

VALDOSTA - LOWNDES COUNTY



CHAMBER OF COMMERCE

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Board Orientation

January 21, 2010

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Welcome and Introductions

Terri Lupo, Chairman of the Board

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Purpose of Retreat

Terri Lupo, Chairman of the Board

New Year! New Attitude!



A presentation by
Jay Platt

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Overview of the Chamber

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History:

Chartered in 1912

Home:

The historic Barber House
has been the home of the
Chamber since 1981

- **Built in 1915 by E.R. Barber, the second Coca-Cola bottler in the world**
- **Owned by the Barber House Trust; Chamber is the Trustee**
- **Our 75-year lease began in 1981; \$1/year**
- **Chamber is responsible for maintenance**

Membership:

- We have 1,536 members, which makes ours one of the largest chambers in Georgia. Here's how we stack up with other Georgia communities of our size:

– Albany	1,200
– Athens	1,100
– Dalton	950
– Warner Robins	1,291
– Rome	1,000

- A large majority of our members **(80%-plus)** are small businesses with less than 50 employees
- Our membership retention rate is **83%**; the industry average is 80%



Review

Chamber Board Handbook

Board of Directors 2010 Handbook



Myrna Ballard, President

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Vision Statement

Valdosta-Lowndes County Chamber of Commerce will lead economic growth in our regional area, creating a community that is entrepreneurial, open to change and fully integrated with other institutions to improve education and quality of life for all.

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Mission Statement

The mission of the Valdosta-Lowndes County Chamber of Commerce is to serve as the unifying force and focal point for enhancing the economic, social and cultural well-being of the regional community it serves. The Chamber shall seek to accomplish its mission by being the voice for business within the community; by addressing economic, political and quality of life issues, and through a selective business plan to achieve attainable community goals.

➤ **Consider By-Laws
Amendments**

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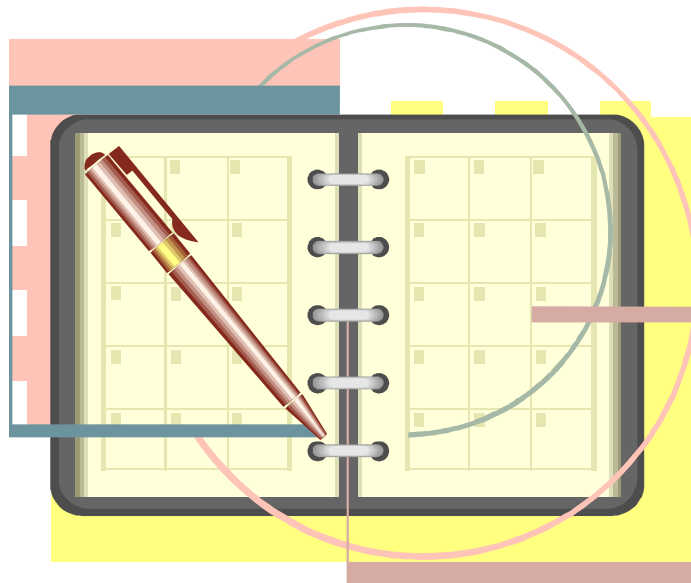
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2010 Schedule for Board Meetings



- **Calendar of Events**



Board of Directors

- The Chamber is governed by a 25-member Board of Directors
 - 24 Directors, each serving a 3-year term of office, with 8 elected by the Chamber membership each year
 - Other Directors include the Immediate Past Chairman, Chairman's Choice, and Chamber President



2010 Board of Directors

Brian Antione
Myrna Ballard
Sally Bloom
Ed Cockman
Tim Coombs
Sue Cox
Allan Dear
David Durland
Stan Fillion
Jeff Fulp
Walt Gill
Tom Gooding
Jeff Hanson

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Walter Hobgood
Carl Holley
Tim Jones
Greg Justice
Terri Lupo
James McGahee
Greg Reid
Paul Nichols
Jay Prince
Jerome Riley
Phyllis Royal
(Vacant)

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Board Member Responsibilities

Board Policy



- Policy-making body for the Chamber.
- Stay informed.
- Attend all Board meetings. ***Absence from five (5) regularly scheduled meetings in a calendar year will indicate the Board member's resignation from the Board.***
- Serve on one committee or task force each year.
- Participate in the Annual Planning Retreat.
- Attend the Annual Membership Dinner.
- Attend as many Chamber functions as your personal and business schedule will permit. Attend a minimum of three (3) Chamber 101 meetings each calendar year.
- Support decisions made by the Board of Directors.
- Maintain confidentiality.
- Assist in the recruitment and retention of members.
- Monitor the annual budget and help assure financial stability.

