



New Member

On-Boarding Packet

2024

October 2024



Leonardo McClarty

President & CEO

 (770) 461-9983

 Leonardo@fayettechamber.org

Welcome to the Fayette County Chamber of Commerce!

Dear Fayette Chamber Member,

On behalf of the Fayette Chamber, I extend a warm welcome to you as our newest member. We are thrilled to have you join our community of business professionals dedicated to the growth and prosperity of Fayette County.

Your decision to become a member of our Chamber reflects your commitment to strengthening the local business environment and fostering meaningful connections within our community. By working together, we believe, we can achieve remarkable success and make a positive impact on the economic landscape of our region.

As a member, you gain access to a wide range of resources, networking opportunities, and support services designed to help you thrive. Whether you are seeking business development assistance, marketing opportunities, or simply looking to connect with fellow entrepreneurs, the Chamber is here to serve as your partner and advocate.

I encourage you to take full advantage of your membership benefits by participating in our events, joining committees, and engaging with fellow members. Your involvement not only enhances your own business prospects but also contributes to the collective strength and vitality of our local economy.

Please don't hesitate to reach out if you have any questions or if there's anything we can assist you with. We are here to support you every step of the way. Once again, welcome to the Fayette Chamber. We look forward to building a successful partnership with you and witnessing the great things we can accomplish together.

Respectfully,

Leonardo McClarty, CCE
President / CEO, Fayette Chamber

Meet the Team



**LEONARDO
MCCLARTY**

PRESIDENT & CEO

678-214-3807

Leonardo@
FayetteChamber.org

**WHAT I LIKE
ABOUT THE
CHAMBER:**

Each day brings forth new challenges all with the purpose of making my community better. Working for the Chamber allows me the opportunity to make a difference.

**FAVORITE
QUOTE:**

"How far you go in life depends on your being tender with the young, compassionate with the aged, sympathetic with the striving, and tolerant of the weak and strong. Because someday in your life you will have been all of these." - George Washington Carver



**CERETO
BEAN**

DIR, OPERATIONS

770-461-5946

Cereto@
FayetteChamber.org

**WHAT I LIKE
ABOUT THE
CHAMBER:**

I love meeting people and connecting them with the community. I believe, the Chamber is a wonderful place to connect to and learn from this great community.

**FAVORITE
QUOTE:**

"Integrity is doing the right thing, even when no one is watching." - C. S. Lewis

"Initiative is doing the right thing without being told." - Victor Hugo



**DAVID
CONTI**

DIR, MEMBERSHP

678-214-3803

David@
FayetteChamber.org

**WHAT I LIKE
ABOUT THE
CHAMBER:**

This is the most substantial opportunity The Chamber provides me with the opportunity to marry my love of business with my innate ability to connect those in need with those able to help.. I am so excited to be a part of this team and the flourishing Fayette County business community.

**FAVORITE
QUOTE:**

"Culture is not a war to be won but a garden to be cultivated" - Makoto Fujimura



**LA'TRICIA
HUGHES**

MGR, COMMS

678-863-8145

Latricia@
FayetteChamber.org

**WHAT I LIKE
ABOUT THE
CHAMBER:**

I love helping leverage events and creating an atmosphere for business leaders and organizations to connect. At the Chamber, I learned various ways our community receives information which has challenged me on how to market to our members' and provide information to prospectives.

**FAVORITE
QUOTE:**

"The more you praise and celebrate your life, the more there is in life to celebrate." -Oprah Winfrey



**CARRIE
BITTINGER**

MGR, EVENTS

770-461-9984

Carrie@
FayetteChamber.org

**WHAT I LIKE
ABOUT THE
CHAMBER:**

Building relationships with the businesses in our community and getting to connect with them on what they do. It is always exciting to get to connect our members with one another so that they can help each other and the community.

