

There were 18 stated goals for the Georgia Initiative in 2008, the first full year of the five year program designed to transform the Georgia Chamber of Commerce from a primarily reactive organization into one that is proactive – providing expertise and leadership in key policy areas and strengthening the voice of the business community throughout the state.

The following information provides an overview of those goals and progress that was made throughout this year.

Establish the committee governance structure and framework for creating and adopting policy positions

Fourteen enabling and policy committees were created and launched prior to the end of the first quarter of 2008. Enabling committees included Administrative Services, Membership, Communications and Government Affairs. Policy committees included Existing Business and Industry, Environment and Energy, Healthcare, Education and Workforce Development, Law and Judiciary, Tax, Transportation, Tourism, International, and Economic Development.

Seat 14 policy and enabling committee chairpersons and members

Over 130 senior business leaders agreed to participate on the policy and enabling committees for a term of one year. A list of committee chairs and members follows.

Develop a charter and work plan for the Environment and Energy Committee

The Environment and Energy Committee was launched at the end of 2007 in order to become involved in the development of a Comprehensive Statewide Water Management Plan. This plan was adopted by the General Assembly during the 2008 session and signed into law by Governor Sonny Perdue. Throughout 2008, the committee has worked closely with key stakeholders to assist with the plan's implementation, which remains a priority for the Georgia Chamber.

Determine permanent resources needed to sustain the Georgia Initiative after 2012

A search is underway for a new Senior Vice President of Member Services, who will be charged with identifying new product offerings and service strategies that will provide an additional \$2 million in annual revenue by the end of 2012.

Develop a plan for collecting Initiative funding commitments that is synchronized with planned expenditures

As of September 30, 2008, Georgia Initiative campaign pledges totaled \$7.5 million over the five year period. Investors were given the opportunity to determine individual payment schedules. The Initiative work plan is developed based upon anticipated revenues and coordinated with the payment schedule so that cash outflow remains less than cash inflow.

Create a process for accessing reserve funds quickly when needed

An unanticipated expense process was developed by the Administrative Services Committee and approved by the Georgia Chamber Board Officers in order to provide for the review and resolution of funding requests that were unknown during the annual budgeting cycle, for example, an unanticipated legislative battle.

Develop a reporting plan to communicate progress, accomplishments and milestone achievements

Update reports were sent to Initiative investors and posted on the Georgia Chamber's website. In addition, an Annual Report of 2008 Chamber activity has been produced and will be distributed in January 2009. Now that new staff and processes are in place, metrics will be developed so that return on investment can be enumerated.

Ensure that the Georgia Chamber's government affairs infrastructure is nimble, efficient and effective

The Georgia Chamber government affairs team was strengthened through the addition of a new staff member. In addition, a Senior Vice President of Public Policy was hired to manage the policy creation process, in conjunction with the policy committees. The Chamber also worked closely throughout the year with the Georgia Public Policy Foundation in the areas of Education and Workforce Development and Healthcare where that organization was able to provide a depth of knowledge and research.

Develop a database of 50,000 opinion leaders across Georgia

A solicitation plan has been developed to reach the goal of 50,000 individuals representing every elected district in the state and willing to activate on issues of importance to Georgia business. The effort will launch in January 2009 in conjunction with the opening of Congressional and General Assembly sessions.

Use the Georgia Chamber's network to identify problems facing small business and to provide employers with information to educate their employees

A survey of current, past and prospective members was conducted in Spring 2008 as a joint effort between the Existing Business and Industry and Communications committees. Questions were focused around top challenges facing business and perceptions of the Georgia Chamber's effectiveness. Results were used to determine work plan priorities. Additional surveying is planned for each year of the Georgia Initiative.

Improve alignment with local Chambers of Commerce to support issues of common interest within the Georgia Chamber's agenda

Local Chambers were called upon to support the Georgia Chamber's efforts in support of the Comprehensive Statewide Water Management Plan and in opposition the CO2 emissions court ruling. Plans are being developed for a more regular communications structure between the Georgia Chamber and local Chambers going forward.

Build a grassroots network of allies within local Chambers of Commerce

This will be a key strategy to ensure alignment going forward. The Georgia Chamber plans to launch new programs with local chambers in 2009.

