



COBB CHAMBER
2019 CAMPAIGN MANUAL

TABLE OF CONTENTS

| | | | |
|-----------------------------------|-----|---|-------|
| Letter from Chair..... | 3 | New Membership Sales..... | 9 |
| Cobb Chamber Overview..... | 4 | Prospecting Tips..... | 10 |
| Membership Campaign Overview..... | 4 | Credit Guidelines..... | 11 |
| Important Dates..... | 5 | Print and Website Advertising Sales..... | 12 |
| Campaign Responsibilities..... | 6-7 | Overcoming Objections..... | 13-14 |
| Teams and Goals..... | 7 | Hall of Fame Lifetime Achievement Awards..... | 15 |
| Prizes and Big Trip..... | 8 | | |

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Dear Campaign Volunteers,

For the 2019 Membership Campaign theme, we're moving forward with a theme that practically became a social media phenomena last year: "Chamber Connects." There's no better way to succinctly communicate the power of membership. "Chamber Connects" speaks directly to how joining the Cobb Chamber expands your business network, drives growth for the community and unites us all in a voice for pro-business advocacy.

We've assembled a team to connect you with resources to meet your individual and team goals throughout the campaign. I encourage you to seek out your 2019 Division Chairs for advice, troubleshooting ideas, and support on key sales meetings. Here are the 2019 Campaign Division Chairs:

Mandy Burton
Secret Holland
Mark Mathews
Tracy Rathbone Styf
Drew Shambarger

This year we're dusting off our closed group on Facebook to keep everyone engaged, informed and, most importantly, encouraged. Make it a point to join the group and use it as a tool to motivate your team and push us all toward the goal. Everyone is welcome to join the group and contribute content! Social media is a huge connection point for everyone, and let your friends know how the Chamber supports your business and post pictures with fellow members and at events—let's boost everyone's production!

Sincerely,
Britt Fleck
2019 Campaign Chair

“When you share your story with someone, it becomes a part of their story, too.”

~ Marty Rubin

“Sometimes, reaching out and taking someone's hand is the beginning of a journey. At other times, it is allowing another to take yours.”

~ Vera Nazarian

CHAMBER OVERVIEW

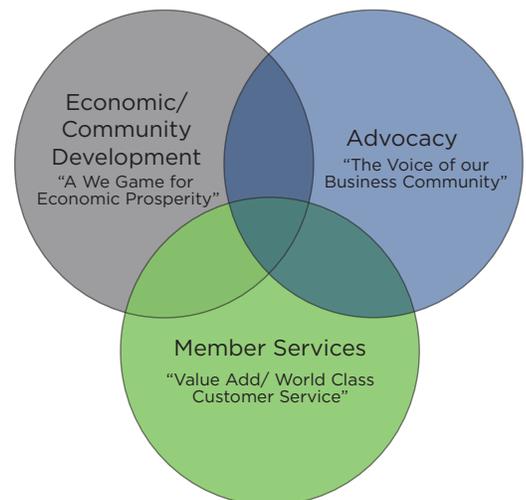
The Cobb Chamber of Commerce represents the diverse, dynamic business community of Cobb County. The Cobb Chamber is a member-supported business organization working to maintain a healthy economy by bringing business and industry to the area and helping established firms grow.

The Cobb Chamber has more than 2,400 member companies representing large and small, domestic and international businesses.

As one of the most influential business advocacy organizations in Georgia, our goal is to strengthen our economy and quality of life so businesses and the community can achieve more.

To do this, we focus our resources and efforts in four main areas:

- Creating jobs and driving economic development
- Strengthening the community and the region
- Growing member businesses and nurturing leadership
- Connecting businesses, government and community