Executive Committee

- The Chamber Executive Committee meets at least monthly and includes:
 - Chairman
 - 5 Division Vice Chairmen
 - Treasurer
 - Immediate Past Chairman
 - Chairman's Choice
 - President



2010 EXECUTIVE COMMITTEE

Terri Lupo

Chairman of the Board

Tom Gooding

Business Expansion/Chair-Elect (2011)

Jay Prince

Member Services

Tim Jones

Economic Development/Chairman-Elect-Elect (2012)

James McGahee

Public Affairs

Greg Justice

Workforce Development & Education

Paul Nichols

Treasurer

Jeff Hanson

Immediate Past Chairman

Brian Antoine

Chairman's Choice

Myrna Ballard

President



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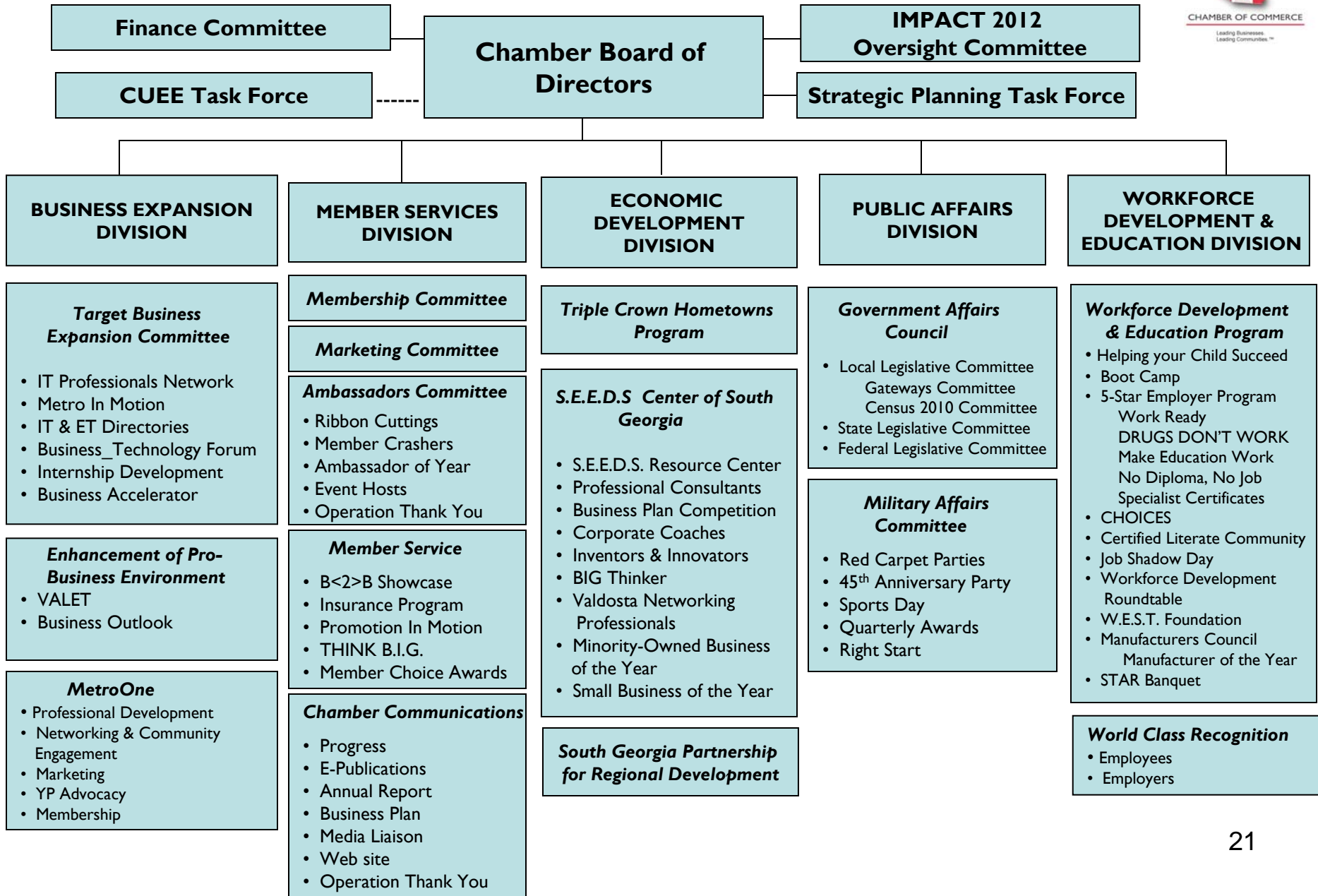
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2010 Budgets

