

# CHAMBER NEWS

Fulton County-Seeing is Believing!



February 2004



## Membership Meeting

January 21st, 2004 at the Fulton County National Bank Theatre Building.  
**5:15 P.M. Start Time.**

The meeting time for this month will be at 5:15 PM instead of 12:00 PM. The caterer for this month will be Dott Village Store. The Dinner menu will consist of Honey Glazed Spiral Ham, Parsley Potatoes, green beans, rolls and assorted cakes for dessert. Please RSVP to the Chamber office so that we have a better handle on how much food to make.

**Again just a reminder that the time for the meeting has been changed to 5:15 P.M.**

## "BUSINESS SHOWCASE"

We have started a "BUSINESS SHOWCASE" area in our monthly newsletter. What we are doing is "Showcasing" a different Chamber Member Business each month, and by doing this, it will give you a little extra free advertising.

If you would like your business "Showcased" please send in a write-up about your business, 40 words or less, to the Chamber Office. They will be placed in the newsletter on a first-come, first-served basis, and if your business is not "Showcased" this month, we will save it for future issues. Remember 40 words or less, please.

The Chamber is having their first **200 Club Drawing** on February 28th, and we are in need of the support from our membership. To make this fundraising event a success, it is important that all of our members chip in and help out on this one, by buying at least 1 ticket or better yet, multiple tickets. The food will be great and the entertainment will be outstanding, featuring **"One Lane Bridge"**. And to make it even better, maybe you will get lucky and win some money, as 1 out of every 5 tickets is a winner. So plan an inexpensive, fun filled evening out for yourself and bring along some friends. Each ticket entitles 2 people to dinner, the drawing and entertainment. Tickets will be available for purchase at the Membership Meetings held both on February 18th, by contacting the Chamber office at 485-4064 or contact Theresa Bricker at 485-5674. If you want to take some tickets to be responsible for selling on behalf of the Chamber, please talk to Anita or Theresa and they will be happy to help you. Make plans to attend and Support Your Local Chamber of Commerce.

## Greetings From Your President

Greetings fellow Chamber/Tourism members and Fulton Countians;

Even with the winter weather beating down upon us, it did let up enough for Wendy Melius, FIDA Manager, Anita Mellott, Chamber/Tourism Administrative Assistant, Gerri Ramsey, board member, and myself to travel to New Enterprise on Friday, January 30<sup>th</sup> to hear Keith Woods speak on "The NEXT GENERATION CHAMBER: Are You Ready?" Mr. Woods is the CEO of North Coast Builders Exchange which has over 1800 members and is a senior advisor on Chamber Trends, with the California Chamber of Commerce. He has been associated with chambers for over 26 years and his chamber staff in San Antonio, TX has 42 members.

Mr. Woods began with the two things that Chambers did when they originated 200 years ago when they started to get members (and some still do today); they are (1) Come here – we're the best and (2) Hand out maps. He went on to say among other things that today's chambers are facing 'perfect storm' conditions now with declining revenues, continuing 'time poverty' issues for volunteers and staff, and members demanding an increasing Return on Investment. Something we certainly relate to within our own organization. He stated that our strategic vision should not only be 'the ability to look *ahead*', but also we should have peripheral vision, 'the ability to look *around*.'

With this newsletter is a copy of the survey we were given and asked to complete at the seminar. I am asking you to complete it (either on-line or by regular mail), and return to Anita at our office. We are already on the way to building a stronger Chamber by recognizing and understanding that 'non-profit' is a tax status, not a business plan!

As you can see from this brief outline – we all came back with valuable information, not only from a Chamber/Tourism viewpoint, but also for any business. If it is possible, I may speak on this at the February 18<sup>th</sup>, 5:15 pm meeting, depending upon attendance.

Please remember to use our website and let us know when your organizations special events are coming up. I have reviewed the website and have some corrections to give to our vendor in relation to mailing addresses by making them look more uniform, correcting states in some cases, adding of zip codes, and unifying email and web addresses if present. We want to give your business the best representation possible on this site, so if you see anything to be corrected, give us 30 days, and then give us a call. Remember for a reduced rate as a chamber member, you can have more extensive advertising. We have been averaging over 30,000 hits per month. Pretty amazing, isn't it?

Our first evening meeting was called to order at 5:30 pm and adjourned at 6:15 pm. just an hour of your time and a great meal provided as well. Please plan to attend if possible, and if you can let Anita know how many will be attending in order to get the food ordered.

I'm still excited, two months into the presidency, and with the words of Keith Woods ringing in my head, have all kinds of ideas for our Chamber. With your help and that of the board, I hope you'll be able to answer this question about our organization, "**Oh yeah, that's the place with the \_\_\_\_\_**". Can you???

Best wishes,

Brenda Gordon