

# BUSINESS PLAN OF ACTION

Dear Chamber Members and Supporters:



Michael Hutcheson

I am both thrilled and deeply honored to serve as your 2026 Board of Governors Chair. My journey with the Chamber began through Leadership Rockdale's Class of 2010, and since that time, I've had the privilege of serving in a variety of roles. I can say without hesitation that my involvement in the Conyers-Rockdale Chamber has been worth every investment of time, energy, and resources.

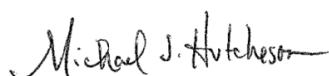
The opportunities our Chamber provides for meaningful connections and lasting business relationships are unmatched. What truly makes this organization exceptional, however, are the many dedicated members who generously give their time and talents. We are also blessed with an incredible, servant-hearted staff who work tirelessly on our behalf.

As we embark on our 72nd year of serving this wonderful community, the Chamber will continue to build upon its efforts in economic development, community engagement, and member services. Through programs such as Leadership Rockdale, Entrepreneurial Academy, we3 Women's Events, Men's Events, Business Expos, Network Luncheons, and our Golf and Clays Tournaments, we ignite the fires that illuminate the diverse connections within our community. I challenge you to join the initiative, be active, be engaged, and take part in these programs and community efforts. This is how we grow, thrive, and create a lasting legacy for future generations as Conyers-Rockdale continues to flourish.

With each new initiative, we are reminded of the power of collaboration and the strength that comes from unity. Our members, partners, and volunteers remain the driving force behind every success we celebrate. Together, we will continue to foster innovation, inspire leadership, and champion growth that will be the roots that anchor our community to success.

Together, we are positioned for another outstanding year, and I look forward to serving alongside each of you as we continue to strengthen our business community and make Conyers-Rockdale an even greater place to live and work.

Sincerely,



Michael Hutcheson  
2026 Chair of the Board of Governors  
Conyers-Rockdale Chamber of Commerce

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# DIAMOND



# PLATINUM



# GOLD



# SILVER



# Together We Thrive!

## 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*



## 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 2026 include:

- Promote Conyers and Rockdale County as a potential business destination through the production of our **Quality of Life Magazine**, providing relocation information for businesses and individuals.
- Promote Conyers and Rockdale County to potential visitors by 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 and Georgia Regional Sports Council.
- 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 CREDC, conduct a **driving tour** of Rockdale County, visiting industry expansion sites, and new developments, 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 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 2026, the Community Development Council will:

- Represent the **needs of the business** community with all appropriate governmental organizations. Seek input from members on major legislative issues.
- Provide opportunities for members to **engage with our state delegation** by hosting an annual Post Legislative Breakfast event.
- Keep members up to date with regard to **key legislation** and other activities of interest to businesses and our members that takes place during the 2026 State Legislative Session.
- Show appreciation of our **local law enforcement agencies and first responders** by supporting an event 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.

- Continue to support the efforts of the Leadership Rockdale class with the annual **Leadership Legacy** community service project.
- Continue to support 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 72nd **Annual Meeting**.
- Host the **we3 Women's conference** featuring dynamic speakers and topics to engage, educate and empower women.
- Host the **M3N Men's Event** which unites men from throughout the community for a day of meaningful presentations and discussions 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. This site promotes projects and other opportunities that support our local schools.
- Continue to support the **RCPS Foundation and Rockdale Career Academy** with representation on their Boards of Directors.
- Through the **Front Porch Discussions** initiative, seek opportunities to bring local leaders from City, County, RCPS, CREDC and Piedmont Rockdale to connect with the community in meaningful discussions. This effort keeps local leaders in communication with each other, as well as collectively with the community at large, strengthening Conyers-Rockdale as a great place to live and work.



## Member Services Council

The Member Services Council is charged with ensuring the Chamber grows in the numbers and dollars necessary to best support the programs that serve our community. It is also responsible for developing opportunities and services of value to members. Throughout 2026, the Membership Services Council will:

- Provide quality member-to-member contact through monthly **Network Luncheons, Business Expos, and 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.
- Enhance small business owners' knowledge and productivity by conducting **Business Boost Workshops**.
- Promote cost saving programs for small businesses, such as the **SMART Plan** and **Drugs Don't Work**.
- Market the 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 the Chamber.
- Reduce high shrinkage rate of membership in the Chamber through the **Member Action Program (MAP)** which concentrates on two aspects of membership—the activation and/or education of new members and retention of existing members.
- 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 business referral networks help businesses interact regularly 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 the 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.
- Communicate the Chamber's accomplishments, positions on important issues, and benefits of membership through professional weekly e-news, emails, and other social media outlets.

