

*Catch The Wave!*

Dear Team Member:

On behalf of the Savannah Area Chamber of Commerce's Board of Directors and the Campaign Leadership Committee, we would like to thank you for joining the Chamber's 13<sup>th</sup> annual Total Resource Membership Campaign. Our goal is \$48,000 which equates to 150 new members in 10 weeks. Whether you are a veteran Chamber volunteer or embarking on your first Chamber campaign, we assure you the next couple of months will be the most fun and rewarding of your volunteer career.

The Savannah Area Chamber of Commerce needs corporate volunteers like you to enlist other companies to join the Chamber and generate needed resources for our 2011 priorities, including workforce development improving the tourism infrastructure, assuring the protection of our military bases and to help grow business throughout the Savannah/Chatham area.

Your hard work will not go unnoticed. You will be recognized bi-weekly at "Reward Sessions" with cash incentives and unique prizes. Top producers, top membership sales people and most improved volunteers can accumulate impressive cash amounts and prizes over the next 10 weeks. You will also meet and get to know the top business executives from companies in and around Savannah, while making many valuable business contacts along the way.

Thank you for serving as the Chamber's voice. Please call on us or the Chamber staff for any assistance you might need as we work toward our goal. We hope you enjoy this valuable opportunity to work with other business leaders across the Savannah Area.

Sincerely,

Jenny Gentry  
2011 Campaign Chair  
Wells Fargo

Joseph "Rusty" Ross  
2011 Campaign Chair  
Morris, Manning and Martin, LLP

## Campaign 2011 Overview

### **Purpose –**

Generate income through the sale of Chamber/Visit Savannah memberships

### **Goal –**

To raise \$48,000 – 150 New Members!

\$10,000 in NEW cash sponsorships

### **Who makes it happen –**

~ Co-Chairs

~ Team Captains

~ Team Members

~ Chamber/Visit Savannah Chairpersons and Board of Directors

~ Chamber /Visit Savannah Staff

### **Then what happens –**

Team Members

~ Receive INCENTIVES based on production

~ Are recognized and acknowledged at Reward Session, Campaign Newsletter, BOD meetings

~ Meet other business people from dozens of other companies

~ Have FUN!

## Why Your Chamber Needs You:

### **Community:**

You are providing necessary resources that benefit the community. The Business Plan is committed to community improvement and growth.

### **Business:**

When the community prospers, your business prospers.

### **Self: What's in it for you?**

- **Corporate Pride:** You want your company to look good!
- **Corporate Visibility:** Your company's top leadership selected you to get the job done. **You** want to show them they made the best choice!
- **Learn a new skill:** Maybe **you** have never been in sales before or just want to sharpen your sales skills.
- **Add to your resume:** **You** are a participant in the largest and most successful membership drive in the Chamber's history.
- **Expand your business contacts and meet new people:** There are many other companies and hundreds of volunteers who are also part of this effort!
- **Learn about the important business growth role the Chamber plays in the Savannah Area.**
- **Have FUN!** **You** will never have another opportunity for having so much fun while you are "doing your job." We guarantee it!
- **Great incentives!** Cash is awarded for production in generating New Member Sales

### **Memberships - New Memberships, Efficient Use of Time**

We're quite sensitive to demands on your time, which is why we conduct our reward sessions at lunch or after-work receptions. Since the campaign extends over 10 weeks, you should be able to make contacts without interfering with your job. It is likely that many contacts can probably be made through your job. In addition, the Chamber staff will assist you with Campaign orientation, training, sales leads, and great event opportunities!

### **Who Benefits From All This?**

Ultimately, the Total Resource Membership Campaign offers a great way for you to meet our area's CEOs and business owners while working directly with many of the area's best volunteers. These are the individuals who provide the teamwork and spirit of volunteerism needed to keep greater Savannah's future bright.

Enjoy! Recruiting new Chamber members and selling sponsorships can be one of the most challenging activities you'll ever do, but also one of the most rewarding.

- **You** gain through training and experience in selling a community product; making new business contacts; recognition in your company; and recognition in your community
- **Your Firm** receives recognition in the Chamber and in the business community because of your efforts

- **The Chamber** gains through new ideas from new members, and via increased finances
- **The Region** gains from the programs made possible by a stronger Chamber

## Volunteer Responsibilities

### Co-Chairs

#### Campaign volunteer liaison to team CEOs, Chamber Board of Directors and community

- A. Recruit and assist teams
- B. Work with Team Captains
- C. Attend Reward Sessions to encourage support and trouble-shoot for volunteers

### Team Captains:

#### This person is the spokesperson and leader for the company team.

- A. Assist Campaign Co-Chairs with team member recruitment. Number of participants on company teams range from one to up to 15. No number is right or wrong!
- B. Commit to and ensure team member commitment to team sales goal
- C. Encourage 100 percent team participation in Campaign Training, at Kickoff and Victory celebrations and each Reward Session.
  - Provide status report for team and take any information back to team members from meetings.
  - Encourage your CEO to get involved and participate with your company's team.
- E. Ensure compilation of bi-weekly production results and turn in every **TUESDAY by Noon** for results to be reported at Reward Sessions
- F. Accept achievement awards and publicity for team production
- G. Keep Company CEO apprised of team results and encourage CEO's support and positive feedback to team members; also encourage their attendance at Reward Sessions, Kickoff and Victory celebration.
- H. Receive cash incentive for exceeding goal! (See incentive schedule in manual for details)

### Team Members:

#### Individual volunteers

- A. Commit to team sales goal and assist teammates if necessary
- B. Attend a training session, the Campaign Kickoff, Reward Sessions and Victory Celebration (see Calendar)
- C. Prospect and sell Chamber memberships and other products to community business
- D. Turn in results to captains for weekly Reward Sessions
- E. Accept individual achievement awards and publicity for production

## Important Dates

**Campaign Training** – all volunteers are requested to attend **ONE** training session – located at the Chamber at 101 E. Bay St. Savannah, GA 31401

Wednesday, April 13  
8:30-10:00 a.m. (a continental breakfast will be served)  
RSVP required – [ssmith@savannahchamber.com](mailto:ssmith@savannahchamber.com)  
or 644-6434

### **Campaign Kick-Off**

#### **Cocktail Reception**

Thursday, March 31  
5:30-7:00 p.m.  
10 Downing (located on the second floor of Churchill's)  
RSVP required – [ssmith@savannahchamber.com](mailto:ssmith@savannahchamber.com)  
or 644-6434

### **Savannah Chamber/Visit Savannah Open House – Cocktail Reception**

Tuesday, April 26  
5:00 – 7:00 p.m.  
101 E. Bay Street  
RSVP required – [ssmith@savannahchamber.com](mailto:ssmith@savannahchamber.com)  
or 644-6434

### **Reward Session #1**

@ the Savannah Area Chamber of Commerce Board of Directors Meeting  
Thursday, April 14  
101 E. Bay St., 31401  
8:30 a.m.-9:30 a.m. Breakfast will be provided  
RSVP required – [ssmith@savannahchamber.com](mailto:ssmith@savannahchamber.com)  
or 644-6434

All campaign volunteers are encouraged to come and be introduced and meet the Chamber leadership; plus, first round of incentive checks will be issued

### **Reward Session #2**

April 28

### **Reward Session #4**

May 26

### **Reward Session #3**

May 12

### **Reward Session #5**

June 9

**Victory Celebration** – this assumes the goal has been met!

June 23

## **Overview of Your Chamber Outlined Benefits Why Businesses Should Join**

Chamber membership is an important part of being in business in the greater Savannah area. Ask over 2,000 members! We have lots of reasons right here:

### **The best part of the Savannah Area Chamber?**

Its members, people who realize that through the Chamber they can accomplish collectively what none of them can do individually. Currently, 2,000 diverse member businesses, large and small, influence Chamber programs and work together to enhance the economic climate of the Savannah area for business growth and quality of life through excellence in programming, services and marketing.

Our mission to the members is to provide quality customer service and programs that meet the needs of our members, improve the economic environment of our community, and build a legacy of leadership for the next century. All that's missing is YOU!

### **Networking, networking and more networking!**

Eighty percent of Chamber members are small businesses that request networking opportunities. They know that people do business with people they know. The Chamber hosts many events each year that are attended by thousands! Here is a list of some events.

#### **New Member Orientation**

Several times a year, the Chamber hosts a breakfast that connects new members with lead volunteers for each of the Chamber's major councils and committees. A great chance to plug your company!

#### **Business Connections**

Member-sponsored events happen up to 10 times a calendar year and bring up to 800 members and prospects together for informal networking events.

#### **Member Luncheons/Seminars**

Programs represent a diverse selection of issues affecting businesses in our area as well as on a state-wide and national scale. Another opportunity to meet new prospects and renew existing relationships

#### **MemberCare Alliance of Savannah Area**

A program that makes available group health insurance and other employee benefit products at reduced premium rates. Your Chamber, responding to concerns of our small and medium sized business members about health insurance costs, has joined with a statewide network of Chambers of Commerce who have used their large-group buying power to negotiate reduced premium rates for business members.

#### **Drug Free Workplace**

The Chamber provides member companies the information necessary to become certified so they may qualify to receive a 7.5% discount on Worker's Compensation Premiums.

### **Referrals**

The Chamber and Visit Savannah receive thousands of calls and emails each year asking for recommendations of goods or services. We only refer Chamber/Visit Savannah members.

### **Mailing Labels**

The Chamber provides labels sorted by zip code which can be purchased for .10 cents per label and .05 cents per label for new members. Some restrictions apply.

### **Newsletter Announcement**

New members are listed in the Chamber's weekly e-newsletter which is sent out to over 4,500 subscribers.

### **E-mail Updates**

All Chamber/Visit Savannah members receive a weekly e-mails newsletters which is designed to keep members informed of events, activities and opportunities provided by the Chamber/Visit Savannah.

### **Marketing Opportunities**

- Web site - all Chamber members are featured on the Chamber's web site – [www.SavannahChamber.com](http://www.SavannahChamber.com).  
A complimentary link from the Chamber site to the member site is provided
- Chamber members may be featured or showcased on the Chamber's and/or Visit Savannah's Facebook pages and may have the opportunity to be "tweeted" about
- Members that provide services to the weddings industry are featured on [www.SavannahIDo.com](http://www.SavannahIDo.com) a web site launched in August of 2010 to help promote Savannah as a destination for weddings
- Hospitality members receive
  - One listing in the Official Savannah Visitors Guide
  - One listing on Visit Savannah web site [www.VisitSavannah.com](http://www.VisitSavannah.com) (Over 1.5 million unique viewers per month)
  - Link their site to their SavannahVisit.com listing
  - The option to place special offers on [www.SavannahSpecialOffers.com](http://www.SavannahSpecialOffers.com)
- Tybee Island-based Hospitality members receive
  - Same benefits as Hospitality members plus Tybee members also are listed in the Tybee Island Vacation Planner and on [www.TybeeVisit.com](http://www.TybeeVisit.com) (Over one million unique viewers visited this site in 2010)
  - Tybee members may be featured on the Tybee Island Facebook page
- Savannah TAP (Tourist Assistance Portal) is an interactive kiosk or digital signage network which connects people—your customers—with the purchasing information they need via LCD screens which are placed in high traffic locations – like the Visit Information Centers and the Savannah/HH International Airport
  - All members in good standing receive a complimentary listing by major category on all TAP units – over a \$500 annual value!
  - Only members are able to become full advertisers

### **Advertising Opportunities**

Only Chamber members can advertise on the Chamber, Visit Savannah, Savannah I Do and Tybee Island web sites, Savannah TAP, Official Savannah Visitors Guide (circ. 550,000), Tybee Island Vacation Planner, Relocation and Resource Guide, Special Events Calendar and more!

### **Publications**

- Official Visitors Guide
- Economic Trends
- Relocation Resource Guide
- Tybee Island Vacation Planner
- Destination Brochure
- Group Tour Planner
- Military Reunions Brochure
- Media Guide
- Calendar of Events
- Sports Facility Guide
- Savannah's Black Heritage Brochure
- Meeting Planner
- Savannah Area Maps (Downtown, Savannah, Tybee Island)

### **Brochure Racks/Courtesy Phones/Display Cases**

Members may place marketing materials at the Chamber office brochure racks. Hospitality members may also place approved brochures at each of the Savannah Area Visitor Information Centers. Tybee Island Hospitality Members may place approved brochures at the Tybee Island Visitor Information Center. Restrictions apply – see policy for clarification. On a space available basis, there are additional marketing opportunities for members only at area Visitor Information Centers – contact Mava Byrd, Visitor Information Manager directly at 944-0440 for details.

