Peacock Paints

Carlton Peacock
1201 North Ashley Street
Valdosta, Georgia 31601

Woodstone Apartments

Ashley Richardson
1503 East Park Avenue
Valdosta, Georgia 31602

Treatment Center of Valdosta

Alan Folsom
2301 University Drive #6
Valdosta, Georgia 31602

Beall Optical

Steve Beall
3001 North Ashley Street
Valdosta, Georgia 31602

Allstate Moving and Storage

Pauline Player
1009 West Hill Avenue
Valdosta, Georgia 31601

Ashton Park Apartments

Greta Glenn
1319 River Street
Valdosta, Georgia 31601

American Glass

Larry Clanton
215 West Savannah Street
Valdosta, Georgia 31601

Wright's Vault and Monument

Lewis Wright
212 West Street
Valdosta, Georgia 31601

Pilot Truck Care (Wingfoot Commercial Tires)

Daniel Van Buren
3491 Madison Highway
Valdosta, Georgia 31601

Dues Account Status Report November 2011

Billing Period	Accounts Receivable	Collections	Collection Rate
Current	27,143.04	2,055.83	8%
Previously Collected for current month		21,427.13	79%
Total Current	27,143.04	23,482.96	87%
1-30 Days	10,962.30	1,501.25	14%
31-60 Days	11,779.22	1,215.00	10%
61-90 Days	8,528.47	40.00	0%
91-120 Days	5,912.22	355.00	6%
120+ Days	51,251.24	868.75	2%
Subtotal	117,576.49	27,342.96	23%
New Members	1,880.00	1,880.00	
Total	119,456.49	29,342.96	25%
Previously collected for current month:			
August	261.25		
September	7,883.79		
October	13,282.09		
TOTAL	21,427.13		



Write-Offs November 2011

NAME	JOIN DATE	REASON DROPPED
A-Tech	06/31/2006	Non-Payment of Dues
Blue Skies	04/19/2009	Out of Business
Brigman & Brigman Cabinets, Inc.	01/01/2011	Non-Payment of Dues
Buckle Write's	05/19/2011	Budget Restrictions
CMA Architectural Services, inc.	06/05/1998	Non-Payment of Dues
Four Seasons Chocolates	05/21/2010	Budget Restrictions
Grace Daycare Center	09/30/2006	Non-Payment of Dues
Home Décor & Accents	07/14/2011	Out of Business
Jackson Hewitt Tax Service	12/03/2044	Out of Business
kaleidoscope, a gallery	04/15/2009	Non-Payment of Dues
Kiddie Korral Daycare	10/30/2009	Non-Payment of Dues
Lee Container Corporation	06/19/1988	Non-Payment of Dues
South Georgia Staffing	12/15/2005	Requested Cancel
Stella & Dot	03/12/201	Out of Business
The Ravine Grille & Dinnerhouse	10/01/2004	Out of Business
U.S. Therapy Outlet	03/09/2009	Out of Business
Valdosta Greenhouses	01/31/2005	Non-Payment of Dues
WAAC, WGOV, WLYX Radio	01/01/1957	Non-Payment of Dues

Write-Offs November 2011 Summary

Summary	Month #	Month \$	YTD #	YTD \$
Budget Restrictions	2	191.25	29	6,007.50
Business Sold			10	7,830.00
Consolidated Business			1	63.75
No Benefit Seen			2	70.00
Member Deceased				
Member Moved			5	615.00
Member Retiring				
Non-Payment of Dues	9	2,760.00	26	7,235.40
Out of Business	6	1,041.25	78	12,411.73
Other				
Requested Cancellation-No Reason	1	255.00	24	4,943.75
School Unification Issue			4	500.00
Unhappy/Angry				
TOTAL	18	4,247.50	179	39,677.13

Write-Offs 2010	15	3,927.50	193	39,832.02
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Difference 2011 vs. 2010	3	320.00	-14	-154.89
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Membership Statistics

Net Membership Gain in October	2
Net Membership Gain in 2011	15
2011 Goal	5
YTD Retention Rate	88%
2011 Goal	90%

Chamber Monthly Activity & Referrals Reports

November 2011

Monthly Activity Tracking Report

Newcomer's Packets:	13	(13)
Better Business Bureau:	11	(8)
Phone Books:	25	(56)
Maps:	57	(83)
Directions:	15	(20)
Civic Club list:	3	(2)
Manufacturers List:	1	(4)
Website referrals by phone:	8	(17)
Email information request:	5	(4)
Events request:	5	(12)
Membership Application:	14	(5)
Total:	157	(224)

Total YTD: 2,666 (2,846)

*2010 figures in parentheses



Google

Bing

Yahoo

Monthly Referrals Manually

Contact Type Counts:

Email Request	388
General Contact	127
List Request	107
Telephone Referrals	177
Walk-In Referrals	67
Staff	866

