



September, 2009



Chamber Hosts Two Successful Programs

Chamber Officers:

President: [Bruce Maloy](#)
 President-Elect: [Allen Parham](#)
 Past-President: [Greg Schmieg](#)
 Treasurer: [Allen Parham](#)

WELCOME NEW MEMBERS

[Langford Construction Co](#)
 P.O. Box 1287
 314 Greenville Street
 LaGrange, GA 30241
 Contact: Todd Oliver
 706-884-1776
 email: toddo@langford.com
www.langfordcc.com

[Meriwether County Artists Guild](#)
 P.O. Box 352
 Warm Springs, GA 31830
 Contact: Mary Ellen McDuffie
 706-655-2659
 Email: ellen@warmspringsga.com

[Dr. Angela Bulloch-Patterson](#)
 105 Parker Drive, Suite B
 LaGrange, Ga 30240
 706.289.5007
 Email: -
bobpatterson@windstream.net

[Heard County Concrete](#)
 99 West Ferry Road
 Franklin, GA 30217
 Contact: Andy Ethridge
 770.854.7218
 Email: heardcoconcrete@aol.com
www.heardcountycrete.com

The Chamber's Board of Directors announced earlier this year a plan to provide a series of topically-oriented educational sessions targeting issues and subjects identified as being most beneficial to the business community.

During August two such programs were offered—the first co-hosted by the Meriwether County Board of Commissioners; Development Authority and Chamber of Commerce, to showcase Meriwether Park. The event was well-attended and included presentations from a number of county leaders. Kip Purvis, President of the Meriwether County Development Authority began the meeting with a general update on the park, followed by specific presentations from Ernest Kaufmann, CEO GreenFirst; Paul Penn County Administrator; Matthew Hyde, Waste Management and Mendy Riegel, Dongwon Autopart Technology. Those in attendance were impressed with the level of prospect activity; the industrial development already underway; the significant infrastructure improvements and the commitment to Meriwether County expressed by all those involved in the park activities

A second August program, a Small Business Conference was organized by Chamber Board member **Howard Ayers of Paragon Consulting Group**. This event was held to introduce federal, state and private contracting opportunities to our small businesses in the area. Greg Schmieg, Executive Director of Roosevelt Warm Springs welcomed the group and announced two upcoming opportunities at that site. A 70,000 square foot dormitory is on track for construction to begin by late October and a target completion date of December, 2010. He also announced approval to proceed with renovation of fourteen historic cottages which is expected to begin this fall. Kip Purvis, President, Meriwether County Development Authority discussed the status of the Gustav-Wiegard project in Meriwether Park, a planned 40,000 square foot facility to initially employ 100 individuals.



Additional presentations included those from Georgia Tech's Procurement Assistance Center regarding the process for HUB Zone Certification; free consultation services offered through SCORE (an association of retired business executives); contracting and vendor opportunities through Ft. Benning and the services of the US Small Business Administration

Recruitment Underway for Leadership Meriwether 2009-2010

Nominations are being solicited for the next Leadership Meriwether class to begin in late September. This is a nine-month program targeted to citizens interested in learning more about and becoming more involved the future of our county. If you are interested, or have a nomination contact the Chamber office.

Remember, your Chamber is working for you—let us hear from you!

706.655.2558 or email: meriwetherchamber@windstream.net

THANK YOU
RENEWING MEMBERS

J. Smith Lanier
(Manchester)

Ben Key, Jr
Manchester

Kerry James
Greenville

Wachovia Bank
(Manchester)

Community Action for
Improvement
(LaGrange)

Hotel Warm Springs B & B
(Warm Springs)

1st Franklin Financial
Manchester

Sports Plus+
Manchester

Crown Technology, LLC
Woodbury

Highlander Vinyl Railing
Greenville

Crawford Grading &
Pipeline, Inc.
Luthersville

Department of Family &
Children Services
Greenville

Tommy Arnold
Construction
Manchester

FDR:S Welcome Center
Warm Springs

United Home Care
Warm Springs

D & D Foods, Inc.
Columbus

Jaynie Nesmith
Manchester

Cox Funeral Home
Manchester

Workforce Development
Corporation
Griffin

Mullin Insurance Agency
Phenix City

Thriving in the Tough Times-Spend Money to Make Money

Business success is built through awareness. Having the best product or service is an important piece of the puzzle, but investing in marketing is essential in order to bring maintain customer visibility. People do business with whom they know—so let potential customers know who you are and what you do.

For new businesses, this is even more important. When you start a business, it's not all about how good you are, it's also about how many people know you exist that gets them to the door the first time. Marketing and advertising is a necessary investment to get your message out to potential customers.

For existing businesses, it remains a top priority. Many businesses think of marketing and advertising as an unnecessary expense and it is often the first thing that gets cut during tough times because businesses see an immediate bottom line result. Marketing of the business should be the last item cut and should be viewed as an investment instead of an expense.

Consider your competition, what are they doing? If they are cutting their marketing budgets, they are reducing the customers they are reaching and opening up more potential customers for your marketing efforts. The company reaching the customers and delivering what they want is going to be the frontrunner in a down economy. This situation is a good opportunity to build your customer base.

Marketing is not about cost, it's about knowing your customer and learning how to best reach them utilizing the budget you have. Experiment with different avenues for your marketing dollars and develop a customer feedback process so that you learn how your customers heard about you to determine which avenues work best.

Business success is tougher than ever. Marketing brings customers to you, your superior products delivered with excellent customer service will bring them back.

Don't forget ...your Meriwether County Chamber of Commerce wants your business to succeed. Call on your Chamber if we can help you-706.655.2558; email: meriwetherchamber@windstream.net

Adapted from Georgia Trend's Small Business Guide

Member News

AgSouth Farm Credit, a rural lending cooperative, remains strong even during recent financial market instability and economic slowdown, announcing earnings of \$33 million during 2008. AgSouth provides patronage refunds, a form of profit sharing, to its borrowers, with such refunds remaining strong. AgSouth provides loans for agriculture and agriculture-related businesses, equipment, vehicles and facilities. For more information contact local AgSouth Farm Credit in Greenville, Russ Stewart 706.672.4285 or email: rstewart@agsouthfc.com

Contact the Chamber of Commerce if you have news about your business you'd like to share.

Renewing Members Continued

Upson EMC
Thomaston

Trammell Camp LLC
Greenville

Manchester Kiwanis Club

Manchester Housing Authority

Greenville United Methodist Church

Hinson's Pest Control
Manchester

Warm Springs Medical Center

**Watch for more info-
Membership Meetings**

**Water—Local, Regional and Statewide Issues
Pandemic Planning
Identity Theft**



P.O. Box 9—91 Broad Street
Warm Springs, GA 31830
706.655.2558

meriwetherchamber@windstream.net
<http://meriwethercountychamber.org>