

MEMBER CHAMBER



BUSINESS PLAN OF ACTION

Dear Members and Supporters:

As we stand on the threshold of a New Year and reflect on our 70-year legacy, I am both honored and humbled to assume the role of Chairperson for the 2024 Conyers-Rockdale Chamber Board of Governors. Our Chamber, recognized as one of Georgia's premier business organizations, owes its success to an exceptional staff, outstanding support, innovative programming, consistent growth, and a diverse coalition of businesses. Together, we have fortified the commercial bedrock of Rockdale County.



Steve Bromell

Our Chamber, affectionately known as 'the People's Chamber,' is a beacon of visionary leadership. This vision, from our past leaders to today's strategic positioning, is brought to life by our dedicated and engaged staff. Their collective efforts have paved the way for landmark initiatives like Leadership Rockdale. This flagship program forges lifelong bonds among community, business, and government leaders, offering a deep dive into the multifaceted workings of Rockdale County's institutions.

For over two decades, The Entrepreneurial Academy has remained a cornerstone of our Chamber, imparting practical business acumen through real-life applications taught by local entrepreneurs. This program continues to enrich both new and seasoned business ventures with invaluable insights.

We take immense pride in the growth and success of the we3 Women's Events, an empowering platform that elevates woman-owned businesses. From intimate networking luncheons to the illustrious Woman of The Year Gala, this program has touched countless established and emerging businesses throughout Rockdale County.

Among our latest initiatives are the Front Porch Discussions, providing transparent insights into the strategic partnerships and planning efforts amongst our County Commissioner's Office, the City of Conyers Mayor's Office, RCPS Superintendent, Piedmont Rockdale Hospital, County Sheriffs, and the Chamber itself.

The Chamber stands as a proud advocate for our diverse business community, offering a plethora of shopping, dining, relaxation, and professional services. I invite you to explore our Green Street Chamber office and the many establishments that serve our Conyers-Rockdale community, fostering local economic circulation.

For those eager to engage more deeply with the Chamber and our mission, consider joining as a member. Embrace the opportunity to contribute actively, perhaps even serving as an ambassador in our dynamic ambassadors' program.

Progress is a collective effort and requires teamwork. With our joined forces, we will scale new heights. Let's champion the message that Georgia's most distinguished Chamber is open for business and eager for you to play a strategic and vital role in its future.

Together, we move forward, united in purpose and action. Here's to a prosperous New Year and the continued success of our Chamber and community!

Sincerely,

Steve Bromell
Chairman, 2024 Board of Governors

What's Inside	
Economic Development <i>Stimulating reasonable growth</i>	2
Community Development <i>Enhancing our community through leadership, education and legislative initiatives</i>	2
Member Services <i>Providing direct member benefits</i>	3
2023 Annual Report <i>Chairman's report to membership.....</i>	7

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.

- Maximize marketing efforts to **attract visitors** to Conyers and Rockdale County, including joint promotional opportunities with the City of Conyers CVB.
- Promote Conyers and Rockdale County to potential visitors by 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.
- 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.
- Support the junior entrepreneur program, **Rockdale FLEX** (Fostering Leadership, Entrepreneurship and eXcellence). This program offers RCPS students in grades 9-12 advisory and administrative support services in the establishment of their small businesses. Students will compete with their business plan for reward money.
- Partner with UGA's **Small Business Development Center** to offer in depth, no cost business counseling and mentoring to current and potential businesses.
- Celebrate the Chamber's legacy of service to the community by distributing a **70th Anniversary Magazine**. This commemorative piece honors many people and events that have helped shaped us throughout our history.
- In conjunction with the Conyers Rockdale Economic Development Council, conduct **driving tours** of Rockdale County, visiting industry expansion sites, new developments and film/production sites, keeping local leaders up to date on key economic development initiatives and activity.



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 2024 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 2024 State Legislative Session.
- 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.

Together We Are Stronger.

