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Winston-Salem Chamber of Commerce
President's Letter
January 2010

Greetings!

More Than 1 Million Searches a Year! That's what our members are benefiting from with the Chamber's on-line business directory. New for 2010, is our printable version of the membership directory, sponsored by [Primo Water](#) and [Stratford Advisors](#). This replaces our printed directory (much more environmentally friendly!) and means your information can be updated more frequently. [Go to our website](#) to see the new, improved printable business directory and also to use our searchable business directory. [Buy Local!](#) Help us keep and grow jobs here!

Up, Down, or What? Get the latest projections on the local, state, and national economy at our annual [Economic Forecast Luncheon](#) January 12 at 11:30 a.m. at Benton Convention Center. Our featured speaker is Mark Vitner, Senior Director and Managing Economist with **Wells Fargo & Company**. He is widely sought for his economic analysis, appearing regularly in the Wall Street Journal, New York Times, and Business Week. Sponsored by **Wachovia, a Wells Fargo Company**, and **Womble Carlyle Sandridge and Rice** and co-hosted by the Rotary Club of Winston-Salem and City of Winston-Salem TV13. Thanks also to our A/V sponsor **Piedmont Natural Gas**. After a torrent of bad news on the national economy, Vitner sees signs of stabilization with small positives and smaller declines in many key economic indicators. Don't miss his fascinating analysis of what is coming in 2010 and beyond. [Purchase your tickets here.](#)

Market at EXPO - Triad's Biggest Business Show. Register now for the April 22 [2010 Business Expo](#) for a great return on your marketing dollars. Become a Corporate Sponsor of Business Expo and receive maximum exposure for your business. See the [exhibitor registration form](#) and [floor plan](#) on our [website](#). Register for your booth by January 31 and get **\$50 OFF!** Contact Andrea Howell at 728-9228 or ahowell@winstonsalem.com.

Be Ready! The Chamber will start off the New Year running with three great networking events:
Friday, January 8, 8:00-9:00 a.m. **Business Before Hours** at Fairfield Inn & Suites, 1680 Westbrook Plaza Drive, WS 27103 ([register here](#))
Wednesday, January 13, 8:00-9:00 a.m. **WOW! Winston on Wednesday!** Networking here at the Chamber presented by the Chamber Ambassadors.
Thursday, January 21, 5:00-7:00 p.m. **Business After Hours** at Burke Ridge Crossing Apartments, 2112 Burke Meadows Road, 27103 ([register here](#))

WinstonWorks.org Launch Helps Employers and Job Seekers. WinstonWorks is a collaborative effort and a central portal where employers and job seekers can find resources. Your company can help by pledging to add one job in 2010. For information on resources to help your business grow visit www.winstonworks.org.

Marketing Opportunities - Have you been searching for an effective way to get your message out to thousands of area businesspeople? [Sponsoring a Chamber event, publication or initiative](#) is a cost-effective way to do just that. With sponsorships starting as low as \$100, there are opportunities for even the smallest start-up company to gain exposure by supporting the Chamber. [Click here](#) to see what we have available.

"I Have Never Stood In Line to Make a Cold Call" - Do you dread cold calls? Does your phone become too heavy to pick up? Have you ever wondered why cold calls have such a negative reputation? Work to develop and understand a new attitude about calling, especially cold calls. Learn how to be more comfortable with prospecting, setting appointments, and be more effective making sales calls in general. Come to join us Wednesday, January 6, 3:00-4:30 p.m. at the Small Business Seminar in the Chamber Boardroom. Presented by: Steve Rayburn/**Sandler Sales Institute**. [Click here](#) to register.

"It's Your Business" - *"A View from the Rough - Marketing Lessons Gleaned from a Celebrity Endorser - Fall from Grace."* Accenture dropped him. Gillette is limiting his exposure. Nike and Pepsi are supporting him (for now). Each company has its reasons. And they had their reasons for signing him in the first place. This is a case study that will live in infamy in marketing, journalism and public relations text books, but what can we learn from the story? What does this high-profile brand destruction tell us about brand development? Marketing & media strategies? Brand revitalization? On Thursday, January 7, 3:00 - 4:30 p.m. at City Hall Council Chambers Room 230 join **Woodbine** President & CEO, Peter Mitchell, a 25-year strategy veteran and an avid golfer, as he explores the lessons from the recent Thanksgiving holiday wormburner and how any small business can apply these concepts to its own brand-development efforts in 2010 and beyond. Hosted by: The City of Winston-Salem & Winston-Salem Chamber. The program will be taped live & aired back on Channel 13 (the City of WS TV Station). [Click here](#) to register.

Downtown Post Office Staying Open! You helped make it happen. The post office will remain open, largely thanks to your work. Thanks to all who signed the petition, filled out surveys, and sent letters to elected officials and postal service leaders. Read more at the **Downtown Winston-Salem Partnership's** [blog](#).

Want to Shape Your Future? Get involved in our Government Affairs work to make local, state, and federal governments more business-friendly. Contact Jake Cashion to volunteer jcashion@winstonsalem.com.