### **Business Networking Expo**

Chamber members in good standing may participate in the Chamber's Business Networking Expo & Awards Banquet and may be nominated for the Chamber's annual small business awards (some nomination criteria may apply).

### **Advertising Opportunities**

Only Chamber members can advertise on the Chamber/Visit Savannah Web sites, Savannah Visitor Guide , Tybee Island Vacation Planner, Relocation and Resource Guide, Special Events Calendar and more!

## **Advocacy, Involvement & Education**

### **Governmental Affairs**

The business community needs the unified voice the Chamber provides. Savannah-Chatham has a place at the table, and if we don't speak up, other regions will split our piece of the pie. The GAC leads delegations annually to Washington, D.C. and Atlanta and holds candidate forums. The Council also manages the Savannah Area Business Political Action Committee, representing the business community interests in lobbying efforts.

### **Education / Workforce Development**

For over five years, the Chamber board has voted to make workforce development a top priority. The Chamber acts as a catalyst for the development of world class jobs and a world class workforce in Savannah. The Chamber is taking a leadership role in facilitating the development of a workforce that matches employer needs - by working with key business, education, government, and neighborhood organization leaders involved in workforce development initiatives.

### **Economic Outlook Luncheon**

The Chamber's largest member luncheon of the year brings 500+ together to receive a copy of Economic Trends, the Chamber's annual report of the current year's activities and forecast the upcoming year. The speaker represents the University of Georgia Terry College of Business.

### **Seminars & Special Programs**

The Small Business Council provides monthly seminars on topics from wellness in the workplace to insurance, bill collection, marketing, etc. In addition, the Chamber provides educational programs via several monthly luncheon topics and events.

### **Chamber Councils (More detailed information available in the next few pages)**

There is a variety of ways a member may get involved – we encourage members to join any of the councils below and see how their Chamber Works! (\*indicates invitation or nomination process)

\*Ambassadors Council

\*CEO Council

Convention and Visitors Bureau

Government Affairs Council

Greater Savannah Sports Council

\*Leadership Savannah

Manufacturers Council

Military Affairs Council

\*Owners Council

Small Business Council

Trustee Council

Tybee Island Tourism Council

Workforce Development

**Savannah Area Chamber of Commerce  
2011 Business Plan**

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**Savannah Harbor Expansion Project** – Ensure that the Savannah Harbor Expansion Project (SHEP) makes significant progress in 2011 by focusing on the following:

- Lead the business community effort to make certain that the U.S. Corps of Engineers and other agencies give final approval this year.
- Influence decision makers in Washington and Atlanta to include state and federal funding for SHEP.
  - Focus more on our federal efforts with guidance from the Georgia Port Authority.
  - Work with other stakeholder groups to add to our strategy and lobbying efforts.
  - Assist GPA in their marketing efforts related to the benefits of having a deepened harbor.

**Public Safety** – Assure business supports government and public safety professionals to provide a safe community for all citizens.

- Participate on Chief Lovett’s Community Advisory Task Force representing the voice of area businesses.
- Work with the County Commission on the selection of the new Counter Narcotics Team (CNT) Chief and assure the new CNT Chief works closely with the Savannah Chatham County Metro Police (SCCMP) Department.

**Education** – Enhance the success and employability of the Savannah workforce.

- Public Education: Support quality initiatives to assure business and quality outcome.
  - Restore four year terms for the Board of Education (BOE) elected officials.
  - COMPACT
    - Business Partnerships: Connect interested businesses with individual schools.
    - Support Job Shadow Day.
  - Create a working group to work with School System leadership related to the future of the Educational SPLOST and make a recommendation as to whether the Chamber should support the continuation of the ESPLOST in November 2011.
    - Should the Chamber support another ESPLOST, Chamber will further need to determine whether, or not, it will lead the marketing and campaign efforts to ensure that the voters approve ESPLOST in November.
- Technical Education.
  - Continue the linkage between area businesses and Savannah Tech to help reduce the number of unqualified applicants for expanding businesses.
  - Assist with business support for the Chatham County Workforce Ready certification in 2011.

- Coordinate with Quick Start and other education/training institutions in an attempt to reduce the number of unqualified applicants expanding businesses experience.
- Leadership: Continue development of Leadership Savannah programs.
  - Continue annual LS class, graduating approximately 40 in June and selecting a new class for a September beginning.
  - Evaluate broadening to become Regional in class selection.
  - Broaden Alumni program and complete three programs by year end.
- Assure business representation on the Workforce Investment Board (WIB).

**Legislative Lobbying** – Remain the business community’s voice on governmental issues at the Federal, State and Local levels.

- Utilize the Governmental Affairs Council to develop State and Federal Legislative agendas that represent the Savannah business community needs.
  - Conduct lobbying events and visits as necessary including Savannah Chatham Day and the Washington Visit, as well as the Eggs & Issues legislative event.

**Health Care/Indigent Care/Poverty**

- Lead community effort for the region on lobbying for trauma care network.
- Lobby efforts to assure Savannah region receives its fair share of Medicaid/Medicare dollars – especially as it relates to indigent care.
- Continue to lead the business community’s presence within the Step Up poverty reduction initiative.

**Transportation**

- Lead the effort on behalf of the business community as Chatham County plans for the upcoming Regional Transportation 1 Penny Sales Tax vote slated for November, 2012.
  - Work with Transportation Round Table to ensure transportation projects are included that greatly affect Savannah area businesses.
  - Work with surrounding Chambers and other business groups throughout the planning process.
  - Create a committee that will help raise awareness and begin to plan the marketing and fundraising effort needed in 2012.
- Continue to play lead role for business community throughout the Project DeRenne development.
- Continue to leverage federal stimulus dollars for various transportation projects.
- Advocate for a plan for alternative routes/solutions for industrial traffic on Bay Street.
- Search for methods to enhance State and local funding.

**Master Planning**

- Continue to serve on Metropolitan Planning Commission in support of transportation projects for our region.
- Evaluate the need and ability to conduct long term community and/or chamber master planning

- Play a key role in the planning for a new public arena while serving on the City of Savannah Public Arena Study Committee.
- Chamber will continue to serve on the International Committee.
- Work with all stakeholders, including government and private entities as it relates to the construction of a new Convention Hotel on Hutchinson Island.
- Continue to serve on the Cruise Ship Terminal Committee and review the results of the feasibility study as it becomes public in first quarter.
  - Possibly create a working group of Chamber members to review the study and make recommendations to Chamber Board and Executive Committee as to what direction business community should take on the feasibility study results.
- Chamber will continue to work with the baseball capital group as it plans for a new, versatile venue that could also accommodate other uses such as concerts and other events.
- Serve on the upcoming Zoning Master Plan committee.
- Better educate business community on all planning efforts.

### **Regionalism**

- Research and promote the concept of expanding the MSA which could include Beaufort and Jasper counties in South Carolina.
- Continue to evaluate a Regional approach such as the Regional Business Coalition (RBC) in Atlanta, while including leading governmental entities.
  - Evaluate a regional retreat that brings certain elected, civic and business leaders throughout our MSA.
- Continue the development of joint tourism marketing opportunities with our regional partners within the Sweat Tea Promotions or with events such as the HHI Concours.

### **Chamber Membership**

- Strive to increase member retention by 3% from the current 85% to 88%.
  - Develop a Board level Membership Committee to assist with retention and new member development.
- Conduct a Volunteer Total Resource Campaign.
  - Generate \$48,000 (150 new members) in new member sales through volunteer team sales.
  - Add the sale of ‘new sponsorships’ to the campaign and change incentives, so volunteers receive a flat rate of 10% for net new sponsorships, with a goal of \$10,000 in ‘new money’.
  - Announce co-chairs at January or February board meeting; conduct training in February/March and have kick-off in late March; and attempt to conclude by end of May.
  - Encourage more team support and buy-in from CEO’s who have teams and board members.
    - Recruit 20 teams averaging five individuals per team.
    - Engage Chamber Board to assist with event sponsorships commitments.
    - Ask Board members to each get a total of two new members to join during the year.

- Reinstitute weekly reward sessions; asking for a host restaurant or location to provide complimentary food with a cash bar.
- Host Chamber Open House during Campaign asking each campaign volunteer to host at least one potential member.
- Staff Account Executive Membership Sales
  - Generate \$84,200; this reflects an increase of monthly quota from \$6,000 to \$6,600 for two year-round AE's, as well as an increase for the third part-time AE to \$450 per month.
  - Conduct 2-4 Open Houses where potential members have a chance to meet with senior staff and volunteer leadership and garner information about the Chamber/Visit Savannah.
  - Implement a “we want you back” program with incentives such as waving of the initiation fee, to kick-off early in the year.

### **Member Networking and Recognition Events**

- Launch a new event in the Fall of 2011: the Oglethorpe Awards Banquet. There would be a Savannah/Chatham Day feel to this event with a true cocktail reception and dinner with awards banquet where the Chamber would present its most prestigious awards.
- Continue to provide members with a wide variety of networking opportunities.
  - 8 monthly luncheons
  - 4 Business Exchanges
  - 2-3 New Member Orientations
  - 8 Business Connections
    - We will continue with January Hockey Business Connection, February Business Connection, Oyster Roast – consider a different location, rebrand and move Taste of Southside to a more effective location; continue with Taste of Downtown, move Taste of Tybee to Fall; partner with Savannah Holly Days with a Business Connection one evening in Ellis Square in November.

### **Member Councils**

- **PR Council**
  - Create and evaluate the member value of a Council made up of Public Relations Professionals who would discuss best practices, timely issues, etc. for the profession. The National Association of PRSA currently does not have a Savannah chapter.
- **CEO Council**
  - Continue the bi-monthly meetings of CEO Council whose mission is to promote close communications among the area's largest employers and provide them direct access to decision makers regarding major community issues.
- **Owners Council**
  - Continue the Owners Council whose mission to protect, grow and sustain local small businesses exclusive to the business owners. Maintain 40-45 member council.

- Meet six times a year with high-caliber speakers (i.e. Governor, Secretary of State, Fire Commissioner, local banking industry professionals, Savannah City Manager and other key leaders in government and business) addressing issues that drive the success of small businesses.
- **Manufacturers Council**
  - Continue to lead business community's efforts as the state resolves the dissolved oxygen and TMDL issues within the Savannah Harbor via the Harbor Committee.
  - Continue to conduct manufacturer's appreciation luncheon and other meetings as needed and determined by the manufacturers.
- **Small Business Council**
  - Continue monthly (11) SMART Lunch Series
  - Conduct one Business Networking Expo in June where the Small Business Awards will be presented. Sell 100 "booths" for \$150 each; some will be higher with premium locations and sponsorships.
- **Ambassadors Council**
  - Continue to utilize this core group of 40+ volunteers as the "welcome wagon" for new members. Better utilize participates for grand openings, membership renewals and networking events.
  - Meet with 330 new members and follow with 300 members at the six month mark.
- **Military Affairs Council**
  - Partner with USO and other community groups to further improve quality of life efforts and programs.
  - Work with Congressional Delegation and other partners to bring defense related industries to Savannah area.
  - Continue to lobby Congressional Delegation in support of military construction projects for our region.
  - Council will continue to hold quarterly meetings and its annual Armed Forces Appreciation Luncheon.

**Member Affinity/Value Programs** - Continue to develop programs where members get a discount for products and services.

- Create and implement a Member-to-Member Discount Program on the Chamber Web site –once the member extranet is launched.
- Continue the following discounts for 2011.
- Blue Cross/ blue Shield MemberCare Alliance, Prescription Drug Discount Program.
  - DrugFree Work Place Workers Comp Discount.
  - First City Club initiation discount.
  - Complimentary subscriptions (Georgia Trend, South Magazine).
  - Birch Communications long distance telephone discount for members.

**Communications** – Create an awareness of the benefits of the Chamber’s many programs, events, and staff accomplishments, while encouraging a diverse membership.