2019 MEMBERSHIP CAMPAIGN OVERVIEW

PURPOSE: To finance new and existing Cobb Chamber programs and services

GOAL: To raise \$819,000+ and bring in 200 new members

IMPORTANT DATES

| | | | |
|-------------|-----------------|--------------------------------|-------------------------------------|
| February 7 | 8 - 10 am | Campaign University | Cobb Chamber |
| February 12 | 2 - 4 pm | Campaign University | Cobb Chamber |
| February 26 | 11:30 am - 1 pm | *Engage Luncheon | Cobb Chamber |
| March 4 | 7:30 - 9 am | First Monday Campaign Kick Off | Cobb Galleria Centre |
| March 13 | 2 - 4 pm | Campaign University | Cobb Chamber |
| March 26 | 11:30 am - 1 pm | *Engage Luncheon | Cobb Chamber |
| March 27 | Noon Deadline | Campaign Check In #1 | |
| March 28 | 4:30 - 6 pm | Campaign Party #1 | Georgian Club with FB Live Session |
| April 18 | 8 - 9:30 am | Chamber Connection Breakfast | Georgian Club |
| April 25 | Noon Dealine | Campaign Check In #2/Mid-Point | |
| April 29 | 11:30 am - 1 pm | Team Captain Mid-Point Mtg. | Cobb Chamber with FB Live Session |
| April 30 | 11:30 am - 1 pm | *Engage Luncheon | Cobb Chamber |
| May 15 | 7:30 - 9 am | Chamber Connection Breakfast | Cobb Chamber |
| May 21 | 11:30 am - 1 pm | *Engage Luncheon | Cobb Chamber |
| May 23 | Noon Deadline | Campaign Check In #3 | |
| May 23 | 3:30 pm | Check In #3 FB Live Session | Watch on FaceBook |
| June 18 | 2 pm Deadline | Campaign - Final | |
| June 20 | 4:30 - 6 pm | Campaign Victory Party | Cobb Chamber |
| July 20-24 | | Big Trip | Secrets Maroma Beach Riviera Cancun |

*Can attend one ENGAGE for personal training and additional ones only if your renewal(s) are going to attend.
Must RSVP to emcmahon@cobbchamber.org

ENGAGE - WHY SHOULD YOU COME?

- Refresh knowledge of all of the programs and services the Chamber offers to be able to relay to prospective members
- Invite your members who are up for campaign renewal to revisit why they joined (especially if they have not attended one or there is a new decision maker)
- Network with the other members who attend
- Enjoy a complimentary lunch!

**Please RSVP to Elizabeth McMahon if you plan to attend: emcmahon@cobbchamber.org*

**Can only attend one for training. Can attend additional if your renewals are coming.*

CAMPAIGN UNIVERSITY - WHY SHOULD YOU COME?

- Understand how campaign works
- Listen to best practices and testimonials from seasoned volunteers
- Learn about the Chamber's onboarding and retention plan for members
- Hear about the changes for the 2019 campaign

PROSPECT BREAKFAST - WHY SHOULD YOU COME?

- Bring membership prospects to hear testimonials that will highlight the value of membership
- Network opportunity for prospects to meet key leaders
- Enjoy a nice breakfast!

WHO MAKES IT HAPPEN?

CAMPAIGN CHAIRMAN

- Select Campaign Leadership
- Lead Campaign check-ins and Victory Celebration
- Report to the Chamber Board of Directors
- Set and achieve Campaign goals
- Recruit corporate teams to join the Campaign
- Support the Campaign Leadership Committee and all Campaign volunteers
- Work with Chamber staff to conduct Campaign training sessions
- Have fun!

CAMPAIGN LEADERSHIP

- Assist Team Executives and Team Captains in setting their Campaign goal
- Recruit corporate teams to join the Campaign
- Work with your company team to achieve team goal
- Work with other Campaign teams to achieve their team goals
- Manage team production by:
 - Contacting and working with assigned team leaders on a regular basis
 - Actively encouraging Executive involvement
 - Attending Leadership meetings
 - Attending Team meetings when needed
- Participate in Campaign Kick-off, campaign check-ins and Victory Celebration
- Have fun!

TEAM EXECUTIVES

- Set team goal with Campaign Leadership and your Team Captain
- Recruit a Team Captain who will be given full responsibility for successfully meeting the team goal
- Give Team Captain your full support and encouragement
- Communicate to each team member your total support for the Campaign and Team Captain and encourage team members to do their very best
- Support Team Captain and team members by providing internal incentives where appropriate
- Participate in Campaign Kick-off, Campaign check-ins and Victory Celebration with your team
- Have fun!

TEAM CAPTAINS

- Assist Team Executive with selecting team members
- Commit to team goal
- Ensure team commitment to team goal
- Ensure 100 percent attendance at Campaign training sessions
- Participate in and encourage team attendance at Campaign Kick-off, Campaign check-ins and Victory Celebration
- Attend Team Captains Mid-Point Meeting
- Turn in Campaign reports by designated time
- Provide support and motivation to team members throughout Campaign
- Communicate progress regularly with Chamber staff and Campaign leadership
- Accept team achievement awards (and challenges!)
- Achieve team goal
- Have fun!

