

## BUSINESS PLAN OF ACTION

### Chairman's Column

As we welcome the year 2020, I am excited and honored to serve as your Chairman of the Conyers-Rockdale Chamber Board of Governors. I joined this Chamber in 1992 when our family opened a new business in Conyers and I have been a member ever since. In 2005, I opened a business of my own and continued my Chamber membership. I also decided to go through Leadership Rockdale in 2006, which brought me into a greater appreciation of what our community has to offer. I learned how to be a better community servant which also led to our Leadership Rockdale Class choosing me to be our class representative on the Chamber Board. I have been on our board ever since and have considered this position a great privilege.



Scot Ward

The Chamber is led by President & CEO, Fred Boscarino, who works tirelessly to support and nurture new and existing businesses through programs such as Entrepreneurial Academy – one of few programs like it in the State of Georgia – that provides entrepreneurs the basic knowledge needed to start and run their own business. Also unique to the Conyers-Rockdale Chamber are thriving Leads Groups, where weekly over 120 businesses gather in one of four different groups to provide support, referrals and networking with each other.

In addition to these programs, the Chamber has numerous more traditional programs that have been flourishing for many years, such as the Network Lunch event, Annual Golf Tournament and Leadership Rockdale program, just to name a few. Newer programs to the Chamber are the we3 Women's Conference which grows exponentially each year, as well as the Clays for Commerce event. I look forward to seeing continued growth with the newer programs, and further enhancing the established programs, so that everyone finds value in being a member of the Chamber.

If you glance through the business plan and take note of the variety, quantity and quality of programs the Chamber offers our businesses and community at large, you might wonder how such a small staff can manage all of it successfully. Well, the answer to that is quite simple -- they cannot do it without the support of a tremendous volunteer base. To me, this is what sets us apart. We have the best volunteers taking ownership in THEIR Chamber. I am humbled to be among such an enthusiastic and engaged group of Board members and volunteers.

I encourage you to become a community servant through this wonderful organization. There is a place for everyone to serve, no matter the size of your business, your professional goals or your personal passion for our community.

I will remind you of the Chamber's mission statement: *We strive to provide leadership and be the catalyst for promoting and maintaining a pro business environment, and to continue enhancing the quality of life for our community.* To live our mission, we must work together to build upon our great foundation, to challenge each member to actively participate and work to grow our Chamber. We all have an opportunity to positively impact our community's education, economic development and the success of our new and existing businesses by simply getting involved.

I appreciate all of our members, volunteers and Board for all that you bring to our Chamber. I am here to lead us into a great year of serving our Conyers-Rockdale Community as we make 2020 a memorable year.

Scot Ward  
Chair, 2020 Board of Governors

### What's Inside

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## Our Council System

Your Chamber's goal is to address the various needs of the Conyers-Rockdale community. To accomplish this, your Chamber focuses its efforts in three councils:

1. *Economic Development Council*
2. *Community Development Council*
3. *Member Services Council*

Each is composed of committees and task forces to accomplish the goals outlined in this publication.

## Economic Development Council

A strong business community means a healthy economy and better quality of life. The Chamber's Economic Development Council addresses this goal by bringing more businesses to our area and strengthening the economy for existing businesses and new entrepreneurs. Goals for the Economic Development Council include:

- Promote Rockdale County as a potential business destination through the production and distribution of our **Quality of Life Magazine**, providing relocation information for businesses and individuals.
- Enhance **economic development** activity by serving as a liaison with other economic-related organizations such as the Conyers Rockdale Economic Development Council (CREDC), the Development Authority of Rockdale County, and City and County Governments.
- Develop a stronger **public/private partnership** with the City and County.
- Maximize efforts to **attract visitors** to our area by marketing Conyers and Rockdale County to potential visitors through print advertising, including joint promotional efforts with the City of Conyers CVB.
- Provide Chamber members the opportunity to **list job openings** on the chamber website.

- Promote Conyers and Rockdale County to potential visitors by distributing the Chamber's **official street map**.
- Improve economic and community development by partnering with the Council for Quality Growth and Rockdale County to host the annual **State of the County** event. This program is designed to educate and inform our members on current issues and trends in Rockdale County. In addition, it provides networking opportunities with elected and appointed officials for members and nonmembers alike.
- Work with business owners, home owners and land owners in the **Salem Road Corridor** area to assist in efforts to strengthen and revitalize the area.
- Host **Economic Development Breakfast Series** in partnership with CREDC to keep Chamber members and community up to date with economic development activity.

