

GACCE

GEORGIA ASSOCIATION of CHAMBER of COMMERCE EXECUTIVES

■ NOVEMBER 2009



Chairman's Corner

Chip Cherry, CCE
President
Greater Macon Chamber

Okay this article is going to be a little different. I'm going to share some of my thoughts on change and my struggle with round pegs in square holes. Interested yet? Well here goes.

My wife (Betty) and I have a son Trey (21) and daughter Julia (17). My son played football and baseball in high school and prior to this fall my daughter just played soccer. In fact when my son graduated three years ago, I thought my football days were over. Well Julia had other ideas – in August she heard that the place kicker was not going to return and she went to workout with the team for a few days. Once she had made the team she shared the good news with Betty and me. Good news for Julia – a bit bewildering for us. My/our first reaction was to tell her no. I had played football and it is dangerous, although one of the safest positions is that of place kicker. However if we told her she could not play then we would be telling her to focus on what she couldn't do, rather than on what she could. After a great deal of discussion and lobbying from our son, we decided to let her play.

So what does this have to do with Chamber work? Sometimes we are faced with challenges that are colored with preconceived notions (such as girls don't play football). If we react based on these perceptions then we miss the opportunity to make a better decision. It is also important to remember that we don't always have all the



Swainsboro – The Chamber recently conducted an unusual ribbon cutting for a new member - Mill Pond Kayak, LLC.

answers and that discussing our challenges with those we respect will help us frame the issue in an objective manner.

This experience has reminded me that it is important to keep an open mind and not fall into a rut. However it still doesn't change the fact that I'm not sure that my little girl belongs on a football field – but she thinks she does so I'll support her.

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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. Register today!

November 2

First Monday Lunch
DeKalb Chamber

November 3

First Tuesday Membership Meeting
Barrow County Chamber

November 4

Business Over Breakfast
Cartersville-Bartow County Chamber

November 4

Legislative Listening Day
Paulding Chamber

November 6

Lunch N' Learn Networking Meeting
Camden County Chamber

November 7

Darien Fall Fest
Darien-McIntosh County Chamber

November 9

5th Annual Golf Classic
DeKalb Chamber

November 10

Business to Business Expo
Greater Macon Chamber

November 12

8th Annual Evening of Progressive Shopping & Dining, Camilla CoC

November 13

Jingle Bell \$hop
Cherokee County Chamber

PAST CHAIR ARTICLE

Listening to Lead

Greg Wright, President,
Coweta County Development Authority
2001 - 2002 GACCE Chair



In one of my previous lives, I worked for former Speaker of the House Newt Gingrich. Love him or hate him, he was the smartest and most disciplined person I've ever met.

As an example of his commitment, his mother showed me a newspaper article that she always kept with her. It was a story that appeared in the Harrisburg, PA, newspaper about Newt's efforts to lobby the city to build a zoo. Armed with detailed plans on how Harrisburg could have a zoo, he approached the city council with his plans. He did all this at the ripe old age of ten years old.

Newt used two planning models. The first was vision, strategies, projects and tactics. Everything began with a vision of what you wanted to accomplish. Based on your vision, you developed your individual strategies and projects that would help you meet your vision. Your tactics were your daily habits that helped you complete your projects, implement your strategies and achieve your ultimate goal.

The second model was listen, learn, help, lead. As leaders, the most important thing we can do is listen. By listening, we learn about the challenges and opportunities others face. By listening and learning, we are in a better position to help. Finally, by listening, learning and helping, we are in a position to lead and,

because we took the time to build the relationship and learn about that person's challenges and shown that we are willing to help, they are willing to let us lead.

Every day, we come in contact with family, friends, coworkers, local leaders and fellow residents all wanting the same thing for their community – success. However, each has his or her own definition of success.

We, as leaders in the community, face the difficult task of processing all of the dreams into a workable, cohesive format. The Chamber of Commerce is a critical component of the community's success. However, we must take the time to open a dialogue, sit down together, and listen in order to truly learn. By doing so, we increase our chances of building stronger, more successful communities and determined future leadership.

"You are not here merely to make a living. You are here to enable the world to live more amply, with greater vision, and with a finer spirit of hope and achievement. You are here to enrich the world. You impoverish yourself if you forget this errand."