- In the first quarter of 2011 conduct a Chamber branding campaign where print, radio, TV would partner with the Chamber through PSA donations. Utilize social networking and You Tube as part of this initiative. This branding campaign is vital to the success of membership campaign.
- Launch member extranet in First Quarter.
- Utilize new web site for improved member communications.
  - Calendar and event activity
  - Recognition of new members
  - Recognition of Chamber program and staff accomplishments
  - Member survey and feedback
  - Event registration and payment
  - Dues payment
- Develop non-dues advertising revenue.
- Public Relations; increase the Chamber's awareness among local and regional media outlets to educate the public on the good news of the Chamber.
  - Develop a PR plan to promote all Chamber activities, with press releases going out at least twice a month.
  - Continue to foster relationships with local media.
  - Evaluate and implement the weekly Chamber column in BiS and create more of conversational column than information.
  - Work with each department head to produce marketing strategies for each event, especially new membership drive.
- Utilize the new chamber membership software to more frequently survey member interest, needs and opinions about programs and initiatives.



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**CHAIRMAN:** Steven High, Director/CEO, Telfair Museum of Art

**GOAL:** Visit Savannah is the biggest division of the Chamber and is the designated destination marketing organization for the Savannah area. Annually, Savannah has welcomed over 11 million visitors with an associated spending of nearly \$2 billion. Visit Savannah provides the vehicle for individual local area businesses to market their operations to travelers, to tourists and to convention/meeting/trade show attendees. This improves our area economy and stimulates increased overnight spending from visitors. The sales and marketing efforts of Visit Savannah lead to direct economic prosperity to our community via visitor spending.

**PARTICIPANTS:** Member involvement is found in cooperative sales and marketing projects, councils, task forces and committees. Tourism businesses include attractions and museums, restaurants and food services, lodging, tours, entertainment, recreation and retail. Services include all aspects of the hospitality industry and its suppliers, including but not limited to, members in banking, advertising, printing, utility, and food & beverage wholesale companies, airlines, car rental, florists, etc.

**BENEFITS/ACCOMPLISHMENTS:**

1. The Official Savannah Visitor Guide: **Each year, 600,000 guides are printed and circulated regionally, nationally and internationally.** This is a source book for individual travelers. Nearly 600 tourism industry member businesses are listed. All member companies receive one free listing. All advertising in print and electronic publications is limited to active Chamber members. Extensive advertising opportunities exist in this and in many other Visit Savannah publications.
2. [www.VisitSavannah.com](http://www.VisitSavannah.com): This is our official Web site. Web users get information on what to do, what to see, where to stay, along with the capability to make an online hotel reservation with special packages and coupons. Tourism members are listed by category and offered a free link to their Web site. In 2010, more than 70 members purchased banner ads and special feature placements on VisitSavannah.com; nearly 70 million "hits" have been tracked. Visit Savannah also produces [www.SavannahIDo.com](http://www.SavannahIDo.com), a website dedicated to market the Savannah area to those planning a "destination wedding" in our region.
3. Meeting Planner Guide: Each year, more than 5,000 planners are circulated nationally. This is a source book for organizers of meetings and conventions. Almost 400 member company listings are in this professional publication.
4. Group Tour Planner Guide: This is the primary fulfillment piece for anyone planning to bring a tour group to Savannah. In addition to being mailed out to tour organizers, the planner is distributed at industry trade shows and on sales calls. The guide includes sample itineraries, descriptions of attractions, hotels, tours, accommodations and restaurants.
5. Other publications include a tri-annual Calendar of Events and a Black Heritage Guide for individual travelers; these are also available for members and meeting managers.
6. Greater Savannah Sports Council (GSSC) – A department of Visit Savannah that manages and produces sports-related events to drive new business. Marquis events include the Savannah Tire Hockey Classic (January), the Rock 'N' Roll Marathon (November), and the Enmark Savannah Bridge Run (December).

7. Special Events Council (SEC) – A department of Visit Savannah, the Special Events Council has the responsibility for utilizing a portion of hotel/motel tax revenues for the incubation of new special events for Savannah. Some of the SEC’s marquis events are the Savannah Craft Brew Fest (September) and the Savannah Holly Days (December).

Visit Savannah’s logo, Est. 1733—is the basis of our “brand promise” which emphasizes the historic and authentic nature of the Savannah visitor experience.

## Ambassadors

Susan Smith  
Member Services Manager

Jamie Lane, Chair  
Georgia Southern  
University Career Services

912.644.6434 / [ssmith@savannahchamber.com](mailto:ssmith@savannahchamber.com)

**GOAL:** To provide members the opportunity to serve as liaisons between new members and the Chamber. The aim is to have a total of 40 Ambassadors who are actively attending meetings, various Chamber functions, calling on new members and assisting with retention.

Ambassadors serve to orient new members and help insure they maximize their Chamber membership by providing information on the Chamber's many opportunities and upcoming events.

They also contact members on their six month membership date to inquire about participation and record feedback from those members. Additionally, Ambassadors may also be asked throughout their term to assist Chamber staff with its retention efforts of members.

**PARTICIPANTS:** All potential Ambassadors must be nominated by current Ambassadors, Chamber staff, the Board of Directors or Trustees.

The individuals selected to serve as Ambassadors will complete an orientation that will fully explain the role of an Ambassador and provide background information about the Chamber. Following their first monthly meeting, the new Ambassador will partner up with an Ambassador who will be their mentor the first couple of months.

A limited number of new Ambassadors are invited to join at one time, enabling individuals to get the training and attention they will need to be a successful Chamber Ambassador. Additionally, having more than one Ambassador representing the same company or industry will be at the discretion of the Vice President of Member Services and/or the Ambassadors Council Chairperson.

### **BENEFITS:**

- Your Ambassador will be a spokesperson for your business! Once the Ambassador learns of your business, he or she will let the chamber community know about you.
- A friendly, familiar face and contact! Ambassadors attend all Chamber events. You can bet they will introduce you to many people and answer any questions you may have about both the Chamber and our community.
- Initially, your Ambassador will ascertain that the Chamber has all of your correct contact information, so you can be "in the loop."
- Your Ambassador will provide information on the many councils and programs the Chamber has to offer and answer any of your questions.
- If you choose to become an Ambassador, you will make new contacts and gain exposure for your business.

# Governmental Affairs Council

Trip Tollison  
VP, Governmental Affairs & Existing Industry

Whip Triplett, Chair  
North Point  
Hospitality Group

912.644.6422 / [ttollison@savannahchamber.com](mailto:ttollison@savannahchamber.com)

**GOAL:** We all know that our Chamber is more than just networking events. The Chamber provides a pro-business voice that supports, grows and sustains our businesses in the halls of government. In the governmental affairs world, if the Chamber/Visit Savannah voice was not present when decisions are made, other special interest voices will take our place. Most businesses in these difficult economic times don't have the luxury of supporting a voices for themselves, so it is very important to have a Chamber who speaks for the interest of business.

**PARTICIPANTS:** Governmental Affairs Council

## 2009 ACCOMPLISHMENTS:

- Here are additional ways our Chamber has helped and supported governmental issues in 2009:
- Annual Savannah-Chatham Day where Chamber civic and business leaders met with state elected leadership in support of important business issues.
- Savannah passed a new and fairly balanced Historic District Zoning Ordinance, with the voice of business at the table.
- Chamber and its partners received \$4 million in state bonds to further develop Hutchinson Island.
- Project DeRenne continued moving forward – 2009 was spent with all stakeholders creating a design which City Council could adopt first quarter of 2010.
- Strongly advocated for regional T-SPLOST approach for transportation vs. a statewide T-SPLOST in 2009, and may pass in 2010.
- Served on the MPO/CORE transportation planning group which prioritizes highway transportation projects. Chatham County finally received the good news the Truman Phase Five funding was secured and construction is imminent. This has been a Chamber priority for what has seemed ... forever!
- Our Chamber advocated for a statewide trauma network, which resulted in the super-speeder fines that could raise \$25 million for the network. But much more needs to be done to secure permanent funding for this vital need for all of us and our families.
- We worked aggressively to make sure that state budget does not under-fund Medicaid.
- Created a 2009 SPLOST and E-SPLOST collateral review report on the entire history of SPLOST going back to 1985 and tracking current and future projects for success and for local and minority opportunities.

# Greater Savannah Sports Council

Benjamin Wilder

Frank Hardeman, Chair  
The Hardeman Company

Director, Greater Savannah Sports Council  
912.644.6414 / [bwilder@visitsavannah.com](mailto:bwilder@visitsavannah.com)

**GOAL:** The Greater Savannah Sports Council markets Savannah and Chatham County as a site for major local, state, regional, national and international sports events. The GSSC supports a wide arrange of events that offer a diverse opportunity to athletes of all ages and all sports; creating increased economic impact to the City of Savannah, Chatham County and other surrounding communities. Annual marquis events for the GSSC include the Savannah Tire Hockey Classic and the Enmark Savannah Bridge Run.

**PARTICIPANTS:** Board of Directors and Sub-committees

## **EVENTS / ACCOMPLISHMENTS:**

- The Savannah Tire Hockey Classic takes place in January at the Savannah Civic Center. The following schools participated in the event in 2011: University of Georgia, Georgia Tech, University of Florida, Florida State University, University of South Carolina, and The Citadel. The Savannah Tire Hockey Classic is a very popular event, drawing 11,000 spectators over three nights.
- The Georgia Athletic Coaches Association returns every March for the North/South All-Star Basketball Classic. Approximately 2,500 fans will the arena to see the top male and female high school athletes from across the State of Georgia match up in a north versus south format.
- The Savannah Sports Awards Luncheon presented by Georgia Power will feature nearly 300 attendees from a variety of local businesses and organizations. The sports council gives out annually the John F Hodges OASIS Award, several Generations Awards, as well as the Sports Event of the Year. The banquet is scheduled for late September.
- The ENMARK Savannah River Bridge Run will take place on the first Saturday in December and is projected to draw approximately 6,000 participants. The event is branded as the “The South’s Toughest Bridge Run” and has been recognized as one of the fastest growing races the country.
- The Liberty Mutual Legends of Golf always exceeds expectations, with nearly 40,000 attendees visiting the Westin Club at Savannah Harbor each year. In addition to wonderful attendance, local charities have enjoyed more than \$500,000 over the last three years as a result of the tournament’s success. Nationally televised on ESPN and ABC, the tournament continues to showcase Savannah in a very favorable light on a national stage.

# Manufacturers Council

Trip Tollison  
VP, Governmental Affairs & Existing Industry  
912.644.6422 / [ttollison@savannahchamber.com](mailto:ttollison@savannahchamber.com)

Walter Chastang, Chair  
International Paper

**GOAL:** *To monitor issues of importance to those companies having the largest economic impact on our area. Manufacturers do \$1.8 billion of business in our area! This council ensures that their interests are being protected and this segment of the community is recognized for the impact it has. This Council is the single forum where all member manufacturers and other supportive interests can receive a hearing and a response to their issues. The Council provides members with relevant information, advocacy and networking opportunities that assist them in maintaining the growth of their operations in the Savannah area.*

**PARTICIPANTS:** *Manufacturers & Distributors and subcommittees*

## **BENEFITS/ACCOMPLISHMENTS:**

- We also recognized, along with SEDA, 25+ manufacturing companies celebrating decade anniversaries from 10-90 years this fall. What an honor as a community to have businesses with such rich history. Other community awards recognized manufacturers that are safety, supplier and community leaders.
- Council continues to lead the dissolved oxygen issues as it relates to all discharge permit holders on the Savannah River including International Paper and Georgia Pacific.
- The council utilized \$250,000 of its own money to examine standards for the total maximum daily load of dissolved oxygen levels in the Savannah River in order to comply with new EPA rules and regulations. The benefit in this massive study is for the Savannah Harbor to come up with a uniform standard that is specific to the harbor, not nationwide. Last year the council successfully obtained \$250,000 in state funds to continue its work on this project.
- This group is currently examining how to solve complications with equipment and material transport on Bay Street, natural gas and energy price increases and workforce development.
- Work with government regulatory agencies to assure that their decisions affecting our manufacturers are based upon balanced cost benefit analysis and in-depth consideration of economic impact.
- Provide management/technical assistance and training to members by networking expertise among local firms or by bringing in experts into the area.
- Manufacturers Week: Golf tournament and awards luncheon honors those companies demonstrating exemplary business conduct, safety and community service and salutes all in this sector.

- Completed a Manufacturing Economic Impact Study that proves how valuable this sector is to our local economy.
- Council will hold its second annual fall event to network and spend time with our local elected officials.

## Military Affairs

Trip Tollison  
Vice President, Governmental Affairs & Existing Industry  
912.644.6422 / [ttollison@savannahchamber.com](mailto:ttollison@savannahchamber.com)

Bill Cathcart, Chair  
WTOC-TV

**GOAL:** One of the Chamber's top priorities is to preserve and enhance the military value of this community. This is accomplished through community leadership and the Military Affairs Council while encouraging and strengthening community awareness and involvement. The Chamber is committed to our men and women in uniform.