TEAM MEMBERS

- Attend Campaign University and an ENGAGE luncheon
- Prospect and sell Chamber memberships and advertising
- Turn in production by established turn-in dates
- Meet the personal goal assigned to you by your Team Captain
- Work with members of your team to meet the team's goal
- Participate in Campaign Kick-off, Campaign check-ins and Victory Celebration
- Accept individual achievement awards for production
- Have fun!

CHAMBER STAFF

- Work with Campaign Chairs and Leadership to conduct training sessions for teams
- Provide exposure, recognition and awards for your production
- Make the Campaign Kick-off, Campaign check-ins and Victory Celebration lots of fun
- 100 percent commitment and support
- Have fun!

TEAMS AND GOALS

- Team dollar and new member goals are pre-determined by Campaign Leadership in conjunction with the Team Captain and Team Executive. Minimum team goal is \$5,000.
- Teams may have one team captain for every \$25,000 of their goal i.e. teams with a \$75,000 goal may have three team captains.
- Each team will commit to achieving its total goal production. **There are no adjustments to goals or team captains after March 4, 2019.**
- All Team Captains who meet their team goal of \$25,000 or more by the final turn-in may earn "The Big Trip" in July. One team captain qualifies for each \$25,000 in production
- For teams with only one person acting as Team Captain, Team Executive and sole producer, if \$18,000 in production is reached, they are eligible to go on the Big Trip as their only prize.
- If the team captain can not go on the trip they cannot transfer their spot to someone else.

PRIZES

Individual Prizes – At the Victory Celebration, you will receive your individual prize for production. These prizes range from trips to tickets for sporting events, electronics and gift certificates to various restaurants and stores.

THE BIG TRIP! JULY 20-24, 2019

- Join the Campaign Leadership and other community volunteers on a four night trip to all-inclusive resort Secrets Maroma Beach Riviera in Cancun, Mexico. Be ready for loads of fun! This is a wonderful opportunity to hang out with old and new friends alike – and there is plenty of time to do your own thing, too. The trip includes round-trip airfare, transfers, accommodations, taxes and fees for two.
- Team members – Earn your spot by selling \$16,000 in new members, eligible renewals (2017 & 2018), ads and ad renewals by June 18, 2019. If you cannot go on the scheduled dates, you must choose another prize.
- Individual Producers with over \$16,000:
 - » \$16,000 in production earns individuals a “Campaign Achievement Award” which will be given at Annual Dinner.
 - » \$25,000 in individual production means you can choose a prize off the board in addition to receiving the Big Trip.
- Team Captains – Earn your trip spot by meeting your team goal of \$25,000 or more by the June 18 final turn-in.
 - » You cannot choose the Big Trip as your prize for individual production, but you can choose another prize.
 - » If you cannot go on the scheduled dates, you must forfeit the trip.
 - » If a team has more than one team captain, one team captain qualifies for each \$25,000 in production.
 - » Top Producer of the overall campaign will receive an upgraded room on the trip.
 - » For teams with only one person acting as Team Captain, Team Executive and sole producer, if \$18,000 in production is reached, they are eligible to go on the Big Trip as their only prize.
- Due to IRS regulations, all Big Trip attendees must receive a 1099 Form.

YOU CAN STILL WIN YOUR SPOT ON THE BIG TRIP WITHOUT PRODUCING \$16,000!

- Big Trip Individual Drawing – Anyone who sells at least three new members will have their name put in the Big Trip drawing, which will be awarded at the Final Celebration. Each new member after three will allow your name to go in the drawing additional time. Your name may go in the drawing as many times as you earn.
- Big Trip Team Drawing – Teams with a goal of at least \$10,000, but less than \$25,000 who meet their \$10,000 goal are also placed in a separate drawing, with the exception of one person teams that make \$18,000. One person from the team selected goes on the trip.
- Stay tuned for more exciting ways to win the Big Trip!

NEW MEMBERSHIP SALES

| MEMBERSHIP LEVELS | |
|---|---------------------------------------|
| Signature | \$400 |
| Premier | \$1,500 |
| Chairman's Club | \$5,000 (minimum) |
| Non-Profit (501c3 only) Signature | \$250 |
| Non-Profit (501c3 only) Premier | \$750 |
| Non-Profit (501c3 only) Chairman's Club | \$2,500 |
| Sole Proprietor Special Rate | \$250 (must be a one-person business) |

It is crucial that you quote accurate fees. Refer to the membership dues information for proper quotes. No memberships under \$400 will be accepted (unless Non-Profit or Sole Proprietors).

Remember: all memberships are being counted year-round!

