

# GACCE

GEORGIA ASSOCIATION of CHAMBER of COMMERCE EXECUTIVES

■ AUGUST 2009



## Chairman's Corner

Chip Cherry, CCE  
President  
Greater Macon Chamber

Our world has changed. How do we stay relevant, deliver the services our members expect, stay within budget, and have the flexibility to surge when we need to address the big issues? Oh, and take care of ourselves and our families at the same time?

The answer has a number of basic elements – I'll address the first one in this newsletter. Stay focused – make sure that your vision and mission statements are up-to-date and that they reflect the direction your board and membership want the organization to take. Think of these two elements as the center board and rudder on a sailboat. Absent the centerboard, the boat will be pushed sideways across the water – never making any forward motion. If the rudder is not functioning you cannot control the boat's direction. If either of these elements is missing, the wind will take you where it wants you to go. I encourage you to make sure that your vision and mission statements are valid and then use them to set your course.

What do I mean by set your course? Your vision and mission statements should be the acid test for all your activities. All of your programs and activities should support them. If they do not then they should be dropped from your Program of Work or your Board should reject the proposal to add them to your list of activities. Getting your Board to buy into the concept of using your vision and mission statements as your guiding principles will help eliminate mission creep (where programs are added that are inconsistent with the



GCCE – Dinah Rowe (Chatsworth-Murray) and Kenny Smiley (Liberty County) received their GCCE designation from Monica Simmons at the 2009 Annual Conference.

mission of your organization).

There are resources to help you - both Georgia Power and Georgia EMC have facilitators who can help your leadership update your vision and mission statements. They can also share best practices from other communities; these discussions often lead to the elimination of non-relevant programs that have found their way into your program of work.

In closing, I would like to thank the Chamber Executives who served as panelists, moderators, and presenters – thank you for making the 2009 Annual Conference a success!

## ■ GEORGIA CHAMBER

### ➤ Congressional Luncheon – August 18, 2009

Tickets are still available for this event in Perry, GA. Please visit the Congressional Luncheon web site, [www.gachamber.com/cl](http://www.gachamber.com/cl), for details.

### ➤ GEA to Host Executive Update

The Georgia Employers Association, an affiliate of the Georgia Chamber, will host *An Executive Update: The Employee Free Choice Act and Potential Legislation That Can Impact Your Business* on August 18 at 10:00 a.m. This event will precede the Georgia Chamber Congressional Luncheon.

### ➤ Environmental Conference – August 26-28, 2009

The Chamber is hosting the Fourth Annual Georgia Environmental Conference on August 26 – 28 at the Hyatt Regency in Savannah. Please visit [www.georgiaenet.com](http://www.georgiaenet.com) for more information.

## 2009-2010 GACCE Platinum Sponsors

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## EVENTS CALENDAR



### GACCE Leadership Conference

November 12 & 13, 2009  
Cordele, GA

You don't want to miss this great training opportunity for your incoming Board members. Save the date!

#### August 4

First Tuesday Luncheon  
Barrow County Chamber

#### August 5

Business Over Breakfast  
Cartersville-Bartow County Chamber

#### August 5

YP Lunch'n Learn Seminar  
Douglas County Chamber

#### August 7

The Great Chamber Corn Toss  
Cartersville-Bartow County Chamber

#### August 11

Lunch and Learn  
Barrow County Chamber

#### August 27

Membership Breakfast  
Carroll County Chamber

#### August 29

6<sup>th</sup> Annual Charity Clay Shoot  
Paulding Chamber

#### August 29

Annual Auto Give A Way  
Pickens County Chamber

## CHAMBER FOLKS

### New Staff Member for Adel-Cook County Chamber

**Anna Barbara Hanks** has come on board as the new Administrative Assistant for the Chamber.

## 2009 ANNUAL CONFERENCE - AWARDS

The Annual Conference provided a wonderful occasion to recognize and reward a select group of Chamber professionals. The following awards were presented:

### 2009 Georgia Certified Chamber Executives (GCCE)

GACCE is proud to announce that **Dinah Rowe** (*Chatsworth-Murray County*) and **Kenny Smiley** (*Liberty County*) have met the criteria to be named a Georgia Certified Chamber Executive (GCCE).