**FAVORITE
QUOTE:**

"Find out who you are and do it on purpose." -Dolly Parton

Board Members

Meet the Chamber's Leadership Committee



**MATT
RAMSEY**
WARNER, HOOPER
& RAMSEY

BOARD CHAIR



**DR. ALVETTA
THOMAS**

TECHNICAL
COLLEGE SYSTEM
OF GEORGIA

CHAIR-ELECT



**JIM
MCCARTEN**
LINDSEY & LACY

TREASURER



**DOUG
BATES**
CMIT SOLUTIONS

VICE-CHAIR



**PATTI
KADKHODAIAN**
GOLF RIDER, INC.

VICE-CHAIR



**STEPHEN
PORTER**
PIEDMONT FAYETTE
HOSPITAL

VICE-CHAIR

BOARD DIRECTORS:

MIKE MITCHELL - COMCAST
CLARENCE WRIGHT - COWETA-FAYETTE EMC
DEREK CAMPBELL, SR - DEREK CAMPBELL
AGENCY
FRED HOWERY - GERRESHEIMER
JASON MULDROW - MULDROW MARKETING
JASON PACE - PACE LYNCH CORPORATION

SCOTT KIRCHNER - PANASONIC
AUTOMOTIVE
PRESTON ETHERIDGE - REGIONS BANK
EDGAR RIVERA - ROVISYS AUTOMATION
DAN VANO - THE FIRST BANK
DEREK MILLS - TRI-COPY OFFICE
EQUIPMENT

Ambassadors

Our Volunteer-led Onboarding Experts

Chamber Ambassadors are a special group of people who volunteer to help promote the Fayette County business community and support Chamber functions. Ambassadors perform a wide variety of duties, but their main function is to help promote the Chamber, welcome new Members to the Chamber, and make Chamber events successful and enjoyable for everyone. This group of dedicated individuals who are assigned to new members, like you, to help you make the most of your membership.

**RAY
BRUCE**

DR.
BIZ PRO

**BRENDA
COX**

NAACP

**PRESTON
DAVIS**

DAVIS
CHIROPRACTIC
CENTER

**JORDAN
GUEST-
JOHNSON**

MULDROW
MARKETING

**CAROL
JENSEN-
LINTON**

NEW NEIGHBORS
LEAGUE, INC.

**BROOKE
MILLER**

HAMMOND
SERVICES

**JIM
MOTHORPE**

CAPITAL
INVESTMENT
COMPANIES

**CLARK
NINNEMAN**

THE FIRST
BANK

**CASH
RABINOWITCH**

TRI-COPY OFFICE
EQUIPMENT

**ANGEL
ROLLINS**

DEPARTMENT OF
HEALTH SERVICES

**COSTAS
SOULAKOS**

INTERNATIONAL
PROPERTY
SOLUTIONS

**VICKI
TURNER**

FAYETTE FIRE
FOUNDATION

Our Chamber

The Fayette Chamber of Commerce blends networking, education, support, and resources to deliver opportunities for member businesses of all sizes to inspire, create and grow.

*Fostering an
environment where
Businesses and
Communities
Thrive*

We
**CREATE.
INSPIRE.
GROW.**

OUR MISSION:

Be the Catalyst for innovation and growth for our member businesses to inspire a more vibrant and prosperous community.

OUR CORE VALUES:

- ◆ Empower
- ◆ Integrity
- ◆ Courtesy
- ◆ Advocate
- ◆ Respect
- ◆ Service

Our Members

The Chamber proudly supports a diverse array of businesses, ranging from innovative startups and local family-owned enterprises to large corporations and nonprofits. By fostering a collaborative environment, we help businesses across all industries and sizes thrive, connecting them with resources, strategic partnerships, and valuable community networks.

No matter the sector, our mission is to empower every member to achieve success while contributing to the growth and vitality of our community.



