

MEMBER CHAMBER



BUSINESS PLAN OF ACTION

Dear Chamber Members and Supporters:



Yvette Morton Williams

I am deeply honored to have been entrusted to serve as the 2025 Chairwoman for our distinguished Chamber of Commerce. As a 15-year resident of this community and a local small business owner, I am deeply vested in the continued success of this esteemed organization. This year, our theme is "Together We Thrive" reflecting our ongoing commitment to fostering collaboration, innovation, and growth among local businesses.

We recently celebrated our Chamber's 70th year and marked the end of an era as we bid farewell to our Chamber President of 21 years, Fred Boscarino. Fred built a strong foundation, leaving our Chamber with a healthy financial footing and a mix of diverse programming that makes our Chamber one of the top Chambers in the state.

This year, we look forward to Katy Zahradnik's first full year as President. Katy served as Fred's second in command for his entire term. We are delighted to watch her expand her leadership in this new capacity and confident that she will be responsible for continued success. Together, Katy, and the rest of the small, but mighty staff, along with many committed volunteers, are the engine that propels this Chamber.

This year our Chamber will continue to build upon our economic development initiatives, community development, and member services. Our successful programs such as the Entrepreneur Academy, Leadership Rockdale, We3 Women's Events, Network Luncheons, and our Annual Golf Tournament offer a diverse range of ways to connect and propel our members. There is something for everyone.

Our community is experiencing unprecedented growth. The population is increasing rapidly and the number of new businesses establishing themselves is on the rise. All eyes will be on Conyers-Rockdale as we take this bounce and reach new heights. Our Chamber is a vital resource to connect both new and existing and small and large businesses.

I am so excited to usher in this new year and look forward to more networking, education, and advocacy for our local business community. I encourage you to read our business plan in the following pages and reach out to me, other members of our Board of Governors, our amazing volunteers, or our dedicated staff. You are a valuable part of this journey, and your participation and input are critical to our success. We believe that by working together, we can elevate our community, support our local economy, and ensure that every business has the chance to thrive.

Thank you for your continued support and dedication to our Chamber. I look forward to an exciting year ahead as we embrace our theme, "Together We Thrive."

Sincerely,

Yvette Morton Williams
2025 Chair of the Board of Governors
Conyers-Rockdale Chamber of Commerce

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2025 PACESETTERS

PLATINUM



GOLD



SILVER



Together We Thrive in 2025!

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 through the work of three councils. Each council is composed of committees and task forces to accomplish the goals outlined in this Business Plan.

*Economic Development Council
Community Development Council
Member Services Council*



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 as well as with 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 2025, 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 members on major legislative issues.
- Keep members up to date with regard to **key legislation** and other activities of interest to business and our members that takes place during the 2025 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.
- 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.

(see COMMUNITY Page 4)



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 for the year 2025 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.
- Promote Conyers and Rockdale County to potential visitors by producing and distributing the Chamber's **official street map**.
- 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 Convention & Visitors Bureau.
- Host **Economic Development Breakfast Series** in partnership with CREDC to keep Chamber members and the 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.
- Partner with UGA's **Small Business Development Center** to offer in depth, no cost business counseling and mentoring to current and potential businesses.
- In conjunction with the CREDC, conduct a **driving tour** 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.

- 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 71st **Annual Meeting**.
- Host a series of **we3 Women's** events featuring dynamic speakers and topics continuing to engage, educate and empower women.
- Host the second **M3N Men's Event**, where men from throughout the community unite for service projects while engaging with students in Rockdale's schools. In conjunction, the Chamber will host an event where men gather to learn, grow, and connect as they listen to presentations and discuss topics specifically tailored to men's interests.
- 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 needing community support are promoted.
- Continue to support the **RCPS Foundation** and **Rockdale Career Academy** with representation on their Boards 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. Throughout 2025, the Membership Services Council will:

- Provide quality member-to-member contact through monthly **Network Luncheons, Business Expo,** and bimonthly **Jump Start Your Morning** events.
- Promote member businesses by producing an online **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 also include the opportunity to share business and community concerns with Chamber and local leadership.
- Enhance small business owners' knowledge and productivity by conducting **Empower Hour** seminars.
- 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 to attract new customers to their businesses through our **Social Media** sites.
- 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 the Chamber's **Ambassador** program. Ambassadors serve a very important function of the chamber by visiting members and representing your Chamber at Ribbon Cutting and Grand Opening events.
- Host the annual **Golf Tournament** which helps fund Chamber programs.
- Host the 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.