Our other GCCE's include: Fred Boscarino (*Conyers-Rockdale*); Pam Carnes (*Cherokee County*); Peggy Chapman (*Statesboro-Bulloch County*); Mike Gaymon (*Greater Columbus*); Candace LaForge (*Newnan-Coweta County*); Bill Mitchell (*Toombs-Montgomery*); Willie Paulk (*Dublin-Laurens County*); Tara Peters (*Milledgeville-Baldwin County*); Monica Simmons (*Cordele-Crisp County*); and Teri Wommack (*Walton County*).

### 2009-10 GACCE Scholarship Winners

The following scholarships (totaling approximately \$6,000 in professional development investment) were announced at the Annual Conference:

#### US Chamber Institute for Organizational Management

**Leonardo McClarty**, DeKalb  
**Becky Needham**, Eatonton-Putnam

#### ACCE Annual Convention

**Kali Boatright**, Douglas County  
**Jo Ann Roberts**, Greater Macon

#### GACCE Annual Conference

**Phyllis Brooks**, Elbert County  
**Christine Daniel**, Camden County  
**Paige Green**, Gilmer County  
**Judy Taylor**, Habersham County  
**Gina Webb**, Terrell County



#### GACCE Leadership Conference

**Evelyn Clay**, Bainbridge-Decatur  
**Hollie Jones**, Sylvester-Worth  
**Candace LaForge**, Newnan-Coweta  
**Cindy Williams**, Blairsville-Union

#### GACCE Staff Clinic

**O'Claudia Johnson**, Greater Macon

### 2009 GACCE Awards for Communications Excellence

GACCE recently announced its Annual Award for Communications Excellence winners. Chambers from across the state competed for this prestigious award which recognizes the excellent work chambers do communicating their value in the areas of Electronic Communications, Advertising, Member or Community Communications, Reports or Special Publications, and Programs and Campaigns:

#### Circle of Excellence & Gold Distinction Award Winners

**Albany Area Chamber** – Membership Directory  
**Douglas County Chamber** – 2009 Annual Awards Banquet Video  
**Eatonton-Putnam Chamber** – Business Report  
**Warner Robins Area Chamber** – Middle Georgia Regional Political HobNob '08

#### Gold Distinction Awards

**Albany Area Chamber** – BUSINESS Magazine  
**Douglas County Chamber** – 2009 Leadership Douglas Directory  
**Wayne County Chamber** – E-Newsletter

#### Silver Achievement Awards

**Milledgeville-Baldwin County Chamber** – Membership Drive Radio Campaign  
**Newnan-Coweta Chamber** – Discover the Chamber Through Electronic Tools

#### Bronze Merit Awards

**Douglas County Chamber** – Chamber Web Site  
**Greater Hall Chamber** – Business Link Newsletter  
**Milledgeville-Baldwin County Chamber** – "The Link" Magazine



GACCE exists to provide exceptional services to its members in the areas of professional development, information, and networking opportunities, and to advocate the local chamber's role in economic and community development.

## CEO PROFILE



**Tiffany G. Andrews**

*President/CEO*  
Forsyth-Monroe  
County Chamber

The Forsyth-Monroe County Chamber has a staff of three who serve a membership of 291.

How did you get into the Chamber business?  
Via Economic Development. I worked at the Houston County Development Authority under the leadership of Tim Martin. Mr. Martin had previously worked in a Chamber setting and often mentioned the luring attributes of working in such an environment. While at the Authority I was also exposed to the Chamber world through the eyes of Dick Walden at the Warner Robins Chamber of Commerce. Looking back now, I have gained a stronger appreciation for his tenor at the WR Chamber.

Four years later I joined the Middle GA Regional Development Center where I had the pleasure of working with eleven uniquely different communities. Over the next eight years I was able to experience Chambers of all sizes as I worked with our regional partners. During this time I was involved heavily with the 21st Century Partnership which lent me the opportunity to meet individuals such as Willie Paulk and George Israel. In a professional atmosphere, I believe this was my first experience seeing servant leadership in action. This group of individuals, with a strong Chamber presence, was so passionate and committed to seeing Robins Air Force remain viable beyond BRAC. However, this experience also reminded me of the difference that can be made when focusing on one community.

So when I received the call encouraging me to apply for the job at the Forsyth-Monroe County Chamber of Commerce, I thought why not and the rest is history!

What do you like best about your job?

The variety – no two days are alike.

What's the biggest challenge you face in your community?

