

# BUSINESS PLAN OF ACTION

## Chairman's Column

Happy New Year! I am confident that we are all hopeful for a better year ahead. With the challenges of a global pandemic during 2020, our Chamber Executive Team made the decision to keep our leadership in place for 2021 as we work through this time together. Therefore, with a few exceptions, the Board of Governors and Executive Committee will continue serving our Chamber in the same capacity as the previous year. That's why you are seeing me again on the cover of our annual business plan!



Scot Ward

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As we reflect on 2020, we can all agree that it is a year that will go down in the history books as unprecedented. Our hearts have been broken for those who have lost loved ones to Covid-19. Our thoughts go out to others who have suffered significantly to keep their doors open or even been forced to close their business. In this past year, we've seen a nation challenged over politics and serious social issues. We've had to rethink the way we do business. Our professional and personal lives have been forever impacted as well, and we continue to learn how to navigate in our changing environment.

In the spirit of moving into 2021 with renewed energy and perspective, let's focus on the good that has risen from the depths of our challenges. We have seen businesses find innovative ways to remain open, maintain work for their employees, and continue to provide their goods and services to our community. We have seen leaders rise to the occasion and provide guidance and resources. We've seen support from our civic groups increase to help with the additional demand on our non-profits who provide essentials to those in need. We've seen our spiritual leaders continue to offer hope and encouragement.

For me personally, the one thing that has strengthened over the course of this time is my pride in our community. We have the absolute best community with the very best people. Together, we WILL get through this, and for that reason, I look forward to 2021 with great enthusiasm! I am pleased to serve as your Chairman again this year and look forward to coming out on the other side of this time as a stronger, more resilient Chamber.

Scot Ward  
Chair, 2021 Board of Governors

## 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 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 of Conyers and Rockdale 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 providing and distributing the Chamber's **official street map**.
- 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 is 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 2021 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.
- Keep membership up to date with **key legislation** and other activities of interest to business that takes place during the 2021 State Legislative Session.
- **Strengthen public/private** communication by:
  - *Conducting political forums/events*
  - *Ensure adequate representation from all sectors on Governmental Affairs Committee*

- 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.
- Continue to develop programming and communication avenues for **Leadership Rockdale Alumni** to stay connected with each other and the community.
- Recognize the volunteers and leadership at the Chamber's 67th **Annual Meeting**.
- 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**.
- 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.*

