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Winston-Salem Chamber of Commerce  
**President's Letter**  
February 2010

**Greetings!**

**Millions of \$\$ Are At Stake!** Make sure Winston-Salem and Forsyth County get their share of YOUR federal tax dollars by encouraging your employees and customers to complete their U.S. Census forms when they receive them April 1. All U.S. residents (citizens and non-citizens) must be counted by law, and getting a complete count here can help us with funds for roads, libraries, and teachers.

[Click here](#) for an electronic 'Census Education Kit,' containing posters, information sheets and sample forms for you to share with your employees. Need a hard copy? Just stop by our offices during regular business hours and inquire at the desk. Thanks for helping in this critical effort.

**Egg Droppers and Volunteers Needed.** Join the fun at the 7th Annual WS/FC Egg Drop Competition at Hanes Mall, February 20. K-12th grade students are encouraged to help celebrate Engineers Week by participating. Registration required. Volunteer and participation details can be found at [www.wsfceggdrop.com](http://www.wsfceggdrop.com) or contact Rodessa Mitchell at 728-9222 or [mitchell@winstonsalem.com](mailto:mitchell@winstonsalem.com).

**Business Before Hours** is this Friday, February 5 from 8:00 a.m. - 9:00 a.m. at Cabinet Studio, 1033 Burke St. in downtown Winston-Salem. Bring a non-perishable food item for Second Harvest Foodbank and Cabinet Studio will match your contribution pound for pound. Register [here](#).

**WOW! What a Success!** Our first "Welcome on Wednesday" Before Hours networking event was so successful that we have scheduled a WOW! After Hours featuring the WS Symphony, Associated Artists, The Arts Council and The RiverRun International Film Festival on February 10 from 5:00 to 7:00 p.m. at the Chamber.

**Reserve Your Booth Now for the 2010 Business Expo!** Sell your products and services to hundreds of potential customers on Thursday, April 22, 8:00 a.m. to 3:00 p.m. at the Benton Convention Center. Booths are selling fast so [click here](#) to register, [click here](#) to view the floor plan and to see the exhibitor list. Boost your visibility by becoming a corporate sponsor--[click here](#) for all the details. Contact Andrea Howell at [ahowell@winstonsalem.com](mailto:ahowell@winstonsalem.com) or 728-9228.

**Need More Business?** The Chamber's Referral Groups have a few openings for industry sectors such as landscaping, telecommunications, accounting, and construction trades. To apply, contact Rodessa Mitchell at 728-9222 or [mitchell@winstonsalem.com](mailto:mitchell@winstonsalem.com).

**Tech Council Speaker Series Presents WFUBMC CEO John McConnell.** Dr. McConnell, who has just led Wake Forest University Baptist Medical Center through a comprehensive strategic planning process, will share Wake Forest Baptist's vision for the future--especially in terms of its research and technology enterprise--and what that can mean in terms of local and regional economic development. February 11, 9:00-10:00 a.m., at the Piedmont Triad Research Park (115 S. Chestnut St.). Join us afterwards in the atrium of One Technology Place for coffee and conversation. Free, but registration required. [Click here](#) to register.

**Rising Wages: The Fact of the Month** - from the Chamber's Research Center. Despite the sluggish economy, wages in Forsyth County have actually risen over the last year, according to data from the U.S. Bureau of Labor Statistics. Forsyth County's average weekly wage was \$771 in June

2009, a 1.2% increase over the previous year. Conversely, wages actually fell in Durham, Guilford, Mecklenburg, and Wake counties. Free to Chamber members, the Research Center provides detailed statistics, maps, charts, tables, and reports about the community to help local businesses make better decisions. Contact us today at 336-728-9227 or [bmarchant@winstonsalem.com](mailto:bmarchant@winstonsalem.com) and let us help you!

**Social Marketing: It's Your Business:** If you are new to social marketing or just looking to explore what this Web 2.0 strategy is all about, join us February 4, 3:00 -4:30 pm at WS City Hall. This is not a "how to do it" workshop, rather a "why you should do it" executive overview presented by Malinda Pengelly of BEM Interactive. We'll review benefits of LinkedIn, Facebook, blogging, Twitter, brand reputation management and user generated content. Sponsored by: Southern Community Bank and Trust and broadcast on City TV 13. Hosted by: The City of Winston-Salem and the Winston-Salem Chamber of Commerce. [Click here](#) to register.

