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

Greetings!

Get Ready to "Rock the Chamber!" Keep on the look-out for Gayle "Hurricane" Anderson and her "Rock the Chamber" band. They're gearing up for an exciting membership event in May where we'll be bringing in 300 new Chamber members. Hurricane has already successfully recruited 17 Rock the Chamber band members, and they may be contacting you to call your business associates and ask them to join the Chamber in May. Practice your air guitar skills and be ready to say "YES" to the call! Interested in signing up now? Contact "Hurricane" at anderson@winstonsalem.com or 728-9214.

22 Days Until Business Expo 2010! [Click here to see the exhibitor list](#). Is your competitor listed? Then you should be too! [Click here](#) to register as an exhibitor, [click here](#) to view the floor plan. Even if you are not exhibiting, be sure to join us on Thursday, April 22, 8:00 a.m. to 3:00 p.m. at the Benton Convention Center. The day kicks off with Business Before Hours from 8:00 a.m. – 9:00 a.m. The Expo floor opens at 9:00 a.m. Be on hand to visit more than 125 exhibitor booths. Find new vendors, meet new customers and network with over 1500 attendees throughout the day. Enjoy samples from 12 area restaurants during the BB&T Mid-Day Mingle from 11:00 a.m. – 2:00 p.m. You don't want to miss this premiere business event! Admission is free just please bring your business card.

Boost your visibility by becoming a corporate sponsor--[click here](#) for all the details. Contact Andrea Howell at ahowell@winstonsalem.com or 728-9228.

The Technology Council Presents Dr. Frank M. Torti, Vice President of Strategic Programs at Wake Forest University Baptist Medical Center and Director of the Comprehensive Cancer Center. Dr. Torti will discuss the technology bridges necessary to move the discoveries in the Comprehensive Cancer Center quickly to patients, as well as reveal the ways in which Winston-Salem is becoming a preeminent cancer treatment center. Dr. Torti is one of the most respected cancer experts in the country and recently served as the U.S. Federal Drug Administration's acting commissioner, after being named its first ever chief scientist. The event takes place in the Piedmont Triad Community Research Center Building, 115 South Chestnut Street, Winston-Salem on Thursday, April 15, from 9:00-10:00 a.m. and is followed by networking and refreshments. The event is free, but registration is required. [Click here](#) to register.

Got Your Stimulus \$\$ Yet? Join us for It's Your Business and get the latest on how small businesses can address the credit crunch and get tax incentives and financing opportunities to create jobs, Thursday, April 1, 3:00 from 4:30 p.m at WS City Hall - Council Chambers ([map](#)). The American Recovery and Reinvestment program will be presented by John Leaston/ Procurement & Contracting - Governor's Office of Economic Recovery and Investment and Mike Russell/ Department of Minority Business Enterprise. Sponsored by: Southern Community Bank and Trust Hosted by: The City of Winston-Salem and WS Chamber of Commerce. [Click here](#) to register.

Get Your First Look at Windows 7 at our Small Business Series Tuesday, April 6 from 3:00 – 4:30 p.m. WS Chamber building. Find out how to use Windows 7 to share files and devices easily, find the information you need, stay productive anywhere and protect your data so you can spend more time helping your business grow. Presented by Bald Eagle Technologies, LLC and sponsored by Wachovia: A Wells Fargo Company. [Click here](#) to register.

Three great networking events in April! Be sure to join us on Friday, April 9 from 8:00 to 9:00 a.m. at MediaFit Strategic Marketing and Advertising, 6285 Shallowford Road, Lewisville, NC for [Business Before Hours](#). Don't miss our [WOW! After Hours](#) at the WS Chamber on Wednesday, April 14 from 5:00 to 6:30 p.m – meet our

energetic Ambassador's Council and Chamber staff. Speed Networking will be the featured event at our [Business Expo](#) Business Before Hours on Thursday, April 22 at the Benton Convention Center, 8:00 – 9:00 a.m. – open to the public.

Fact of the Month – from the Chamber's Research Center. 62,960...that is the number of people the Winston-Salem metro area (Forsyth, Davie, Stokes, and Yadkin counties) added from 2000 to 2009, an increase of about 15%. The Winston-Salem metro area is now the 104 largest in the United States, up from 106 in 2000. 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. Visit the Research Center's website, or contact us today at 728-9227 or bmarchant@winstonsalem.com and let us help you!

Check out New MyeBatch.com Search Engine. MyeBatch.com is a new search engine developed specifically for local and regional businesses. [Click here](#) to explore all the site has to offer and to customize your own profile now. All Winston-Salem Chamber members have been listed, allowing the Piedmont Triad's 1.5 million consumers to quickly connect to your business or service. For information, contact Mike Klinetobe at 464-6490 or mklinetobe@myebatch.com.

National Volunteer Appreciation Week is April 18-24! Many thanks to WS/FC Schools' community volunteers, Corporate Volunteers, and Senior Academy Mentors who take time to invest in our community's future by helping students achieve success today. If you would like to volunteer with any of the Chamber's education programs, serving WS/FC Schools, contact Jennifer Cobb at jcobb@winstonsalem.com or 728-9219.

Petree Elementary in need of Office Furniture and Landscaping. Interested in helping to beautify Petree, provide a teacher desk or other gently used furniture? Touch the future now, by supporting Petree or one of the other 8 schools currently seeking a business partner. For more information contact Rodessa Mitchell at 728-9222 or mitchell@winstonsalem.com.

Yes, People are Hiring! Yes, Talented People are Looking. Both will be at the 2010 Employment Fair, a great opportunity for job seekers and businesses to connect. Job seekers can learn about all sorts of great jobs and training programs, and have access to community resource organizations. Businesses can connect with thousands of qualified people looking for employment. The fair is 10:00 a.m. on Tuesday, April 13 at the WS Coliseum Annex Building. Businesses, [click here](#) to register online.