(see COMMUNITY Page 3)

- Continue to provide the **Leadership Rockdale** program which identifies and inspires potential community leaders who are willing to become involved, serve, and help solve community concerns.
- 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 70th **Annual Meeting**.
- In 2024, we3 will host a series of events featuring dynamic speakers and topics as we continue to engage, educate and empower women.
- 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.
- Through the **Front Porch Discussion** initiative, continue to bring together local leaders from the city, county, school system, hospital and economic development to collaborate and have meaningful discussions. This effort keeps local leaders in regular communication with each other, as well as collaboratively with the community at large, to strengthen the community's position as a great place to live and work.



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,** and monthly **Jump Start Your Morning** 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 new members on Chamber programs and benefits so members can understand how to maximize the value of their investment through monthly **Biscuits & Benefits** events. These meetings will also include the opportunity to share business and community concerns with Chamber leadership.

- Communicate your Chamber's accomplishments, positions on important issues, and benefits of membership through professional weekly 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.
- 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 **Social Media Campaigns**.
- 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.
- Enhance small business owners' knowledge and productivity by conducting **Empower Hour** seminars.
- 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.



2024 Executive Committee



Chair
Steve Bromell
Pro Cutters
Lawnscares, Inc.



Treasurer
Bernard Stanford
United Community Bank



Chair, Economic Development
Rondah Thomas
Georgia Power Company



Chair-Elect
Yvette Morton Williams
Conyers Best Laundry



General Counsel/ Secretary
John Nix
MaddoxNix,
Attorneys At Law



Chair, Member Services
Michael Hutcheson
Rockdale Coalition for
Children and Families



Past-Chair
Craig W. Johnson
Kumon of Conyers



Chair, Community Development
Christie Phillips
Keller-Williams Realty



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

2024 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 22 Board Members.