**Small Business Roundtable:** Learn how SMART women beat stress and Burnout on February 18, 11:30 - 1:30 WS Chamber Boardroom. Are you feeling overworked and overwhelmed? Is taking care of yourself last on your list of things to do? Find out what you can do to simplify your work, beat stress and burnout, and create time to recharge your batteries. Presenter: Dr. Barnesly Brown, is a published poet, musician, educator, and professional speaker. She is known for being a super-enthusiastic, content-rich speaker who inspires participants to get on their mission and take action now! Bring Your Lunch and Enjoy... Sponsored by Wells Jenkins Lucas & Jenkins, PLLC and hosted by Forsyth Tech's Small Business Center and WS Chamber of Commerce. [Click here](#) to register.

**Got Yours Yet?** I'm talking about our brand-new Buy Local window cling--and if you didn't receive one from us in the mail, please come by the Chamber office at your convenience to take one back to your place of business. Display it prominently where your customers can see it to let them know you support our effort to keep local dollars here, where they belong! Spread the word to non-members too! [Buy Local!](#)

**Don't Miss WFU's "Energizing the Future" Conference.** Meet innovative business leaders, leading researchers and policy makers to discuss energy use and policy now and in the future. Headline guests include New York Times columnist and author Thomas Friedman; James Rogers, CEO of Duke Energy; and Aubrey McClendon, CEO of Chesapeake Energy, together with a host of academic thinkers and innovative entrepreneurs. February 10-11 at Wake Forest University. Free. [Click here](#) for information and registration.

**New 'Proud Investor' Logos Available.** Chamber Investors are a special group of companies who provide significant financial support for the Chamber and its initiatives. Why not let others know of your strong support? We have special logos you can use on your website and in your printed materials to let the world know of your community involvement. Contact Brooks Jones at [bjones@winstonsalem.com](mailto:bjones@winstonsalem.com) to get yours. Want to become a Chamber investor? Contact Rodessa Mitchell at 728-9222 or [mitchell@winstonsalem.com](mailto:mitchell@winstonsalem.com).

**Need Info on Legislative Affairs?** Go to [www.WinstonSalemVoice.com](http://www.WinstonSalemVoice.com) - Your Online Legislative and Political Action Center! Here you will find many resources to become educated on issues, track important legislation, and contact your elected official in the local, state and federal levels of government.

**Interested in Fiscal and Regulatory Issues?** Join the Chamber's Emerging Fiscal and Regulatory Issues Committee, led by Marc Schaffer and Perry Hudspeth. We'll be working to influence tax, economic and regulatory policy on the local, state and federal levels of government that will impact job growth and development, address issues and offer solutions to create a more efficient, less costly government and business environment. For more information, contact, Jake Cashion, [icashion@winstonsalem.com](mailto:icashion@winstonsalem.com).

**Reforming Public Education** - The N.C. Business Committee for Education invites you to take part in a free webinar on February 11 at 11:00 a.m.-12 noon, to discuss the plans and implications of reforming academic standards, developing a comprehensive assessment system and updating the public school accountability model so that our state achieves significantly improved student outcomes on the most important 21st Century skills. Reserve your Webinar seat now at: <https://www1.gotomeeting.com/register/949662337> or for more details call Tricia Willoughby at 919-715-3535.

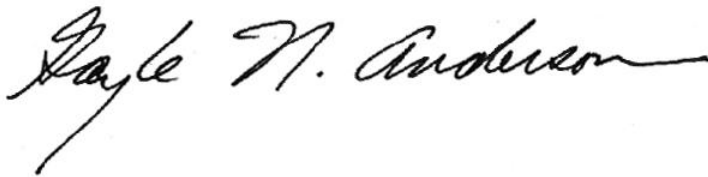
**Diversity In Corporate America!** Diversity executives from some of the most prominent corporations in the world will discuss the importance of and challenges in diversity initiatives in a [free panel discussion](#) and public event Friday evening, Feb. 5, from 7:00 p.m. to 8:00 p.m. at Pugh Auditorium, Benson University Center at Wake Forest University. The Fortune 500 panel includes Patricia Harris, Global Chief Diversity Officer, McDonald's Corp.; Ron Glover, Vice President, Diversity and Global Workforce Programs, Human Resources, IBM Corp.; Esther Silver-Parker, Senior Vice President, Corporate Affairs, Wal-Mart Stores Inc.; Ronald Parker, Senior Vice President, Chief Global Diversity and Inclusion Officer, PepsiCo.; and Andres Tapia, Chief Diversity Officer and Emerging Workforce Solutions Leader, Hewitt Associates. [Read more.](#)

**Let Me Serve You!** Join me for lunch on Tuesday, February 16--to benefit Make-A-Wish. I'm a Celebrity Server for Celebrity Serve for Wishes, a benefit event for the Central & Western North Carolina Chapter of Make a Wish Foundation. Participating restaurants will donate 10% of your meal charge to the cause--and 100% of the tips I and the other Celebrity Servers receive will help to make a local child's wish come true. You can be a 'Celebrity' too--host a table of your friends! Visit [www.celebrityserve.org](http://www.celebrityserve.org) for a list of participating area restaurants and all the details.