Paul Nichols, Treasurer

**Valdosta-Lowndes County Chamber of Commerce
2010 Organizational Chart**



2010 Committee Chairmen

Paul Nichols

Leroy Butler

Sue Cox

Lindy Soles

Walt Moody

Marshall Conner

Leroy Butler

James McGahee

Brian Geary

Marcie Dennard

Bill Simmons



Curtis Fowler

Dana Massingill

Laura Love

Gary Moser

Paula Goff

Sam Allen

Paula Goff

Sally Bloom

Greg Justice

Sherry Zipperer

John Trombetta



2010 Chamber Staff

**Valdosta-Lowndes County Chamber of Commerce
2010 Staff
(in order of seniority)**

Myrna Ballard, President
Karil Brockington, Senior Director of Administration
Alison Stokes, Vice President of Community Development
Mike Stalvey, Senior Director of Operations
Tara Nichols, Vice President of Business Development & Expansion
Betty Morgan, Vice President of Member Services
Sandy Prentiss, Member Services Coordinator
ReKasa Deen, Communications Director
Courtney Ruttinger, Business Development & Expansion Coordinator
Patty Martin, Administrative Assistant
(Vacant), Workforce & Community Development Coordinator

- **Current Strategic Plan**



- **IMPACT 2012 Business
Action Plan**



- **Important Board Policies**

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The a-b-c's of Parliamentary Procedure

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A Guide to Successful Committee Meetings



The Key to Being a Successful Director

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Your Chamber of Commerce



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The Perfect Board

Excerpts from the book by
Calvin K. Clemons

Elements of GREAT Board leadership!

- Loyalty
- Care
- Obligation
- Confidentiality
- Competency
- Respect
- Unity
- Willingness
- Leadership
- Delegation
- Conflicts of Interest
- Diversity
- Meetings
- Meeting Attendance
- Executive Committees
- Strategic Planning

Loyalty

- "The Director must put aside individual interests; this includes considerations for the Director's family, friends, associates, other organizations and above all, the Director's employer."

Care

- ❑ "A Director must be informed. It is not acceptable to say you did not know about an issue. It is your duty to be fully aware of the board's issues and actions."
- ❑ "(Directors) must be prepared to speak or provide input as well as actively participate in discussions and deliberations."

Obligation

- "Directors are responsible for acting in the best interests of the organization. They are to use sound judgment, prudence and diligence in discharging their responsibilities. Wise Directors use the same benchmarks of performance for the organization as they would in running their own businesses."

Confidentiality

- "There is a saying, 'What goes on at a Board of Directors' meeting, stays in the meeting!'"
- "The right of Directors to speak out (in board meetings) and voice their opinions without fear of recrimination is vital to the effective functioning of a board."

Competency

- ❑ "Participation in committees, task forces and other organizational activities often show how well a person accomplishes assignments and gets along with others. This process can be viewed as the organization's 'farm system.'"
- ❑ "Seldom does a 'rookie' break into the starting line-up of a major baseball team. Why let a rookie serve as a member on the Board?"

Respect

- "A Director must give respect in order to receive respect. Have you ever seen a Director read a newspaper or a book (or a BlackBerry) during a meeting? This is a clear indication that the person does not respect the other people in the room or even the organization."

Unity

- "At meetings, Directors need to be encouraged to state their opinions and seek support from other Directors. They should be freely allowed, without recrimination, to take a stand on the issues or their beliefs. However, they also have to be fully aware that should their view not prevail, they must support the decision of the majority."

Willingness

- ❑ “A Director must be willing to serve. A person whose arm needs to be twisted is certainly not willing to be a Director.”
- ❑ “Unwilling people generally do not make good Directors. They miss meetings; they don’t prepare well. They only value the position or office for the recognition it can bring them.”