- In conjunction with Conyers-Rockdale Economic Development Council, conduct **driving tours** of Rockdale County, visiting industry expansion sites, new developments and film/production sites. The purpose of these tours are to keep local leaders up to date on key economic development initiatives and activity.
- Expand and improve the curriculum of the **Entrepreneurial Academy**, which is designed to provide entrepreneurs the basic knowledge to begin their own business as well as provide existing business owners new insights to assist in solving business-related challenges.



## Community Development Council



Strengthening our business community translates to a better economy and quality of life for the Conyers-Rockdale area. The Community Development Council will work to build and maintain productive relationships between your Chamber and local, state, and federal governments and their various agencies.

The Council will also continue to provide strong programs for future community leaders and recognize

community achievers. The Council will continue to strengthen education through Partners in Education. In 2020 the Community Development Council will:

- Represent the **needs of the business** community at the local, state and federal levels of government, and with all appropriate governmental organizations. Seek input from membership on major legislative issues.
- Develop a **legislative platform** consisting of issues affecting our business community and communicate the platform to our local and state officials.
- **Strengthen public/private** communication by:
  - *Conducting political forums/events*
  - *Ensure adequate representation from all sectors on Governmental Affairs Committee*

(see COMMUNITY Page 3)



- Show support and appreciation of our **local law enforcement agencies** and **first responders** by partnering with businesses and other community groups to host events in their honor.
- Continue to provide the **Leadership Rockdale** program which identifies and inspires potential community leaders who are willing to become involved and help solve community concerns and to acquaint these leaders with major community issues and the complexity involved in finding solutions for ongoing challenges.
- Continue to support the efforts of the Leadership Rockdale class with the annual **Leadership Legacy** community service project.
- Recognize the volunteers and leadership that made the 2019 programs successful at the Chamber's **66th Annual Meeting**.
- Maintain a working relationship with NAACP by supporting the annual **MLK Breakfast**.
- Host **we3 Women's Conference** which seeks to engage, educate and empower women in business. At this conference, we will present a deserving individual with the "Woman of the Year" award.
- Continue to award the Annual "**Education Partner of the Year**", recognizing an outstanding supporter of our public schools.
- Continue to work with Rockdale County Public Schools to enhance the **Partners in Education** program by marketing the RCPSPartner.com website, where projects and other opportunities in need of support are promoted.
- Continue to support **RCPS Foundation** and **Rockdale Career Academy** with representation on their Board of Directors.



## Member Services Council



The Member Services Council is charged with ensuring your Chamber grows in the numbers and dollars necessary

to best support the programs that serve our community. It is also responsible for developing networking opportunities and services to members. This year the Council will:

- Provide quality member-to-member contact through monthly **Network Luncheons**, **Business Trade Show**, **Chamber After Hours** and quarterly **Jump Start Your Morning** and **Business Builder Lunch** events.
- Promote member businesses by producing an on-line **Member Business Directory** which lists all members at no charge and provides an opportunity for additional promotion through advertisements.
- Educate our new members on how Chamber programs benefit their business, how to use those benefits to their fullest advantage, and the importance of becoming involved through **New Member Receptions**.
- Communicate your Chamber's accomplishments, positions on important issues, and benefits of membership through professional quarterly e-news, emails, and other **social media** outlets.
- **Market your Chamber** and maximize acquisition of new members using volunteer referral program and staff resources.
- Continue to develop **new programs** that bring more value to employers and their employees for their membership investment paid to your Chamber.
- Provide two-way communication between members and chamber leadership to discuss community and business concerns through monthly **Twelve at Twelve Luncheons**.
- Provide quality **travel opportunities** at discounted rates to help fund Chamber programs.
- Reduce high shrinkage rate of membership in our Chamber through the **Member Action Program (MAP)** which concentrates on two aspects of membership: (1) The activation and/or education of a new member (2) Retention of the year old member.
- Provide extensive exposure to member companies at no cost and attract new customers to their business through our member-to-member discount program called **Hot Deals**.
- Increase business leads for chamber members through **business leads groups**. These are business referral networks that help businesses interact and increase sales.
- Promote new members and support current members through our **Ambassador** program. Ambassadors serve a very important function of the chamber by visiting members and representing your Chamber at Ribbon Cuttings and Grand Openings.
- Host the annual **Golf tournament** which helps fund Chamber programs.
- Conduct a personal visitation program called **Operation Thank You** to express the Chamber's appreciation to our business members.
- Enhance small business owners' knowledge and productivity by conducting **business Lunch & Learn** events.
- Host annual **Clays for Commerce** as a networking and fundraising opportunity.

