

## Committee Focus: SBAC

**T**he *Small Business Action Council* is one of several committees in which members of the Greater Rome Chamber of Commerce are encouraged to take part. It exists to showcase all of Rome and Floyd County for retail, healthcare, recreation and cultural opportunities, and all Chamber members are invited to join.

"Participation in the Small Business Action Council is a great way to enhance your Chamber membership," said *Chamber Membership Director Alison Smith (LR'04)*. "We are looking forward to seeing an increase in member participation in SBAC."

SBAC oversees many of the programs offered by the Chamber, including the *Shop Rome<sup>SM</sup> Campaign*, the *Small Business of the Year Award* and the annual *Business EXPO*.

The *Shop Rome<sup>SM</sup> Campaign* is a continuous year-round effort to market Rome's businesses to local citizens and outlying communities through various media such as radio, television, billboards, direct mailings and the use of productive jingles.

The *Small Business of the Year Award* is presented each January at the Chamber's Annual Meeting. The award is presented to the small business that is nominated and best meets the requirements and criteria established by the committee.

The *Business EXPO* is an annual two-day event held to showcase

local retail and service members of the Chamber. The project is self-funding, with surplus generated from the event benefiting the *Shop Rome* effort for the following year.

This year, *Business EXPO* is scheduled for November 2nd-3rd at *The Forum*.

SBAC also hosts quarterly seminars. In the past, such seminars included programs on *Customer Service*, *Six Steps To Massive Results in Business*, *Creating Rapport and Conflict Resolution*. In 2007, scheduled seminars include topics ranging from successful sales techniques, customer service, human resources (hiring, firing and other legalities of business) and goal setting (creating short and long term successes).

All seminars are free for Chamber members.

SBAC meets on the second Tuesday of every month at 8:30 a.m. The Chamber and members' places of business rotate as the meeting site. This year, meeting topics have already included counterfeit money and the effect of Daylight Savings Time on personal computers and PDAs. Future meetings will address issues such as the *Certified Work Ready Initiative*, the *Drugs Don't Work* program, *Successful Bids*, *Threads of Power*, *How to Find Your Market*, and *Financial Planning*.

*Sylvia Lanier, Promotions Plus*, serves as the 2007 SBAC chair. *Jan Ferguson (LR'87)*, *Ford, Gittings and Kane Jewelers*, is the Chamber's Vice Chair of the *Business and Industry Services* division, which oversees SBAC. 🏠

### PINNACLE POINT

➤ **Pirelli Tire of North America** has once again put itself on the world's stage. The Rome-based manufacturer has been named as the exclusive tire supplier to the *FIA World Rally Championship* from 2008-2010. Pirelli is already present in about 20 national and international rally championships, as well as the *Intercontinental Rally Challenge*.

## YPRome<sup>SM</sup> Kickoff Event A Hit

**A** large crowd packed the second level of *Old Havana Cigar Company* March 13th for the kickoff event of *Young Professionals of Rome (YPRome<sup>SM</sup>)*. Professionals representing various segments, including law, finance, media, government, private business, professional sports and others joined together to network and share ideas.

*YPRome<sup>SM</sup> Chairman Steven McDowell*, *Old Havana Cigar Company*, shared with those in attendance *YPRome's<sup>SM</sup>* purpose and his thoughts on future activities, and also asked for recommendations and thoughts from the other young professionals in attendance. *Allen Bell (LR'02)*, *Executive Director of the Rome Area Council for the Arts*, shared his experience as a *Rome-Floyd 20/20* focus group participant and the importance of *Rome-Floyd 20/20* to the community's future.

*YPRome<sup>SM</sup>* is a networking group aimed at keeping *Rome, Cave Spring and Floyd County's* young and talented workforce at home, and helping our business community recruit up-and-coming young professionals to our community.

Check the official website of the *Greater Rome Chamber of Commerce (www.romega.com)* for more information on upcoming *YPRome<sup>SM</sup>* events. 🏠



*Anthony Barba, Vini Vidi Vici Magazine (left), and Cari Gervin, WGPB, exchange contact information at the first Young Professionals of Rome event in March, held at Old Havana Cigar Company.*



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