

# Chamber FOCUS

121 South Court Square

P.O. Box 368

Franklin, Georgia



November, 2009

Chamber of Commerce

[www.heardgeorgia.org](http://www.heardgeorgia.org)

## Heard Chamber Unveiling Changes For 2010

By Kathy Knowles

### Additions, Improvements & New Campaigns In Store

Heard County Chamber of Commerce has re-vamped our look, our logo, our membership levels and our degree of service to our members.

Included in this newsletter you will find our revised membership levels with defined benefits of each level. We've strived to provide you value-plus services that far exceed the costs you will incur in joining the Chamber or promoting your business individually.

We have developed a series of *Focus Local* handouts available in the chamber office highlighting and referring customers to local businesses.

We encourage you to provide us your email address so that we can begin notifying you of referrals we make on your behalf. Please provide us your logos, your promotional materials and please notify us of sales or events you're having to assist us in promoting your business.

This newsletter will give you an overview of the changes we're making on your behalf.

We welcome your input on the changes ahead.



Look for 'Focus Local' branding as the Chamber unveils new advertising campaigns for member levels Bronze through Millenium!

## Meet The Staff



*Chamber Board Chair Keri Denney with staff: Chamber President Kathy Knowles and Assistant Cory Rose.*

## Join us for the 13th Annual Farm/City Breakfast

November 19th, 2009

7:30 AM

Franklin Community Center

2484 Franklin Parkway

Please RSVP to 706-675-0560 by Nov. 13

Complimentary Breakfast  
provided by :



# Millenium Members 2009



# Focus Local

## Things are happening at the new Heard Chamber!

This is a **sample ad** from the Chamber's new advertising campaign open exclusively to chamber members. This ad will run twice monthly in local newspapers and will be sent out to chamber members and email recipients. Names of members will be drawn on a lottery basis and included. Once your name is drawn, we will contact you by email to ask if you wish to include discounts, coupons, etc. or to provide us with information to include in your ad. **This is a benefit of your membership and there is NO additional cost to you!**

This **mid-section** is open to chamber members at the Silver level or above and will highlight events, sales, discounts, etc. of our chamber members and will encourage residents to shop locally first.

The **Local Links** included at right will include ALL chamber members at the NEW Bronze level or above on a rotating basis. (Old Bronze not eligible!)

*Invest in the Future of Your Business  
by Investing in Your Community!*

Join the

  
**Heard County**  
Chamber of Commerce

[www.heardgeorgia.org](http://www.heardgeorgia.org)

Please Support  
Chamber Members-  
They support many of  
the community events  
you enjoy annually  
through volunteering  
and donations!

## Local Links

**Franklin Realty, Inc.**  
Mack Lipford  
706-675-6095

**Nancy's Florist**  
Nancy Hunter  
706-675-3541

**Hall's Propane**  
Tim & Randy Hall  
706-675-1999

**Mortgages Direct**  
Mark Adams  
770-832-3903

**Captain Billy's  
Fish House**  
Skip & Sherry Jones  
706-675-0000

**Cuttin' Crew**  
Kathie Buchannan  
706-675-6883

**Franklin Hardware**  
Chuck Goodson  
706-675-6317

**Digital Memories**  
Christy Rhea  
770-252-4704

## Millenium Members 2009



# Chamber Events

Chamber Staff and Board along with a hundred or so members attended the annual Fall Legislative Luncheon on October 20th at Captain Billy's Fish House. Guests included State Representative Randy Nix, House Representative Lynn Smith and representatives from Senator Johnny Isaakson's, Congressman Lynn Westmoreland's and Senator Saxby Chambliss' offices.



Weigh in on the following question -  
Should the Chamber continue the 'Taste of a Chattahoochee Christmas' festival -

- A. As Is
- B. Change to a Christmas arts and crafts event
- C. Change to a Lighting of the Tree and Caroling event
- D. Do away with it completely

Email us at [info@heardgeorgia.org](mailto:info@heardgeorgia.org)

**SAVE THE DATE—**  
**Chamber's Annual Dinner will be held Friday, January 15th.**

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by Investing in Your Community!*

*Join the*

**Heard County**  
**Chamber of Commerce**  
[www.heardgeorgia.org](http://www.heardgeorgia.org)

# Pro-Rated Billing



## Improving the Chamber's Accounting Systems

Heard Chamber Board and Staff will soon implement a new billing system that lets all our memberships come due in January of each year.

The current system of billing customers on the anniversary of their joining the chamber creates a time-consuming, error-prone system that is difficult to maintain.