Navigating the Member Portal

FILL OUT YOUR COMPANY'S PROFILE

ADD STAFF FROM YOUR COMPANY WHO MAY BENEFIT FROM CHAMBER EVENTS

UPDATE COMPANY BIOGRAPHY AND INFORMATION

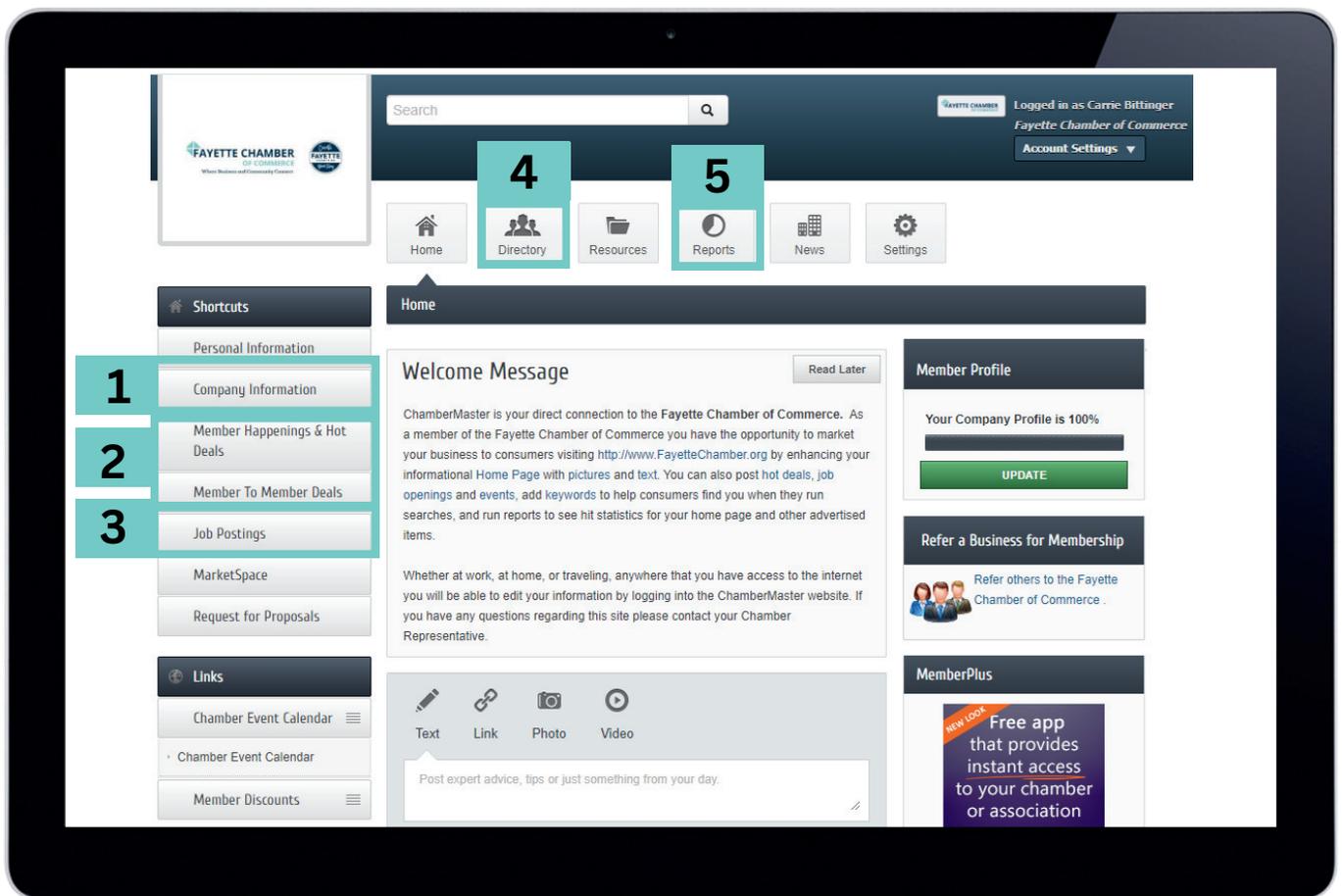
ADD YOUR WEBSITE URL TO YOUR PROFILE AND LINKS TO YOUR SOCIAL MEDIA PAGES

ADD A CATEGORY, OR CATEGORIES, FOR THE INDUSTRY YOUR BUSINESS OPERATES



Features of the Member Portal

1. VALIDATE YOUR COMPANY INFORMATION IS ACCURATE & COMPLETE
2. ADD MEMBER EVENTS, HOT DEALS, & MEMBER-TO-MEMBER DISCOUNTS
3. POST OPEN JOBS TO OUR PUBLIC WEBSITE
4. FIND PREFERRED MEMBER ORGANIZATIONS TO CONDUCT BUSINESS WITH
5. FIND CLICK DATA FOR YOUR ONLINE DIRECTORY LISTING



Sign up for Events...