COMPLETING THE APPLICATION

- Make sure new members fill out the application completely.
- Obtain a CHECK payable to the **Cobb Chamber** or credit card information. We accept **VISA, Mastercard, American Express and Discover**. If necessary, have the new member mail the check and application directly to the Chamber or complete the online application.
- **Determine the proper category where the business should be listed** – refer to category listings on cobbchamber.org/search.
- Be sure to put YOUR name and company on the “Who helped you join?” line.

AFTER A MEMBERSHIP IS SOLD

- Chamber staff works to get your member involved
- A letter of welcome from the President and CEO Sharon Mason is sent to express our appreciation along with their membership decal, member ID and password, and cost savings information.
- A welcome email is sent with the Member ID and password for the Members Only website section.
- Each new member is invited to the next ENGAGE: a private event for members. At this event, they will meet other members and receive their member packet with program information.
- The new member is placed on the *Georgia Trend Magazine* and chamber email distribution lists.
- The new member will be added to the Membership Directory on our website, cobbchamber.org.
- A Chamber Ambassador will call the new member to help them take advantage of benefits.

PROSPECTS

Please notify the Chamber campaign staff if working on a prospect for membership or advertising. Notes are kept in a database and if another volunteer inquires about the company, they will be told another volunteer is already speaking with them. This does not mean that the Chamber staff can protect the prospect from being pursued by multiple volunteers. Not all volunteers share information with the Chamber staff. We respectfully ask that if a volunteer knows someone else is already speaking to the prospect, that prospect does not get pursued by multiple volunteers. If a volunteer walks in the check, or the membership application comes in with a volunteer's name on it, they are the ones who will receive the credit.

PROSPECTING TIPS

- Any business or professional firm is eligible for membership; the Cobb Chamber has members throughout Cobb and other counties.
- There are more than 46,000 businesses in Cobb County - the Chamber has more than 2,500 members. The opportunity is great!
- Before beginning, check to see if your prospect is already a Chamber member by using cobbchamber.org's Business Directory or by calling the Member Development Department at 770-980-2000.
- Former Chamber members must have been dropped for at least six months to be sold as new members again.
- The Cobb Chamber has commission-only sales representatives on staff. **When you are signing up a new member, YOU make the sale. Please don't ask the prospect to call the Chamber main number to get the sales pitch.** If you need assistance from Chamber Campaign staff, reference our directory on page two. When you first start talking to a prospect, please ask if they have already spoken to someone about membership. Conflicts will be handled on a case-by-case basis.

CREDIT GUIDELINES

NEW MEMBERS

- No promised memberships will be credited, only checks in hand.
- All membership sales count year-round toward Campaign production. Any membership sold by June 18, 2019 will count toward your team's 2019 production. Any membership sold after June 18 will be credited toward 2020 production.

***Please note only full payment of Signature memberships will count. Quarterly or semi-annual Signature memberships are not permitted.*

- All changes to credit awarded by the Team Captain to team members MUST be made in writing by 2 p.m. on June 18. No exceptions.

RENEWALS

- Only 2017 and 2018 renewals are eligible. Absolutely NO credit will be given for any other renewals.
- If an individual leaves their team, ownership of their renewals remains with the team.
- If a company forms a new team, then all eligible renewals purchased by this specific company will go with the company's new team (If the team is formed prior to the March kick-off).
- No promised memberships will be credited, only checks in hand, unless you secure it with your credit card to be charged if payment is not received within two weeks of commitment.
- No discounting of dues is accepted. If amount turned in is lower than the invoiced base renewal amount, you will not receive credit.
- Invoices are mailed one month prior to anniversary date. All membership renewals due April, May & June will be mailed an invoice in early March. All ad renewals will be mailed an invoice in March.

PRINT AD SALES

The Cobb Chamber has two print ad sales opportunities.

1. The Economic Development Guide is a full color publication used for recruitment of business and general economic development prospects. Each year, 7,000 copies are distributed. **A copy is also posted on the Cobb Chamber's website which has more than 41,000 views per month.*
2. The Newcomer's Guide is a full color publication provided to newcomers to Cobb via the Chamber, real estate professionals and schools. Each year, 5,000 copies are distributed. **A copy is also posted on the Cobb Chamber's website which has more than 41,000 views per month.*

SELLING ADS

- Ads may be sold to Cobb Chamber members only! Please check cobbchamber.org or with the Membership Department if you are unsure of a company's membership status.
- A signed contract and full payment are required to receive credit for ads. Make sure you have the contract filled out completely!
- If the ad is under a different name from the purchaser, please note on the contract. For example: Cousins Properties might purchase an ad for The Avenue East Cobb.
- Please check with the Chamber campaign staff about availability before selling ads.