Woodrow Wilson

28th President of the United States

Membership Retention & Sales Workshops

Chip Cherry, Greater Macon Chamber, and Pam Carnes, Cherokee County Chamber, are each hosting **Pete Woodham's Membership Retention And Sales Workshops** in early December.

These "nuts and bolts" sessions are designed to give you retention and sales programs that have been used successfully in other chambers.

The North Georgia sessions, hosted by Pam, will occur on **December 7 and 8** and the Central Georgia sessions, hosted by Chip, will be on **December 10 and 11**, at their Chambers.

Registration is only \$175 per session with discounts for multiple attendees and sessions. Lunch is included and features a "Best Practices" session.

Space is limited, so please contact Pete today for information or a registration form - peterwoodham@carolina.rr.com. (704)392-2569



EVENTS CALENDAR

November 16

Gwinnett Global Business Connection
Gwinnett Chamber

November 19

Legislative Reception
Catoosa County Chamber

CHAMBER FOLKS

Augusta Staff Member Awarded Scholarship to Institute

Terra Carroll, Senior Director of Member and Small Business Services, has been awarded a scholarship to attend the U.S. Chamber's Institute for Organizational Management as a first year student at the University of Georgia. She began her first year in the Institute Program in June

New GACCE Member – Chilean American Chamber of Georgia

GACCE is proud to announce a new member – the **Chilean American Chamber of Georgia**. **Fernando Andrade** serves as the organization's President & CEO, while **Gary Carlos Young** serves as the Vice President. The Chamber was founded in September 2006. You can find more information about the Chamber at their web site at www.caccg.org.

GACCE Membership Council

The next meeting for the **GACCE Membership Council** has been set for:

Friday, December 4, 2009

The meeting will be held from 10:30am to 2:00pm at the Greater Macon Chamber. Any GACCE member in good standing interested in Membership topics may attend. Lunch will be provided and the meeting is free of charge.

Contact **Beth Morrison** with the Dalton-Whitfield Chamber if you have any questions. You can contact Beth at morrison@daltonchamber.org or at (706) 278-7373.

CHAMBER UPDATES

Albany Area Chamber

Catherine Glover, President/CEO

The Albany CVB along with the Downtown Merchants Association hosted the 2nd Annual International Festival in October. The festival was held in RiverFront Park and along Front Street and featured cultures from around the world with music, dancing and food. Thousands of people crowded the bleachers to see dancers from Okinawa, India and Africa, and animals from around the world from Chehaw.

The Albany Symphony Orchestra announced in October that the Chamber Foundation was the anonymous benefactor for Peppermint Pops. Thanks to the \$10,000 donation made by the Foundation, the symphony is once again able to present Peppermint Pops for the enjoyment of the region.

The Chamber's Small Business Resource Committee & The Albany Herald held the first in a series of lunch and learn seminars specially designed for small businesses in October at the Albany Welcome Center. Twenty-nine small business representatives attended the seminar entitled "Human Resources for Small Businesses." Jason Willcox, a partner in the law firm of Moore, Duvall, Clark & Rogers, P.C., was the speaker.

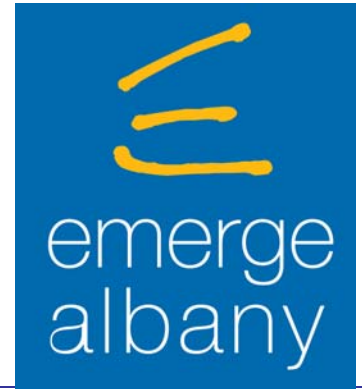
Volunteers for the Chamber's Membership Drive were treated to a festive Halloween décor as they called prospective members during a two-day phone-a-thon held in October. Chamber Ambassadors and board members made hundreds of phone calls introducing the Chamber and its benefits to businesses. During the event 14 businesses joined with many more businesses saying they would be joining before the end of the year. Volunteers received lots of great prizes for all their hard work.

F Company, 148 FSC 48th Brigade is currently deployed in Afghanistan. A request from the Family Readiness Group came to the Chamber asking to provide the unit with a game box system to be used during their "down time." The Chamber's Military Affairs Committee immediately went into action and collected \$1,000. The check was presented to FCO 148th BSB FRG to purchase the items and mail them to the command. This is one small way we have of saying "thank you" to our soldiers in harms way.