## CHAMBER MISSION STATEMENT

*We strive to provide leadership and be the catalyst for promoting and maintaining a pro-business environment, and to continue enhancing the quality of life for our community.*



# 2020 Executive Committee



**Chair**  
**Scot Ward**  
Scot Ward  
Funeral Services



**Treasurer**  
**Ken Gaylord**  
BB&T, now Truist Bank



**Chair, Community Development**  
**Toni Hannah**  
Georgia Power



**Chair-Elect**  
**Darlene Hotchkiss**  
Hedrick Family Dentistry



**Chair, Economic Development**  
**Craig Johnson**  
Kumon of Conyers



**Chair, Member Services**  
**Darlene Godwin**  
Pinnacle Bank



**Past-Chair**  
**Faye Phillips**  
Corner Market



**General Counsel/ Secretary**  
**John Nix**  
MaddoxNix,  
Attorneys At Law



**President**  
**Fred J. Boscarino,**  
**GCCE**  
Conyers-Rockdale  
Chamber of Commerce

## 2020 Board of Governors

*Your Board of Governors is responsible for assuring the programs the members have determined to be important are carried out successfully. The Board is comprised of an 8 member Executive Committee and 24 Board Members.*

**Constance Abbott**  
Kaiser Permanente

**Vince Evans, Mayor**  
City of Conyers

**Jody Porter**  
Pinnacle Bank

**Muddessar Ahmad**  
Omega Builders

**Leigh Gant**  
Georgia United Credit Union

**David Roper**  
Corner Market

**Frank Askew**  
Snapping Shoals EMC

**Scott Hartsell**  
imijit.net Technology Solutions

**Laura Sistrunk**  
Piedmont Rockdale Hospital

**Tim Baker**  
Edward Jones

**Michael Hutcheson**  
Rockdale Coalition  
for Children & Families

**Bernard Stanford**  
United Community Bank

**Thua G. Barlay**  
Lueder, Larkin & Hunter, LLC