By Categories:

Total Categories: 95

Top 3:

Attorneys:	89
Consignment Services:	101
Real Estate:	108

Total Member Referrals: 866

Total YTD: 7,719

Search Engine Position: as of December 8

	Valdosta	Valdosta Chamber	Valdosta-Lowndes
	6 th (2 nd) page	1 st (1 st) page	1 st (1 st) page
	In 6 th (11 th) place	In 1 st (1 st) place	In 2 nd (1 st) place
	4 th (5 th) page	1 st (1 st) page	1 st (1 st) page
	In 11 th (5 th) place	In 1 st (1 st) place	In 1 st (1 st) place
	6 th (4 th) page	1 st (1 st) page	1 st (1 st) page
	In 4 th (9 th) place	In 1 st (1 st) place	In 2 nd (1 st) place

(last month in parentheses)

Website Activity Report:

November Website hits: 2,448

YTD Website hits: 28,081

November Page views: 6,208

YTD Page views: 75,502

Valdosta Chamber Online Statistics 2011

Month	TCS Web sites	Community Calendar	Event Registration	Member Coupons	New Members	Press Releases	Job Board	Info Requests	Store Purchases	Online Payments	
	262										
January	11	34	8	1	2	0	1	0	0	12	873.33
February	14	5	0	3	1	0	1	1	0	16	452.50
March	10	19	0	5	2	0	0	0	0	14	235.00
April	10	9	0	2	1	2	1	0	0	4	477.50
May	10	1	0	4	4	0	0	0	0	4	132.08
June	20	2	0	17	5	0	0	0	0	15	753.75
July	9	3	0	4	3	0	0	0	0	5	332.50
August	7	12	0	5	2	0	0	2	1	10	318.75
September	7	7	5	7	1	0	0	0	0	7	395.00
October	7	7	9	0	0	0	0	0	0	5	65.00
November	2	4	36	1	0	0	0	0	0	22	868.75
December											
Totals	367	103	58	49	21	2	3	3	1	114	4,904.16

*TCS Web sites-Tracking started in September 2010. Prior to September 1, we had 195.

*Member Coupons-Tracking started October 2010. Prior to October 1, we had 10.

Other Information:
Direct Debit Accounts to Date: 43
Amnesty Program Participants: 15



**Chamber 101:
How to get the most out of your
Chamber membership**

2011 Attendance Sheet

Month	1st Invitation	2nd Invitation	Attended
Jan. 5	12	47	9
Feb. 2	11	38	9
Mar. 2	12	35	4
Apr. 6	21	29	5
May 4	13	36	2
June 1	23	34	10
Sept. 7	44	18	12
Nov. 2	28	38	14
TOTAL	164	275	65

November 2, 2011 invitation list for CHAMBER 101

consists of members that joined from
June 20, 2011 – Aug. 25, 2011 (2nd time invites) &
Aug. 26, 2011 – Oct. 20, 2011 (1st time invites)
Goal for 2011 is to have 75% of new members 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 Members are asked to attend at least two (2) **CHAMBER 101** events:

The following have attended

Chamber 101's in 2011:

Tom Gooding (6)	Greg Reid (7)	Paul Nichols (1)	Myrna Ballard (8)
Tom Carroll (2)	Phyllis Royal (1)	Bill Simmons (2)	Tim Jones (2)
Terri Lupo (2)	Baha Zeidan (1)	Jay Prince (2)	Clinton Beeland (1)
Sue Cox (2)	Carl Holley (1)	Jeff Fulp (1)	Jeff Hanson (1)

MARKETING REPORT- NOVEMBER

YEAR-TO-DATE

TV: 24 (22 total 2010)

RADIO :36 (84 total 2010)

PRINT: 146 (56 total 2010)

PRESENTATIONS: 29 (28 total 2010)

INTERNET: 72

BUSINESS EXPANSION

Print- Incubator Project Grant (VDT)

Print- For the Love of Valdosta (GACCE Newsletter)

MEMBER SERVICES

Web- Annual Meeting (WALB)

Radio- Centennial Tree Project (Talk 92.1)

Billboard- Membership Drive (LAMAR) x2

TV- Membership Drive (WALB)

TV- Membership Drive (Fox)

WORKFORCE DEVELOPMENT AND EDUCATION

Radio- WFD & E (Talk 92.1)

Print- DDW (VDT)

Print- WCER (VDT)

Web- WCER (Valdosta State University)

Web- WCER (Valdostatoday.com)

Print- ERCO Donation (VDT)

Web- WCER (WALB)

Radio- WCER (Talk 92.1)

Web- WCER (Wiregrass)

Print- WCER (VDT Ad)

Presentation- Workforce Development (KH)

ECONOMIC DEVELOPMENT

Web- State Luncheon (WALB)

Billboard- TCH (Fairway)

PUBLIC AFFAIRS

Web- Moody Impact (WALB)

TV- Moody Impact (ABC 27)

Web- Moody Impact (ABC 27)

MISC.