STAY CONNECTED

JANUARY

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23						
30						

FEBRUARY

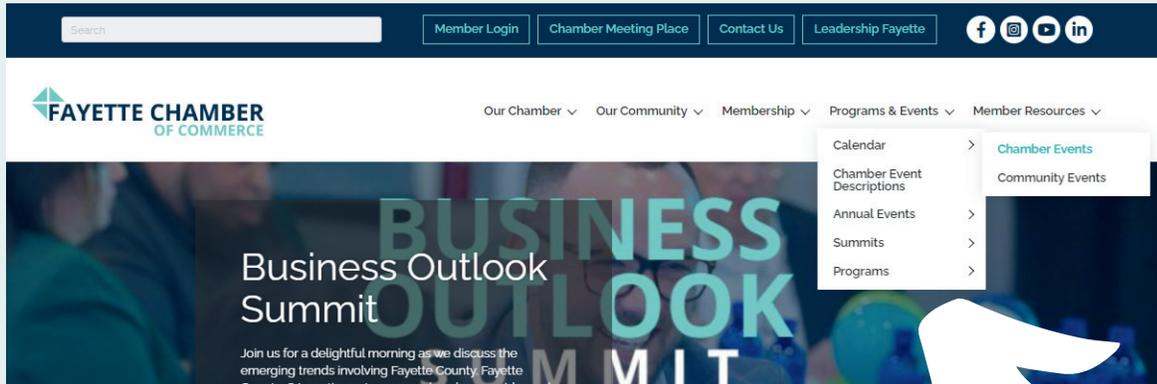
SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26

MARCH

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26

Monthly Events

1. VISIT OUR WEBSITE
2. VIEW OUR CALENDAR



3. FIND EVENTS THAT INTEREST YOU,
4. REGISTER & THEN SHOW UP READY TO ENGAGE WITH OTHER MEMBERS

WAYS TO *Connect*

Committees, Councils, and Educational Programs are supported by volunteers like you. These groups play a vital role in executing the Chamber's mission of advocating for the success of our members in the community.

Committees and Councils within the Chamber of Commerce serve two primary purposes:

1

Leveraging Business Expertise for Educational Development: These groups tap into the diverse skills and knowledge of their members to create and implement educational events tailored for businesses at various stages. Whether a business is just starting out or well-established, these events provide valuable learning opportunities that can help enhance their operations, strategies, and overall success.

2

Facilitating Engagement and Networking: Committees and Councils also focus on fostering connections among members. They organize events and activities that encourage networking, collaboration, and the exchange of ideas. By participating in these gatherings, members can build relationships, find potential partners, and create a supportive community that benefits their professional growth and business development.

These dual objectives ensure that members not only gain access to valuable educational resources but also have ample opportunities to connect and engage with other professionals, thereby enriching their overall experience within the Chamber.

COMMITTEES:

- Education & Workforce Development
- Finance
- Governmental Affairs
- Leadership & Governance
- Marketing & Communications
- Small Business
- Young Professionals

COUNCILS:

- Healthcare
- Manufacturing
- Non-Profit
- Start your own industry-specific Council, we can help!

***Interested in
volunteering?***

***Email:
info@fayettechamber.org***

Room Rentals

THE CHAMBER MEETING PLACES

For more information or to make a reservation, contact Cereto Bean at (770) 461-5946 or Cereto@FayetteChamber.org



The Chamber Meeting Place

The Chamber Cafe

Large meeting or conference space available for rent by the hour for business events. Chamber members receive a discounted rate and many receive 1 or more free rentals.

Free cafe for Chamber members that can be used for small meetings, client introductions, 1-to-1 discussions, or interviews.

- **Dinner Tables: Seating up to 92**



BE Visible

WEEKLY MEMBER NEWSLETTER

Share your company's news and reach 6,000+ readers by advertising in Chamber News, the Chamber's weekly newsletter. This newsletter is emailed weekly to every member. Submission must be received before Tuesday at 12pm.

> Email: Latricia@FayetteChamber.org

SPONSOR AN EVENT

Elevate your brand's visibility by sponsoring one of our many events! Position your business alongside the county's most influential leaders and decision-makers. By sponsoring one of our exciting events, you'll not only gain valuable exposure but also align your brand with our core mission of 'Advocating for the success of our members and the community'. Make a lasting impact—partner with us and showcase your commitment to the success of the local community.