**Marty Jones**  
Conyers Rockdale Economic  
Development Council

**Toya Washington**  
Conyers Housing Authority

**Dee Barnes**  
Evans Tool & Die

**Jaquacer "J." Middlebrooks**  
E. Smith Box

**Willie Washington**  
LegalShield

**Stephen Boyle, Chairman**  
Rockdale County Development Authority

**Oz Nesbitt, Chairman**  
Rockdale County Commission

**Chuck Waters**  
Hargray Fiber

**Steve Bromell**  
Pro Cutters Landscapes, Inc.

**Terry Oatts, Superintendent**  
Rockdale County Public Schools

**Katrina Young**  
Rockdale County Board of Education



# Organization Structure

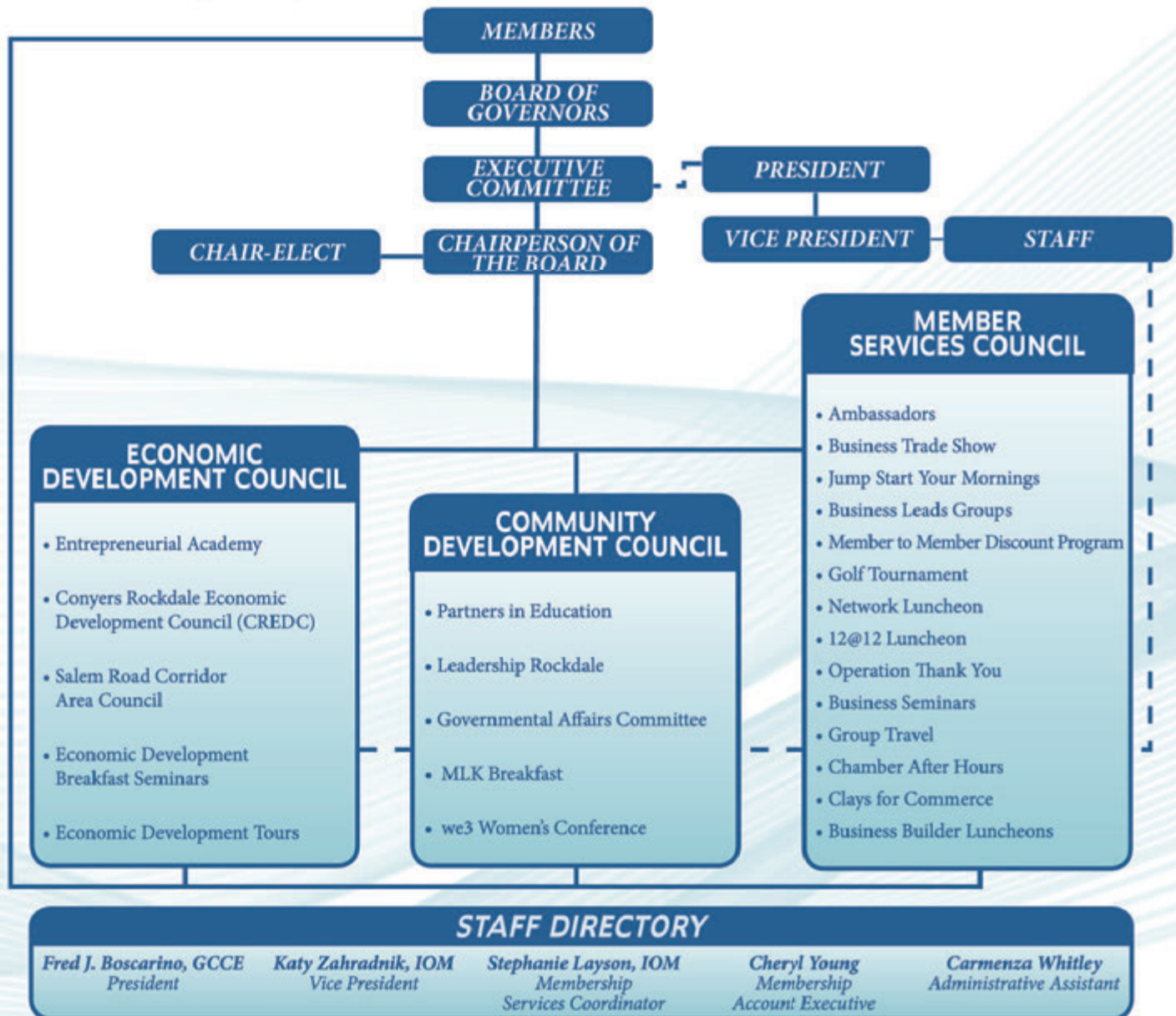
Your Chamber's ultimate responsibility is to you, our members, since the Chamber is comprised of, and mostly financed by, the membership.

The organizational structure, shown below, graphically illustrates how this occurs. Starting at the top of the chart, we show the general membership who serves four main functions:

- 1) You determine what programs the Chamber will undertake.
- 2) You finance these programs through your dues investment.
- 3) You staff the committees and task forces that work to accomplish the goals and objectives.

The graph shows that the committees are comprised of and draw from the general membership. The areas of responsibility are divided into three basic councils. Each committee has a chairperson who reports to the chair of the council. The chairs are members of the Executive Committee, which is responsible to the Board of Governors, who are ultimately responsible to the membership.

The President who is responsible to the Board of Governors, leads the professional staff. The staff assists the volunteers in carrying out their duties.