**Forsyth County FREE Tax Preparation Sites** - Let your employees know they can get their taxes prepared FREE if they have income less than \$48,000 (married, with children) \$25,000 (single). If filing as a married couple, both husband and wife must be present. For details [click here](#).

**Teen Highway Safety!** Winston-Salem/Forsyth County schools will host a press conference February 11 at 4:00 at Reynolds High School to announce a Five Star program to save the lives of teen drivers. The program promotes safe driving habits for all motorists. For more information go to [www.FiveStarCommitment.com](http://www.FiveStarCommitment.com).

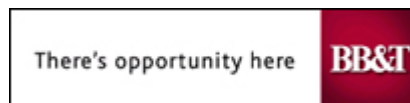
Sincerely,



Gayle N. Anderson  
Winston-Salem Chamber of Commerce

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



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## Welcome New Members

[Click here](#) to see the most recent list of brand-new Chamber members.

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**Your company** can be the next sponsor of this newsletter!  
[Click here](#) for details on all our sponsorship opportunities.

**Selected February Events**

(see all our events at <http://www.winstonsalem.com/calendar.aspx>, and view/print our PDF calendar [here](#).)

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**Construction Industry Council Meeting**

Thursday, February 4  
12:00 noon

Winston-Salem Chamber of Commerce  
601 West Fourth Street  
Winston-Salem, NC 27101

Did you know the average age of the construction workforce is 49 years old? Like many industries, the construction industry is beginning to feel the impact of a changing workforce. Join other area employers and educators to address the growing workforce needs in the construction industry. For more information, or to join the next meeting e-mail [jkidd@winstonsalem.com](mailto:jkidd@winstonsalem.com). Lunch sponsored by Salem Electric.  
[Click here](#) to register.

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**Business Before Hours**

Friday, February 5  
8:00 - 9:00 a.m.

Cabinet Studio  
1033 Burke Street ([map it](#))  
Winston-Salem, NC 27101

RSVP for our popular early-morning networking event [here](#).

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**WOW! After Hours**

Wednesday, February 10  
5:00 - 7:00 p.m.

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

RSVP [here](#).

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**2010 Technology Council Speaker Series**

Thursday, February 11  
9:00 - 10:00 a.m.  
Networking and refreshments follow from 10:00 to 11:00 a.m.

Piedmont Triad Research Park  
Piedmont Triad Community Research Center  
115 South Chestnut Street. ([map it](#))  
Winston-Salem, NC 27101

**Dr. John McConnell, CEO**  
**Wake Forest University Baptist Medical Center**

This event is free but registration is required. [Click here](#) to register. Please note that seating is limited. Please register early.

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**Member Orientation**

Monday, February 22  
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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**Export University in the Triad**

A one day workshop on export sales, finance, and logistics solutions. Learn how to compete globally!  
On-line REGISTRATION fee is \$50. (Includes refreshments, lunch & workshop materials.) On-line registration by credit card only. [Click here](#) to learn more about these events and their locations.

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**WS Chamber of Commerce Referral Groups**

Contact Rodessa Mitchell at [mitchell@winstonsalem.com](mailto:mitchell@winstonsalem.com) or 728-9222 for more information regarding the Chamber's Referral Groups.

**Triad Synergy Referral Group**

February 2, 9, and 16  
7:45-9:00 a.m.  
Winston-Salem Chamber of Commerce  
601 W. 4th Street  
Winston-Salem, NC 27101

February 23  
7:45-9:00 a.m.  
First In Flight Entertainment  
4681 Yadkinville Road  
Pfafftown, NC 27040

**LIONS Referral Group**

February 2, 9, 16 and 23  
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**

February 4, 18, and 25  
7:45-9:00 a.m.  
Golden Corral Steak House - Hanes Mall  
180 Hanes Mall Circle  
Winston-Salem, NC 27103

**STARS Referral Group**

February 3, and 17  
7:45-9:00 a.m.  
Billy Bob's Silver Diner  
1650 Hanes Mall Blvd.  
Winston-Salem, NC 27103

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**Thanks to our Platinum Investors**

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