Augusta Metro Chamber

Sue Parr, President & CEO

The Chamber held its annual Women in Business Signature Event in October.



Albany – Emerge Albany recently presented it's new logo to the Chamber's Board and members.

Augusta Metro Chamber (*continued*)

Three hundred business leaders and professionals attended the event, where they got leadership advice from keynote speaker Ann Stallard. The Atlanta-based businesswoman was the first woman elected as national president of the YWCA and serves as chairwoman of the U.S. National Board of Trustees for the United Way of America.

Barrow County Chamber

Thomas Jennings, President

The Chamber's First Tuesday Membership Meeting will take place November 3 at the Barrow Park & Rec Department. The guest speaker will be Jeffrey Humphries, Director/Forecaster of the Selig Center.

Camden County Chamber

Christine Daniel, President

The Chamber and GCN Coastal Nonprofit Professionals are teaming up for a Lunch N' Learn Networking Meeting on November 6 entitled "Effective Volunteer Programs for Tough Times." The program will discuss the ten key functions that support effective volunteer recruitment and retention for nonprofits and learn how to best structure volunteer programs to meet an agency's mission, minimize risk, and provide more rewarding experiences for volunteers.

Camilla Chamber

Eddie McCarty, Executive Director

Camilla's Eighth Annual Evening of Progressive Shopping & Dining will take place November 12. Four "tours" are available throughout the evening showcasing their local shops and restaurants.

Carroll County Chamber

Daniel Jackson, President/CEO

Carroll Tomorrow and the Chamber hosted 15 state industrial project managers in October for a day of local industrial sight-seeing and adventure. The project managers, representing the Georgia Dept. of Economic Development, Georgia Power, Georgia EMC, Atlanta Gas Light and Electric Cities of

CEO PROFILE



**James
McCoy**

President/CEO
Cumming-
Forsyth County
Chamber

James previously served as Vice President of Public Policy and Communications for the Greater Winston-Salem Chamber in North Carolina. He was also the lobbyist for the American Association of Occupational Health Nurses, Inc. in Atlanta, a 10,000 member national trade association.

Born in Franklin, NC, James graduated from Wake Forest University in Winston-Salem where he double majored in Politics and Communications. James and his wife Nicole moved to North Metro Atlanta in 2004, and he became President & CEO of the Cumming-Forsyth County Chamber early in 2005.

During his time at the Chamber, he has led an economic development strategy that resulted in 18 companies announcing relocations or expansions yielding \$1 billion of new capital investment in the community and 11,040 new jobs.

He and his wife Nicole are also volunteers and mentors for 12 year old Dylan and 6 year old Emma.

The Cumming-Forsyth County Chamber has a staff of 10 serving 1.100 members.

How did you get into the Chamber business?

I was managing a political campaign for a State Senator in Winston-Salem, NC. Through the campaign I was introduced to the Government Affairs VP at the Winston-Salem Chamber who was leaving for another position in economic development. I interviewed and was hired as their government affairs professional. I knew very little about Chamber work but was hooked after about six months.

What do you like best about your job?

Having the chance to help have a positive impact on the economy and provide an opportunity for people to better themselves with a new or better job is best feeling on earth. It is the only organization I know that is committed to helping the tide to rise for everyone.

CHAMBER UPDATES

Carroll County Chamber (continued)

Georgia, began their day at V-Plex hearing from local officials and Carroll Tomorrow CEO, Daniel Jackson, about the available buildings and sites they would be seeing during the day. The morning was then spent on a bus tour through the county. The group then enjoyed lunch at the Lodges at Banning Mill followed by an afternoon flying high on the canopy ropes and zip-line course. "We're competing with 158 other counties, so we have to be able to not only show our assets from an industrial marketing perspective, but we have to represent what makes Carroll County unique," stated Jackson, "What could be more unique and memorable than the world's longest continuing zip-line?"

Cartersville-Bartow County Chamber

Kay Read, President

The Chamber's Business Over Breakfast event will be held November 4 in the Anheuser-Busch Community Room at the Chamber. The guest speaker will be Michael Adams, President of the University of Georgia.

Catoosa County Chamber

Martha Eaker, President & CEO

The Chamber had a successful Membership Drive in September that ended with Tailgating at the Chamber. The staff and the Membership Committee cooked hamburgers and hot dogs for the members and had over 200 enjoy the event. Prizes were awarded for the most sales and also for the winning sales team. The winning team of Gateway Bank and Trust enjoyed steaks while the rest had to endure burgers and dogs.