## 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

# 2026 Executive Committee



**Chair**  
**Michael Hutcheson**  
Conyers First  
Methodist Church



**Treasurer**  
**Bernard Stanford**  
United Community Bank



**Chair, Economic  
Development**  
**Lisa Tolliver**  
Georgia Power Company



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



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



**Chair, Member  
Services**  
**Amaris Rasheed**  
Snapping Shoals EMC



**Past-Chair**  
**Yvette Morton Williams**  
Conyers Best Laundry



**Chair, Community  
Development**  
**Reco McCamby**  
Novae



**President**  
**Katy Zahradnik, IOM**  
Conyers-Rockdale  
Chamber of Commerce

## 2026 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 25 Board Members.*

**Connie Alsobrook**, Mayor  
City of Conyers

**Dee Barnes**  
Evans Tool & Die

**Bridget Benito**  
Integrity Professionals Realty

**Steve Bromell**  
Pro Cutters Lawscapes

**Jason Bryant**  
State Farm Insurance

**NaTasha Cameron**  
Thomas Williams Management

**Dr. Richard Carter**  
Atlanta Cancer Care

**Shirley Chesser**, Superintendent  
Rockdale County Public Schools

**Margie Ensley**  
MAU Workforce Solutions

**Ken Gaylord**  
Truist

**Ekeisha Gibbs**  
Synovus

**Darrell Hall**  
Leadership Rockdale Class of 2025

**Kevin Hanna**  
CREDC

**Lila Hardy**  
Chick-fil-A Conyers

**Darlene Hotchkiss**  
Hedrick Family Dentistry

**Dr. Monica Hum**  
Piedmont Rockdale Hospital

**Sandra Jackson-Lett**, Chair  
RCPS Board of Education

**Bradford Jackson**  
Bradford Jackson, CPA PLLC

**Shaun Jackson**  
The Accounting Cure, LLC

**Lane Keenan**  
Keenan Media

**Mike Ramos**  
Raymond Global, Inc.

**Ashley Rustom**  
Development Authority of  
Rockdale County

**Scot Ward**  
Scot Ward Funeral Services

**JaNice VanNess**, Chair  
Rockdale County Commission

**Jason Witcher**  
Edward Jones

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

# Council Structure

## Economic Development Council

- Entrepreneurial Academy
- Conyers Rockdale Economic Development Council (CREDC)
- Economic Development Breakfast Seminars
- Georgia Regional Sports Council
- 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
- Business Boost Workshops
- Clays for Commerce
- Biscuits & Benefits

## Past Chamber Chairs

Jack Turner	1954-1959
A.R. Barksdale	1959-1971
James Culpepper	1972
F.W. Waldrop	1973
R.L. Montgomery	1974
T.O. Morgan	1975
Leonard Epstein	1977
Dr. William A. Weaver	1978
Harold Breazeale	1979
Ron Simpson	1980
Paul Christenbury	1981
Ed Holcomb	1982
Larry Mauldin	1983
Rick Ramsey	1984
Wayne Ingle	1985
Dan L. Hill	1986
T.A. Schmidt	1987
William Pridgen	1988
Archer R. Rose	1989

Robert W. Maddox	1990
E.A. Thomas, Jr.	1991
Samuel F. Wishon	1992
Michael P. Jones	1993
John T. Abbot	1994
Kim S. Hubbard	1995
Paul Mills Herndon	1996
Robert G. Coston	1996
John T. Higginbottom	1996
Fred R. Vick	1997
Suzanne E. Chappell	1998
Guy M. Dabbs, III	1999
Nelson E. Toebbe	2000
Larry D. Miller	2001
C. Dean Alford	2002
Chris M. Ingle	2003
J. Nelson Geter	2004
Danny Stone	2005
Betty Straw Brown	2006

Mike Hilleboe	2007
Don Cannon	2008
John Kelley	2009
Bill Daniel	2010
Mo Talley	2011
Lorraine Harrison	2012
Thua G. Barlay	2013
T. Pat Cavanaugh	2014
Deborah Armstrong	2015
Earl Wise	2016
Deanne "Dee" Barnes	2017
Tim Baker	2018
Faye Phillips	2019
Scot Ward	2020-2021
Darlene Hotchkiss	2022
Craig W. Johnson	2023
Steve Bromell	2024
Yvette Morton Williams	2025

## Staff Directory

**Katy Zahradnik**  
President

**Cheryl Young**  
Director of Membership

**Stephanie Meissner**  
Director of Events

**Toya Tabb**  
Executive Assistant

**Rachel Smith**  
Administrative Assistant

# 2025 Annual Report



It was a pleasure to serve as your Board of Governors Chair for 2025. 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.

## 2025 Accomplishments:

- Enhanced member relations by challenging members to tell the story of the Chamber and refer new members. Thirty new members were the result of this effort through our referral program.
- Strengthened the Chamber's membership base by bringing in 137 new members.
- Encouraged and assisted 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 56 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 9th Annual Clays for Commerce event featuring more than 170 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 40 small business members on a weekly basis.
- Provided expert instruction for 17 individuals seeking to go into business for themselves through the Entrepreneurial Academy.

• Held eight 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 33 community members to participate in the Leadership Rockdale program.
- Hosted 120 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 2025 Legislative Session via weekly emails.
- Celebrated the addition of new members with 26 ribbon cutting events. These events seek to welcome and introduce new businesses to the community and Chamber.
- Hosted two successful Business Expo events, allowing over 150 vendors to showcase their products and services to the community.
- Hosted Empower Hour seminars to educate our members on various business-related topics, including a workshop tailored for non-profit businesses.
- 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 Pam Gornicki-Hart with the Volunteer of the Year Award for her efforts with the Chamber's we3 program and Clays for Commerce event.
- Awarded Acuity Brands Lighting as Education Partner of the Year, recognizing the importance of business support to our schools.
- Awarded the Community Spirit Award to Thomas Clobes, Outback Steakhouse for supporting our community in meaningful ways.
- Celebrated the many achievements and contributions of Vince Evans by awarding him with the A.R. Gus Barksdale Lifetime Achievement Award.
- Hosted two we3 luncheons and the Woman of the Year Signature Event celebrating women in our community who share their inspiring stories. Barbie Hines was presented with the 2025 Woman of the Year award.
- Hosted M3N Men's Event designed to ignite, educate, and empower men from all walks of life. The event included a service project supporting students and teachers at local public schools, followed by engaging presentations and impactful discussions.

*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](http://www.conyers-rockdale.com)

## JASON BRYANT STATE FARM AGENCY



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