Yearly billing will avoid having members dropping off our rosters mid-year who have been included in our printed materials, etc. It will avoid clerical work in compiling billings every month and will allow us to plan budgets for upcoming fiscal years based on the actual memberships paid.

To accomplish this, we will begin pro-rated billings in the next few weeks and bill you for dues through January, 2011. As an example, if you paid your dues in July, 2009, as of January 1, 2010, you have 6 months unexpired dues. We will bill you in January, 2010 for six months dues and this will pay your dues through January, 2011. In January, 2011 we will then be able to bill all members at their preferred level for each year's dues.

We hope that the services and benefits we provide you will encourage you to consider renewing at or above your current level and we ask for your patience and understanding during our billing system change-over.



**Heard County Chamber of Commerce  
will be closed the following days  
in observance of the holidays.**

**November 26th & November 27th**

**December 24th & December 25th**

**December 31st & January 1st**

*We wish you all  
a joyful holiday season!*

# Another way your chamber is working to promote your business!

This series of fifteen+ tri-fold brochures is now being finalized and printed and will be available for referrals to walk-ins at the Chamber office!



## Apartments & Rentals

Helping Businesses...  
From Start To Flourish



[www.heardchamber.org](http://www.heardchamber.org)



# Heard County Chamber of Commerce Benefits Packages 2009-2010

◆ = Included    X = Not Included /    Disc = Discount /    SIZE=Ad Sizes based on level & current costs

		Patron	Bronze	Silver	Gold	Platinum	Diamond	Millenium
<b>Promotion</b>	Referrals w/Notification Emails	◆	◆	◆	◆	◆	◆	◆
	Multiple Website Listings	◆	◆	◆	◆	◆	◆	◆
	New Member Email Announcement w/Story	◆	◆	◆	◆	◆	◆	◆
	Local Links Ad Campaign Inclusion	X	◆	◆	◆	◆	◆	◆
	Access/Info on SBA & HUD Loan Programs	X	◆	◆	◆	◆	◆	◆
	Quarterly Chamber Newsletter	◆	◆	◆	AD	AD	AD	AD
	Ribbon Cuttings w/ Newspaper Photo	X	◆	◆	◆	◆	◆	◆
	1 Page Webpage Design & Hosting	X	X	◆	◆	◆	◆	◆
	Spring '10 Mini Website Design & Hosting ( No 'Carts')	X	X	X	X	5 PGS	7 PGS	10 PGS
	Logo on Member Directory 'Focus' Page	X	X	X	◆	◆	◆	◆
'Focus' Promotion Story in Local Newspaper	X	X	◆	◆	◆	◆	◆	
'Focus' Meet & Greets At Your Business	DISC	DISC	DISC	FREE	FREE	FREE	FREE	
Ad in 'Community' Book	DISC	DISC	DISC	DISC	DISC	DISC	DISC	
Ad on County Map	DISC	DISC	DISC	SIZE	SIZE	SIZE	SIZE	
Logo on Weekly Focus Ad	X	X	X	◆	◆	◆	◆	
<b>Discounts</b>	Health Insurance (BCBSGA)	◆	◆	◆	◆	◆	◆	◆
	Workers Comp (Drug Don't Work 7.5%)	◆	◆	◆	◆	◆	◆	◆
	Car Rentals	◆	◆	◆	◆	◆	◆	◆
<b>Support</b>	Equipment Use / Bulk Mail Permit	◆	◆	◆	◆	◆	◆	◆
	Meeting Facility	X	X	◆	◆	◆	◆	◆
	Free Notary Services	◆	◆	◆	◆	◆	◆	◆
<b>Growth</b>	Admission To Build A Biz Entrepreneurials Skills Workshops	DISC	DISC	◆	◆	◆	◆	◆
	Participation in Small Business Expos	X	X	◆	◆	◆	◆	◆
	Participation in Build-A-Biz Workshops	DISC	DISC	◆	◆	◆	◆	◆
	Access To Small Business Development Center	◆	◆	◆	◆	◆	◆	◆
	Small Business Mentor	◆	◆	◆	◆	X	X	X
	Marketing Specialist Consultation (Additional Hours Available At Discount)	DISC	DISC	2 HRS.	4 HRS.	8 HRS.	12 HRS.	20 HRS.
<b>Events</b>	Free Admissions to Fall Luncheon	X	X	X	1	2	3	4
	Free Admissions to Annual Dinner	X	X	X	X	2	4	8
	Free Booth At 4th of July Festival	X	X	X	◆	◆	◆	◆
	Free Players At Annual Golf Tournament	X	X	X	X	2	2	4