INFORMATION FOR AD PURCHASERS

You must inform the ad purchaser of the following:

- Artwork is due on or before the August deadline for the Economic Development Guide and the Newcomer's Guide.
- If artwork is not of suitable quality, a fee may be charged to improve it enough for use.
- Publisher will only accept artwork in camera-ready, digital formats. See ad contract sheet for more details.

WEBSITE SPONSORSHIPS

- Website Sponsorships have a separate contract! Please make sure you use the correct one!
- Sponsorships are *available in multiple locations* on the Chamber website. See contract for location choices.
- Artwork must be provided by the member.
- Payment is due in full with the signed contract.
- Website sponsorships are valid for one year.
- Please check with the Chamber campaign staff about availability before selling ads.

OVERCOMING OBJECTIONS

“OUR BUDGET IS TIGHT... WE CAN'T AFFORD IT. NOT IN THIS ECONOMY...”

- Your business needs the Chamber now more than ever. Not only does the Chamber have many valuable resources to help your business grow, but they also continuously work to attract and retain businesses in Cobb, which brings more jobs and strengthens our economy. The Chamber needs your support to help grow this economy and make it stronger.
- You can't afford not to join. You need to market your business to increase your sales and the Chamber is one of the most affordable ways to do that.

“SEND ME SOME INFORMATION.”

- Briefly summarize benefits over the phone.
- Offer to bring materials available on the Cobb Chamber website by and spend 15 minutes talking about the information.

“WE'RE NOT INTERESTED.”

- Why not consider all of the benefits so you can make an informed decision?

“WE'RE A BRANCH OFFICE.”

- The Chamber works to strengthen this market, and the stronger the market is, the better the performance of your branch.
- Although your head office may be located elsewhere, your branch is affected by local regulations and taxes, you draw your workforce from the local population, and you have the same interests as locally-owned businesses.
- Taking advantage of networking and marketing opportunities will only increase your branch's sales.

“I DON'T HAVE TIME TO PARTICIPATE.”

- Many benefits require no investment of time: listing in online membership directory, economic development, governmental representation, marketing benefits and cost savings programs.
- Spend a few minutes a month reviewing the newsletter, and get involved when you have the time.
- Your membership covers all employees of your company. Encourage your employees to participate in the events or programs that would benefit them.
- We have meetings at all times of the day and night. If one of these opportunities could help your business, could you find the time?

“I WAS A MEMBER BEFORE AND I DIDN’T GET ANYTHING OUT OF IT.”

- The Chamber is a dynamic organization. It constantly changes to respond to the needs of the business community. Although our mission remains the same, our programs are different from just a few years ago.
- It’s hard to measure the impact of the Chamber’s economic development and governmental affairs activities on your bottom line – but that doesn’t mean that your business doesn’t benefit. Imagine what it would be like if there wasn’t an organization to speak on behalf of business to elected officials, or if no one was actively recruiting new companies to come into this market?
- Ask questions about their involvement; i.e. “What did you hope to get from it?,” “Did you get involved at all?,” “Did you attend any meetings?,” and most importantly, “Did you or your staff members attend functions which present good opportunities for your business?”

“WE’RE MEMBERS OF OTHER CHAMBERS.”

- It is good to support local chambers.
- The Cobb Chamber is one of the largest county-based chamber in the state – great potential to make business contacts.
- The Cobb Chamber is one of the key economic development agencies for Cobb County.
- The Cobb Chamber lobbies at the county, state and national levels, which benefits your business.

“WE DON’T DO BUSINESS HERE.”

- Do you pay taxes here?
- Do you use the schools and public services?
- Do you hire employees who were educated in Cobb County or Marietta City schools or one of our universities or colleges?
- Do you live here?
- If the answer to any one of these questions is “yes,” then you are a part of this community, and you have a stake in our quality of life, for yourself and your employees.

“IT’S JUST FOR BIG BUSINESS.”

- In fact, more than 80 percent of our members have less than 50 employees.
- Many of our programs focus specifically on small business.
- Each year the Chamber names the Top 25 Small Businesses of Cobb County and the Small Business of the Year.

“WE’RE A NEW BUSINESS... NOT ESTABLISHED YET.”

- That’s exactly why you need the Chamber – to “get the word out” about your business and make new contacts.
- If you are a first-time business owner, the Chamber can help you develop the new skills you’ll need to run your own business, and you can get advice from other business owners through one of our targeted programs.