Lack of infrastructure outside of the City limits.

## CHAMBER UPDATES

### Albany Area Chamber

*Catherine Glover, President & CEO*

At the July Military Appreciation Rise N Shine Breakfast the Chamber recognized two NCO's and two Marines of the Quarter. Leland Burkart, chairman of the Military Affairs Committee, presented them with a certificate and a cashier's check from the Dougherty County Rotary Club.

The Chamber has been named a finalist in the ACCE 2009 Chamber of the Year competition. The Chamber is a one of three finalists in the \$900,001-\$2,000,000 Total Revenue Category. The awards ceremony will be held at the ACCE Convention in Raleigh July 31.

The Chamber's website, [www.albanyga.com](http://www.albanyga.com), has a new face and a new emphasis on Advocacy updates and calls to action.

Emerge Albany held their Second Friday Luncheon at the Albany Welcome Center that is housed in the Historic Bridge House. Lisa Riddle, director of the Albany Convention & Visitors Bureau, spoke about the ghosts that inhabit their facility.

### Bainbridge-Decatur County Chamber

*Evelyn Clay, President*

L.I.F.E is to be celebrated! The *Learning Is For Everyone* program began in 1999 with an ambitious focus to raise the literacy rate in Decatur County. Through the hard work, dedication, and support of people in the community such as Spencer Davis, Cile Warr, Joan Shiver, Mary Gant, Joe Battles, Dick Ivey, Billy Barber, Kay Lynn, and under the direction of Debbie McIntyre for the past 5 years, they have successfully achieved the designation of Certified Literate Community. Marked by a reception at the Chamber in July, those who began the program and those who pledge to continue improving the literacy rate in our county were honored. Congratulations and thank you for your efforts on behalf of Decatur County.

The Chamber's Education Committee and Small Business Committee are preparing for the beginning of the 2009-2010 school year by showing their appreciation for their teachers and staff with baskets of goodies. They are also providing the schools with necessary school supplies.

The Leadership Decatur County program is due to begin October 9 with a retreat. The course curriculum is based on the Fanning Institute's Community Leadership Program and is designed to provide emerging community leaders with leadership training and a greater awareness of community issues, needs, and services.



**Douglas County** – The Chamber is getting the word out about their new buy local campaign.

### Bainbridge-Decatur Chamber (cont.)

Designed for busy business owners, the Chamber's first *Lunch and Learn* presented by Sue Ford of the Georgia Small Business Association in Albany, will provide businesses with valuable and timely information about funding opportunities. The Small Business Committee has developed a series of three short seminars sure to provide answers to issues facing business owners today.

### Barrow County Chamber

*Thomas Jennings, President*

The Chamber's First Tuesday Luncheon will be held August 4 at the Barrow County Park & Recreation Department. The guest speaker will be Chris Clark, Commissioner of the Georgia Department of Natural Resources.

The Membership Committee will be holding a Lunch and Learn session August 11 at Lanier Tech to teach attendees how to "Make Excel Work for Your Business."

### Carroll County Chamber

*Daniel Jackson, President/CEO*

The annual Lunch on the Chamber in June drew a large crowd as Ambassadors served up burgers and hotdogs and President Daniel Jackson and Board Chairman Joe Stone served as grillmasters. Chamber members, their employees and family members enjoyed the afternoon of networking.

The Burson Center hosted a five-week regional seminar series, Maximum Contact, during the month of June focusing on social networking as a business marketing strategy. This program, conducted by the Georgia SBDC, included 17 businesses nominated by Carroll, Haralson and Heard County Chambers of Commerce, and was made possible by a grant from the Georgia Department of Economic Development as part of the state's Entrepreneur Friendly program.

The Chamber, Carroll Tomorrow and The Burson Center are busting at the seams this summer with a

## ■ CEO PROFILE

### Tiffany G. Andrews

*President/CEO*

Forsyth-Monroe County Chamber

#### Who has helped you the most in becoming a successful Chamber Executive?

The foundation was laid by Tim Martin over 15 years ago; however, over the past three years my regional partners in Bibb and Houston County have provided a wealth of information. Additionally, the network through Institute continues to feed me with a valuable knowledge base.

#### What piece of advice would you give to a new Chamber Executive?

Go to Institute as soon as possible and find a mentor.

