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

Greetings!

I-74 Moving Ahead! Thank you for sending Governor Perdue more than 1,200 messages supporting this critical road. Our voices were heard, and we expect the Governor to announce very soon that our road is moving forward. We need to keep the pressure on, so [continue to send e-mails](#) to the Governor's office and encourage your family friends and colleagues to do the same. Take a minute to send Governor Perdue and Lt Governor Dalton a message about the importance of I-74 to our community, our region and the entire state. Thank you – [Take Action Today to Protect our Future](#). Want to offer even more support? [Sign our Transportation Coalition letter](#).

More Opportunities to Connect. Come to Business After Hours - hosted by **The Winston-Salem Dash** at BB&T Ballpark, on Wednesday, July 14 from 5:00 – 7:00 p.m. This special networking event will feature many of our newest Chamber members who will showcase their products and services in the ballpark's **Womble Carlyle Founders Room**. [RSVP here](#). Then join us at **New Balance Winston-Salem** in Thruway Shopping Center for Business Before Hours on Friday, July 16 from 8:00 a.m. – 9:00 a.m. **Great bonus feature – New Balance is offering a 20% discount** for the entire day for all Chamber members starting at 8:00 that morning! [RSVP here](#).

Tech Council Gala: SAVE the DATE! Tech Council's 20th Anniversary Gala, Celebrating 20 Years of Vision, Innovation and Growth is Thursday, September 23, 5:30 p.m. at the new Downtown Center for the Arts. Two decades ago Winston-Salem experienced devastating job losses and the decline of many key industries. The Chamber of Commerce was there with a vision for the future and the drive to make it happen. Join us as we celebrate success in transforming our economy into one that is knowledge-based. Share our excitement for the future. Title sponsor is **Cook Medical**. To learn about other sponsorship opportunities, contact Peggy Low at peggylow@winstonsalem.com.

Try ConnectForLunch for Free! In the past 6 months, more than 1,100 lunch reservations! That's how many times Winston-Salem Chamber members have met with each other at local Chamber member restaurants in our [ConnectForLunch](#) program. Week after week, members have been swapping referrals, getting new clients and spreading the word about their businesses. Free Trial until July 31. See what you've been missing - free for current Chamber members (you pay for your meal). Have lunch with two or three Chamber members as early as next week. [Learn more or start now!](#)

Keep Kids in School! The Corporate Volunteers Program, sponsored by **Piedmont Federal Savings Bank**, needs adult volunteers to work with kindergarten students to

improve their reading skills. Preliminary results for students served in 2009-10 indicate average gains of 19 months' growth in language and cognitive skills! Prefer working with older students? The Senior Academy Program, a drop-out prevention initiative focused on seniors in jeopardy of not finishing high school, needs adult mentors now for next school year's expanded program. In 2009-10, 92% of seniors enrolled in the program graduated on-time, and others are continuing to work toward their degree. Both programs begin in late September with training and support provided. Questions? Contact Jennifer Cobb at 728-9219 or jcobb@winstonsalem.com.

Education Summit: Hold the Date. WS/FC Schools and the Chamber will hold an Education Summit on Improving the High School Graduation Rate on Thursday, Sept. 16 at 8:00 a.m. at Bridger Field House in partnership with the **United Way of Forsyth County** and **Graduate. It Pays**. The event, sponsored by **I.L. Long Construction**, will bring together business and education leaders, along with volunteers serving the Senior Academy Program, **Big Brothers/Big Sisters'** 9th grade academy, and Communities in Schools of Forsyth County. Recognitions will include an Education Champion honoree and 3 scholarship winners of the Education Champion Scholarship Award, sponsored by **Cook Medical** and **Wells Jenkins Lucas & Jenkins, PLLC**. For more information, contact Jennifer Cobb at 728-9219 or jcobb@winstonsalem.com.