Together We Can Make a Difference! CenterPoint Human Services is working to raise awareness of mental health, developmental disabilities and substance abuse services and has created "Making A Difference," a 5 minute video that offers various perspectives and challenges watchers to join together. If you would like to know more about CenterPoint, contact Michael Cottingham at 714-9132, mcottingham@cphs.org. To watch the video, click on the following link: <http://www.cphs.nc.gov/making/making%20a%20difference.wmv>

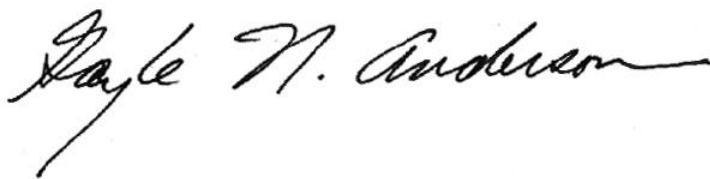
Get Recycling Help. Piedmont Environmental Alliance will host a workshop on business recycling, Wednesday, January 27. The event will be held at the Community Arts Café Gallery, 411 West Fourth St., in downtown Winston-Salem from 5:30-7:00 p.m. Businesses of all sizes are invited to attend to learn how to establish a successful recycling program, from collection through disposal. The focus of the workshop will be on recycling consumables such as plastic, aluminum, glass, and office paper. Representatives from the Community Sustainability Program Commission, The City of Winston-Salem, and private waste removal companies will be on hand for discussion following the workshop. The workshop is free. To register, please email rsvp@peaNC.org. For more information, visit www.peaNC.org. This event is co-sponsored by Piedmont Environmental Alliance, the City of Winston-Salem, the Winston-Salem Chamber of Commerce, and the Downtown Winston-Salem Partnership.

Calling all Movers & Shakers! *The Business Journal* is seeking extraordinary young professionals in the Triad for its annual 40 Leaders Under Forty Awards. Winners will be celebrated at a special event February 25 and featured in a February 26 special publication. Winners must be leaders ages 21-39, significant career achievements and have substantial community involvement beyond his/her work. Deadline: Friday, January 15. Nominate a deserving individual online at <http://triad.bizjournals.com/triad/nomination/>

Have Excess Inventory or Goods? Habitat's ReStore accepts these donations as well as gently used furniture, appliances, and building materials. The items are sold to the public at bargain prices, and proceeds are used to build more Habitat homes for working families in our community. Call 765-2951 for more information.

Kudos To: Targacept for signing a deal with pharmaceutical firm AstraZeneca that could ultimately be worth more than \$1.2 billion to license and develop a drug aimed at treating Major Depressive Disorder.

Sincerely,



Gayle N. Anderson
Winston-Salem Chamber of Commerce

The January Chamber *President's Letter* is sponsored by



[Wachovia: A Wells Fargo Company](#)

2112 Burke Meadows Rd. ([map it](#))
Winston-Salem, NC 27103

RSVP for our traditional early-evening networking event [here](#).

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Member Orientation

Monday, January 25
3:30 - 5:00 p.m.

The Piedmont Club
200 West Second Street ([map it](#))
19th Floor
Winston-Salem, NC 27101

This session will give you and other Chamber members present an understanding of your benefits, how you can make the most out of marketing your business through the Chamber, and will connect you with information and resources to help your business prosper. (Last half hour for networking, so bring cards!) [Click here](#) to RSVP for one of our upcoming orientations!

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Small Business Series

Wednesday, January 27
3:00 - 4:30 p.m.

Winston-Salem Chamber of Commerce
601 West Fourth Street ([map it](#))
Winston-Salem, NC 27101

"Are You Using Your Cook Book to Achieve Your Goals?" Presented by: Steve Rayburn/Sandler Training. To be successful you must be responsible for your own motivation. Often salespeople think of goals only in the terms of the financial goals their companies want to achieve. What about your goals? This session will provide you with a different perspective on goal setting and a set of practical tips for success. [Register for this event here](#).

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WS Chamber of Commerce Referral Groups

Contact Rodessa Mitchell at mitchell@winstonsalem.com or 728-9222 for more information regarding the Chamber's Referral Groups.

Triad Synergy Referral Group

January 5, 12, 19
7:45-9:00 a.m.
Winston-Salem Chamber of Commerce
601 W. 4th Street
Winston-Salem, NC 27101

January 26
7:45-9:00 a.m.
The Frame Gallery
2830 Reynolda Road
Winston-Salem, NC 27106

LIONS Referral Group

January 5, 19, and 26
11:30 a.m. -1:00 p.m.
Golden Corral Steak House - Hanes Mall
180 Hanes Mall Circle
Winston-Salem, NC 27103

SHARKS Referral Group

January 7, 14, 21, and 28

7:45-9:00 a.m.
Golden Corral Steak House - Hanes Mall
180 Hanes Mall Circle
Winston-Salem, NC 27103

STARS Referral Group
January 6, 20
7:45-9:00 a.m.
Billy Bob's Silver Diner
1650 Hanes Mall Blvd.
Winston-Salem, NC 27103

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