Establish a CEO network to provide guidance on Georgia Chamber programs

A concept for this program has been developed. Implementation is on hold pending the selection of a new Senior Vice President of Member Services as the network will be managed by and provide the most benefit to that department.

Refresh the Georgia Chamber's communications strategy and communications vehicles

Under the guidance of the Communications Committee an advertising and direct mail campaign was implemented in 2008. In addition, a Senior Vice President of Communications was hired and charged with the development of a comprehensive strategic communications program. Plans are in place for the launch of several new and renewed communications vehicles in 2009.

Launch a redesigned website

A redesigned Georgia Chamber website was launched in January 2008.

Design and build capacity for outbound and inbound communications with Georgia Chamber members and grassroots network

The Chamber's new website includes enhanced functions that will allow for member surveys, regular electronic communications, activity analysis, and response channels.

Identify resources to assist with communications needs on an ad hoc basis

The Communications Committee and Senior Vice President of Communications have an extensive network to draw upon when ad hoc needs arise.

Benchmark innovative programs in other states relative to business issues and solutions

Benchmark research was done in the areas of healthcare and transportation to identify and understand innovative programs that have been implemented in other states.

The Georgia Initiative Honor Roll of Investors

Thanks to the following companies, as of Dec 1, 2008, the Georgia Initiative has raised \$7.5 million in pledges over the next five years for the Georgia Chamber.

Advance (\$250,000+)

AT&T
The Coca-Cola Company
Delta Air Lines, Inc.
Georgia Power Company
The Home Depot

Oglethorpe Power Corporation / GEMC / Georgia Transmission Corporation
SunTrust Bank
Turner Broadcasting System, Inc.
Wachovia, N.A.

Leadership (\$100,000 - \$249,000)

Atlanta Gas Light
BB&T
Coca-Cola Enterprises, Inc.
Cousins Properties Incorporated
CSX Transportation, Inc.
Deloitte.
Emory Healthcare, Inc.
Flowers Foods, Inc.
General Electric Company
King & Spalding LLP
Mactec, Inc.
MAG Mutual Insurance Company
MEAG Power
Merial Limited

Norfolk Southern Corporation
Northside Hospital
Phoebe Putney Health System
Piedmont Healthcare
Regions Bank
Sea Island Company
Shaw Industries Group, Inc.
Synovus
Tenet Healthsystem
Total System Services, Inc. (TSYS)
Troutman Sanders LLP
University Health Care System
Verizon Wireless
Wellstar Health System, Inc.

Pacesetter (\$50,000 - \$99,000)

AirTran Airways
Alpha, Inc.
Alston & Bird LLP
Archbold Medical Center
Blue Cross Blue Shield of Georgia
Fiserv
Gulfstream Aerospace Corporation
Kilpatrick Stockton LLP
KPMG LLP

McKenna Long & Aldridge LLP
Post Properties, Inc.
Sandersville Railroad Company
United Community Bank, Inc.
UPS
Womble Carlyle Sandridge & Rice, PLLC
YKK Corporation of America

Community (\$1,000 - \$49,000)

Adams Exterminators, Inc.
Allgood Pest Solutions
Arrow Exterminators
Atmos Energy
Balch & Bingham, LLP
Burgess Pigment Company
Constangy, Brooks & Smith, LLC
Dublin Construction Company
Fowler Flemister Concrete, Inc.
Georgia Trend Magazine
IBM Corporation
L.E. Schwartz & Son, Inc.
Left Bank Art Gallery
Lockheed Martin
MidCountry Financial Corporation
Northeast Georgia Health System, Inc.
Oconee Regional Medical Center
Pirelli Tires

Primerica Financial Services
Procter & Gamble Paper Products
R L Brown & Associates, Inc.
Randstad North America
Riverside Manufacturing Company
Rollins, Inc.
Savannah Luggage Works
SCANA Energy
Southeast Georgia Health System
St. Joseph's/Candler Health System
Charles K. Tarbutton
The Temples Company
three
VHA Georgia, Inc.
Brett A. Virgin
Wilheit Packaging, LLC
Hugh B. Williamson, III