# Growth by Association!



- **Business Promotion** through networking, automatic direct referrals, newcomer guides and website listings, newspaper 'spotlight' ads provided by Chamber, Local Links promotion
- **On Staff Marketing Specialist** to assist you in marketing your business.
- **Group Health Insurance** at low costs designed for small businesses
- **Workers Comp Discounts** as a certified DRUGS DON'T WORK business
- **Business News** from our quarterly newsletter, 'Chamber Focus'
- **Legislative Updates** on issues affecting your business and community
- **Leadership Development** for your employees through *Leadership Heard*
- **Small Business Outreach** providing new and expanding business and entrepreneur programs in co-op with SBDC
- **Action Committees** to become involved in community issues and opportunities

Invest in the Future of Your Business  
By Investing In Your Community!  
Join The Chamber!

**Heard County Chamber of Commerce, Inc.**  
121 South Court Square P.O. Box 368  
Franklin, Georgia 30217  
Tel: 706.675.0560  
Fax: 706.675.2129

## Investment Levels And Application

___ Millennium Club	\$2,500.00
___ Diamond	\$1,750.00
___ Platinum	\$1,250.00
___ Gold	\$600.00
___ Silver	\$300.00
___ Bronze	\$150.00
___ Patron	\$75.00

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Business Name

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Contact Person                      Title

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Address

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City, ST and Zip

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Telephone                      Fax:

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Email (Our preferred method to communicate with you)

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Number of Full Time Employees      Part Time

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Website

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Type of Business / Categories

Please review our website and tell us what categories you wish to be included in. You may choose all that apply.

Please provide on a separate sheet up to 50 words of information or advertising about your business that we may include on the Chamber website.

Please email us your company logo and promotional materials.

*Thank you for your investment in Heard County!*

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Signature

Date



# **\*\*OPEN DOORS\*\***

## **GET YOUR GED FREE**

**FREE GED classes**  
available in Franklin, GA  
West Ga Tech Bldg.  
13107 GA Highway 34 East  
Morning & Evening Classes

**Call 706-675-0095**  
**or 706-756-4587**  
**for information**<sup>8</sup>

## **GET STARTED TODAY!**

### **Heard County Community Partnership, Inc.**

P.O. Box 92  
Franklin, GA 30217  
Email: [kck@heardccp.org](mailto:kck@heardccp.org) ~ Phone: 706.302.9776



**Partnership Meetings Held The 2nd Wednesday of Every Month**  
City of Franklin Community Center Meeting Room Franklin, Georgia

# Member's Posts



## Girl Scouts Need Leaders

Girls Scouts of Greater Atlanta is seeking troop leaders for Heard County.

If interested, please call  
Vanessa Neely  
(770) 227-2524 ext. 253  
Or email her at  
vneely@girlscoutsofgreater



## FERST FOUNDATION FOR CHILDHOOD LITERACY

The Ferst Foundation provides a new FREE, age-appropriate, hardback book each month to children under the age of five. Each book comes with a newsletter containing tips for parents, information on community events and an activity page for the child.

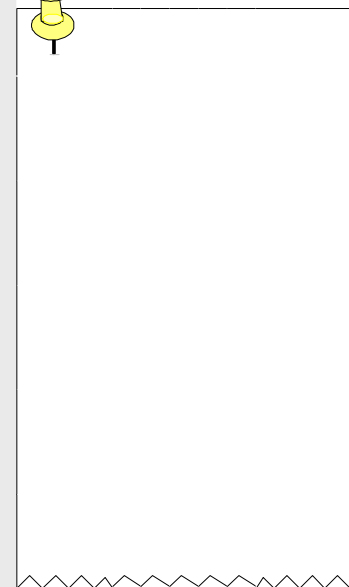
The first book each child receives is *The Little Engine That Could* and the last book each child receives is *Mrs. Bindergarten gets Ready for Kindergarten*.

The goal of the program is to improve childhood literacy rates and ensure that all Heard County Children are ready to learn when they reach kindergarten.

Currently, there are 172 children in Heard County receiving the books.

Heard County Community Partnership is in need of parents, businesses, civic organizations to volunteer as fundraisers for this program. Fundraisers will work with the Partnership to seek grants, hold fundraising events and oversee the aspects of this wonderful program. Without community support, programs fail and the loss of this literacy program would be a disappointment to the many children it serves as well as to the future success of our children.

If you or someone you know is interested in volunteering to help children, please contact Kathy Knowles at 706-302-9776.