Follow Us on Social Media



Conyers-Rockdale
Chamber of Commerce



@conyersrockdalechamber

2025 Executive Committee



Chair
Yvette Morton Williams
Conyers Best Laundry



Treasurer
Bernard Stanford
United Community Bank



Chair, Economic Development
Rondah Thomas
Georgia Power Company



Chair-Elect
Michael Hutcheson
Rockdale Coalition for Children and Families



General Counsel/ Secretary
John Nix
MaddoxNix, Attorneys At Law



Chair, Member Services
Amaris Rasheed
Snapping Shoals EMC



Past-Chair
Steve Bromell
Pro-Cutters Lawscapes, Inc.



Chair, Community Development
Christie Phillips
Keller-Williams Realty



President
Katy Zahradnik, IOM
Conyers-Rockdale Chamber of Commerce

2025 Board of Governors

Your Board of Governors is responsible for assuring that 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.

Dee Barnes
Evans Tool & Die

Vince Evans, Mayor
City of Conyers

Shaun Jackson
The Accounting Cure, LLC

Bridget Benito
Integrity Professionals Realty

Ken Gaylord
Truist

Craig Johnson
Kumon of Conyers

Dr. Stephen Boyle, Chairman
Rockdale County Development Authority

Ekeisha Gibbs
Synovus

Lane Keenan
Keenan Media

Sandra Jackson-Lett, Chair
RCPS Board of Education

Kevin Hanna
CREDC

Reco McCambry
Novae

NaTasha Cameron
Thomas Williams Management

Lila Hardy
Chick-fil-A Conyers

JaNice VanNess, Chair
Rockdale County Commission

Ursala Davis
Leadership Rockdale Class of 2024

Darlene Hotchkiss
Hedrick Family Dentistry

Dr. Terry Oatts, Superintendent
Rockdale County Public Schools

Dr. Richard Carter
Atlanta Cancer Care

Dr. Monica Hum
Piedmont Rockdale Hospital

Mike Ramos
Raymond Global, Inc.

Margie Ensley
MAU Workforce Solutions

Bradford Jackson
Bradford Jackson, CPA PLLC

Scot Ward
Scot Ward Funeral Services

*Thank you to our board members, committee chairs, and volunteers.
You are the reason for our success. Together We Thrive in 2025!*

Council Structure

Economic Development Council

- Entrepreneurial Academy
- Conyers Rockdale Economic Development Council (CREDC)
- Economic Development Breakfast Seminars
- Economic Development Tour

Community Development Council

- Partners in Education
- Leadership Rockdale
- Governmental Affairs
- we3 Women's Events
- M3N Men's Events
- Front Porch Discussions

Member Services Council

- Ambassadors
- Business Expo
- Jump Start Your Mornings
- Business Leads Groups
- Golf Tournament
- Network Luncheons
- Empower Hour Seminars
- Clays for Commerce
- Biscuits & Benefits

Past Chamber Chairs

Jack Turner	1954-1959	Robert W. Maddox	1990	Mike Hilleboe	2007
A.R. Barksdale	1959-1971	E.A. Thomas, Jr.	1991	Don Cannon	2008
James Culpepper	1972	Samuel F. Wishon	1992	John Kelley	2009
F.W. Waldrop	1973	Michael P. Jones	1993	Bill Daniel	2010
R.L. Montgomery	1974	John T. Abbot	1994	Mo Talley	2011
T.O. Morgan	1975	Kim S. Hubbard	1995	Lorraine Harrison	2012
Leonard Epstein	1977	Paul Mills Herndon	1996	Thua G. Barlay	2013
Dr. William A. Weaver	1978	Robert G. Coston	1996	T. Pat Cavanaugh	2014
Harold Breazeale	1979	John T. Higginbottom	1996	Deborah Armstrong	2015
Ron Simpson	1980	Fred R. Vick	1997	Earl Wise	2016
Paul Christenbury	1981	Suzanne E. Chappell	1998	Deanne "Dee" Barnes	2017
Ed Holcomb	1982	Guy M. Dabbs, III	1999	Tim Baker	2018
Larry Mauldin	1983	Nelson E. Toebbe	2000	Faye Phillips	2019
Rick Ramsey	1984	Larry D. Miller	2001	Scot Ward	2020-2021
Wayne Ingle	1985	C. Dean Alford	2002	Darlene Hotchkiss	2022
Dan L. Hill	1986	Chris M. Ingle	2003	Craig W. Johnson	2023
T.A. Schmidt	1987	J. Nelson Geter	2004	Steve Bromell	2024
William Pridgen	1988	Danny Stone	2005		
Archer R. Rose	1989	Betty Straw Brown	2006		