#### As a child, what did you want to be when you grew up and why?

A beautician – it was a tradition in our family, one I obviously broke.

## ■ Georgia Tech EII

### Stephen Fleming to Head Enterprise Innovation Institute

**Stephen Fleming** has been named vice provost of Georgia Tech's Enterprise Innovation Institute, the nation's largest and most comprehensive university-based program of assistance to business and industry. Since 2005, Fleming has served as Georgia Tech's chief commercialization officer and led the Enterprise Innovation Institute's Commercialization Services Division in creating new companies based on research discoveries.

A venture capitalist and former telecom engineer with a degree in theoretical physics, Fleming will succeed Wayne Hodges, who retired recently after a 40-year career at Georgia Tech.

State budget cuts have significantly reduced support for the Enterprise Innovation Institute, and Fleming has said that broadening the organization's financial base will be among his top priorities.

An Atlanta native and summa cum laude graduate of Georgia Tech, Fleming is active in the "alternative space" industry -- an investor in three private aerospace companies and is a founding member of the Space Angels Network.

## ■ CHAMBER UPDATES

### Carroll County Chamber (*cont.*)

wonderful group of 11 summer interns. These students are gaining invaluable experience in everything from accounting, research and office management to facilities management, while learning the inner-workings of community and economic development. They represent colleges and universities around the state including the University of West Georgia, West Georgia Technical College, the University of Georgia, Mercer University, Georgia Highlands, Valdosta State University, and Shorter College.

The Chamber will hold a Membership Breakfast with their State Legislative Delegation, August 27, at the University of West Georgia.

### Cartersville-Bartow County Chamber *Kay Read, President & CEO*

The Chamber will hold a Business Over Breakfast event, August 5, titled: "Planning for a Strong Comeback after the Current Economic Downturn." It will be presented by Hal Jones with the Centre for Strategic Management.

The Great Chamber Corn Toss Competition will be held August 7 in the rear parking lot at the Chamber. Food vendors Hot Doggin', MOE's Southwest Grill, and Barbecue Street will be there to keep you fortified and adult beverages will be available.

### Dalton-Whitfield Chamber

*Brian Anderson, President & CEO*

Whitfield County has purchased land for an economic project. This aggressive purchase of 44 acres is just the first step in a strategy that will accelerate job creation and grow capital investment from industry expansion within the targeted clusters of advanced manufacturing, plastics, chemicals, and auto manufacturing in the coming years. The community economic development efforts are led by the Joint Dev't Authority in partnership with the Chamber, City and County governments. The commerce park and all other community incentives are available to exiting industry and new industry prospects.



**Cartersville** – The Chamber will host The Great Chamber Corn Toss Competition soon.

### Douglas County Chamber

*Kali Boatright, President*

The Chamber is pleased to announce the launch of a Buy Local program designed to support community businesses and keep local tax dollars here at home. The Buy Local campaign launched at the end of July in conjunction with the Back to School Tax Free Holiday and will continue through the Christmas shopping season. The Buy Local campaign is a true community collaboration, not just a Chamber program. The Chapel Hills News and Views, Douglas County Sentinel and Neighbor Newspaper will all work alongside one another along with Citi TV and DCTV23 stations to make sure residents understand how important their tax dollars are to the community.

When people hear about social media marketing, many tend to think about popular social media sites like Facebook, LinkedIn, MySpace and YouTube. But did you know that there are many tiers and kinds of social media? Have you heard of Fark? How about StumbleUpon? Or Digg? The Young Professionals Lunch'n Learn Seminar, August 5, at the Church at Chapel Hill will feature a panel seminar with 3 speakers: Jessica Davis with Elite Advertising speaking on Twitter & Indoor Electronic Advertising, Lee Brogden Culberson owner of Professional Mojo giving an overview of social media, and Daniel Mosely with the Church at Chapel Hill (CCH) speaking out how it has uniquely integrated social media into their mission and work.

### Greater Columbus Chamber

*Mike Gaymon, GCCE, President & CEO*

Thanks to the active support of the Chamber working with the Mayor of Columbus, a Local Option Sales Tax was recently passed for the main purpose of providing funds for crime prevention and intervention. "The Mayor's goal is not just to be a safer City but to be the safest City in America," stated Chamber President Mike Gaymon.