Muddessar Ahmad
Omega Builders

LeKeisha Gibbs
Synovus

Moses Kabia
Truist

Dee Barnes
Evans Tool & Die

Derrick Grissom
My Limitless Growth, LLC

Oz Nesbitt, Chairman
Rockdale County Commission

Bridget Benito
Integrity Professionals Realty

Kevin Hanna
CREDC

Terry Oatts, Superintendent
Rockdale County Public Schools

Stephen Boyle, Chairman
Rockdale County
Development Authority

Lila Hardy
Chick-Fil-A Conyers

Faye Phillips
Corner Market

Pamela J. Brown, Chairwoman
RCPS Board of Education

Darlene Hotchkiss
Hedrick Family Dentistry

Mike Ramos
Raymond Engineering

Natasha Cameron
Thomas Williams Management

Monica Hum
Piedmont Rockdale Hospital

Amaris Rasheed
Snapping Shoals EMC

Vince Evans, Mayor
City of Conyers

Bradford Jackson
Bradford Jackson, CPA PLLC

Scot Ward
Scot Ward Funeral Services

Shaun Jackson
The Accounting Cure, LLC

Organization Structure

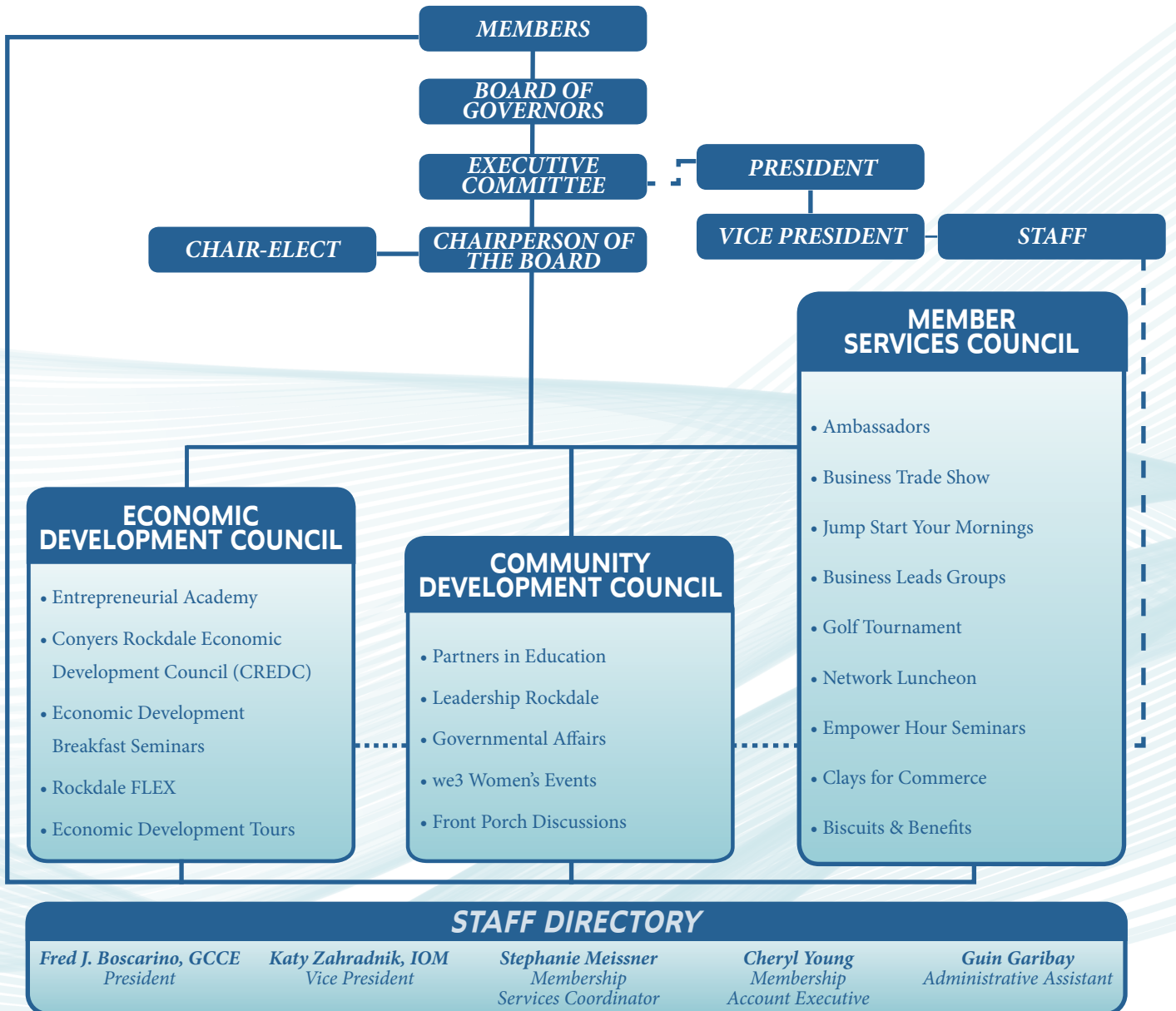
Your Chamber's ultimate responsibility is to you, our members, since the Chamber is comprised of, and mostly financed by, the membership.