COBB CHAMBER HALL OF FAME

CAMPAIGN ACHIEVEMENT AWARDS

Irvin Abernathy
Cindy Andrews
Jason Albritton
Amanda Asher
Tracey Atwater
Vivian Battershill-Diaz
Doug Barto
Holly Bass
David Bell
Fred Bentley, Jr.
Randall Bentley, Sr.
Bob Binkley
Allan Bishop*
Anderia Bishop
Lynn Blake
Howard Blanton
Edith Boy
Dale Boyd
Wayne Bradford
Chris Britton*
Tony Britton
Bill Bruce
Joe Brywczyński*
Matthew Bullock
Terri Buntun Guthrie
Wendell Burks
Mandy Burton*
Bill Burrell
Kim Callaway
Jewell Cardin
Rick Cardin
Kyle Carlyle
Karen Caro
Ricky Cash
Tim Carter
Anne Clark
Chris Coan
Bette Conine
David Connell
Nurdan Cornelius
Louise Crapps
Angela Croce
Lisa Crossman*
Lewis Culpepper
Joe Daniell
Heidi Dasinger*
Bill Davis
Gary Davis
Nancy Davis
Jack Demarest
Scott Dixon
Wayne Dodd*
René Dollar
Bill Dykes
Beth Eckford
Donya Edler
Joyce Emery
Lou Esenberg
Dianne Estensen
Ellen Elleman
Bob Elliott
Dave Fagerstrom
Brannon Fitch

Lesley Fluke
Jim Gantt
Rob Garcia
Mark Goddard
Wayne Goodwin
Harry O. Hames, Jr.
Leslie Hammond
Sue Hancock
Vickie Haney
Ken Harmon
Nataly Hart*
Ronnie Heaton
Mike Henderson
Shirley Hicks
Lindsey Hill
Vernita Hilliard
Bill Hilley
Secret Holland*
Emmie Holt
Michelle Hudson
Beverly Huff
Jamey Hulsey
Clark Hungerford
Jennifer Jakubsen
Tim Jarrell
Hugh Jerrell
David Johnson
Mike Johnson
Brian Johnstone
Mary Karras
Sam Kelly
Don Kemp
Steve Kent
Jim Kincaid
Ron King
Kay Kirsche
Mike Lane
Judson Langley
Tim Langley
Eric Latimer
Glenda Layson
Jason Lewis*
John Loud*
Ross Mackenzie
Janie Maddox
John Maddox
Al Martin*
Mark Mathews*
Kelly Maxwell
Sherri Maxwell
Linda McDermond
Andy McGhee
David McGinnis
Christal McNair
Kim Menefee
Sandy Miller
Mitzi Moore
Judy Morgan
Robert Moultrie
Mark Nay
Rhonda Newton
Dan O'Brien
Bronwyn O'Dell

Lisa Olens*
Kevin Palmer
Kim Paris*
Peter Pasternack
Keith Patterson
Jennifer Peinado
Tim Perrott
Libby Pitner
Heather Thrash
Sean Pitts
Brian Praver
Rob Ragan*
Tracy Rathbone Styf*
Eric Rein
Frank Revson
Cathy Rikard
Nedra Robinson
Dena Rodrigues
Jack Rowland
Trey Sanders
Milan Savic
Dick Schuller
John Sell
Beth Sessoms
Harry Smith
Jerry Smith
Jim Smith
Ron Smith
Tim Sosebee
Willene Spires
Ellen Spiceland
Michael Stainback*
Kessel Stelling
Tarah Suggs
Alice Summerour
Ron Sumpter
Fran Sutton
David Sweat
Glynda Thor
Bob Tipps
Lori Toole
Christy Trotter
Nancy Tuck
Laura Van Fleet
Roy Vanderslice
Trooper Vansant
Diane Vaughan
Ben Walker
Tommy Walker
Ron Wallace
Ed Walraven
Jason Waters
Dianne Weeks
Gene Weeks
Mike Whitehead
Tony Willingham
Sandy Woltering
Mike Worley
Pam Younker
PJ Zonsius

**Denotes 2018 Campaign Achievement Award Winners*

You could be listed here! To qualify, you must sell \$16,000 in Cobb Chamber memberships, renewals or advertisements in 2019. Campaign Achievement Award recipients will be recognized with a beautiful award.

These individuals have earned a special distinction for top achievers in the Cobb Chamber's Hall of Fame. They have been honored with a plaque for their commitment to the Cobb Chamber.