Print- LTE Tom Gooding (VDT)

Print- Chamber response to vote (VDT)

Print- Community Healing (VDT)

Web- GA Certified Chamber (WALB)

Web- GA Certified Chamber (TALK 92.1)

Print- GA Certified Chamber (Walton Tribune)

Print- Chamber Supports Unification (VDT ad)

Ambassadors Report

November 2011

NOVEMBER STATISTICS

Ribbon Cuttings for November : 6

Groundbreakings for November : 0

Business After Hours for November : 0

Breakfast for November : 1

Accumulated Points for November : 2,340

2011 STATISTICS

2011 Ribbon Cuttings: 87 (Goal: 85)

2011 Groundbreakings: 5 (Goal: 5)

2011 Business After Hours: 4 (Goal: 11)

2011 Breakfast: 2 (Goal: 2)

Total Accumulated Points for 2011: 24,060

UPCOMING EVENTS

January 12, 2012

Annual Meeting

James H. Rainwater Conference Center

February 16, 2012

Business Outlook Breakfast

James H. Rainwater conference Center

**Workforce Development & Education
Division Reports**



**Greg Justice
(Vice Chairman)**

Workforce Development & Education Division Reports

November 2011

DRUGS DON'T WORK

Members: 265

YTD: \$33,989

Goal: 271

Goal: \$38,000

Supervisor Essentials Workshop (S.E.W.)

Attendees: 107

Goal: 100

Helping Your Child Succeed

Parents Reached: 205

Goal: 400

CHOICES

Students Reached: 729

Goal: 1,250

5-STAR EMPLOYER PROGRAM

Members: 12

Goal: 20

*...integrating education and workforce readiness for
economic development in Valdosta-Lowndes County*

Business Expansion Division Reports



**Sue Cox
(Vice Chairman)**

Business Expansion Division Report

November 2011

Vice Chair: Sue Cox (Covington's Dining & Catering)

Transforming our local economy...

Expansion of Targeted Businesses: Opportunity Central Supporting the Growth of Jobs for College and University Graduates



The Chamber's Incubator Task Force received a \$10,000 grant from the Georgia Power Foundation to use toward the Incubator Feasibility Study.

Pro-Business Enhancement

SORT continues to look at issues within the County's ULDC. SORT also started a survey to grade the SORT partnership on the progress it's made since it released the Pro-Business Priorities last November.

**Economic Development
Division Reports**



**Jay Prince
(Vice Chairman)**



Monthly Activity Report Period: NOVEMBER 2011

	<u>2011</u>	<u>2010</u>	<u>Cum</u>
<u>RELOCATIONS:</u>			
November	0	0	
YTD	11	5	351
Lowndes: 314	Brooks: 24	Lanier: 13	
Website: 233	Chambers: 44	Ads: 10	Other: 72

LEADS: 3,826

ECONOMIC IMPACT:

Annual Income: \$14.7 Million

Annual Spending: \$12.6 Million

Liquid Assets: \$1.5 Billion

Indirect Jobs Created: 700



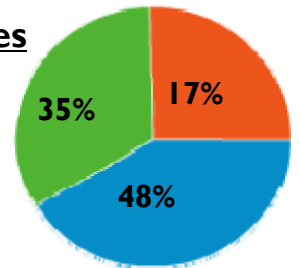
November 2011 REPORT

<u>Client Report</u>	<u>#</u>	<u>YTD</u>	<u>Resources Distributed</u>	<u>#</u>	<u>YTD</u>
Clients Assisted:	54	531	Sales Leads:	14	179
Start-ups:	15	194	How to Start Guides:	6	100
Existing/Expanding:	13	123	Demographics:	12	102
Chamber Members:	21	139	Industry Reports:	9	80
Other:	5	75	Traffic Counts:	9	39
			Financing Info.:	2	26

<u>Website</u>	<u>#</u>	<u>YTD</u>
Visits:	148	1936
Unique Visitors:	131	1417
New Visits:	82%	73%

Website Traffic Sources

Direct Traffic	17%
Referring Sites	48%
Search Engines	35%



**Fowler & Company
wins 2011 Guardian
Bank Business Plan
Competition**

Chairman's Report



**Tom Gooding
(Chairman of the Board)**

President's Report



Myrna Ballard
(President)

**VALDOSTA - LOWNDES COUNTY
CHAMBER OF COMMERCE**

Leading Businesses.
Leading Communities.™



Next Meeting Date:

Annual Planning Meeting

Tuesday, January 24, 2012

8 a.m. – 12:00 noon

@ Country Inn & Suites

Meeting Adjourned