> Email: Info@FayetteChamber.org

HOST A LUNCH & LEARN

Host your own event while showcasing your products to a targeted audience. We'll handle the marketing, venue, and registration, while you provide the topic and the lunch. It's the perfect opportunity to educate potential customers about your services in a relaxed and engaging setting. Let's work together to grow your brand and connect with your consumers! **Cost: \$350**

> Email: Info@FayetteChamber.org

Savings Made Easy

Here are just a few of our most popular savings programs:



Exclusive Members-only access to Health Insurance through the Fayette Chamber of Commerce.

A complementary healthcare program designed to lower primary healthcare insurance expenses while reducing the taxes both the employer and employee pay.



Save 7.5% off workers compensation premiums by getting certified as a Drug Free Workplace.



Get a 25% discount on email marketing programs through Constant Contact.

Offer your own special discount by visiting the Member Portal

*For even more discounts visit us at:
<https://www.fayettechamber.org/member-discounts/>*

Scale Your Business

Growth

We offer our Chamber members free, in-depth business checkups from trusted local experts. This program provides valuable insights into key areas of your business helping our business leaders quickly identify growth opportunities while building lasting partnerships with highly competent experts.



ADVISORY & MENTORING SERVICES

COMPLIMENTARY BUSINESS COACHING

As a valued Chamber member, you're eligible for two (2) weeks of free business coaching. This offer includes two (2) one-on-one coaching sessions and up to five (5) tailored strategies to help you grow or scale your business effectively (valued at \$285).

> Email: NateWoods@ActionCoach.com



COMPLIMENTARY VISIT



Contact Ray Bruce to schedule your FREE business assessment from Dr. BizPro, valued at \$285.

> Email: Ray@DrBizPro.com

CEO ROUNDTABLE



Business owners excel in their fields but often lack education in running a successful organization or simply need to stay accountable to their strategic plan. The CEO Roundtable provides a platform for business owners to receive expert business insights, focused on growth and improvement, while collaborating with peers from similar-sized, non-competing companies.

> Email: David@FayetteChamber.org

ACCOUNTING & BOOKKEEPING

TELL THEM: "THE FAYETTE CHAMBER SENT ME"



Accounting RESOURCES



T-ACCOUNTING
& TAX SERVICE



MARKETING SERVICES

FREE WEBSITE PERFORMANCE AUDIT

Whether you already have a website or are just getting started, Jason Hunter Design is here to help. For businesses with a website, we offer a free website performance audit to uncover areas for improvement in speed, user experience, and SEO. If you don't have a website yet, book a free discovery call with us to explore how a powerful online presence can transform your business.

> Visit: <https://JasonHunterDesign.com/website-performance-audit/>



ARE YOUR PHOTOS AND VIDEOS DRIVING RESULTS?

Great visuals don't just promote your product or service—they turn awareness into sales. If you're unsure whether your current media is doing the job or want to learn how adding high-quality images and videos to your website and social channels can boost sales, Southern Light Creative is offering a free 1-hour video and photography assessment. Let us audit your current creative content and provide insights to help elevate your brand so you can increase conversions.



> Email: Jon@SouthernLightCreative.com

MARKETING SERVICES

MARKETING ANALYTICS ASSESSMENT



Who's visiting your website? What are they doing once they're there? How effective is your social media? All these questions can be answered by studying your marketing analytics. You're doing the work- but without studying the data, it's hard to make forward progress.

E-mail us for a free 1-hour analytics consultation and we'll explain how to make the numbers work for you.

> *Email: Joe@CountryFriedCreative.com*

DIGITAL MARKETING AUDIT

This exclusive offer from Muldrow Marketing will provide a thorough analysis of your business's online presence, including your website, social media profiles, SEO ranking, and online engagement. This audit highlights areas of improvement and opportunities to enhance your digital footprint. Valued at \$500.

> *Email: Jason@MuldrowMarketing.com*



MARKETING SERVICES

BRAND ASSESSMENT

All new and current Fayette Chamber members receive a free Brand Evaluation (a \$300 value). During this 60-minute in-person evaluation, we will examine your:

- Brand Identity, Brand Position, Customer Perception & Loyalty, Competitors, Digital Presence & Engagement, Brand Consistency, Brand Equity, Customer Experience, Marketing & Advertising effectiveness, and your Future Growth Potential

> Email:

Chris.Tschantz@TestPilotCreative.com



SOCIAL MEDIA ASSESSMENT



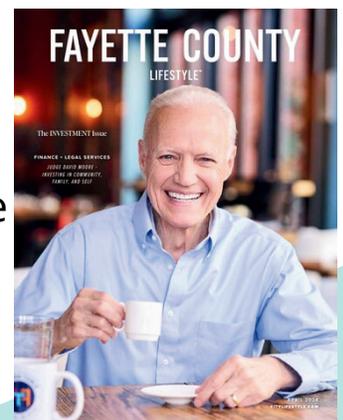
Through smart testing, we create brand-poppin' social media advertisements that go beyond posts—they reach the right people, even those who don't know you (yet). So sit back, relax, and let us bring your brand to life. Ready to grow? Contact Rachel to schedule a free consultation (valued at \$199).