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# 2020 Committee Chairs

## ECONOMIC DEVELOPMENT COUNCIL

**Craig Johnson**, Chair  
Kumon of Conyers

### Entrepreneurial Academy

- **Cynthia Davis**, Chair  
ALERT Properties

## MEMBER SERVICES COUNCIL

- **Darlene Godwin**, Chair  
Pinnacle Bank

### Ambassadors Committee

- **Michael Hutcheson**, Chair  
Rockdale Coalition for Children and Families
- **Faith Bratlie**, Co-Chair  
Faith Insurance Solutions

### Golf Committee

- **Alan Sherrill**, Co-Chair  
Conyers Flower Shop

- **Scot Ward**, Co-Chair  
Scot Ward Funeral Services

### Clays for Commerce Committee

- **Dee Barnes**, Chair  
Evans Tool & Die
- **Jody Porter**, Co-Chair  
Pinnacle Bank
- **Travis Cooper**, Co-Chair  
Premier Platforms

## COMMUNITY DEVELOPMENT COUNCIL

**Toni Hannah**, Chair  
Georgia Power

### Leadership Rockdale

- **Claire Cline**, Co-Chair
- **Susan Paul Smith**, Co-Chair  
Rockdale County Public Schools
- **Scot Ward**, Co-Chair  
Scot Ward Funeral Services

### Governmental Affairs Committee

- **Darlene Hotchkiss**, Chair  
Hedrick Family Dentistry

### Education Committee

- **Leigh Gant**, Chair  
Georgia United Credit Union

### we3 Women's Conference

- **Jana Hise**, Chair  
Evans Tool & Die

**Would you like to serve on a Committee?**

Complete the enclosed Chamber Involvement Card and return to the chamber.

*Shop*  
**MembersFIRST!**  
CONYERS-ROCKDALE CHAMBER

## Past Chamber Chairs

Jack Turner	1954-1959	William Pridgen	1988	Chris M. Ingle	2003
A.R. Barksdale	1959-1971	Archer R. Rose	1989	J. Nelson Geter	2004
James Culpepper	1972	Robert W. Maddox	1990	Danny Stone	2005
F.W. Waldrop	1973	E.A. Thomas, Jr.	1991	Betty Straw Brown	2006
R.L. Montgomery	1974	Samuel F. Wishon	1992	Mike Hilleboe	2007
T.O. Morgan	1975	Michael P. Jones	1993	Don Cannon	2008
Leonard Epstein	1977	John T. Abbot	1994	John Kelley	2009
Dr. William A. Weaver	1978	Kim S. Hubbard	1995	Bill Daniel	2010
Harold Breazeale	1979	Paul Mills Herndon	1996	Mo Talley	2011
Ron Simpson	1980	Robert G. Coston	1996	Lorraine Harrison	2012
Paul Christenbury	1981	John T. Higginbottom	1996	Thua G. Barlay	2013
Ed Holcomb	1982	Fred R. Vick	1997	T. Pat Cavanaugh	2014
Larry Mauldin	1983	Suzanne E. Chappell	1998	Deborah Armstrong	2015
Rick Ramsey	1984	Guy M. Dabbs, III	1999	Earl Wise	2016
Wayne Ingle	1985	Nelson E. Toebe	2000	Deanne "Dee" Barnes	2017
Dan L. Hill	1986	Larry D. Miller	2001	Tim Baker	2018
T.A. Schmidt	1987	C. Dean Alford	2002	Faye Phillips	2019



# 2019 Annual Report



**Faye Phillips**

Serving as your Chair for 2019 was a very rewarding experience. Together, through your volunteer and financial commitment, we were able to accomplish a tremendous amount of work. Listed below are some of the highlights.

Please take the time to review and take pride in all of these accomplishments.

- Enhanced member relations by challenging members to tell the story of the Chamber and refer new members. Thirty-six new members were the result of this effort through our referral program.
- Hosted 4 trips with 32 travelers, which enabled the Chamber to fund much needed programs.
- Strengthened the Chamber's membership base by bringing in over 126 new members.
- Encouraged business relocation and expansion by distributing the Conyers-Rockdale Quality of Life magazine and producing the Conyers-Rockdale street map.
- Worked with Rockdale County Public Schools to promote the Partners in Education website that hosts a variety of opportunities for involvement with and support of schools in Rockdale County.
- Honored civil rights leader, Martin Luther King Jr., by supporting the 15th annual breakfast in his honor.
- Maintained communication with all other state chamber executives through participation in the Georgia Chamber of Commerce Executives Association.
- Secured 53 members as Pacesetter/Commerce Club members, which provided great benefits to those members as well as assisted in making our programs stronger and more successful than ever.
- Held a successful 3rd Annual we3 Women's Conference which hosted a sellout audience of over 325 attendees, 18 vendors and 47 sponsors.
- Hosted the 3rd Annual Clays for Commerce event. This event provides a great day of fun and networking for our members, and is a great fundraiser to help support the Chamber's mission.