At the October Networking at Lunch meeting, County Commission Chairman Keith Greene presented the annual State of the County message. Everyone was pleased to learn that Catoosa is growing and in good fiscal condition and looking forward to the future.



Carroll – Project Managers visit Carroll County to learn more about the county's industrial opportunities.

Catoosa County Chamber (continued)

The November 12 Networking at Lunch event will feature a briefing on the 2010 State Legislative Session, and the Chamber will hold their Legislative Reception on November 19.

Chatsworth-Murray County Chamber

Dinah Rowe, GCCE, President

The 20th Annual North Georgia Mountain Christmas Parade will have the theme of "When Christmas Comes to Town."

Cherokee County Chamber

Pam Carnes, GCCE, President & CEO

The Chamber recently graduated the 21st Annual Leadership Cherokee Class, and the 10th Annual Teen Leadership class members are currently being interviewed.

Results of the Chamber's 2010 Legislative Survey were shared with the State Legislative Delegation during a dinner in their honor hosted by the Chamber Board and Governmental Affairs Council.

The Chamber's shop at home campaign has been enhanced to include the Jingle Bell Shop, a one-stop shopping extravaganza of beautiful and distinctive gifts on November 13. Vendors will be present with an array of gifts and craft items at this free Holiday Shopping Expo. Guests will be able to visit with Santa and find special gifts for everyone on their Christmas list without crossing the county line. It's all about keeping Cherokee Dollars in Cherokee County!

Cobb Chamber

Bill Cooper, President & CEO

A little morning liquid sunshine didn't keep Chamber tournament golfers and sponsors from looking forward to what is always a fun event. The Chamber's annual tournament, held in October at Indian Hills Country Club, featured more than 140 players from businesses throughout Cobb. Winning foursomes from AT&T, Georgia Power Company, First Landmark Bank, Accounting Consultants of Cobb, Bank of North Georgia, Southern Polytechnic State University, Caraustar, Cobb EMC and Gas South took home commemorative plates.

The two Teachers of the Year from Cobb County and Marietta City school systems were honored during the 21st annual Teacher of the Year Handprinting Ceremony in October on the Marietta Square. Marietta City Teacher of the Year Marie Sherbondy of Marietta High School and Cobb County Teacher of the Year Kelly Bramblett of Allatoona High School left their handprint legacy. The Chamber annually honors one educator from each school system by unveiling their handprints in marble. The ceremony was part of the Chamber's Give Our Schools a Hand celebration.

■ CEO PROFILE

James McCoy

President/CEO

Cumming-Forsyth County Chamber

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

Forsyth County's explosive growth has left it with an identity crisis. The deep desire is to be more than a bedroom community for Atlanta. Most issues facing the community are connected directly to the idea that people view their community as their own subdivision or school rather than the City of Cumming or Forsyth County. This creates a challenging political and cultural dynamic.

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

Tim Chason (formerly with the Cartersville Chamber and Georgia Chamber – now with The Chason Group) has been a great mentor for me and has helped our Chamber with strategic decision making more than I can say. I have also been very fortunate to have great business leaders as Board Chairs that have helped guide me in giving the organization more financial strength.

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

Spend 80% of your time the first six months listening to anyone that will meet with you about the Chamber. Listen to what they say and more importantly – what they don't say. Don't ever forget that "they" own the organization and that ultimately – you work for them – not the other way around.

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

I come from a very political family and always thought that would be my direction. However, I have found that Chamber work is a much better way to create positive, meaningful change in a community.

■ CHAMBER UPDATES

Darien-McIntosh County Chamber Wally Orrel, President

The Darien Fall Fest will take place November 7. The Festival will kick off with a 5 K Run, lots of children activities, kayak races, live entertainment, a bike tour, a doggy parade, boat rides with pirates, arts, crafts, Uncle Bubba and a Crab in a Crock contest, wine tasting, helicopter rides, and great coastal cuisine including wild Georgia shrimp.

DeKalb Chamber

Leonardo McClarty, President

The First Monday Lunch on November 2 will feature guest speaker Margaret DeFrancisco, President & CEO of the Georgia Lottery. Her topic will be: "The Georgia Lottery; Its Contributions to Education and Its Economic Benefits." The first 50 registrants will receive a lottery ticket compliments of the Chamber.