> Email: Rachel@SitRightProductions.com

FAYETTE COUNTY LIFESTYLE MAGAZINE LISTING

Chamber members get a free listing in one monthly publication. The listing is a 75-word editorial that includes a photo of your choice. This offer is good for 60 days of joining the Fayette Chamber of Commerce, some restrictions apply.

> Email: Jennifer.Conforti@LifestylePubs.com



LEGAL & HR SERVICES

DO YOU OFFER EMPLOYEE BENEFITS? OR WANT TO?

Ready to maximize your employee benefits while saving money? Contact Kathy Halpin today for a complimentary Employee Benefits assessment or to learn about our unique Benefits Sandwich—a solution designed to save both you and your team money. Let us help you unlock better benefits, smarter savings!

> Email: Kathy@BeneTrendPartners.com



COMPLIMENTARY STAFFING CONSULTATION

At PeopleLift, we understand that each company's staffing needs are unique. That's why we offer a complimentary 1:1 staff consultation to help you discover how our tailored recruiting strategies can drive growth for your business. Whether it's talent acquisition, retention, or workforce optimization, our expertise is at your service—completely free of charge. Let's chat about your specific challenges and craft solutions that save time and resources while boosting your workforce efficiency.

> Email: Catiana@PeopleLift.com



LEGAL & HR SERVICES

OPTIMIZE YOUR HR SERVICES

Are you optimizing your human resources systems and processes for maximum efficiency?

Which skills does your organization need to achieve its future goals?

Schedule a complimentary focused HR assessment!

- Identify areas of skill deficiencies
- Uncover potential compliance pitfalls
- Automate common HR processes



Help drive your business toward success with a FREE assessment (valued at up to \$500).

> Email: Queieb@KysinLLC.com

FREE TOTAL COST OF WORKFORCE CONSULTATION

Schedule your complimentary Total Cost of Workforce (TCOW) consultation today. If your organization is looking to optimize your spending on staffing, with our unrivaled proprietary data driven tools specifically designed to improve operational efficiency.

> Email: Cequoyah.Gates@ManPower.com



LEGAL & HR SERVICES

FREE HUMAN RESOURCE ASSESSMENT

You are invited to receive a complimentary HR Compliance Review (valued at \$350). In this assessment, we'll focus on key areas such as employee documentation, legal compliance, and basic HR practices to ensure your business meets the necessary requirements and avoids common pitfalls. Let's help your business stay compliant and protected!



> Email: Lena@ExceptionalHumanResources.com

GROW YOUR BUSINESS W/ EXPERT HIRING STRATEGIES

Struggling to find the right talent? Our FREE one-on-one consultation can help!



PrideStaff provides expert advice on:

- Job Market Analysis: Understand the latest trends and find the best candidates.
- Job Description Optimization: Attract top talent with more compelling job descriptions.
- Interview Strategies: Hire the right people with effective interview techniques.

Schedule your one-on-one consultation today and discover how we can help your business thrive.

> Email: Ewalker@pridestaff.com or call 404-908-4755

TECHNOLOGY SERVICES



Free technology analysis for any size business, as well as, up to 10,000 free black and white copies with a contract.

> Email: Cashr@Tri-Copy.com

Contact Doug Bates to schedule your complimentary IT assessment from CMIT Solutions.



> Email: dbates@CMITSolutions.com



Complimentary business process optimization discovery session including a free one-on-one discussion (valued at \$399) to assess:

- Profit and Profitability
- Efficiency - Leveraging Technology & AI
- Business Process Improvements

> Email: A.Onifade@PrincipiumTechnology.com

OTHER RECOMMENDATIONS





Welcome to the Chamber!

*Thank You for being
a part of our
Community*