**PARTICIPANTS:** Military Affairs Council and subcommittees

### **BENEFITS/ACCOMPLISHMENTS:**

- The military is a strong component of the Savannah economy and an important piece of the Chamber's work plan. We were disappointed the current administration cancelled plans for a new brigade that we had plans to house at Ft. Stewart. There is much more work to be done as we seek to house one of the two returning European brigades and continue the important work of supporting our soldiers families during this time of deployment.
- The Council partnered with surrounding communities to launch the Army Community Covenant which started in July 2008.
- Military Affairs Council and the Chamber's Military Support Initiative concluded the five year BRAC process with much success. Not only did all military installations within 100 miles of Savannah survive BRAC, some will actually gain more personnel.
- Council continues to support two additional brigades to Ft. Stewart/Hunter. New Brigade would add 5,000 new troops, plus families and civilian employees to our area.
- Council created and launched the Savannah Blue Star program which provides drastic discounts to spouses and families of deployed soldiers in our region. For more information, please go to [www.bluestarsavannah.com](http://www.bluestarsavannah.com).
- Washington-based military consultants monitor and track encroachment and economic development prospects.
- Council coordinates efforts in Hinesville and Liberty County civic and business leaders.
- Chamber led several group visits to Washington to lobby for the protection and enhancement of our military assets through the BRAC process.
- Held a massive USO welcome Home Celebration for the troops that were deployed in Iraq with over 10,000 people attending the festival on River Street.
- Chamber and Council represents the business community on matters that affect business interests in relation to all military presence in the community.
- Council is working on lobbying for military construction dollars for Ft. Stewart and Hunter Army Airfield.
- Enhancing the activities of the Military Affairs Council through community outreach and the Council's annual Armed Forces Day Luncheon, honoring Armed Forces Service People of the Year in each branch of the armed forces.

## Small Business Council

Brianne M. Yontz  
Vice President, Member Services  
912.644.6407 / [byontz@savannahchamber.com](mailto:byontz@savannahchamber.com)

Steve Sherman, Chair  
Eagle Plus Marketing

**GOAL:** To provide our small businesses with resources they can utilize to help their businesses grow. Our membership is 80 percent small business, and the top request we receive is networking opportunities. In addition to providing monthly member luncheons and eight business connections annually, the Chamber strives to provide a voice and venue for those members through our Small Business Council.

**PARTICIPANTS:** The Small Business Council is 200+ members strong, and over 80 attend the meetings the first Tuesday of each month in the auditorium at the Savannah Morning News, 1375 Chatham Parkway (except June and may be subject to change). Meetings include introductions for each attendee, Chamber News You Can Use; a 15-20 minute program focusing on topics which affect the small business person.

The quarterly Chamber Business Exchange is hosted by the Small Business Council. Please check the Chamber's Business Calendar for meeting dates and time. Meeting location is at the Chamber office located at 101 E. Bay St. The Business Exchange topics vary quarterly. The purpose of the Business Exchange is for professionals to have an opportunity to come together in an informal setting to learn, share tips and ideas on how to get more value and more business from their participation.

**BENEFITS/WHERE TO GET INVOLVED:** Come to Small Business Council and/or Business Exchange meetings! The Council has a wide variety of ways you can get first-hand information or expand your networking reach:

**Programs Task Force** – Gary Brand, Chair - Brand Ferland Advisors  
Responsible for fielding a team to review the applications for the SMART Lunch speakers and topics/facilitators for Business Exchange.

**Business Networking Expo and Awards Banquet Task Force Banquet Task Force** –  
Responsible for engaging people to nominate small businesses for annual awards; assist with marketing of the Business Networking Expo and the Awards Banquet Work with other volunteers to recruit business to participate in the Business Networking Expo and as well as work with volunteers and Chamber staff on a marketing plan for this annual event.

**Annual Total Resource Membership Campaign Small Business Team Captain** –  
Responsible for being the spokesperson and leader of the Small Business Council Team for the Chamber's annual Total Resource Campaign. Gets other volunteers to participate on the Small Business Council team and works with them to reach team goal.

## Incentives

The following pages list cash incentives for which you are eligible during the campaign.

### ***Incentive Category 1***

This category covers cash sales for New Chamber Memberships **AND new cash sponsorships**:

- \$50 for each new member if the \$25 admin fee is waived
- \$75 for each new member if the \$25 admin fee is paid
- \$100 paid for each 6<sup>th</sup> through 10<sup>th</sup> sale
- \$150 paid for each 10 or more membership sales
- OR 15% of fair share dues formula – whichever is greater
- Volunteers are eligible to receive 10% for NEW cash sponsorships. For example:
- ABC company is a new sponsor for the Business Networking Expo – they signed a contract for \$5,000 sponsorship; therefore the volunteer will receive \$500 in incentive money.

### ***Incentive Category 2***

This category awards incentives to the Team Captains who meet or exceed their team production goal.

#### **Guidelines**

\$ The appropriate paperwork must be completed and form of payment attached to receive credit.

\$ Production cannot be split between more than two team members.

***You will be credited for checks or cash turned in with a completed membership application, renewal contract, membership upgrade contract, and/or sponsorship contract. The amount turned in must reflect the total sale. A 1099 Form will be issued for all incentive awards over \$600.***

**You will only be credited for checks, credit card or cash turned in with a completed membership application.**

### ***Incentive Category 2***

#### **Team Captains**

Team Captains are eligible for the following incentives when their team goal is met:

Cash Award for teams **reaching their goal**: 0.75 percent of total cash production.

Bonus Cash Award for team captains **reaching 105 percent of their team goal**: 1 percent of total cash production.

Bonus Cash Award for team captains **reaching 110 percent of their team goal**:

1.5 percent of total cash production.

Bonus Cash Award for team captains **reaching 120 percent of their team goal:**  
2 percent of total cash production.

Cash production includes sales from Category 1.

## New Membership Process

### Where to begin...

- The best place to start is the Chamber web site: [www.savannahchamber.com](http://www.savannahchamber.com) search the Member Directory on the home page
- The Member Services Department at 644.6434

### After a membership is sold...

Once a completed application plus cash, check, or credit card (MC, VISA, American Express) are received by Member Services, several steps are initiated to welcome and involve your new member:

- Welcome email from Member Services VP
- Receives a personal visit from a Chamber Ambassador within eight weeks of joining along with a New Member Decal designating them as a member-business owner who cares about the growth of the region.
- Receive a new membership packet in the mail. Included in the packet is the most current Business Calendar, Official 2011 Savannah Visitor Guide, Relocation Resource Guide, Council Information Sheets, Blue Cross Blue Shield Insurance information and a welcome letter.
- Will be invited to the New Member Orientation in August 2011.
- Contact information will be listed in the Chamber's e newsletter.
- Will be placed in the Chamber database to receive all promotions, announcements, and special event invitations.
- **Memberships are paid under Incentive Plan 1.**

## Contacting the Membership Prospect

### Step One

Be prepared. Familiarize yourself with the Chamber and the information you will discuss. Think about the type of company you are calling and pick two or three benefits that will answer your prospect's question, "What's in it for me and my company?"

### Step Two

Determine who in the company has the authority to join the Chamber. Spend your time dealing directly with the decision-maker and preferably not through a secretary or receptionist.

### Step Three

Send an introductory letter to the decision-maker inviting them to join the Chamber or offering additional products and stating that you will be in contact with them soon.

### Step Four

Follow up on the introductory letter with a telephone call to the decision-maker. (Sample Letters provided)

### Step Five

Make an opening statement that introduces yourself as a Chamber volunteer and explains the purpose of your call. Extend an invitation to join the Chamber.

### Step Six

Talk to the prospect about their objectives over the next 12 months. Target one or more benefits of a Chamber membership that will help the prospect's business. Zero in on a "hot button" as you tell them what is in it for them (e.g. Web site link, referrals, military, manufacturer's, tourism, etc.)

### Step Seven

As part of the process of discussing the prospect's business and benefits of Chamber membership, confirm the prospect's total Savannah-area employment so you can determine their fair share investment level.

### Step Eight

After gaining agreement, determine your prospect's annual investment based upon the firm's total Savannah-area employment and any other additional investments you and your prospect have discussed.

### Step Nine

**Enjoy! Recruiting new Chamber members will allow you to make new contacts, enrich current contacts, and be rewarding!**

## Prospecting

Identifying prospects for new membership and sponsorships is easier than you imagine. To assure your success this year, you will want to begin a prospect list as soon as possible. ***The most successful prospecting starts with established relationships.***

### **BUSINESS RELATIONSHIPS**

- Your customers (business/rolodex file)
- Other companies in your building or office complex
- Your company's vendor list
- Your competitors
- Your prospects

### **PERSONAL RELATIONSHIPS**

- Relatives (they all work for companies and can give you inside information as well as names of decision makers)
- Neighbors
- Your personal "accounts payable" list (doctor, dry cleaner, vet, lawyer, etc.)

### **SPECIAL INTERESTS**

- Do you belong to a professional organization or special interest association? Rotary? Clubs? Parent Groups?
- Who do the other members work for? Can they give you any referrals?
- Is there a list of new members in the monthly newsletter?

### **MEDIA - Newspapers, Magazines & Periodicals**

- Savannah Morning News
- The Business Report and Journal
- The Business Report's Book of Lists
- Savannah Magazine
- South Magazine
- Savannah Tribune
- Connect Savannah
- Neighborhood and Community Newspapers
- Television Ads - Contact companies who advertise on local TV stations. Companies who are promoting specifically to the local market can also do that through the Chamber.
- Social Media

### **DON'T TRY TO SELL THEM EVERYTHING....they'll be overwhelmed!**

- ✓ Once you have come up with your list of prospects, try to match each prospect with the right product(s) to ensure a successful sale.
- ✓ Do your homework – Ask them what their needs are, where their business is and what they are trying to do in the next 12 months. Their answer will tell you what Chamber programs will benefit them.
- ✓ Take the time to ask your boss or your associates why they are members. Testimonials from business peers are very credible.
- ✓ Utilize the overview and department flyers and list of benefits in your manual under "Chamber Overview".

- ✓ The more you know about your prospect, the better you can choose the right product(s) to focus on, the better your chance to make the sale.

## Overcoming Objections

**OBJECTION: We don't do business in the region.**

**RESPONSE:** *Do you pay taxes here? Do you use the schools or public services? Do you live here? If you do, you are part of this community, and you should be interested in its quality of life for your employees. The Chamber works hard in these areas. (Refer to Council Sheets)*

**OBJECTION: We are a new business ... not yet established.**

**RESPONSE:** *That is the very reason you need the Chamber ... as a member you develop new business contacts and take advantage of special opportunities such as training seminars and Business Connections. Chamber Memberships should be a part of your marketing budget.*

**OBJECTION: I belong to too many organizations.**

**RESPONSE:** *Select the one that is going to help your business the most. There is not another organization like the Chamber that represents the business executive's interest in our marketplace and quality of life and gives you marketability. You don't have to contribute time, but you can financially support the Chamber through membership.*

**OBJECTION: I can't afford any more contribution.**

**RESPONSE:** *The Chamber is not seeking for contributions! The Internal Revenue Service classifies Chamber Memberships as an investment. **In fact, it won't let you deduct it as a contribution, only as an ordinary and necessary business expense.** As a marketing opportunity, you should take this out of your marketing budget.*

**OBJECTION: No time for it.**

**RESPONSE:** *Naturally, not every member is involved with task forces or with other Chamber activities every year, but membership involvement can maximize the efforts of all members and enhance what the Chamber can do for the marketplace and for the community. But your Chamber is hard at work on your behalf even if you can't make one meeting! Some examples:*

**If you are concerned about the political climate:** The Chamber has a Savannah Area Business Political Action Committee, a group that will lobby on behalf of local business in areas of interest, from Board of Education to the Governor. The Governmental Affairs Council also led a marketing campaign that was successful in encouraging the passage for the Special Purpose Local Option Sales Tax (SPLOST).

**If you are concerned about finding good employees:** Workforce Development is a top priority (see Council Sheet section). The Chamber is one of the founders of the local Workforce Investment Board, the Tech Prep Consortium, and is creating an education action plan.

**If you are concerned about bringing more tourists to Savannah:** Visit Savannah (the Savannah Convention and Visitors Bureau) is working for you by marketing Savannah and Tybee through billboards, print and radio advertising and the Web site, which links your hospitality site for free!