The Chamber will host its 5th Annual Golf Classic on November 9 at the picturesque Stone Mountain Golf Course located at Stone Mountain Park. A portion of the proceeds raised will go to benefit the DeKalb Chamber Foundation, a 501c3 entity that seeks to support local education, economic and entrepreneurship development initiatives and programs.

Douglas County Chamber

Kali Boatright, President

Despite threatening skies, closed roads and flooded neighborhoods, the ribbon cutting for the new College and Career Institute (CCI) was held, as scheduled, in September. CCI is a charter high school offering dual high school and college credit through a partnership of WGTC, Douglas County School System and business and industry, represented by the Chamber. CCI currently has about 160 students enrolled and has been holding classes in the regular WGTC classroom buildings since high school classes began in August. Classes are due to move into the new building some time next month. CCI will offer programs of study in such areas as automotive repair, air conditioning, CAD (computer assisted drawing), dental assisting, child development, food production, welding, healthcare, law enforcement, computer repair and cosmetology.

Leadership Douglas had the opportunity to really get to know one another during their overnight retreat at Banning Mills. Banning Mills facilitators offered the leadership classes fun, safe and very productive team building adventure activities. They included the Low-High Ropes Course, the High Ropes Course and even the Tree Flight Zip Line. These challenging



Cobb – Kelly Bramblett, Cobb County Teacher of the Year, leaves her handprint legacy.

Douglas County Chamber (continued)

activities helped to promote teamwork and collaboration, work performance, creative communication and did we mention lots of fun?

The Annual Chamber Golf & Tennis Classic, sponsored by Tributary at New Manchester, was held in September at Mirror Lake Golf & Country Club. With 230 golfers and nearly 60 tennis players, they had a full field of participants. They kicked off the morning with live music from "60 Yards In" and breakfast with Chick-fil-A and complimentary massages from GreenTree Day Spa. Outback Steakhouse provided lunch and Texas Roadhouse provided dinner. At this year's Classic, they gave away more than \$10,000 in prizes.

Greater Columbus Chamber

Mike Gaymon, GCCE, President & CEO

The Chamber and the Valley Partnership have designed a Relocation Program to assist families that relocate to the Chattahoochee Valley. The Program minimizes the stress of a household in transition by offering resources that are designed to simplify the moving process. Seeing is believing, and the Relocation Program makes that happen by conducting tours of the Columbus community and the Chattahoochee Valley. Tours will be available for groups as large as 50 – 60 or smaller with only 20 – 30 individuals. Most tours will be half day, while there may be some requests for more windshield time which would require a longer duration. The Relocation Program is a service for all newcomers to the area. Whether it's a military family, defense contractor, Army civil service employee or a corporate business person, we're excited to offer our assistance to anyone who is relocating to the valley region.

Commissioner of the Georgia Department of Labor Michael Thurmond kicked off the Drugs Don't Work workshop held in October with more than 60 people in attendance.

■ DECEMBER 2009 Newsletter

The deadline for the
DECEMBER

GACCE newsletter will be
Friday, November 20, 2009.

Please send updates to
Tiffany Fulmer at
tfulmer@gacce.org.

■ GEORGIA CHAMBER

Sign Up Today for the Georgia Business Action Network

The Georgia Business Action Network (GBAN) is the Georgia Chamber's grassroots effort and has been created to enhance the Chamber's efforts to ensure Georgia is a place where business will grow and flourish. Members of GBAN receive alerts, updates, and calls-to-action throughout the year about issues important to the business community.

Becoming a member of GBAN helps make sure the voice of business is heard. To find out more information about GBAN and to sign up, visit www.gachamber.com/GBAN.

Tax Policy Forum to be held November 5

The Georgia Chamber of Commerce believes reform of our state tax system is an important and timely discussion. For this reason, the Chamber - through the tax policy committee - will host a tax policy forum in Atlanta on November 5 at the Georgia Tech Global Learning Center from 9:00 a.m. - 3:00 p.m.

This event will feature national tax experts, state legislative tax leaders and industry tax representatives in a discussion about changes that could provide a more balanced, sustainable and efficient tax structure in Georgia.

