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

Greetings!

The 2010 Business Expo is April 22--Reserve Your Booth Today! 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. 70 companies have committed to exhibit so far, don't miss the opportunity to join them. [Click here](#) to register as an exhibitor, [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 or 728-9228.

Exclusive Offer for Chamber Member Small Businesses: We're excited to offer a new benefit exclusively for our Chamber members with fewer than 30 employees. The Piedmont Club is offering a 2-For-1 Membership special. Two employees of a Chamber member small business can join the Piedmont Club with full membership privileges for the price of one membership. This offer is unprecedented in the Club's history. For more information call Judy Sutherlin at 724-7077.

What Is the Value of Joining the Chamber? [See what your fellow Chamber members have to say](#) to that question on LinkedIn.

Don't Miss the Chamber's 9th Annual Tech Briefing. The Tech Council's [9th Annual Technology Briefing](#) is March 31, 8:00 a.m. at Salem College's Salem Fine Arts Center. Ten innovative companies will present the new and exciting technologies they are developing right here in Winston-Salem. Learn how these companies are helping to transform our economy. The Tech Briefing is FREE to attend. A reception and networking will follow the presentations. The 2010 Tech Briefing is presented by **Cook Medical** and sponsored by: Dishner Moore Architects LLP; Small Footprint; SolidSpace; Wake Forest University Baptist Medical Center; and Wake Forest University Center for Nanotechnology and is hosted in conjunction with the City of Winston-Salem. For more information, to see the list of presenters, and to register please [click here](#).

What's the \$22 billion question? Fact of the Month – from the Chamber's Research Center. How big is Winston-Salem's economy? In 2008, the Winston-Salem metropolitan Gross Domestic Product (GDP) totaled \$21,936,000,000 – almost \$22 billion. GDP is the measure of the market value of all final goods and services produced within a metropolitan area. 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 728-9227 or bmarchant@winstonsalem.com and let us help you!

Looking for \$\$ for Your Business? Join us for **It's Your Business – Money Connections for Small Business** Thursday, March 4, 3:00 p.m. – 4:30 p.m. - WS City Hall Council Chambers Room 230 ([map](#)). This session will help you understand what banks are looking for in a qualified applicant, what information is needed, and the process for securing a loan. How business loans are different now than in the past, information about SBA (Small Business Administration) Loans. Sponsored & Presented by: Southern Community Bank & Trust hosted by: The City of WS & WS Chamber of Commerce. [Click here](#) to register.

Your Online Legislative and Political Action Center: WinstonSalemVoice.com! The Council of Government Affairs for the Greater Winston-Salem Chamber of Commerce has a great tool in our online legislative and

political action center. At winstonsalemvoice.com, 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. Your elected official exists to represent your views and interests, but they need to hear from you to know how to do so. You are in the best position to engage and educate them about how laws and regulations impact your bottom line. If you don't do it, who will? So when an issue arises, make sure to click the "Take Action" button on the site and tell your representative how you feel.

Please [bookmark this site](#) and visit it often, as it will be constantly updated with current information on the issues that affect YOU.

More Chances to Market Your Business. Join us for 2 networking events in March – start off the month with **Business Before Hours** on Friday, March 5 from 8:00 a.m. – 9:00 a.m. at Elder Care Choices, a division of Senior Services, Inc., 2895 Shorefair Drive, Winston-Salem 27105 ([register here](#)). Then join us at Truliant Federal Credit Union, 3200 Truliant Way, Winston-Salem NC, 27103 for **Business After Hours** on Thursday, March 18 from 5:00 p.m. to 7:00 p.m ([register here](#)).

Free Get Hired Workshops! Join Chamber member [The Wooden Group](#) any Saturday morning for this workshop. No cost but you MUST register by calling 793-8040.

MyeBatch.com Search Engine to Launch March 15. MyeBatch.com, a new search engine developed specifically for local and regional businesses, launches this month. All Winston-Salem Chamber members will be listed, allowing the Piedmont Triad's 1.5 million consumers to quickly connect to your business or service. Heavy TV, radio & print advertising will drive consumers to the site. Learn about MyeBatch.com's unique marketing program by clicking on the video at www.myebatch.com. For information on how you can advertise your business and maximize your visibility, contact Mike Klinetobe at 464-6490 or mklinetobe@myebatch.com.

HOOPS for March – See MEAC basketball at its best with the **"Family Four Pack!"** This deal represents a 47-percent savings over the normal \$95 cost for tickets, food and beverages for a family of four. The 2010 MEAC Basketball Tournament gets underway March 8-13 at the Lawrence Joel Veterans Memorial Coliseum. The "Family Four Pack" may be purchased at Ticketmaster.com, and at the Coliseum box office. Ticket books for the 2010 MEAC Basketball Tournament are also on sale now and can be purchased at all 12 MEAC university ticket offices, the Coliseum box office, and at all Ticketmaster outlets and [online](#).

