



## Toombs County Launches New Economic Development Video



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The Toombs County Development Authority (TCDA) has produced and released a new video about growth and business in the county. The video offers a glimpse of business growth and lifestyle as told by business leaders who address the viewer in a testimonial style while showing Toombs County at work and play. The video is featured on the TCDA website at [www.toombsconnect.com](http://www.toombsconnect.com).

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That story includes not only testimonials from companies like Dot Foods, Oxford Apparel and Trane which have long called Toombs County home, but growing entrepreneurial companies such as U.S. Energy Sciences and more recently, new companies such as Chicken of the Sea - Georgia Canning and USPet Nutrition.

"We've really emphasized our proximity to the Port of Savannah," said B.J. Davis, Local Manager for Georgia Power and Chair of the TCDA. "It's a good story that will highlight our community spirit and ability to support our diversified workforce."

Supporting existing companies that are expanding and recruiting new companies who are relocating are the primary jobs of the TCDA. The video launch caps a two and a half year phase of rebranding for the Authority that has provided a long-term strategic plan, a new visual identity & logo, assorted marketing materials and website. The TCDA spend more than a year alone shooting footage before making the video so that it provides a wide variety of seasonal "slices of life" for the viewer. In addition to port & infrastructure, business scenes and testimonials, the video also captures The Vidalia Onion Festival, Tales from the Altamaha, The Real Squeal Bar-B-Que & Bluegrass Festival and many others, as well as dramatic aerial views of the county.

"We're really grateful for all of the area business leaders who came together and helped us tell the story," said Pollyann Martin, Associate Broker with The Temples Company and 2010 TCDA Marketing Committee Chair. "This is the kind of video message that promotes our county, our people, our workforce and the assets we have in Toombs County."

Coastal Marketing Group ([www.coastalmarketinggroup.com](http://www.coastalmarketinggroup.com)) produced the video in collaboration with the TCDA.

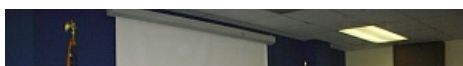
## Tri-CREST & SBDC Partner to Provide Maximum People Course

The Tri-County Regional Entrepreneur Team (Tri-CREST), in cooperation with the Small Business Development Center (SBDC), is excited to provide local small businesses the Maximum People series beginning October 13th. Maximum People is an interactive course that meets for two hours, once a week, over a five-week period. Maximum People will walk participants through the complete hiring process and help employers develop effective procedures for finding and hiring the right people. Modules include:

- October 13th: Prepare to Hire
- October 20th: Find the Right People
- October 27th: Interview and Screen
- November 3rd: Investigate the Facts
- November 10th: Launch the Employee

Instructional costs for the course are covered by grant funds provided by the OneGeorgia Authority.

Please contact David Yarbrough, Entrepreneur Facilitator, at [dyarbrough@southeasterntech.edu](mailto:dyarbrough@southeasterntech.edu) or 912.537.3119 for additional information or to register.



The Governor's Office of Workforce Development  
Holds Town Hall Series in Education at Southeastern

## Technical College



**Pictured Above:** Tricia Pridemore, Director of the Governor's Office of Workforce Development, moderates the local panel.

\*\*\*Photo courtesy of Your Community Portal, [www.southeastgeorgiatoday.com](http://www.southeastgeorgiatoday.com)\*\*\*

September 22, 2011 - The Governor's Office of Workforce Development (GOWD) recently hosted The Governor's Office of Workforce Development Town Hall on Soft Skills in Education at Southeastern Technical College's Vidalia Campus. These town hall meetings will allow Georgians - students, parents, businesses, educators - to be a part of the establishment of a statewide certification in soft skills such as punctuality, ability to learn, appropriate business attire and ability to work as a team for Georgia's schools.

Governor Deal signed House Bill 186 into law on May 13, 2011. This important legislation authorizes GOWD to establish certification in soft skills. This certification will complement the current assessment system utilized in Georgia to assess knowledge in applied math, reading for information and locating information. Upon graduation, students would have both a diploma and certification in soft skills and work readiness.

Tricia Pridemore, Director of the Governor's Office of Workforce Development, hosted a panel to engage with the public on this important issue. Panel members included: Hal Chesser, President of Vidalia Federal Savings and Loan & Chair of the Vidalia City School Board; Command Sergeant Major David W. Draughn, Senior Army Instructor for Southeastern Early College and Career Academy; Tom Meredith, Owner and President of Meredith Industries; Chief Frank Waits, City of Vidalia Police Department; Reverend Bucky Kennedy, First Baptist Church of Vidalia; Tim Truxel, Manager of Dot Foods in Vidalia & Member of the Vidalia City School Board; Dr. Kendall Brantley, Superintendent of Schools for Toombs County; Rick Hartley, Manager of the City of Lyons; Buddy West, Chairman of the Toombs County Board of Commissioners; Allen Rice, President of Savannah Luggage Works & Board Member for the Georgia Department of Education; Jennie Wren Denmark, CEO of East Georgia Healthcare & Board Member for Southeastern Technical College; Michele Johnson, Vice-President of Economic Development for the Toombs-Montgomery Chamber & Development Authority; Dr. Cathryn Mitchell, President of Southeastern Technical College; and Daniel Caraway, Member of the Toombs County School Board.

The session was videotaped and will be hosted on GOWD's social media sites.

## Georgia's First Regional Career Academy Opens in Vidalia

A ribbon-cutting ceremony for the Southeastern Early College and Career Academy (SECCA) was held on August 1, 2011, at the brand new \$7 million facility. SECCA is the first regional career academy in Georgia and will serve students from high schools in the City of Vidalia, Toombs County, Montgomery County and Treutlen County.

The community is hopeful that the availability of a new option in education at SECCA will help reduce the high school drop out rates and improve workforce readiness.



**Pictured Above:** The Southeastern Early College and Career Academy facility is located on the Vidalia Campus of Southeastern Technical College.



## Become a Toombs County High School Work-Based Learning Job Site

Toombs County High School (TCHS) has several students available to work through the Work-Based Learning Program. These students have taken career-oriented classes in either business or agriculture and are looking for a co-operative education opportunity to earn both a wage and academic credit simultaneously. They hope that local businesses will make an investment in the workforce of tomorrow by becoming a TCHS Work-Based Learning Job Site.

Please contact TCHS WBL Coordinator Michael Griffin at 478.494.4690 or [griffinm@toombs.k12.ga.us](mailto:griffinm@toombs.k12.ga.us) for more information.

## Community + Commerce + Connectivity

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