For more information, visit www.gachamber.com and click on "Upcoming Events."

Save the Date – Annual Meeting Dinner and Eggs & Issues Breakfast

Mark your calendars now to attend the Georgia Chamber's Annual Meeting Dinner on January 11 and the Eggs and Issues Breakfast on January 12! Both events will be held at the Georgia World Congress Center and promise to be events you won't want to miss. Watch for details on the Georgia Chamber website, www.gachamber.com.

■ CHAMBER UPDATES

Greater Hall Chamber

Kit Dunlap, President & CEO

The Chamber's VISION 2030 Initiative is having a community "Stay Meeting." VISION 2030 community leaders (20 teams of 4 people each) will make one day visits into each part of Gainesville / Hall County examining gateways, infrastructure, transportation, cleanliness, buildings, architecture, business, recreation, public art, greenspace, etc. The teams will record their impressions...positives, negatives and opportunities; take photos and make a report back to VISION 2030. These will be compiled into a report for VISION 2030 Board, Chamber Board, and Governments.

The Annual Membership drive for the Chamber produced 125 new members! Exciting for a down economy. Teams producing most members received cash prizes and a day at the Atlanta Falcons football game. The New Membership Breakfast highlighted the diversity of new member businesses and recognized the Chamber membership drive winners.

The 1071 Coalition is the organization that is commissioning a study of Lake Lanier and the economic impact analysis of a full pool lake and at low lake levels. The Chamber was instrumental in the leadership of this group and is encouraging businesses around Lake Lanier and individuals to take one of the two surveys that will assist in this study. If you have visited or use Lake Lanier at all, please take the surveys. www.1071coalition.org

The Annual Poultry Celebration Breakfast, sponsored by the Chamber and Merial Select, was held in October. The event highlighted the economic importance of the poultry industry in Hall County and the State of Georgia. The Chamber honored Abit Massey, President Emeritus of the Georgia Poultry Federation.



Henry County – Stockbridge unveiled its new City Hall at an open house and ribbon cutting ceremony in October.

Greater Macon Chamber

Chip Cherry, CCE, President

The 2009 Business to Business Expo will be held November 10. This trade show gives participants the opportunity to showcase their business, network with other businesses, and attend sessions on labor laws, leadership, and social networking. The Chamber will host a pre-party on November 9 in order to give all exhibitors the chance to network. The business getting the most attendees to the Expo will win a party package from the Fish and Pig, a favorite local restaurant.

Graduation and Community Coaches serve an important part of the education system by identifying at-risk students and helping them stay on track and earn their diploma. The Community Coaches serve as the liaison between the Graduation Coach and the community, allowing local organizations to get involved in the schools. Graduation and Community Coaches were honored with a reception at the Chamber to thank them for volunteering for the program this year.

The 2009 Class of Leadership Macon hosted a Celebrity Softball game to benefit the Red Cross. Local Macon celebrities, including our own Chip Cherry, supported the Red Cross by playing against the Warner Robins Little League Softball Champions! The game brought in over \$10,000 for the Red Cross.

Gwinnett Chamber

Jim Maran, President & CEO

The Korean-American Association of Greater Atlanta (KAAGA) and Gwinnett Chamber Economic Development present the Gwinnett Global Business Connection on November 16. This luncheon at the 1818 Club will host a delegation from the Busan Chamber of Commerce and Industry. Executives and member companies from the Chamber will provide an overview of the City of Busan South Korea, the Chamber organization and a selection of companies and services who belong to the Chamber.

Harris County Chamber

Lynda Dawson, President

The Chamber is planning "Christmas In The County Gift Wrapping Service" as a way to promote shopping locally this season. Shoppers will bring their items, along with their receipts, so the gift wrappers can determine whether they were purchased in Harris County.

Henry County Chamber

Kay Pippin, President

The Chamber's Executive Partners Program kicked off its third year with 18 excited business and education professionals. The program pairs business and school executives for a year-long partnership in

■ GEORGIA TECH EII

Initiatives in Health Care

Georgia Tech's Enterprise Innovation Institute is leading an initiative to help train rural hospital staff in lean principles that identify waste in processes and find ways to eliminate it, while improving customer and staff satisfaction. The project is funded by a \$349,000 grant from Healthcare Georgia Foundation. Georgia Tech has successfully used the approach with hospitals in Athens, Atlanta, Columbus, Fort Valley, Newnan and Vidalia, and its training programs have been licensed for use nationwide by the American Hospital Association.