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

2024 Committee Chairs

MEMBER SERVICES COUNCIL

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

Ambassadors Committee

- **Bridget Benito**, Co-Chair
Integrity Professionals Realty

- **Jason Bryant**, Co-Chair
Jason Bryant State Farm

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

COMMUNITY DEVELOPMENT COUNCIL

- **Christie Phillips**, Chair
Keller-Williams Realty

Leadership Rockdale

- **Claire Cline**, Co-Chair
- **Susan Paul Smith**, Co-Chair
SPS Communications

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

- **Jason Redmond**, Co-Chair
Rockdale County

Governmental Affairs Committee

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

ECONOMIC DEVELOPMENT COUNCIL

- **Rondah Thomas**, Chair
Georgia Power Company

Entrepreneurial Academy

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

**Thank you to all our committee Chairs and volunteers!
You are the reason for our success.**

Past Chamber Chairs

Jack Turner	1954-1959	Archer R. Rose	1989	Danny Stone	2005
A.R. Barksdale	1959-1971	Robert W. Maddox	1990	Betty Straw Brown	2006
James Culpepper	1972	E.A. Thomas, Jr.	1991	Mike Hilleboe	2007
F.W. Waldrop	1973	Samuel F. Wishon	1992	Don Cannon	2008
R.L. Montgomery	1974	Michael P. Jones	1993	John Kelley	2009
T.O. Morgan	1975	John T. Abbot	1994	Bill Daniel	2010
Leonard Epstein	1977	Kim S. Hubbard	1995	Mo Talley	2011
Dr. William A. Weaver	1978	Paul Mills Herndon	1996	Lorraine Harrison	2012
Harold Breazeale	1979	Robert G. Coston	1996	Thua G. Barlay	2013
Ron Simpson	1980	John T. Higginbottom	1996	T. Pat Cavanaugh	2014
Paul Christenbury	1981	Fred R. Vick	1997	Deborah Armstrong	2015
Ed Holcomb	1982	Suzanne E. Chappell	1998	Earl Wise	2016
Larry Mauldin	1983	Guy M. Dabbs, III	1999	Deanne "Dee" Barnes	2017
Rick Ramsey	1984	Nelson E. Toebe	2000	Tim Baker	2018
Wayne Ingle	1985	Larry D. Miller	2001	Faye Phillips	2019
Dan L. Hill	1986	C. Dean Alford	2002	Scot Ward	2020-2021
T.A. Schmidt	1987	Chris M. Ingle	2003	Darlene Hotchkiss	2022
William Pridgen	1988	J. Nelson Geter	2004	Craig W. Johnson	2023

2023 Annual Report



**Craig W.
Johnson**

It was a pleasure to serve as your Board of Governors Chair for 2023. With your support, along with a phenomenal Board of Governors and Chamber staff, we were able to accomplish quite

a lot this year. Below are some of the highlights that I hope you will take the time to review.

2023 Accomplishments:

- Enhanced member relations by challenging members to tell the story of the Chamber and refer new members. Thirty-one new members were the result of this effort through our referral program.
- Strengthened the Chamber's membership base by bringing in over 91 new members.
- Encouraged business relocation and expansion by distributing the Conyers-Rockdale Quality of Life magazine and Conyers-Rockdale street map.
- Promoted the Partners in Education website that hosts a variety of opportunities for involvement with and support of schools in Rockdale County.
- Secured 56 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 the 7th Annual Clays for Commerce event and hosted over 100 shooters - a record number. 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 nearly 50 small business members on a weekly basis.
- Provided expert instruction for individuals seeking to go into business for themselves through Entrepreneurial Academy.

- Held 10 Biscuits & Benefits breakfast events 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's website with up-to-date member, chamber and community information, and continued to offer opportunities for members to advertise.
- Selected 40 community members to participate in Leadership Rockdale program, our largest class in the program's history.
- Hosted 128 golfers at the Chamber's annual Golf Tournament.
- Assisted business' start-up by distributing the "Starting a Business in Rockdale County" informational manual.
- 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 2023 Legislative Session via weekly emails.
- Awarded Muddessar Ahmad as Education Partner of the Year, recognizing the importance of business support of our schools.
- Celebrated new members with 56 ribbon cutting events. These events seek to welcome and introduce new businesses to the community and Chamber.
- Awarded Steve Bromell with Volunteer of the Year for efforts to the support the Chamber in 2023, particularly for his work with The Entrepreneurial Academy.
- Continued efforts with the Front Porch Discussions initiative, which aims to keep local leaders in regular communication with each other, as well as collaboratively with the community at large.
- Hosted 11 Empower Hour seminars to educate our members on various business-related topics.
- Awarded the Community Spirit Award to Susan Paul Smith for her tireless efforts to support our community.
- Celebrated the achievements of Marty Jones by awarding him with the A.R. Gus Barksdale Lifetime Achievement Award.
- Hosted a successful Business Expo event, allowing over 60 vendors to showcase their products and services to the community.
- Celebrated the Chamber's 70th anniversary by publishing a magazine telling stories of the many people, places and progress who have shaped us over the years.

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



THP CREATIVE GROUP™

**promo
apparel
print
design
mail**

TURNING YOUR IDEAS
INTO CREATIVE SOLUTIONS
SINCE 1977

770.483.5973 • THP.COM