Leadership

- “From time to time, Directors may have to make difficult decisions. It must be remembered that Directors represent their constituents and should be acting with those constituent’s best interests in mind.”

Delegation

- ❑ “The Board of Directors is empowered to ensure that the organization operates smoothly and effectively. The Board does not ‘run’ the organization.”
- ❑ “The Board makes policy and strategic decisions. The Board follows up, monitors and evaluates the implementation of those policies and decisions.”

Conflicts of Interest

- "Conflicts of interest often arise when a Director has a relationship, personal interest or situation that may appear to influence, or actually does influence the judgment, decision-making or action of that Director. The relationship may be personal, professional or business related. It may be real or just 'perceived'."

Diversity

- ❑ "The Board of Directors represents the members of the organization. The Board has to be as diverse as the breadth of those members."
- ❑ "Simply stated, the Board has the responsibility to do all it can to ensure the participation and involvement of all segments of the population, both professionally and culturally."

Meetings

- ❑ “Most of what happens with a Board occurs in meetings.”
- ❑ “Organized, structured, open and smooth-flowing meetings should be the standard sought by every Board of Directors.”
- ❑ “Directors need to prepare properly for a Board meeting. The agenda should be read and reviewed. Minutes, financial statements, committee reports and policy statements need to be read and reviewed prior to the meeting as well.”

Meeting Attendance

- ❑ “The Board depends upon its Directors to participate and attend all meetings. Directors are required to attend meetings, period.”
- ❑ “Directors should make it a priority in their lives that if they are going to commit to being Directors, then they will attend and actively participate in Board meetings. If they cannot make this commitment, perhaps they should back away.”

Executive Committees

- ❑ “Executive Committees serve an important role, but sometimes they can also be harmful to the health of the organization!”
- ❑ “Some Boards ‘entrust’ the Executive Committee with far too much power. Be careful! Keep the Executive Committee in your sights and do not allow it to exceed its authority.”

Strategic Planning

- ❑ "To succeed, an organization needs to have a vision and a plan."
- ❑ "The strategic plan becomes the 'roadmap' for the future. It serves as a guide for the Board, committees and staff"
- ❑ "It combines all the ingredients of the organization into one coordinated effort that helps the organization grow in an organized and orderly fashion."

Strategic Plan, continued

- "It should include:
 - A mission statement
 - A situational analysis (environmental scan)
 - Goals and objectives
 - Strategies and tactics
 - The written plan
 - Implementation
 - Controls and metrics"

The Perfect Valdosta-Lowndes Chamber Board

- Working together
- Moving the Chamber forward
- Sharing and discussing ideas
- Thinking BIG
- Having courage to do the right thing for the Chamber and the community
- Planning ahead
- Leading businesses.
- Leading communities.

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Consider Minutes

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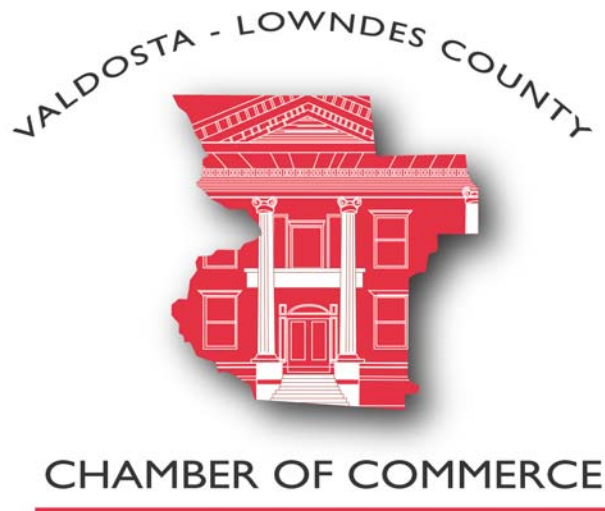
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Consider Financial Statements

Paul Nichols, Treasurer

Chamber 2009 Activity Reports



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- **529 Newcomer Packets (688 last year)**
- **4,793 Member Referrals (4,229 last year)**
- **Averaged 142,472 hits/month (160,653 last year)**



Presentation of Proposed 2010 Business Plans

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Divisions

- **Business Expansion**
- **Member Services**
- **Economic Development**
- **Workforce Development & Education**
- **Public Affairs**

2010

Business Plans

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➤ Consider 2010 Business Plans

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Wrap-Up