

Steven Heddon, Creative Director and Owner of Fusion Creative Marketing, is the Valdosta-Lowndes Chamber of Commerce's Healthcare Policy Committee Chairman for the Government Affairs Council. After living in the Valdosta-Lowndes County community for 25 years, Heddon is attracted to the community's environment that portrays an easy lifestyle for citizens. Steven credits the most influential person being a mentor he had in his twenties who had a Doctorate in Psychology. This mentor taught him the practical aspects of being a father and husband.

Understanding the part of the governmental process affecting business and economic development is what drew Steven into becoming involved in government. He says, "At its best, government provides structure and protection for the business community. At its worst, it is a cumbersome institution." He would like for both sides of the political aisle to act like grownups, take the best ideas from each other, and do their jobs to represent us. This attraction to government eventually led Steven to join the Chamber's Government Affairs Council in order to learn new aspects of government that he needed to grow as a businessman. Heddon says, "The Chamber's greatest business asset is that from the top (Myrna Ballard) of the Chamber staff to the bottom, the Chamber cares about helping all its members, corporate and small, to be successful."

Steven enjoys spending quality time learning new things, both in business and introspection, to have a balanced outlook on life (the Yin and Yang).