To improve customer satisfaction, enhance the quality of services and reduce costs, Peach Regional Medical Center in Fort Valley worked with Georgia Tech to adopt process improvement techniques traditionally used by the manufacturing industry. Already, the hospital's Emergency Department has noted a 20 percent decrease in average length of stay for its patients.

"If we can come up with ways from within of doing things quicker, more efficiently and with less duplication, we're ahead of the game and we can be even more successful and provide even better care to our patients," noted Nancy Peed, CEO of Peach Regional Medical Center. "It's not good enough to meet customer needs; you have to exceed them every time."

Rural hospitals in Georgia face a financial crisis because their patients are less likely than those of metropolitan hospitals to have health insurance. At the same time, hospitals in underserved areas face other competitive disadvantages as they confront rising costs. Such facilities need to find sustainable ways to become more efficient, which is why Healthcare Georgia Foundation provided the grant to Georgia Tech. In addition to Peach Regional Medical Center, hospitals participating in the program include Upson Regional Medical Center in Thomaston, Monroe County Hospital in Forsyth, Morgan Memorial Hospital in Madison, Banks-Jackson-Commerce Hospital in Commerce, West Georgia Medical Center in LaGrange, and Hutcheson Medical Center in Fort Oglethorpe.

For more information on the Enterprise Innovation Institute's initiatives in health care, please visit <http://innovate.gatech.edu/hpg>.

■ CHAMBER UPDATES

Henry County Chamber (*continued*)

which they discuss varying topics such as strategic planning and budgeting. Counting this year's group, the Executive Partners Program has connected 30 business leaders and 30 Henry County school administrators since its beginning. The importance of businesses and schools working together was the theme of the speech given at the kickoff luncheon by special guest Dean Alford, Chairman of the Board of Directors of the Technical College System of Georgia.

Chamber members and staff were treated to quality time with one of Georgia's top decision-makers in October when Lt. Governor Casey Cagle dropped by for a visit, discussion and, of course, an Oh Henry candy bar.

The Chamber's 9th Annual Golf Classic was an enjoyable and surprise filled event with a helicopter ball drop and a new meaning given to the term "Shotgun Start" with a big BOOM from a real cannon. Golfers enjoyed a beautiful day of golf, food, fellowship and entertainment at the award winning Eagle's Landing Country Club.

Henry County is a community with an abundance of picturesque, historical buildings, but the City of Stockbridge set the standard for future development with the unveiling of a new City Hall at an open house and ribbon cutting ceremony in October. The stunning three story building will soon be surrounded by landscaping as charming as that of the old City Hall park, which just won a national award.

Paulding Chamber

Carolyn Delamont, President

Leadership Paulding 20 Class kicked-off with a retreat at Historic Banning Mills in Whitesburg, GA, in October.

The Chamber will host a Legislative Listening Day at the Chamber on November 4. This event is an opportunity to meet one-on-one with members of their state delegation. The Governmental Affairs Committee will host a luncheon for the legislators, which is being sponsored by WellStar. A Chairman's Club reception with the legislators, sponsored by Georgia Power, will conclude the day.

The Chamber hosted a 5 Night New England & Canada Cruise in October. The group set sail from Boston, MA on Royal Caribbean Cruise Line's "Jewel of the Seas." The ship cruised to Portland and Bar Harbor, Maine; and Halifax, Nova Scotia. The group of approximately 40 people was comprised of many long-time residents of Paulding County.



Thomson – Georgia Power participated in the Chamber's "Fall Crow" contest.

Polk County Chamber

Eric McDonald, President

The Chamber held its 11th Annual Small Business Expo in October at The Purks Building in Cedartown, GA. With 36 exhibitors and over 200 attendees, the event was a huge success.

Sandy Springs/Perimeter Chamber

Sheri Wilburn, President & CEO

The Chamber's Education Committee in partnership with Junior Achievement and the Sandy Springs Education Force formed an Education Enterprise Alliance and recruited business leaders from Sandy Springs and the Perimeter area to participate as a junior achievement volunteer teaching students in grades K-12 about business and entrepreneurship, personal financial literacy and global workforce readiness. Volunteers had their first day in school in October and will return to the classroom again in November.