**If your prospect requires more detailed information, call Caty Dickensheets at 912.644.6453 or cdickensheets@visitsavannah.com!**

**OBJECTION: I did belong, but didn't get anything out of it.**

**RESPONSE:** *What did you hope to get from it? Did you attend meetings, and most importantly, did you attend functions that presented good opportunities for your business? I will see to it that you meet a member of the Chamber staff who will help you get involved.*

**OBJECTION: The Chamber is just for big business, not for the little guy.**

**RESPONSE:** *This is a common misconception. Eighty percent of the membership is small business. It's true that many large companies have more people available to become involved with task forces and in other activities, but we are placing a major emphasis on helping small business with seminars, networking opportunities and specific programs to help their business grow. More than 80 small business owners and employees attend the monthly Small Business Council Meetings at the Savannah Morning News the First Tuesday of every month from 11:30 to 1 p.m..*

**OBJECTION: Let me think it over.**

**RESPONSE:** *Will you be in a position to make a decision this week? (You may also say, "What is it that you need to think over? Perhaps I haven't answered all your questions. And since I am here right now, let's address your questions so that we can get this taken care of.")*

**OBJECTION: I can't afford It ... business is poor.**

**RESPONSE:** *If your business is poor, you can't afford not to ... Chamber membership can cost less than \$1.00 per day and works for you every day.*

**OBJECTION: The dues are too high/We don't have any money right now.**

**RESPONSE:** *I realize that you might not think this is the best investment for you right now. Is it the price or do you have concerns you wouldn't be able to get enough for your money? Or Are you members of other professional organizations? If yes, what are the biggest benefits? Or do you invest in advertising or marketing? If yes, let's talk about some of the free benefits of being a member.*

**OBJECTION: Why should we join when our home office is in another city?**

**RESPONSE:** *Your business is successful because the economy of this region is healthy. The Chamber has been a big part of that success. Because most of your money made in the region leaves the region, you should have responsibility to put a little back into the community. Investment in the Chamber is an excellent way of doing this.*

**OBJECTION: I don't think we would get anything out of it.**

**RESPONSE:** *I understand that it might not seem like the right fit. I want to make sure I'm doing a good job of explaining where you would get the most benefit. Why do you feel that way?*

## Sample New Membership Letter

Please print on your letterhead and send to your prospects (along with the New Member Application). Then follow up with a phone call to set up a time to meet.

DATE

FULL NAME

TITLE

COMPANY

ADDRESS

CITY, STATE, ZIP CODE

Dear NAME:

I am writing you as a volunteer with the Savannah Area Chamber of Commerce's 2011 Total Resource Membership Campaign – *Catch the Wave!* This campaign is a concentrated initiative to build the Chamber into a stronger and even more effective advocate for your business.

I want to personally invite you and your business to join 2,000 other Savannah-area businesses, including our YOUR COMPANY NAME, to build a better environment in which to do business. I would also like you to begin taking advantage of the numerous programs, benefits and activities offered by the Chamber, designed to directly benefit your business.

I have enclosed a list of outlined benefits of a Chamber membership. After reviewing this information, you will see that the Savannah Area Chamber of Commerce has much to offer you and your company.

I will contact you in the next few days to personally discuss the merits of a Chamber membership.

Best regards,

YOUR NAME

Savannah Area Chamber of Commerce  
2011 Campaign Volunteer

Enclosure

## Completing the Membership Application

If the application is not filled out completely or correctly, you will not receive credit until the application is completed.

### Instructions for Completion:

- Complete all lines on the membership application legibly and in ink.
- Information should be as the new member would like their listing to appear in the online member directory

### Firm's Dues Investment Formula

- The minimum annual investment is \$295 plus a one time \$25 administrative fee.

The formula for calculating a firm's investment in the Chamber is as follows:

#### Annual Dues

Dues are calculated from the number of employees in a company and the type of industry. The firm is the Chamber member, not a particular individual. The base dues of **\$295** include the annual membership investment. There is an additional administrative fee of **\$25** for all new memberships. Membership is for one year. The firm will be billed thirty (30) days in advance for the next year's dues.

### FAIR SHARE DUES FORMULA:

<b>Amusement &amp; Entertainment</b>	base + \$6 per employee
<b>Apartments</b>	
1-100 Units	base
101-150 Units	\$275
151-200 Units	\$325
201-250 Units	\$375
251-300 Units	\$425
301-350 Units	\$475
<b>Automotive</b>	base + \$6 per employee
<b>Banking/Savings &amp; Loan</b>	base + \$35 for each million dollars on deposit
<b>Construction</b>	base + \$6 per employee
<b>Diversified (Gov't Agencies Non-profit)</b>	base + \$1 for each employee over 10
<b>Health Care Providers</b>	
<b>Hospitals</b>	base + \$6 per employee
<b>Nursing Homes</b>	base + \$1.5 per bed
<b>Other</b>	base + \$6 per employee
<b>Hotel/Motel</b>	
Primary Convention Center	\$16.50 per room
Support Convention Center	\$10 per room
Other	\$6 per room
Minimum	base
Inns/B&B/Guesthouses	base + \$5 per room

<b>Insurance</b>	base + \$7 per employee or base + \$50 per agent
<b>Investment</b>	
Brokers & Investment Houses	base + \$50 per producing broker
Finance Companies	base + \$6 per employee
<b>Manufacturing</b>	base + \$8 per employee
<b>Professionals (Doctor, Lawyer, CPA)</b>	base + \$50 per professional
<b>Publishers/Printers</b>	base + \$8 per employee
<b>Radio/TV</b>	
Radio	base + \$6 per employee
Television	\$525 + \$6 per employee
<b>Real Estate</b>	base + \$50 per each sales agent
<b>Restaurant</b>	
Fast Food	base + \$1.25 a seat for all seats over 40
Full-Service	base or \$2.50 per seat (whichever is greater) And an additional \$1.25 per lounge seat
<b>Retail</b>	base + \$5 for each employee over 5
Grocery Store	base + \$1 per employee over 10
<b>Services</b>	base + \$6 per employee
<b>Tour Companies</b>	base + per van charge as follows
	A. 1-10 seats - \$55 each van
	B. 11-20 seats - \$85 each van
	C. 21 & over - \$95 each van
<b>Transportation and Port</b>	base + \$6 per employee
<b>Utilities</b>	Negotiable, call Chamber staff
<b>Wholesaler/Distributor</b>	base + \$8 per employee

#### Calculating the Investment – An Example

Identify the base dues amount from the schedule, based on the number of employees and industry and add in any additional charges listed on the schedule. For a company with additional fees above and beyond the base, add the extra fees, the base and the administrative fee to determine the total amount due.

*Example: If a service firm has 13 employees, the base dues would be \$295 PLUS \$78 (\$6 x 13 employees), for a total of \$373. The \$25 enrollment processing fee would be added to this dues amount for a total amount due of \$398.*

#### Processing Fee

All new members pay a one-time application-processing fee of \$25.

#### 1. Payment Options

- Membership may be paid for by cash, check, MasterCard, VISA, or American Express. Make sure all credit information is correct, including expiration date, and that you have obtained the cardholder's signature.
- Checks should be made payable to the **Savannah Area Chamber of Commerce**. Staple check to application.
- To request an invoice, call Susan Smith @ 644.6434 or [ssmith@savannahchamber.com](mailto:ssmith@savannahchamber.com)
- Credit will not be given until payment is received.

**2. Volunteer Information**

Fill out the name of the volunteer, the volunteer's company and the date

**3. Signatures**

- The “company signature”: the representative who has the authority to join
- The “volunteer” is YOU – the campaign volunteer who solicited the sale.

**Savannah Area Chamber of Commerce  
TRMC 2011 - MEMBERSHIP APPLICATION**

**MEMBERSHIP LISTING** (as you want your listing to appear in the online Member Directory and other publications)  
Company Name (Fill in below):

Mailing Address:	City/State/Zip:	
Street Address (if different from above):	City/State/Zip:	
Phone:	Toll Free:	Fax:
Company Website:	Company Email:	
Primary Representative – Name/Title (Mr. Mrs. Dr.):	Email:	
Billing Contact – Name/Title (If different from above):	Email:	
Billing Address:	City/State/Zip:	
Business Category:	Number of Employees / Rooms / Seats (if applicable)	

**Additional Representative** (Mr. Ms. Dr.):  
Name/Title:

Mailing Address:	City/State/Zip:	
Phone:	Fax:	Email:

**ACCOUNT INFORMATION**

Annual Membership Investment	\$ _____
Applicable Fees (See Fair Share Dues Formula)	\$ _____
Administrative Fee (One Time Fee of \$25.00)	\$ _____
Total Amount Due	\$ _____

**PAYMENT:**

Check       Cash       Credit Card (Master Card/VISA/American Express)

Name as it appears on the Card (Please Print Legibly)

Card Number:	Expiration
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Signature

**Campaign Volunteer:** \_\_\_\_\_ **Date:** \_\_\_\_\_

The Savannah Area Chamber of Commerce and CVB reserves the right to contact and distribute information to its members.

**For Internal Use Only:**

VG    Relocation    COE    GTP    Meeting/Convention    Wedding    TYB    WWSACOC    WWCVB    WWWTYB

**VOLUNTEER INFORMATION:**

Sold By (Volunteer Name): \_\_\_\_\_

Company: \_\_\_\_\_ Date: \_\_\_\_\_

## Categories

### **Accommodations**

Bed and Breakfasts  
B&B Indoor Venues  
B&B Intimate Venues  
B&B Outdoor Venues  
Campgrounds  
Hotels/Motels  
Hotel Ballrooms  
Hotel Indoor Venues  
Hotel Intimate Venues  
Hotel Outdoor Venues  
Inns  
Inn Indoor Venues  
Inn Intimate Venues  
Inn Outdoor Venues  
Reservations Services  
RV Parks  
Vacation Rentals  
Extended Stay

### **Accounting**

Accountant  
Bookkeeping  
Consultant-Accounting  
CPA

### **Activities**

Aviation  
Ballroom Dance Lessons  
Beach Gear-Activities  
Bike/Scooters  
Charters/Fishing-Activities  
Cruises  
Dance Lessons  
Facilities-Activities  
Families-Activities  
Golf Courses  
Jet Ski/Boat  
Kayak  
Marinas  
Parasailing  
Roller Derby  
Sailing  
Shooting Sports  
Sports

### **Advertising, Mktg & Pub Rel**

Advertising  
Consultant-Advertising  
Favors  
Graphic Design  
Interactive-Advertising  
Marketing  
Promotional Products  
Public Relations-  
Advertising  
Research-Advertising  
Web Design

### **Architect**

Architects

### **Attorney's**

Attorneys

### **Attractions (6)**

Culinary School  
Galleries-Attractions  
Historic Attractions  
Museums  
Nature Centers  
Winery

### **Automotive**

Automobile Dealers  
Automotive Services  
Motorcycles  
Parts & Supplies

### **Beauty & Wellness**

Acupuncture  
Barbers  
Health Center  
Health Clubs  
Make Up  
Massage Therapy  
Personal Training  
Salons  
Spas

Weight Loss Services  
Modeling Agency  
Tanning Salons  
Yoga

### **Beverages**

Alcohol/Liquor-Beverages  
Coffee-Beverages  
Health Drinks  
Smoothies  
Soft Drinks  
Water-Beverages  
Wholesale-Beverages  
Wine

### **Caterers**

Caterers

### **Consultants**

Business-Consultants  
Educational-Consultants  
Energy-Consultants  
Environmental-  
Consultants  
Human Resources-  
Consultants  
Management-Consultants  
Marine-Consultants  
Medical-Consultants  
Organizational Dev-  
Consultants  
Other-Consultants  
Political-Consultants  
Public Relations-  
Consultants

### **Contractors**

Carpentry-Contractors  
Commercial-Contractors  
Concrete-Contractors  
Electrical-Contractors  
Equipment Rental-  
Contractors  
General-Contractors  
HVAC-Contractors

Industrial-Contractors  
Insulation-Contractors  
Marine-Contractors  
Masonry-Contractors  
Mechanical-Contractors  
Painting-Contractors  
Paving-Contractors  
Plumbing-Contractors  
Pool-Contractors  
Railroad-Contractors  
Remodeling-Contractors  
Residential-Contractors  
Roofing-Contractors  
Sunroom-Contractors  
Utility-Contractors