# 2021 Executive Committee



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



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



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



**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

## 2021 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 23 Board Members.

**Constance Abbott**  
Kaiser Permanente

**Vince Evans**, Mayor  
City of Conyers

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

**Muddessar Ahmad**  
Omega Builders

**Leigh Gant**  
Georgia United Credit Union

**Jody Porter**  
Pinnacle Bank

**Frank Askew**  
Snapping Shoals EMC

**Derrick Grissom**  
Hargray Fiber

**David Roper**  
Corner Market

**Tim Baker**  
Edward Jones

**Scott Hartsell**  
imijit.net Technology Solutions

**Laura Sistrunk**  
Piedmont Rockdale Hospital

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

**Marty Jones**  
Conyers Rockdale Economic  
Development Council

**Bernard Stanford**  
United Community Bank

**Dee Barnes**  
Evans Tool & Die

**Oz Nesbitt**, Chairman  
Rockdale County Commission

**Toya Washington**  
Conyers Housing Authority

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

**Mandy North**, Chairwoman  
Rockdale County Board of Education

**Willie Washington**  
LegalShield

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

**Yvette Morton Williams**  
Conyers Best Laundry

# Organization Structure

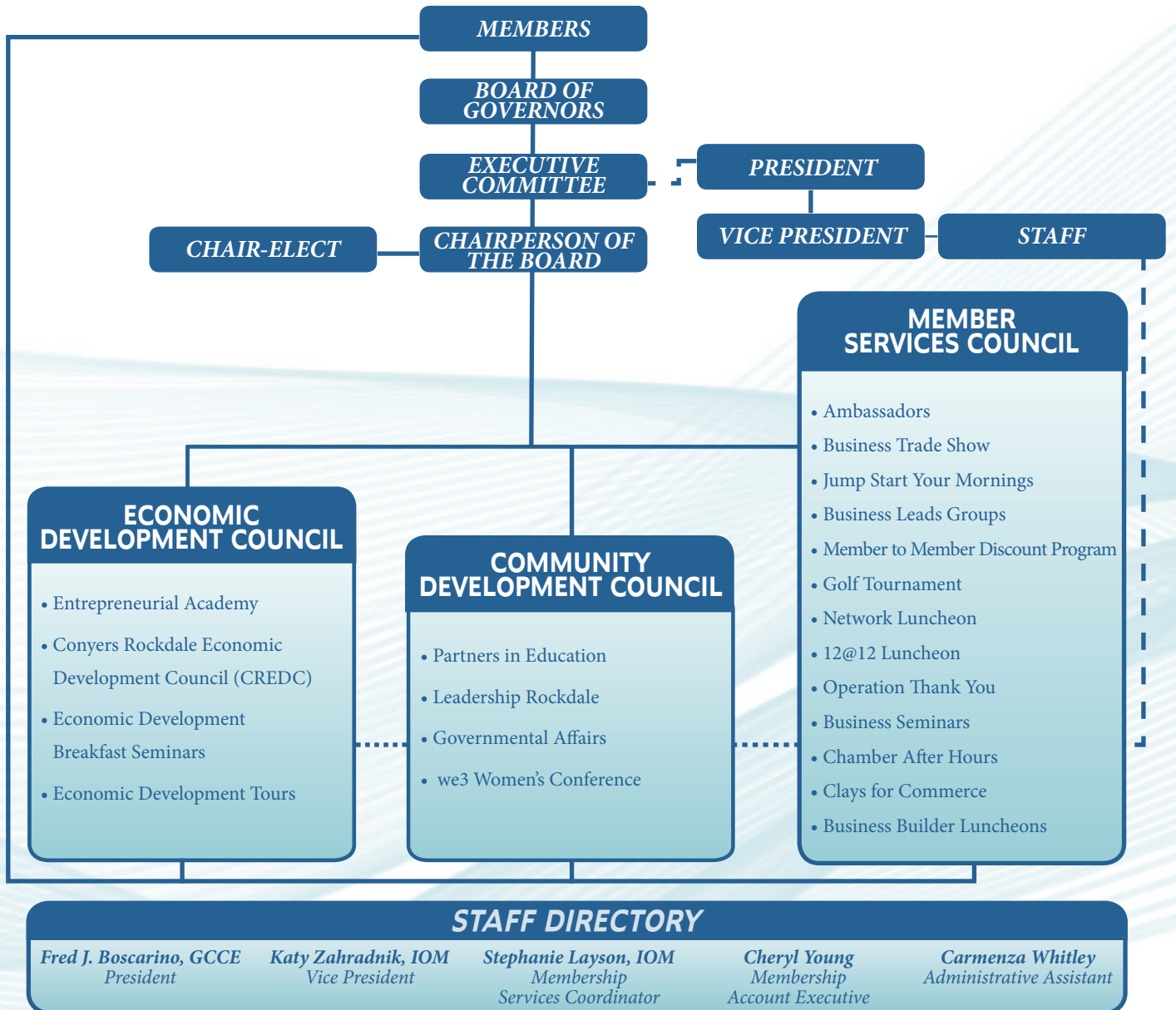
Your Chamber's ultimate responsibility is to you, our members, since the Chamber is comprised of, and mostly financed by, the membership.

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



770-483-7049 | [www.conyers-rockdale.com](http://www.conyers-rockdale.com)

# 2021 Committee Chairs

## ECONOMIC DEVELOPMENT COUNCIL

**Craig Johnson**, Chair  
Kumon of Conyers

### Entrepreneurial Academy

• **Cynthia Davis**, Chair  
ALERT Properties

## MEMBER SERVICES COUNCIL

• **Michael Hutcheson**, Chair  
Rockdale Coalition for Children and Families

### Ambassadors Committee

• **Faith Bratlie**, 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  
SPS Communications

• **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.



## 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. Toebbe	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

# 2020 Annual Report



**Scot Ward**

Serving as your Chair during 2020 was a great privilege. Despite being the middle of a pandemic, we managed to accomplish many of our goals and stay financially sound. Listed below are some of the highlights.

Please take 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.
- Strengthened the Chamber's membership base by bringing in over 84 new members.
- Encouraged business relocation and expansion by producing and distributing the Conyers-Rockdale Quality of Life magazine.
- 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 16th annual breakfast in his honor.
- Maintained communication with all other state chamber executives through participation in the Georgia Chamber of Commerce Executives Association.
- Secured 55 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.
- Hosted the 4th Annual Clays for Commerce event and doubled the number of participants. 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.

- 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 35 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 96 golfers at the Chamber's annual Golf Tournament.
- Assisted business' start-up by distributing 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.
- Kept the membership updated on key issues and happenings during the 2020 Legislative Session via weekly emails.
- Created "Lead with Joy" activity for Leadership Rockdale Alumni. This program helped alumni stay connected while participating in activities that helped improve community, as well as stay mentally, physically and spiritually healthy themselves.
- Awarded Zaxby's as Education Partner of the Year, recognizing the importance of business support of our schools.
- Celebrated new members with 19 ribbon cutting events. These events seek to welcome and introduce new businesses to the community and Chamber.
- Awarded the 3rd annual Ambassador of the Year, recognizing our most active Ambassador in 2019 - Donna Silsbee.
- Awarded Chamber Volunteer of the Year to Thomas C. Dean III for his many efforts to support the Chamber in 2019.
- In response to the pandemic, your Chamber:
  - Created a dedicated webpage for Covid-19 resources and kept it updated with relevant, factual information and helpful tools.
  - Partnered with our local Rotary Clubs to pull together a "thank you" campaign to show support for healthcare workers.
  - Created a dedicated Facebook page for businesses to promote and support all local businesses.
  - Worked with City, County and CREDC leadership to develop a survey to better understand the needs of the business community.
  - Formed a "shop local" campaign to reward individuals who did business with local merchants.
  - Organized and promoted webinars on various topics such as SBA Emergency Loans, CARES Act, PPP, Working Effectively from Home.

***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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