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Grow Your Business Through Exports. Join us for Export University, Thursday, March 25, 8:00 a.m. – 5:00 p.m. at the WS Chamber offices ([map](#)). You'll get the tools you need to compete in the global marketplace. Brought to you by the North Carolina District Export Council, FedEx, SunTrust and North Carolina World Trade Association, Triad Chapter. On-line REGISTRATION fee is \$50 by credit card only. [Click here](#) to learn more about these events and their locations.

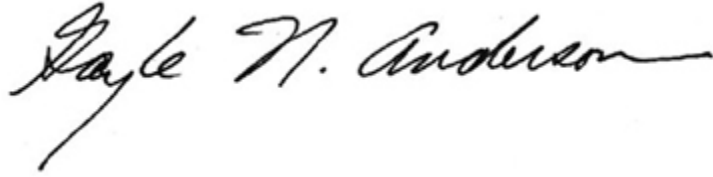
Help the YWCA Fight Childhood Obesity. Y leaders will attempt to break the Guinness World Record for the greatest distance covered on a treadmill in one week. And former New York Knick Ticky Burden will be attempting to break the record for most Free Throws made in one hour. Go to www.gatewayrunofthemill168.com to donate and for more information.

Triad Commute Challenge Starts in April, and We Need You! Piedmont Authority for Regional Transportation (PART) in partnership with Triad Air Awareness are hosting the Triad Commute Challenge April 10 - July 10. This is in an effort to heighten awareness of air quality while challenging people to try an alternate commute option at least one time instead of driving alone. Last year, more than 2,500 people pledged to carpool, vanpool, ride the bus, bike, walk or telecommute! As a result, participants saved approximately \$140,000 in fuel expenses while reducing over 1.2 million vehicle miles of travel. Make a personal commitment to take the pledge and encourage your family, friends, and co-workers to do the same at www.PARTNC.org.

Come join the Dash for the Inaugural Season. Enjoy a company picnic, employee rewards, a fun evening with friends, or hold a meeting in a unique environment. Groups of 20 or more get special outing rates. Contact Patrick Riley today at 714-6877 or via email at patrick.riley@wsdash.com.

Kudos To: Smith Phillips Building Supply for receiving the Southern Building Material Association's 2010 Dealer of the Year Award at the Building Products Buying Show....**S & L Painting and Decorating** for receiving three statewide awards from Diversity Business Magazine: #8 Top Woman Business in NC, #12 Top Diversity Business in NC and #18 Privately-Held Business in NC.

Sincerely,



Gayle N. Anderson
Winston-Salem Chamber of Commerce

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



[Wake Forest University Baptist Medical Center](http://www.wakehealth.edu/medical-center)

Welcome New Members

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

Your company can be the next sponsor of this newsletter!

[Click here](#) for details on all our sponsorship opportunities.

Selected March Events

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

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Business Before Hours

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

Elder Care Choices, a division of
Senior Services, Inc.
2895 Shorefair Drive ([map it](#))
Winston-Salem, NC 27105

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

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Business After Hours

Thursday, March 18
5:00 - 7:00 p.m.

Truliant Federal Credit Union
3200 Truliant Way ([map it](#))
Winston-Salem, NC 27103

RSVP [here](#).

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Member Orientation

Monday, March 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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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

March 2, 9, 16, and 23
7:45 - 9:00 a.m.
Winston-Salem Chamber of Commerce
601 W. 4th Street
Winston-Salem, NC 27101

March 30
7:45 - 9:00 a.m.
6th Sense Health and Wellness Centers
1012 Brookstown Avenue
Winston-Salem, NC 27101

LIONS Referral Group

March 2, 9, 16, 23, and 30
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

March 4, 11, 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

March 3, 17 and 31
7:45 - 9:00 a.m.
Billy Bob's Silver Diner
1650 Hanes Mall Boulevard
Winston-Salem, NC 27103

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Thanks to our Platinum Investors

- [AT&T North Carolina](#) • [BB&T](#) • [Bald Eagle Technologies of NC, LLC](#) •
- [Blue Cross and Blue Shield of North Carolina](#) • [Cook Medical](#) • [Forsyth County](#) •
- [Forsyth Medical Center & Affiliates](#) • [Hanesbrands Inc.](#) • [Harris Teeter Supermarkets, Inc.](#) •
- [North Carolina Baptist Hospital](#) • [ReynoldsAmerican](#) •
- [The Winston-Salem Journal](#) • [Twin City Quarter](#) • [Wachovia Bank, NA](#) •
- [Wake Forest University Health Sciences](#) • [Winston-Salem/Forsyth County Schools](#) •
- [Womble Carlyle Sandridge & Rice, PLLC](#) •

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As a valued member of the Winston-Salem Chamber of Commerce, you agreed to let us send you periodic messages in order to help you get the most out of your Chamber membership. If these communications no longer meet your needs, you may opt-out at any time by clicking the 'unsubscribe' link in this e-mail above.

Our mailing address is:

Winston-Salem Chamber of Commerce
601 West Fourth Street
Suite 101
Winston-Salem, NC 27101

[Add us to your address book](#)

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