### **Dentists**

Dentists

### **Education**

Early Childhood-Education  
Higher Education  
Libraries  
Private-Education  
Public-Education

### **Engineers**

Engineering Services  
Engineers  
Surveyors

### **Entertainment**

Agencies-Entertainment  
Families-Entertainment  
Festivals  
Fireworks  
Music-Entertainment  
Other-Entertainment  
Photographs-  
Entertainment  
Sports-Entertainment  
Theatre

### **Events/Meetings**

Audio Visual-  
Events/Meetings  
Destination Management  
Event Organizers  
Hospitality Staffing  
Photo Booths  
Photographers  
Rentals-Events/Meetings  
Services/Events-Meetings  
TradeShow & Exhibits  
Videographers  
Wedding Planner  
Wedding Officiant

### **Financial Services**

Accounts Receivable  
ATM  
Bail Bonds  
Banks  
Brokerage  
Check Cashing  
Collection Agencies  
Consultants-Financial  
Credit Cards  
Credit Reports  
Credit Unions  
Investment Management-  
Financial  
Investment Services  
Loans  
Mortgage  
Payment/Payroll

### **Government**

Agencies/Services-  
Government  
Child Placement Services  
Probation Services

### **Individuals**

Individuals

### **Information Technology**

Computer Networking

Computer Service/Repair  
Computer Training  
ISP (Internet Service  
Provider)  
Software  
Development/Sales

### **Insurance**

Adjustors-Insurance  
Sales Agents-Insurance  
Workers Compensation

### **Mailing and Shipping Services**

Mailings & Services

### **Manufacturers**

Aerospace-Manufacturers  
Agricultural Products-  
Manufacturers  
Boxes-Corrugated-  
Manufacturers  
Building Materials-  
Manufacturers  
Cabinets-Manufacturers  
Catalyst-Manufacturers  
Chemicals-Manufacturers  
Concrete-Manufacturers  
Construction-  
Manufacturers  
Cotton Gin-Manufacturers  
Dental Equipment-  
Manufacturers  
Equipment-Manufacturers  
Fiber Tubular  
Components-  
Manufacturers  
First Aid Products-  
Manufacturers  
Food Products-  
Manufacturers  
Forrest Products-  
Manufacturers  
Ice-Manufacturers

Industrial Products-  
Manufacturers  
Lubricants-Manufacturers  
Machinery-Manufacturers  
Marble-Manufacturers  
Metals/Steel-  
Manufacturers  
Musical Instruments-  
Manufacturers  
Paper/Packaging-  
Manufacturers  
Petroleum-Manufacturers  
Pigment-Manufacturers  
Roofing-Manufacturers

### **Media**

Interactive-Media  
Outdoor-Media  
Publications  
Publishers  
Radio  
Television

### **Medical**

Adult Care  
Alcohol & Drug  
Treatments  
Alzheimer's Care  
Chiropractors  
Diagnostic Imaging  
Drug Free Workplace  
Health Care  
Hospice  
Hospitals  
Laboratories  
Medical Billing  
Medical Equipment  
Nursing  
Nursing Homes  
Orthotic/Prosthetics  
Physical Therapy  
Retirement & Assisted  
Living  
Services-Medical

Urgent Care  
Veterinarians

### **Moving & Storage**

Moving and Storage

### **Nightlife**

Blues Music  
Country Music  
Dance Floor  
DJs  
Entertainers  
GLBT  
Impersonators  
Jazz Music  
Karaoke  
Live Music  
Night Club  
Oldies Music  
Piano Music  
R&B Music  
Rock Music  
Sports Bar  
Top 40/Dance Music

### **Organizations**

Associations  
Chambers of Commerce  
Churches  
Clubs  
Development Authority  
Government-  
Organizations  
Military-Organizations  
Non Profit-Organizations  
Synagogues  
Unions

### **Physicians**

Physicians

### **Printers**

Printers  
Signs & Banners-Printers  
Stationery

### **Real Estate**

Apartments  
Appraisers-Real Estate  
Auction-Real Estate  
Commercial-Real Estate  
Condominiums  
Developers-Real Estate  
Investment Management-  
Real Estate  
Investments-Real Estate  
Mobile Homes  
Property Management  
Realtors  
Relocation Services  
Rentals-Real Estate  
Retirement-Real Estate  
Site Developers

### **Restaurants**

Catering  
Gift Shops-Dining  
Nightlife/Dining  
Restaurants  
Restaurant Delivery  
Restaurant Meeting Space

### **Retail\Shopping**

Antiques  
Apparel  
Appliances & Electronics  
Bakeries  
Batteries-Retail  
Beverages  
Bicycles  
Boats  
Books  
Bridal  
Building Materials-Retail  
Candles

Convenience Stores  
Decorations  
Department Stores  
Discount Stores-Retail  
Educational Supplies &  
Products  
Electrical Equipment &  
Supplies  
Fabric  
Floor Coverings  
Florists  
Food Specialties  
Formal Wear  
Gas Stations  
Gift Registries  
Gifts-Retail  
Grocers  
Health Food  
Hearing Aids  
Home Furnishings  
Industrial Equipment &  
Supplies-Retail  
Jewelers  
Kitchen Supplies  
Malls/Outlets  
Medical-Retail  
Monuments  
Musical Instruments-Retail  
Novelties  
Office Furniture  
Office Supplies & Products  
Party Supplies  
Pawn Shop  
Pet Products  
Pharmacy-Retail  
Photography Supplies  
Plant Nursery  
Shoes  
Sporting Goods  
Telephones  
Tobacco  
Toy Store

**Safety & Security**

Background Checks  
Detective Agency  
Retail-Safety & Security  
Security Systems

**Services**

Adult Day Care  
Alterations  
Answering Service  
Appliance Repair  
Armored Car  
Barter  
Call Center  
Child Day Care  
Childcare/Live-in  
Cleaning-Services  
Couriers  
Custom Sewing  
Document Shredding  
Dry Cleaners/Laundry  
Electrical Repair  
Electronic Repair  
Elevators  
Emergency-Services  
Employment-Services  
Environmental-Services  
Food/Beverage  
Funeral Directors  
Home Inspections  
Industrial Machine  
Services/Repair  
Interior  
Designer/Decorator  
Landscaping  
Linen/Uniform Services  
Machine Shops-Services  
Marine-Services  
Pest Control  
Pet Services  
Plant Maintenance  
Record Retention  
Recycling  
Refrigeration

Research & Development-  
Services  
Septic Tank Services  
Training Services  
Translation/Translators  
Travel-Services  
Tree Services  
Tutoring  
Uniforms  
Valet-Services  
Vending Machine  
Vendor Registration  
Window Tinting  
Writing Services  
Yacht Repair

**Telecommunications**

Cable-  
Telecommunications  
Digital Wireless  
Paging  
Telecommunications

**Tours**

Architectural Tour  
Art Tour  
Audio Tour  
Beach Tour  
Black History Tour  
Boat Tour  
Book Tour  
Bus Tour  
Car Tour  
Carriage Tour  
Cemetery Tour  
Culinary Tours  
Dolphin Tour  
Educational Tour  
Fort Tour  
Full Day  
Garden Tour  
Ghost Tour  
Heritage Tours  
History Tour

Lowcountry Tour  
Movie Tour  
Multilingual Guide  
Private Walking/Driving  
Tour  
Receptive Operator  
Scooter Tour  
Segway  
Self-Guided Tour  
Specialized Tour  
Step On Guide  
Trolley Tour  
Visitor Center Pick-Up  
Walking Tour  
Water Tour  
Wildlife/Nature Tour

### **Transportation**

Airlines  
Airports  
Automobile  
Renting/Leasing  
Aviation Services  
Aviation Training  
Charters-Transportation  
Custom House Brokers  
Dump Trucks/Hauling  
Freight Forwarders

Fuel Transportation  
Import/Export  
Limousine  
Maritime-Transportation  
Pedi Cabs  
Port Authority  
Public-Transportation  
School Buses  
Shipping Companies  
Taxi Services  
Truck Rental and Leasing  
Trucking-Transportation

### **Utilities**

Electric-Utilities  
Gas-Utilities  
Waste/Refuge Services  
Water-Utilities  
Water Purification

### **Venues**

Ballrooms  
Historic Venues  
Indoor Venues  
Intimate Venues  
Offsite Venues  
Outdoor Venues

### **Wholesale/Distributors**

Alcohol/Liquor-Wholesale  
Asphalt-Wholesale  
Awnings/Canopys-  
Wholesale  
Batteries-Wholesale  
Beauty Products-  
Wholesale  
Chemicals-Wholesale  
China-Wholesale  
Discount Stores-Wholesale  
Distribution Center  
Doors-Wholesale  
Drywall-Wholesale  
Equipment and Supplies-  
Wholesale  
Food-Wholesale  
Food Service Equipment-  
Wholesale  
Gifts-Wholesale  
Janitorial-Wholesale  
Medical-Wholesale  
Oils & Petroleum-  
Wholesale  
Paper-Wholesale  
Windows-Wholesale  
Warehousing-Wholesale

## Guidelines

- A special membership category for members who pay \$2,000 or more per year in annual dues
- Existing Chamber members can be “upgraded” to the \$2,000 level, and new members can join at the \$2,000 level
- Check your Trustees Council member listing first (on the following page) or call the Member Services Department at 644.6434.
- A completed membership upgrade contract and payment are required to receive credit for sale

## Product Overview

### Why the Trustees Council was established-

- The Savannah Area Chamber of Commerce Trustees Council was created to provide an additional and continued source of leadership for the Chamber.

### How the Trustees Council works-

- Because of the quality and depth of business leadership in the Savannah area, the Chamber and the community benefit from the knowledge, experience, and interest of corporate CEOs and other business executives not currently serving on the Chamber’s Board of Directors.

### How many members participate-

- More than 55 Chamber member firms are represented on the Chamber’s Trustees Council.

## Benefits

- Three Trustee Council meetings each year in conjunction with the Chamber’s Board of Directors.
- Invitations to corporate relocation announcements, receptions and special events.
- Special plaque in the Chamber’s reception area recognizing Trustees Council members by company name and CEO.

## Sample Trustee Council Upgrade Letter

Print letter on your letterhead and send to your prospects (along with a Trustee Council application) who are interested in high-level networking with the Chamber's leadership. An electronic version of this letter can be found

DATE

FULL NAME

TITLE

COMPANY

ADDRESS

CITY, STATE, ZIP CODE

Dear NAME:

It is my pleasure to invite you to consider becoming a member of the Savannah Area Chamber of Commerce Trustee Council.

The Savannah Area Chamber of Commerce Trustees Council was created to provide an additional and continued source of leadership for the Chamber because of the quality and depth of business leadership in the Savannah area. The Chamber and the community benefit from the knowledge, experience, and interest of corporate CEOs and other business executives not currently serving on the Chamber's Board of Directors. More than 55 Chamber member firms are currently represented on the Chamber's Trustees Council.

**Benefits Include:**

- Three Trustee Council meetings each year in conjunction with the Chamber's Board of Directors.
- Invitations to corporate relocation announcements, receptions and special events.
- Special plaque in the Chamber's reception area recognizing Trustees Council members by company name and CEO.

Your current membership investment is \$\$\$\$\$. To join the Trustee Council, you need only invest an additional \$\$\$\$\$. Please complete the enclosed upgrade form and return it to YOUR ADDRESS. I appreciate your willingness to participate and am pleased that we can offer this opportunity. If you have any questions, please call me at ###-####.

Best regards,

YOUR NAME

Savannah Area Chamber of Commerce  
2011 Campaign Volunteer

Enclosure

## **Trustees Council Application / Upgrade Guidelines**

### Instructions for Completing a Membership Upgrade Application:

1. Complete the company contact information
2. “Check” if New Trustee or Upgrading
3. If upgrade, specify the upgrade amount. Mark that the company wants to upgrade to the Trustees Council level.
4. Write the proposed upgrade level. Subtract their 2011 annual dues from the proposed upgrade amount. The difference is the amount the member firm owes the Chamber to upgrade their membership. Checks should be made payable Savannah Area Chamber of Commerce.