For the 15<sup>th</sup> year, a group of 100 businesses, political and civic leaders will be going to Mobile, AL September 30 through October 2 for the Chamber's Intercity Trip. The areas of best/worst practices will include: downtown development, education attainment, economic development, city stats (a measurement tool that the City uses for performance and effectiveness) and planning. Chamber Executives and their top volunteer leadership are invited to attend and bring back ideas for consideration into their communities. The total costs including travel, meals, lodging, entertainment and all fees are only \$1,295.

The Chamber conducted a survey of members on an upcoming September vote on a Muscogee School District SPLOST. The Chamber videotaped a

## ■ CHAMBER UPDATES

### Greater Columbus Chamber (cont.)

30-second message from the Chair along with a link to the survey. It was posted on Facebook and Twitter with links to the survey. The added exposure increased the number of responses by 100 of the best survey prior to that.

### Greater Hall Chamber

*Kit Dunlap, President & CEO*

The Chamber will start off its new 2009-2010 year in August with a joint meeting of its Issues and Healthcare Committees. The topic will be *Healthcare Reform...What is really happening in Washington*. Congressman Nathan Deal and Congressman Phil Gingrey will be the speakers for the meeting. This meeting will be held at NE Georgia Medical Center / Walter's Auditorium, and they will invite the Chamber Board, physicians groups and business leaders.

"Small Business Loans" will be the topic of the first Small Business Seminar series of the year. The program will be presented by the Economic Development Corporation, a large regional bank and community bank. Information will be given regarding all the different kinds of small business loans available and how banks are handling small business loans.

A new community marketing initiative was unveiled at a press conference held at the Chamber in July....[GreatStorytoTell.com](http://GreatStorytoTell.com) This is a community web site that highlights all the good things happening in Gainesville / Hall County. The development partners in GreatStorytoTell are the Chamber; Hall County Board of Realtors; The Norton Agency; Red Clay Interactive and Morton, Vardeman & Carlson. The objective is to get everyone in the community, all businesses and agencies, to put

### Greater Hall Chamber (cont.)

the logo and GreatStorytoTell link on their own web sites. They can actually submit their own great story to tell. This is the first phase...more to come.

### Gwinnett Chamber

*Jim Maran, President & CEO*

Just weeks after achieving national press in the *Wall Street Journal* with the announcement of NCR's global corporate headquarters to Duluth, Gwinnett has once again been featured nationally in *USA Today* as a prototype community for urban development trends and rapid international growth.

In partnership with the Chamber Economic Development, Fischbein LLC, a leader in bag closing and material handling equipment, announced the relocation of its Flexible Material Handling Division's Ohio operations to a 73,400 square-foot facility in Gwinnett.

### LaGrange-Troup County Chamber

*Page Estes, President*

The Chamber has kicked off a new promotion for people to shop locally. It's called "Trade in Troup." When anyone spends more than \$5.00 in a local store, they can bring their receipt to one of three locations in the county to be entered into a drawing. Each Friday they will pick a winner who receives \$250.00, donated by the local banks. The promotion ends September 11.

### Paulding Chamber

*Carolyn Delamont, President*

The Chamber is hosting The Ragsdale Heating & Air 6<sup>th</sup> Annual Charity Clay Shoot on August 29 at Blalock Lakes in Newnan, GA. This year's event will benefit Paulding County Education

### Paulding Chamber (cont.)

Scholarships. Registration fee includes breakfast, lunch and 100 Steel Shots. This will be a Lewis Class tournament, with awards for High Overall as well as for the winners in each Lewis Class.

### Pickens County Chamber

*Denise Duncan, President*

The Chamber announces the 2009 Annual Auto Give A Way! This year the Chamber will be giving away winner's choice of a 2009 Chevy 1500 LS extended cab 4-door Silver or a 2009 Chevy Malibu 2LT 4-door Silver from Lawson Chevrolet. The event and raffle will take place August 29. Tickets are \$100 and only 500 tickets are sold. That evening \$1,800 in cash and other prizes will also be given away. So take a chance and join us for the thrilling reverse drawing that keeps you on your toes all evening.



### ■ SEPTEMBER 2009 Newsletter

The deadline for the  
**SEPTEMBER**  
 GACCE newsletter will be  
**Friday, August 21, 2009.**  
 Please send updates to  
 Tiffany Fulmer at  
[tfulmer@gacce.org](mailto:tfulmer@gacce.org).



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