Staff Directory

Katy Zahradnik
President

Cheryl Young
Director of Membership

Stephanie Meissner
Director of Events

Toya Tabb
Executive Assistant

Rachel Hardy
Administrative Assistant

2024 Annual Report



It was a pleasure to serve as your Board of Governors Chair for 2024. 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.

2024 Accomplishments:

- Enhanced member relations by challenging members to tell the story of the Chamber and refer new members. Twenty-four new members were the result of this effort through our referral program.
- Strengthened the Chamber's membership base by bringing in 119 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 lists opportunities for involvement with and support of schools in Rockdale County.
- Secured 60 members as Pacesetter/Commerce Club investors, which provided great benefits to those members as well as assisted in making our programs stronger and more successful than ever.
- Held the 8th Annual Clays for Commerce event featuring more than 121 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 two Leads Groups which offer business support, referrals and networking to nearly 43 small business members on a weekly basis.
- Provided expert instruction for 34 individuals seeking to go into business for themselves through the Entrepreneurial Academy.
- Held seven Biscuits & Benefits breakfast events where participants met with Chamber, City, County, and School System leadership to learn about these entities and how they work with the Chamber.
- 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 30 community members to participate in the Leadership Rockdale program.
- Hosted 112 golfers at the Chamber's annual Golf Tournament.
- Assisted businesses with start-up tips by distributing the "Starting a Business in Rockdale County" informational manual.
- Held three Economic Development breakfast events to keep business and community leaders informed about the positive attributes of our community and engaged in promoting growth.
- Continued our partnership with UGA's Small Business Development Center, providing weekly opportunities for businesses to meet with professional counselors on a variety of business topics.
- Promoted members' businesses and services by providing an online Membership Business Directory, featuring enhanced listings.
- Kept Chamber membership updated on key issues and happenings during the 2024 Legislative Session via weekly emails.
- Celebrated the addition of new members with 54 ribbon cutting events. These events seek to welcome and introduce new businesses to the community and Chamber.
- Hosted 11 Empower Hour seminars to educate our members on various business-related topics.
- 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.
- Presented Bridget Benito with the Volunteer of the Year Award for her efforts leading the Chamber's Ambassadors program in 2024.
- Awarded Lexicon Technologies as Education Partner of the Year, recognizing the importance of business support of our schools.
- Awarded the Community Spirit Award to Kevin and Narrene Taffe for their vision in establishing Courageous Conversations Rockdale.
- Celebrated the remarkable achievements of Chamber President Fred Boscarino, honoring his 21 years of dedicated service to the Conyers-Rockdale Chamber of Commerce and his commitment to this community by awarding him with the A.R. Gus Barksdale Lifetime Achievement Award.
- Hosted a successful Business Expo event, allowing over 47 vendors to showcase their products and services to the community.
- Hosted three we3 luncheons and the Woman of the Year Signature Event celebrating women in our community who share their inspiring stories. Darlene Hotchkiss was presented with the 2024 Woman of the Year award in recognition of her tireless efforts supporting our community.
- Hosted the inaugural M3N Men's Event designed to ignite, educate, and empower men from all walks of life. With more than 70 participants, the event kicked off with a service project supporting students and teachers at local public and private schools.

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

**Do Business With
A Chamber Member First!
www.conyers-rockdale.com**



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