**Savannah Area Chamber of Commerce  
2011 TRMC - TRUSTEE COUNCIL APPLICATION / UPGRADE**

**Membership Listing** (as you want your listing to appear in the online Member Directory and other publications)

Firm Name		
Primary Representative (Mr. Ms. Dr.)		
Title		
Mailing Address		
City/State/Zip		
Street Address (if different from above)		
City/State/Zip		
Phone	Fax	Email
Website		
Billing Contact (If different from primary representative)		
Billing Address		
Billing City/State/Zip		
Billing Phone	Billing Fax	Billing E-mail
Business Category for Membership Directory		

**Check applicable:**

NEW TRUSTEE COUNCIL  
AMOUNT DUE:

\$ 2,000

EXISTING MEMBER, UPGRADING TO TRUSTEE COUNCIL:

Enter upgrade level: (A) \$ 2,000

Enter 2011 Membership Dues on line B: (B) \$ \_\_\_\_\_

*(subtract B from A for amount of C, and enclose a check for amount C)*

Enter Amount Due for Trustee Council Upgrade (C) \$ \_\_\_\_\_

**PAYMENT:**

Check                       Cash                       Credit Card

Name as it appears on the Card (Please Print Legibly)	
Card Number:	Expiration
Signature	

**VOLUNTEER INFORMATION:**

Sold by (Volunteer Name)	
Company	Date

**Savannah Area Chamber of Commerce  
2011 Trustee Council Members**

Armstrong Atlantic State University	Hilton Savannah DeSoto	Savannah Marriott Riverfront
AT&T Corporation	The Home Depot Distribution Center	Savannah Morning News
Atlanta Gas Light Company	Hunter Maclean	SouthCoast Medical Group, LLC
Bank of America, NA	Hussey, Gay, Bell & DeYoung, A Bell Company	Southern LNG, Inc.
BB&T	Hyatt Regency Savannah	StayInSavannah.com
Bouhan, Williams & Levy LLP	The Inn at Ellis Square	SunTrust Bank, Savannah
Brasseler USA	International Paper	Thomas & Hutton
Candler Hospital, an affiliate of St. Joseph's/Candler	JCB, Inc.	Turner Food & Spirits Company
Chatham Steel Corporation	Mansion on Forsyth Park	Wells Fargo
The Coastal Bank	Memorial Health	Wells Fargo Insurance Services USA, Inc.
Coca-Cola Bottling Company, United	New River Auto Mall	Wal-Mart #635
Coldwell Banker Platinum Partners	NuStar Savannah Refinery	The Westin Savannah Harbor Golf Resort & Spa
Colonial at Godley Statwion	Mulberry Inn Prince Bush Smith Hotels	Wet Willies Management Corp.
Colonial Group, Inc.	Ocean Plaza Beach Resort	Willis Insurance Services of Georgia, Inc.
Comcast Communications	Old Town Trolley Tours of Savannah	WJCL/WTGS Television
First Chatham Bank	Publix	WSAV Television
Georgia Ports Authority	Roger Wood Foods, Inc.	WTOC Television
Georgia Power Company	The Savannah Bancorp, Inc.	
Gulfstream Aerospace Corporation	Savannah College of Art and Design	

## 2011 Sponsorship Opportunities

### 2011 Business Networking Expo and Awards Banquet

June 28, 2011

#### Expo 5-7 p.m., Banquet 7-9 p.m. – Savannah Marriott Riverfront Ballroom

This event recognizes and celebrates the important contribution Small Business makes to the economic growth and stability of the Savannah area. Average attendance at the banquet is 400. Awards include Small Business of the Year and The Helen V. Head Small Business Advocate of the Year. The Expo is a perennial sellout featuring 100+ vendors.

#### Current Sponsors:

AT&T, the Real Yellow Pages, Wells Fargo, CADDA

#### Expo – \$5,000 (*SOLD*)

- Signage at the Expo
- Company name and logo in two editions of Chamber's weekly e-newsletter (circa. 4,500)
- Name and logo recognition on all promotional material
  - Company name and logo in two editions of Chamber's e-newsletter (circ. 4,500)
  - Press releases (name only)
  - Listed in Chamber's Business Calendar, on Chamber Web site and on Chamber's FaceBook Page
- Table for 10 at awards Banquet
- Complimentary booth; premium location
- Electricity/Internet service at Expo
- Company recognition at Banquet
- Company representative seated at head table
- Sponsor and presenter of an award
- Media coverage
- Banner displayed in the Expo area of the event
- First right of refusal for 2012 event

#### Banquet – \$5,000

- Company name and logo in two editions of Chamber's e-newsletter (circa. 4,500)
- Signage/Banner in Banquet Hall
- Name and logo recognition on all marketing materials
- Table for 10
- Free Booth
- Premium Booth Placement
- Electricity/Internet service at Expo
- Company recognition at Banquet
- Company representative at head table
- Sponsor and presenter of *Small Business of the Year Award*
- Media coverage
- First right of refusal for 2012 event

#### Presenting Sponsor - \$2,500

- Name and logo recognition on all promotional material
  - Company name and logo in two editions of Chamber's e-newsletter (circ. 4,500)
  - Press releases (name only)

- Listed in Chamber's Business Calendar, Chamber Web site and on the Chamber's FaceBook page on Chamber Web site
- Sponsor table for material and product display
- Free Booth
- Premium Booth Placement
- Electricity/Internet at Expo
- Table of 10 at Banquet
- Verbal recognition at event

**Expo Booth - \$150**

- Includes booth (skirted exhibit table and signage) and one banquet ticket.

**Banquet Extras**

- \$30 Extra Banquet Ticket(s)
- \$300 Banquet Table (tables of 10)

**Taste of Tybee Business Connection**

**September 29, 2011 Thursday, 5:30-7:30 p.m.**

**1 @\$6,000 sponsorship (exclusive, sole sponsorship)**

**or 3 @ \$2,000 (non-competing) or 6 @\$1,000**

**2010 Sponsors:**

Savannah Airport, Southern LNG, Ocean Plaza

The entire business community looks forward to the Chamber's annual Taste of Tybee Business Connection at the Tybee Pier of Pavilion. Guests enjoy delicious food courtesy of Tybee restaurants and member caterers for an evening at the beach. Over 800 people attended this event last year.

- Name and logo recognition on all promotional material
  - Company name and logo in two editions of Chamber's e-newsletter (circ. 4,500)
  - Press releases (name only)
  - Company name and link from Chamber site to company site
  - Listed in Chamber's Business Calendar, Chamber web site and on Chamber's FaceBook Page
- Sponsor banner displayed at event
- Sponsor table for material and product display
- Sponsor may bring and distribute giveaway items
- Sponsor may have drawing or door prizes
- Sole/exclusive and non-competing sponsor may have may have unlimited number of staff in attendance
- Other sponsor may have 25 staff/guests in attendance
- Sole/exclusive and non-competing mentioned in all radio promotions
- Sole/exclusive and non-competing has first right of refusal for 2012 event
- Sole/exclusive sponsor may make announcement(s) at the event

## **Chamber Board Retreat**

**Fall 2011**

**\$2,500 each**

**2010 Sponsors:**

Chatham Steel, GA Power, SCAD

Attended by Savannah Area Chamber of Commerce board members and senior staff, this retreat is dedicated to creating the Chamber business plan for 2012. The event traditionally takes place at a local resort, giving business leaders time to discuss and plan the in-depth strategies that will be implemented for the Chamber's program of work.

- Signage at event – conference room and receptions
- Verbal recognition at event
- Corporate name and on event workbooks and invitations
- Invitation to retreat for sponsor CEO
- First right of refusal for 2012 event

## **Chamber Cup – 5<sup>TH</sup> Annual Golf Tournament**

**Fall 2011**

Join fellow Chamber/CVB board members, the area's top business leaders and members for a fun day on the course. Support the Chamber and do business with those you know. Meet community leaders and help focus attention on the business health of our community and commerce in the greater Savannah area.

**2010 Sponsors:**

AT&T, Savannah Distributing, SERVPRO

### **Title Sponsorship**

**\$5,000 or 2 at \$2,500**

- Eight golf registrations
- Company name and logo on event flyer
- Premium signage throughout the golf tournament
- Recognition in Chambers weekly e-newsletter (circa. 4,500)
- Product display, prizes (door)
- First right of refusal for 2012 event

### **Ace Sponsor \$1,250**

- Four golf registrations
- Signage at the tournament
- Recognition in the Chamber's weekly e-newsletter (circa. 4,500)

### **Golf Beverage Cart Sponsor \$750**

- Four golf registrations
- Signage on the golf carts
- Recognition in Outlook

## **Holly Days Business Connection**

**Nov. 22, 2011**

**1 @\$6,000 sponsorship (exclusive, sole sponsorship)  
or 3 @ \$2,000 (non-competing) or 6 @\$1,000**

Join the Chamber and Visit Savannah as we kick-off the Holly Days event with a Business Connection in Ellis Square. Business Connections give Chamber members and guests a chance to enjoy hors d'oeuvres, soft drinks, beer and wine while networking with other Chamber members.

- Name and logo recognition on all promotional material
  - Company name and logo in two editions of Chamber's e-newsletter (circ. 4,500)
  - Press releases (name only)
  - Company name and link from Chamber site to company site
  - Listed in Chamber's Business Calendar, Chamber web site and on Chamber's FaceBook Page
- Sponsor banner displayed at event
- Sponsor table for material and product display
- Sponsor may bring and distribute giveaway items
- Sponsor may have drawing or door prizes
- Sole/exclusive and non-competing sponsor may have unlimited number of staff in attendance
- Other sponsor may have 25 staff/guests in attendance
- Sole/exclusive and non-competing mentioned in all radio promotions
- Sole/exclusive and non-competing has first right of refusal for 2012 event
- Sole/exclusive sponsor may make announcement(s) at the event

## **Annual Eggs and Issues Breakfast**

**Fall 2011**

**2010 Sponsors:**

Chatham Steel, Comcast, GPA, ILA, Simons Political Group

### **\$3,000 – Title Sponsor**

Don't miss this annual event where Chamber members get to hear first hand from our state and local political leaders. Over 300 people turn out for breakfast to learn about what issues are affecting business growth and as well as what we can expect to see in new state regulations and tax breaks/possibly benefits.

- Name and logo recognition on all promotional material
  - Company name and logo in two editions of Chamber's e-newsletter (circ. 4,500)
  - Press releases (name only)
  - Listed in Chamber's Business Calendar, on Chamber Web site and on Chamber's FaceBook Page
- Signage/Banner in Banquet Hall
- Sponsor table for material and product display
- Sponsor may bring and distribute giveaway items
- Table of 10
- Title Sponsor has seat at head table and may offer brief remarks at event
- First right of refusal for 2012 event

### **Presenting Sponsor - \$1,500**

- Name and logo recognition on all promotional material
  - Company name and logo in two editions of Chamber's e-newsletter (circ. 4,500)
  - Press releases (name only)

- Listed in Chamber's Business Calendar, Chamber Web site and on the Chamber's FaceBook page on Chamber Web site
- Sponsor table for material and product display
- Table of 10
- Verbal recognition at event

## **Oglethorpe Awards Reception and Banquet – new in 2011!**

### **Fall 2011**

#### **\$5,000 – Title Sponsor**

This invitation-only cocktail reception and Awards Banquet will be THE business event of the year to attend. The Chamber will bestow its highest award – the Oglethorpe Award - to a well-deserving member of the business community.

The Oglethorpe Award is named after General James Edward Oglethorpe, Humanitarian, Leader and Visionary, Led 120 Colonists In Founding Savannah and The Georgia Colony in 1733. His Far-sighted Design for “America’s First Planned City” Established A Pattern of Public and Private Land Uses, Parks and Squares Which Created for Savannah A Unique And Enduring Pattern of Life Cherished To This Day By Succeeding Generations. First given in 1977 to Tom Coleman; other award winners W.W. Law, Sam Nunn, Curtis Lewis, Bill Cathcart and Steve Green

- Name and logo recognition on all promotional material
  - Company name and logo in two editions of Chamber’s e-newsletter (circ. 4,500)
  - Press releases (name only)
  - Listed in Chamber’s Business Calendar, on Chamber Web site and on Chamber’s FaceBook Page
- Signage/Banner in Banquet Hall
- Sponsor table for material and product display
- Sponsor may bring and distribute giveaway items
- Table of 10
- Title Sponsor has seat at head table and may offer brief remarks at event
- First right of refusal for 2012 event

#### **Presenting Sponsor - \$2,500**

- Name and logo recognition on all promotional material
  - Company name and logo in two editions of Chamber’s e-newsletter (circ. 4,500)
  - Press releases (name only)
  - Listed in Chamber’s Business Calendar, Chamber Web site and on the Chamber’s FaceBook page on Chamber Web site
- Sponsor table for material and product display
- Table of 10
- Verbal recognition at event

#### **Corporate \$1,000**

- Verbal recognition at event
- Table for 10
- Company name only in two editions of Chamber’s weekly e-newsletter

## **Annual Manufacturer's Appreciation Breakfast**

**Fall 2011**

### **2010 Sponsors:**

Georgia Power, Gulfstream, JCB and Savannah Tech

Once a year the Chamber, in partnership with the Savannah Economic Development Authority (SEDA) host this annual event to recognize the important of the manufacturing business on local economy. Many manufacturing companies in the region who celebrate major anniversaries (10, 20, etc.) will also receive awards.