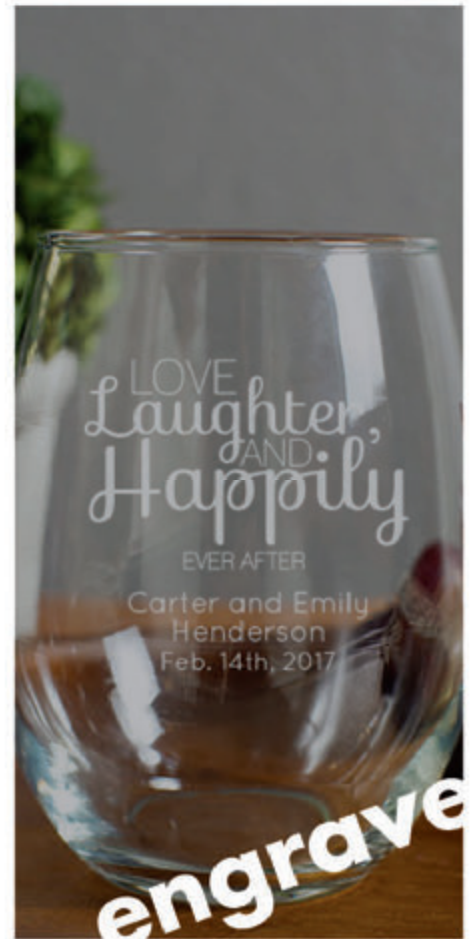
- Supported four Leads Groups which offer business support, referrals and networking to over 120 small business members on a weekly basis.
- Provided expert instruction for individuals seeking to go into business for themselves through Entrepreneurial Academy. Sixty-one graduated in 2019.
- Held monthly Twelve at Twelve Luncheons, where participants met with Chamber, City, County and School leadership for an informal luncheon to express their community and business concerns.
- Promoted Conyers-Rockdale County and its tourist attractions to 1,000,000 visitors and residents through the Georgia on My Mind magazine.
- Responded to business relocation inquiries, providing professional commercial and real estate assistance.
- Maintained the Chamber website design by keeping members, visitors and community up to date with Chamber news and other helpful information.
- Graduated 36 from the Leadership Rockdale program. Exposure gained from the program allowed class members the opportunity to begin serving in leadership positions in various capacities throughout the community.
- Hosted 136 golfers at the Chamber's annual Golf Tournament.
- Provided business contacts by promoting member-to-member networking at Business Trade Show and Chamber After Hours events.
- Assisted business' start-up by producing the "Starting a Business in Rockdale County" informational manual.
- Maintained a strong working relationship with the City of Conyers, Rockdale County Board of Commissioners, Conyers Rockdale Economic Development Council and the Rockdale County Public School System.
- Offered member-to-member discounts through Hot Deals program.
- Held 3 Economic Development breakfast events, keeping business and community leaders informed.
- Ensured Rockdale County's representation throughout the area and state by Chamber President's participation on the Georgia Association of Chamber of Commerce Executives, and Rockdale Rotary.
- Promoted members' businesses and services by providing an online Membership Business Directory, featuring enhanced listings.
- Governmental Affairs Committee hosted Post-Legislative Breakfast, giving our members the opportunity to hear from our state delegation. The committee also kept the membership updated on key issues and happenings during the 2019 Legislative Session via weekly emails.
- Awarded Bojangles, Inc. as Education Partner of the Year, recognizing the importance of business support of our schools.
- Celebrated new members with 35 ribbon cutting events. These events seek to welcome and introduce new businesses to the community and Chamber.
- Co-sponsored event in support of our local law enforcement and first responders.
- Partnered with Council for Quality Growth and Rockdale County to host the State of the County address, which serves to educate businesses and community members on important issues and trends in Rockdale County.
- Awarded the 3rd annual Ambassador of the Year, recognizing our most active Ambassador in 2018 - Alan Sherrill.

*Again, these are just a few of the highlights. Congratulations on a great year!*

**DO Business  
With A Chamber  
Member First!**

For a list of Chamber members, visit our website at [www.conyers-rockdale.com](http://www.conyers-rockdale.com)





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