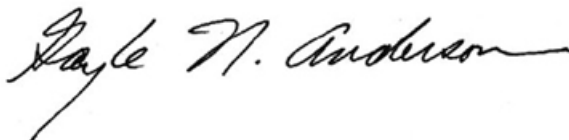
Nominate an Education Champion. Do you know someone working tirelessly to improve the on-time graduation rate in our public schools? What about a volunteer mentoring or tutoring a high school student? The nomination deadline is August 2 and the Champion will be recognized at the Education Summit in the fall. To nominate someone or yourself, contact Jennifer Cobb at 728-9219 or jcobb@winstonsalem.com.

Government Affairs Volunteers Needed. Interested in working to advocate for public policy that is in the best interest of business, encourage more efficient, less costly governments and to protect and educate other members on key business issues? From local ordinances to federal regulations, we work to make sure your collective voice is heard on every issue that affects local commerce and its interaction with the community. And we provide you with the information you need to become informed advocates as well. Let us know if you want to be a part of something special - [click here](#) to take action!

Build An Effective Marketing Plan in One Day! Join Neil Myers of **Myers Jones Partners - Marketing + Advertising** Wednesday, July 21 from 3:00 – 4:30 p.m. at the Chamber. This session will cover: Understand Your Market and Competition, Understand Your Customer, Pick a Unique Positioning, Develop Your Marketing Message, Determine Your Marketing Tactics, Set Sales and Marketing Goals, and Develop Your Marketing Budget. Sponsored by: **Wells, Jenkins Lucas & Jenkins PLLC**. [Click here](#) to register.

Workforce Freedom Initiative Tour Coming Here. The United States Chamber of Commerce will be our guest Wednesday, July 14 from 11:30 – 1:00 p.m. to give the latest legislative update from the US Congress regarding labor's agenda, strategies and why it matters to the business community, especially in NC. Focus will be on efforts to preserve democracy in the American workplace, restrain abusive union pension fund activism, and block the anti-competitive agenda advocated by many labor unions. Lunch provided by **Constangy Brooks & Smith, LLP**. Only a few seats left--contact Jake Cashion, jcashion@winstonsalem.com, or 336-728-9249 to check availability.

Sincerely,



Gayle N. Anderson
Winston-Salem Chamber of Commerce

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



[Twin City Quarter](#)

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 July Events

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

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Business After Hours

Wednesday, July 14
5:00 – 7:00 p.m.

Winston-Salem Dash

BB&T Ballpark
951 Ballpark Way
Winston-Salem, NC 27101

[Click here](#) to RSVP.

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Business Before Hours

Friday, July 16, 2010

8:00 – 9:00 a.m.

New Balance Winston-Salem

Thruway Shopping Center
202 A S. Stratford Road
Winston-Salem, NC 27103

[Click here](#) to RSVP.

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WS Chamber of Commerce Referral Groups

Contact **Kirsten Oakes** at koakes@winstonsalem.com or 728-9245 for more information regarding the Chamber's Referral Groups.

Triad Synergy Referral Group

July 6, 13, 20
7:45 - 9:00 a.m.

Winston-Salem Chamber of Commerce

601 W. Fourth Street
Winston-Salem, NC 27101

Triad Synergy Referral Group Off-Site Meeting

July 27
7:45 - 9:00 a.m.

Dream Maker Bath & Kitchen

425 West End Boulevard
Winston-Salem, NC 27101

LIONS Referral Group

July 6, 13, 20 and 27

**** New Time and Location! ****

3:30 - 4:45 p.m. with Triad Business Networking afterwards

Foothills Brewing Company

638 West Fourth Street
Winston-Salem, NC 27101

SHARKS Referral Group

July 1, 8, 15, 22, 29
7:45 – 9:00 a.m.

Golden Corral Steak House - Hanes Mall

180 Hanes Mall Circle
Winston-Salem, NC 27103

STARS Referral Group

July 7 and 21
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 A Wells Fargo Company](#) •
- [Wake Forest University Health Sciences](#) • [Winston-Salem/Forsyth County Schools](#) •
- [Womble Carlyle Sandridge & Rice, PLLC](#) •

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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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