### **Title Sponsorship - \$3,500**

- Company name and logo in two editions of Chamber's weekly e-newsletter
- Signage in prominent location at event
- Recognition at event
- Sponsor included in event press release
- Sponsor has opportunity to briefly address the audience
- Table for 10

### **Presenting Sponsor - \$1,500 – Unlimited - NEW!**

- Name and Logo printed on invitations mailed to members
  - Company name and logo in two editions of Chamber's weekly e-newsletter
  - Press Releases (name only)
- Sponsor banner displayed at event
- Sponsor table for material and product display
- One table of 10
- Verbal recognition at event

### **Corporate \$1,000**

- Verbal recognition at event
- Table for 10
- Company name only in two editions of Chamber's weekly e-newsletter

## **205<sup>th</sup> Annual Meeting**

**December 2011**

### **2010 Sponsors:**

Advertising Specialty, BB&T, Carver State Bank, Chatham Steel, Comcast, GA Power, Grainger, Hurt Norton, Republic Waste, Savannah Airport, The Savannah Bank, Savannah Technical College

An annual sellout! See the Chamber's accomplishments for 2011 and honor the member volunteers that made it happen, as well as the business plan for 2012. Current and new Chamber board members are in attendance as the gavel will be passed from current Chamber Chairman Patrick Graham to Chair-elect Bill Shira. Another must attend event!

### **\$2,500 – Title Sponsor**

- Name and logo recognition on all promotional material
  - Company name and logo in two editions of Chamber's e-newsletter (circ. 4,500)
  - Press releases (name only)
  - Listed in Chamber's Business Calendar, on Chamber Web site and on Chamber's FaceBook Page
- Banner/signage displayed in banquet hall
- Table for 10
- Recognition at the event

- Media coverage of the event

**Corporate \$500**

- Verbal recognition at event
- Table for 10
- Company name only in two editions of Chamber's weekly e-newsletter

### Economic Outlook Luncheon - January 2012

#### 2011 Sponsors:

Gulfstream, Savannah Tech, SunTrust, United Community Bank, Wendy's

The Chamber's biggest luncheon of the year! The Chamber and University of Georgia will jointly present the 2011 forecast courtesy of the UGA Terry College of Business.

#### **Title \$6,500**

- Company name and logo on invitation, flyers and advertising
- Company name in press releases and related media coverage
- Prominent signage
- Table for 10
- Circulation of promotional material
- Company name and logo in two editions of Chamber's weekly e-newsletter

#### **Gold \$3,000 (1 AVAILABLE) NEW!**

- Company name and logo on invitation, flyers and advertising
- Company name in press releases and related media coverage
- Prominent signage
- Circulation of promotional material
- Table for 10
- Company name and logo in two editions of Chamber's weekly e-newsletter

#### **Corporate \$500 (AVAILABLE - Unlimited) – NEW!**

- Verbal recognition at event
- Table for 10
- Company name in Chamber's weekly e-newsletter

### Economic Trends Brochure - January 2012

#### 2011 Sponsors:

SunTrust

This book is printed for all luncheon attendees and is circulated to all potential business relocators and inquiries. All current economic information is updated annually and each year features reports in several sectors. This is the Chamber's most-requested publication by the business sector!

#### **Title \$5,000**

- Full-page advertisement
- Recognition at Economic Outlook luncheon
- One box or a minimum of 100 copies of the Economic Trends Brochure
- Table for 10

#### **Gold \$2,500 (AVAILABLE - Unlimited)**

- Half-page advertisement
- Recognition at Economic Outlook luncheon
- 50 copies of the Economic Trends Brochure
- Table for 10

## Hockey Business Connection

January 2012

### 2011 Sponsors:

Seacrest Partners, The Blood Alliance, EMarket South

**\$6,000 or 3 x \$2,000**

The Chamber's first Business Connection of the year! Come meet the teams competing in the Savannah Hockey Classic and kick-off the New Year with new business contacts. Catered by Outback Steakhouse - Downtown.

Attendance 300+ in 2011.

- Name and logo recognition on all promotional material
  - Company name and logo in two editions of Chamber's e-newsletter (circ. 4,500)
  - Press releases (name only)
  - Listed in Chamber's Business Calendar and on Chamber Web site
- Sponsor banner displayed at event
- Sponsor table for material and product display
- Sponsor may bring and distribute giveaway items
- Sponsor may have drawing or door prizes
- Sponsor may have unlimited number of staff in attendance

## Oyster Roast Business Connection

March 2012

**\$6,000 or 3 x \$2,000**

### 2011 Sponsors:

Comcast, Liberty Mutual Legends of Golf and Thomas & Hutton

One of the most popular Business Connections of the year, this event was attended by 300 members and guests in 2011.

- Name and logo recognition on all promotional material
  - Company name and logo in two editions of Chamber's e-newsletter (circ. 4,500)
  - Press releases (name only)
  - Listed in Chamber's Business Calendar, Chamber Web site and on Chamber's FaceBook Page
  - Title Sponsor mentioned (name only) in radio promotions
- Sponsor banner displayed at event
- Sponsor table for material and product display
- Sponsor may bring and distribute giveaway items
- Sponsor may have drawing or door prizes
- Sponsor may have unlimited number of staff in attendance
- First right of refusal for 2013 event

*The Savannah Area Chamber of Commerce available sponsorships 2011. Sponsorships are available on a first come; first serve basis to Chamber members in good standing. Cash sponsors are invoiced 30 days prior to event; no refunds are issues within 60 days of event. Sponsorships must be cancelled in writing with 60-day notice. For questions or for more information, please contact Brianne M. Yontz, vice president – member services at 912-644-6407 or via e-mail at [byontz@savannahchamber.com](mailto:byontz@savannahchamber.com)*

## 2011 TRMC Savannah Area Chamber of Commerce Sponsorship Application

My company \_\_\_\_\_, agrees to sponsor the Chamber event described below and understands that it will receive the sponsorship benefits outlined in the Sponsorship List.

I will sponsor (name of event): \_\_\_\_\_  
in \_\_\_\_\_ (month/year)

The amount or value of the sponsorship is \$ \_\_\_\_\_ Sponsorship Level: \_\_\_\_\_

### Coordinating participation in this event from our company:

Name/Title \_\_\_\_\_

Firm Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Billing Address (if different from mailing) \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

### Required Signatures

The person signing the contract warrants that he/she has full authority to sign on behalf of the member company. The signer fully understands the terms involved and that by signing this contract, full payment is due upon receipt of an invoice. Refunds will not be issued within 60-days of the event.

\_\_\_\_\_  
Company Representative Date

\_\_\_\_\_  
General Manager / Senior VP / CEO Date

Method of Payment (check one)

Send an invoice to the address below, attn: \_\_\_\_\_

Payment is enclosed (make checks payable to Savannah Area Chamber of Commerce)

Charge my credit card –

VISA  MC  AMEX

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Account (please print) \_\_\_\_\_

Signature \_\_\_\_\_

### VOLUNTEER INFORMATION:

\_\_\_\_\_  
Sold by (Volunteer Name)

\_\_\_\_\_  
Company Date

## 2011 Chamber Board of Directors

(\*)Patrick Graham  
Savannah Airport Commission  
Chairman

(\*)Bill Shira  
Gulfstream Aerospace  
Chairman-elect

(\*)Bert Tenenbaum  
Chatham Steel  
Immediate Past Chairman

Diana Morrison  
Advertising Specialty Services

(\*)William Hubbard  
Savannah Area Chamber of  
Commerce  
President

(\*)Whip Triplett  
NorthPoint Hospitality Group  
Secretary/Treasurer

(\*)Steven High  
Telfair Museum of Art  
Visit Savannah Chairman

(\*)Charlie Brazil  
Old Town Trolley Tours  
Visit Savannah Chairman-elect

(\*)Walter Chastang  
International Paper

LTC Jose Aguilar  
Garrison HQS  
3D In Div (Mech) and Ft. Stewart

Brian Foster  
First Chatham Bank

William Cathcart  
WTOC-Television

Joe Ippolito  
River Horse Internet Marketing

Trey Cook  
Savannah Tire

Mark Spadoni  
Western Savannah Harbor  
Golf Resort & Spa

(\*)Mr. John Helmken  
The Savannah Bank

Marcie Hill  
City Market

(\*)Jenny Gentry  
Wells Fargo

(\*)Stephen S. Green  
Stephen Green Properties

Rick Monroe  
Monroe Marketing

Jack Bussert  
River Street Inn

Robert E. James  
Carver State Bank

Steve Weathers  
SEDA

Holmes Bell  
Hussey, Gay, Bell & DeYoung

Cathy Hill  
Georgia Power  
Coastal Region

Chris Humes  
Southern LNG

Curtis Foltz  
Georgia Ports Authority

Lloyd Johnson  
100 Black Men

Thom Lockamy  
Savannah Chatham County  
Public School System

Sam McCachern  
Thomas & Hutton

Connie Farmer Ray  
Coldwell Banker Platinum Partners

Julian Miller  
Coastal Regional Properties

(\*)Toby Moreau  
BB&T

Brian Murphy  
Savannah College of  
Art and Design

David Paddison  
Seacrest Partners

Gena Taylor  
Greenbriar Children's Center

Danny Pinyan  
Pinyan Construction Company

(\*)Rusty Ross  
Morris, Manning & Martin

Malik Watkins  
Carl Vincent Institute

Maggie Gill  
Memorial Health

Dave Simons  
Simons Political Group

David Sovchen  
Wendy's

Michael Traynor  
Savannah Morning News

Jim Turner  
J.T. Turner Construction

John Tatum  
Hunter, Maclean, Exley & Dunn

Marjorie Young  
Carriage Trade Public Relations

Tom Wiley  
The Coastal Bank

Steve Woodall  
Mitsubishi

\*Executive Committee

## 2011 Visit Savannah Board of Directors

### Chair

(\*)Rick Monroe, Owner  
Monroe Marketing

### Chair Elect – 2012

(\*) Charlie Brazil – General Manager  
Old Town Trolley

Mark Dana, Sr. Vice President  
Prince Bush Smith Hotels

Jody McIntyre, Director of Sales and Marketing  
Savannah Marriott Riverfront

Michael Volen, Owner  
The Distillery

Paul Kennedy, Owner  
Paul Kennedy Catering

(\*)Sarah Lamar, Partner  
Hunter Maclean

(\*) Rodney Musselman, General Manager  
Hilton Savannah DeSoto

(\*)Patrick Graham, Executive Director  
Savannah Airport Commission  
Chamber Board Chair

Pedro Perez, General Manager  
Avia Savannah

Whip Triplett, Vice President  
Northpoint Hospitality-Doubletree Hotel Historic  
District/Hilton Garden Inn

Brendan Ferrara, Department Head  
Savannah Technical College

Lisa Coyle, General Manager  
Bohemian Hotel Savannah Riverfront

### Treasurer

(\*)Jack Bussert, General Manager  
River Street Inn

Amy Gaster, Owner – Tybee Vacation Rentals  
Tybee Tourism Council Chair

Daniel Carey, President/CEO  
Historic Savannah Foundation

Stratton Leopold, Owner  
Leopold's

Dr. Billy Jamerson, Chair of the Board  
Ralph Mark Gilbert Civil Rights Museum

Rob Gibson, Executive & Artistic Director  
Savannah Music Festival

Anthony Trice, General Manager  
Inn at Ellis Square

Henry Skipper, President & CEO  
Mighty Eighth Air Force Museum

Marcie Hill, Director  
City Market

Rochelle Small-Toney, City Manager  
City of Savannah

Sean Brandon, Director – Parking Services  
City of Savannah

Bob Coffey, General Manager  
Savannah International Trade &  
Convention Center

(\*)William Hubbard, President/CEO  
Savannah Area Chamber of Commerce

Pete Liakakis, Chairman  
Chatham County Commission

(\*)Joseph Marinelli, President  
Visit Savannah

(\*)Executive Committee

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