The Chamber's Small Business Council hosted an outstanding networking event in October titled Greetings, Tastings & Fun. The event was created by the Small Business Council in the hopes of offering a unique networking experience to Chamber members and their guests. Attendees participated in "Networking BINGO," enjoyed wine from The Tasting Room and delicious food from area restaurants.

The Chamber is excited to announce the date of its 2010 Business Expo. The Expo will return to the Westin Atlanta North next year and will be held March 4.

Swainsboro-Emanuel County Chamber

Bill Rogers, Jr., Executive Director

In a most unusual setting, members of the Chamber officially "launched" the county's newest business with ribbon cutting ceremonies in October. Owned & operated by Wesley Hendley, Mill Pond Kayak, LLC will conduct tours of the 400-acre mill pond at George L. Smith State Park and local rivers.

■ UGA FANNING INSTITUTE

Fanning Institute Program Receives Honorable Mention

Acknowledging the Fanning Institute, the multidisciplinary outreach unit of UGA's Public Service & Outreach Division, for its exceptional economic development training endeavor, the International Economic Development Council (IEDC) recognized the entity with an honorable mention at their Annual Conference in October.

Competing in the category of Economic Development Training Program by organizations serving areas with populations exceeding 200,000, Fanning made a notable impression with its *Georgia Development Authority Handbook*. Co-authored by fifty of Georgia's leading economic development professionals, the 280-page handbook states its goal in the foreword: "Enhancement of the effectiveness of Georgia's development authority boards as they guide community-level economic development activities. It brings together for the first time the fundamental principles of community economic development as practiced in Georgia and practical solutions to problems faced by Georgia's economic development leadership." This goal is accomplished by the handbook's serving as text material for courses in Georgia's Development Authority Board Member Training program, and as a practical reference for economic development professionals and senior local government personnel--founded largely on lessons, advice, and tips that typically can only be learned through experience.

■ CHAMBER UPDATES

Swainsboro-Emanuel Chamber (cont.)

The Chamber and the Emanuel County Board of Commissioners hosted a quarterly meeting of the Wood Pecker Trail Association in Swainsboro in October. Representatives from communities along GA State Routes 25/121 discussed issues pertaining to the scenic route which dates back to 1922. The group was also updated on happenings in Emanuel County. The original Woodpecker Trail stretches 620 miles from Charlotte, NC to St. Petersburg, FL and is one of the nation's oldest automobile routes. Over 204 miles of the Woodpecker Trail meander through Eastern Georgia beginning in Augusta and ending in Folkston. Route 25 traverses through the eastern portion of Emanuel County near Geo. L. Smith State Park. The route is known for its quaint southern towns, thriving farms, historic landmarks and natural scenic beauty.

Thomson-McDuffie County Chamber

Carolyn Gilbert, Executive Director

The Chamber held its 1st Annual "Fall Crow" event downtown. Local businesses were asked to make a "fall crow" that represented their business. Over 76 businesses participated and lined the streets of Thomson. The object was to "bring downtown to life" and it was a great success. Y130 was the overall winner. Festivities concluded with Jack O'Lanterns on Journal (games, Halloween costume parade for children) on October 29.

Valdosta-Lowndes County Chamber

Myrna Ballard, President

In September, Georgia's Governor Sonny Perdue announced the plans for Wiregrass Power, LLC to build a 40-megawatt renewable energy power plant in Valdosta-Lowndes County. The company

Valdosta-Lowndes Chamber (cont.)

will create 25 jobs and invest \$110 million over the next three years as the plant comes online.

In October, Packaging Corporation of America (PCA) announced the largest industrial investment in the history of Valdosta-Lowndes County, a \$223 million expansion that will include a new recovery boiler, turbine generator, and paper drying machine efficiency improvements at their Valdosta mill. The expansion was a competitive project with a sister mill in Counce, Tennessee, and the Industrial Authority played an aggressive role in the pursuit of successfully securing the investment. In addition to the large direct investment, the project will have enormous ancillary benefits including \$75-\$100 million in construction payroll with a local economic impact exceeding \$370 million. PCA is the fifth largest producer of containerboard and corrugated packaging products in the United States with sales of \$2.4 billion in 2008. PCA operates four paper mills and 68 corrugated product plants in 26 states across the country.



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