Countless community groups and agencies survey Heard County residents asking what Heard County needs. The most common answer to that question is 'more jobs'. The difficulty in bringing 'more jobs' to the county lies in the demographics of the workforce and the ever-increasing skill sets required for jobs of the future. As in many rural Georgia counties, nearly half of Heard County's 5,100 person workforce has not completed high school. (GA County Guide, 2004 UPDATE)

However, many of these workers have many years of experience, job skills and continued learning that employers have not, in the past, been able to quantify. Until now, an employer had only diplomas and degrees to judge the quality of a county's workforce. A recent state program, the Georgia Work Ready Community Initiative, tests experienced workers, regardless of education level, then rates their strengths and compares their scores to those required for particular jobs. These certifications can then be made available to positively

influence prospective employers looking to locate in a geographic area. The tests and certifications are free and easy to access.

As part of Georgia's Work Ready initiative, counties throughout the state have made a commitment to earn Certified Work Ready Community status, a designation showing that a county has the qualified workforce that business demands and the means to drive economic growth and prosperity. Heard County Chamber of Commerce, in conjunction with local partners, has established testing sites and locations for residents of the county to earn their individual Work Ready Certificates, the first step in establishing Work Ready Community status.

Earning Certified Work Ready Community status assures businesses and industries that a community's workers have the talent necessary to staff existing jobs and to master the innovative technologies new jobs will require in the future. By taking part in the effort, Georgia counties are transforming their economies and giving themselves a competitive advantage in attracting new businesses and jobs.

To be designated a Certified Work Ready Community, Heard County's current workers and available workforce must earn Work Ready Certificates. Heard County must demonstrate a commitment to improving public high school graduation rates and build community commitment for meeting these goals within the next three years. Those counties willing to complete the process within 18 months are eligible for state-funded grants.

For an individual, earning a Work Ready Certificate can be the ticket to a great job. The Certificate guarantees to potential employers that job seekers have the core skills – **applied math, locating information, reading for information and work habits** – skills that are highly important to the majority of jobs in the workplace, to serve as a solid foundation for work and for more customized training. Based on ACT's nationally accredited WorkKeys® system, the Work Ready Certificate measures both core skills and work habits.

If an individual wants to improve job skills, Georgia also offers free and easy-to-access online training programs. All of this adds up to a competitive advantage, better job opportunities and a brighter future.



# The Changing Face of the Future Workplace

Is Heard County 'Work Ready'?  
By Kathy Knowles

The benefits to potential employers are numerous. Using Georgia Work Ready Certifications, they can hire the best people and boost their bottom line.

Georgia companies can implement Work Ready in two ways - through job profiling and Work Ready Certificates. Work Ready job profiles identify the job tasks and skill levels necessary to be successful in a job. Companies match those profiles to employees' Work Ready Certificates - which measure core skills - to ensure the right person is placed in the right job every time.

By comparing job profiles with individuals' Work Ready Certificates, companies can make reliable decisions about hiring, training and program development. Businesses of any size can take advantage of Work Ready to improve their hiring processes and request job candidates complete the Work Ready assessment as part of the job application process.

The tests take approximately three hours to complete. Computerized and paper test dates will be available in November and December.

To register for the next test, contact Cory Rose of Heard County Chamber of Commerce at 706-675-0560.



**Georgia Work Ready**  
**Certified Work Ready Community (CWRC)**  
**County Report**  
**For: Heard County**  
**Date: 01/01/2007-09/30/2009**

Work Ready Certificate Results	
Individuals Assessed	93
Certificates Attempted, Not Earned	10
Certificate Process Incomplete	21

Certificates Earned by Level	
Platinum	0
Gold	13
Silver	36
Bronze	13
<b>Total Certificates Earned</b>	<b>62</b>

CWRC Update Based on County of Residence	Certificates Issued to County Residents				
	Platinum	Gold	Silver	Bronze	Total
<b>Existing Workforce</b>					
Private Sector	0	1	2	1	4
Local, State, or Fed. Government	0	4	6	1	11
<i>Existing Workforce Subtotal</i>	0	5	8	2	15
<b>Potential Workforce</b>					
Technical College Graduates	0	0	1	1	2
GED	0	0	0	0	0
Unemployed Adults	0	1	14	7	22
HS Graduates Entering Workforce	0	1	0	0	1
Current High School Senior	0	6	8	3	17
College Graduate or Recent Attendee	0	0	4	0	4
<i>Potential Workforce Subtotal</i>	0	8	27	11	46
<b>Examinees not responding to CWRC Questions Above</b>	0	0	1	0	1
<b>Total</b>	0	13	36	13	62

Heard County Chamber of Commerce arranged Workready testing for an additional 43 individuals during the month of October. We are awaiting new numbers from the State to show whether we achieved certification as a WorkReady Community.