



Thank you for being a member of the Athens Area Chamber of Commerce Leads Groups! We have four active groups that meet on different monthly rotations:

- League of Leads
- Classic City Leads
- B2B Leads
- Lead Gens

Better business makes better community, and better community makes better business - the two are one. By participating in a Leads Group, you maximize your relationship ROI, learning and growing as a part of the Athens area business community.

In this packet, you will find a description of the Leads Group member & chair roles. Please feel free to contact me or your Chairs with any questions or suggestions.

Sincerely,

Marissa Chastain
Vice President of Operations
Athens Area Chamber of Commerce

2025 LEADS GROUP CHAIRS



Melonee Lewis
DAP Athens



Daniel Goeckel
C. David Rowe, PC



Jamie Lowe
Visit Athens



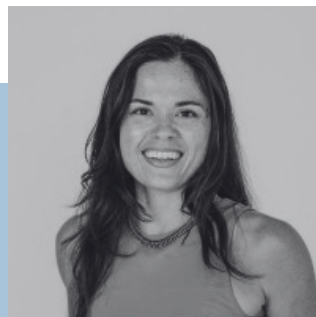
Brittany Culver
Robins Financial Credit Union



Alex Hildebrand
Hildebrand Design



Melissa Lovingood
Pinnacle Bank



Janet Estrada
Janplan Properties

LEADS GROUP GUIDELINES

- Must be a member of the Chamber in good standing.
- Only one business from each industry sector can be represented in each group.
- A member business can only participate in one Leads Group to allow for effective referral partnerships and opportunity for more members to participate.
- Once you commit to being active in a group, your consistent participation is required. If you are unable to attend, you will need to send a substitute or you will be counted absent.
 - Three absences may result in removal from the group.
 - Consistent tardiness (15+ minutes) may also result in removal.
- Actively participate by making referrals to those in your group.
- Although it is not required, we encourage you to schedule one-on-one meetings with group members to maximize your ROI! The more you get to know your group members, the more leads you will be able to exchange.
- When selecting which group to join, prospective members may only visit once before joining the group.
- Some groups may choose to host happy hours in addition to their regular monthly meetings. These additional events are encouraged, but attendance is not required in order to maintain your spot in the group.
- We encourage you to invite folks in your network to visit/join Leads Groups! One great way to encourage participation is by sharing photos on social media and tagging @athensareachamber!

REFERRAL FORM

By adding your information, you help the Athens Area Chamber of Commerce staff track the success of leads groups and grow participation across our membership! Thank you for your input in expanding our Leads Groups!

Group Name: _____ Date: _____

Referred From:	Referred To:	Lead Value:	Closed Sale?

Industries you'd like to be represented in your Leads Group:

Any one-on-ones with group members this month?