It's time to celebrate opening week with the Winston-Salem Dash in their new home at BB&T Ballpark! To mark the occasion, the Dash has planned a number of community activities during opening week. The week gets in full swing with a pep rally at noon on Tuesday, April 13, on Fourth Street between Cherry and Trade. Other events include a promotion with downtown restaurants on Wednesday, April 14; Wear Purple Day on Thursday, April 15; a luncheon with the Dash coaching staff at BB&T Ballpark on Friday, April 16; and a free community day open house at the ballpark on Saturday, April 17, from 10 a.m. until 1 p.m. For more information, check out the special section of the Winston-Salem Journal on Sunday, April 11, or go to www.wsdash.com. Play ball!

On-Line Bi-Lingual Job Fair Is Open! Here's a resource connecting companies looking to hire bi-lingual personnel with bi-lingual job seekers. www.bililingualjobfair.com.

Test Drive the Ford Transit Connect and Win! See the 2010 Ford Transit Connect at the Chamber on April 27 from 9:00 - 11:00 a.m. Ford's all-new commercial van is designed especially for small businesses. Participate in either a test drive or a product walk-around and you'll be entered into a sweepstakes to win one of ten \$500 gift cards. Better yet, you'll get \$500 off the price of a vehicle. And if you don't have time for a test drive, Ford can bring the vehicle to your place of business for a complete product walk-around. Call 877-439-2416 or e-mail transitconnect@xperience-det.com to schedule an appointment. [Click here](#) for a detailed look at the vehicle.

WS: City of Arts and Innovation. Interested in learning more about Winston-Salem's travel and tourism industry? Visit Winston-Salem has resumed its online newsletter and would like you to become a subscriber. [Click here](#) to sign up.

Art, Refreshments and a Good Cause. [Crisis Control Ministry Hope du Jour](#) will celebrate its 20th year at a Preview Party on Tuesday, April 20, from 5:30 – 8:00 p.m. at Gallery of the Arts, 411 W. Fourth Street. Enjoy delicious food samples from some of the participating Hope du Jour restaurants and musical entertainment for an evening of relaxed socializing in a beautiful gallery.

Ready, Start, WALK! Join BestHealth in Hanes Mall Wednesday, April 7, at 12 p.m. for National Start! Walking Day. BestHealth staff will lead walks throughout the mall. Free pedometers will be given out while supplies last. Questions? Call 713-BEST or visit www.wfubmc.edu/Start. Everyone is encouraged to take at least 30 minutes out of the day to get up and walk. Heart disease is this country's number one killer. But you can reduce your risk by exercising for as little as 30 minutes each day.

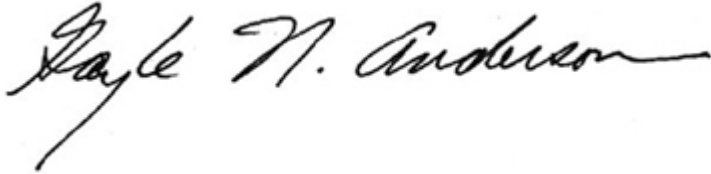
Join us on Saturday afternoon, April 24 for the third annual **Downtown Winston-Salem Scavenger Hunt**. This is a perfect mix of community, history and the arts all rolled into a scavenger hunt adventure taking you around beautiful downtown Winston-Salem. Solve a series of clues that will take you to various destinations around downtown--and win prizes! Visit www.sceneinwinston-salem.com for all the details and to sign up.

Leadership Winston-Salem is accepting applications for its 2010-11 program with a deadline of May 25. This life-changing program ignites community leadership through educating, connecting and energizing leaders to serve and improve the community. To register for a May 6 info session or get more details, go to www.leadershipws.org.

Southeast High Speed Rail Business Opportunities. Interested in providing services for this project? Attend the Business Opportunities Workshop April 21 at Koury Convention Center. [Click here](#) for more information: www.sehsr.biz.

Kudos to: Hanesbrands, Inc., named EPA Energy Star 2010 Partner of the Year. . . **Wake Forest University's Schools of Business** ranked by Princeton Review among the top 15 graduate schools of business for accounting in its "Student Opinion Honors" list.

Sincerely,



Gayle N. Anderson
Winston-Salem Chamber of Commerce

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



[LeBleu of the Triad](#)

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 April 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, April 9
8:00 - 9:00 a.m.

MediaFit Strategic Marketing and Advertising
6285 Shallowford Road ([map it](#))
Lewisville, NC 27023

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

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WOW! After Hours

Wednesday, April 14
5:00 - 6:30 p.m.

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

RSVP [here](#).

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Construction Industry Council Meeting

Thursday, April 15
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. Lunch sponsored by Salem Electric. [Click here](#) to register.

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Business Expo Business Before Hours

Thursday, April 22
8:00 - 9:00 a.m.

Benton Convention Center
301 West Fifth Street
Downtown Winston-Salem

No need to RSVP for this one--just show up for networking and hot coffee!

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Member Orientation

Monday, April 26
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

April 6, 13, 20, and 27
7:45 - 9:00 a.m.
Winston-Salem Chamber of Commerce
601 W. Fourth Street
Winston-Salem, NC 27101

LIONS Referral Group

April 6, 13, 20, and 27
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

April 8 and 29
7:45 – 9:00 a.m.
Golden Corral Steak House - Hanes Mall
180 Hanes Mall Circle
Winston-Salem, NC 27103

STARS Referral Group

April 14 and 28
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](#) •
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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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