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

Greetings!

Every year, the Chamber meets and talks with hundreds of Triad businesses to better understand their needs, issues, and concerns and to tailor our services to do everything we can to help them grow and improve their bottom line. We're actively engaged in analyzing the business environment and understanding the complexities of the local business community. If you'd like to have one of our certified economic development professionals meet with you on a confidential basis and offer assistance, just [click here](#) to e-mail me, and I'll be glad to set it up.

Over the years we've provided our members training and information on a variety of topics to help them be strong and healthy. You have asked for more in-depth information to help you make the most of your business, and we are pleased to announce a new [Business Accelerator 2011](#) series. We're bringing you the latest in business thinking from the best professors in our region, coupled with their real-world experiences, all designed to make this year the best one yet for your company. Starting in January, you can participate in all 10 of the programs throughout the year or choose the topics most important to your business success. [Click here](#) for detailed information.

Is Your Company Interested in Working with Caterpillar? Your Chamber membership can help you make vital business connections with companies like **Caterpillar**. We recently provided Caterpillar with a list of our member-companies who offer various goods and services, particularly in the areas of site maintenance and upkeep (everything from lawn care to pest control to vending services). While the Chamber continues to proactively work with Caterpillar on behalf of our members, if your company has a good or service that you would like to us to let Caterpillar know about, please contact Bret Marchant, the Chamber's Director of Research and Economic Development, at bmarchant@winstonsalem.com or 336-728-9227. For our local construction firms: the Chamber and our elected officials are strongly encouraging Caterpillar's General Contractor, **Gray Construction**, to use as many local firms as possible for work on the plant. If your company would like to be considered, you may contact Gray's project manager directly at: caterpillar@gray.com.

State Law has Changed How You File your W-2s and 1099s. If you have 10 or more employees, you must file W-2 and 1099 information on CD-ROM. NC Department of Revenue made this change in withholding tax filing requirements for employers starting with the filing period that begins in January 2011 and runs through the end of

February. [Click here](#) for details.

Be Part of the School Improvement Solution. Partner with a school and help improve student performance or help make the connection between the classroom and the workplace. Each partnership is a unique relationship based upon mutual goals between the business and the schools. No business is too small or too large to participate. To learn more, contact Rodessa Mitchell at Mitchell@winstonsalem.com or 728-9222.

Have you Seen the Toyota Commercial Highlighting WFU Research? [Click here](#) to see the Toyota television ad now running nationally and touting its partnership with **Wake Forest University's Center for Injury Biomechanics**, recent winner of the **Cook Medical Innovation Award** presented at the Chamber's Annual Meeting. The research has far-reaching applications including automobile safety, military safety, and sports biomechanics. With support from Toyota, CIB is studying real-world crash data to improve highway safety. <http://www.wfubmc.edu/CIB/>

Interested in Being a Chamber Ambassador? Ambassadors are a vital link to our members, helping them get the most out of their Chamber membership. We are taking applications for professional, committed business people interested in expanding their network and fostering the mission of the Chamber through their service on this prestigious group. [Click here](#) for more information.

Quality Classroom Teachers = Student Success. Join the Chamber's **BUS Stop Program** by offering educator discounts and rewards. This program helps the school district recruit and retain the best and brightest teachers. For more information or to sign up, please contact Jacki Kidd at jkidd@winstonsalem.com or 728.9220.

Bringing You Insights and Information. Which economic sectors will show growth in 2011? Which industries will create the most new jobs? The Chamber's [2011 Economic Forecast Luncheon](#) on February 1 is your chance to learn from one of the top financial experts in the country: Kelly King, President and CEO of **BB&T**. He will tell you what's in store for the local, state and national economies and provide valuable knowledge and insights you will use throughout the year. [Click here](#) to purchase your tickets online, or contact Andrea Howell at 728-9228.

You Can Grow Your Business Through Effective Connections. Don't miss your chance to connect with potential customers at our last two networking events of 2010. Two great locations – **Old Salem Visitor's Center** will host the Business Before Hours on December 3 from 8 to 9 a.m. and **Hilton Garden Inn** hosts the Business After Hours on Thursday, December 16 from 5 to 7 p.m. For more details and to RSVP, go to the [Events Calendar](#) at www.winstonsalem.com.

Do You Hire High School Students? If so, encourage them to stay in school by participating in our **Mentor In The Workplace** program. It's simple but effective! By promoting the importance of a high school diploma, you will help create a more educated workforce and improve the high school graduation rate. For more information or to sign up, contact Jacki Kidd at jkidd@winstonsalem.com or 728-9220.

Announcing the All New Triad Business and Innovation Expo 2011. For decades, your Chamber's annual Business Expo has been the largest one-day face-to-face marketing opportunity in the Triad. In 2011, it's going to be bigger than ever! Traditionally held each spring, the 2011 show will be held on September 15 at Benton Convention Center. The entire concept of the show has been renovated to bring you new insights and resources to support your business and exciting events to help you succeed in making new connections. Plus the High Point Chamber of Commerce will be partnering with us. Contact Andrea Howell ahowell@winstonsalem.com for more info.

Business Wins This Round. With Chamber leadership and your help, the U.S. Senate

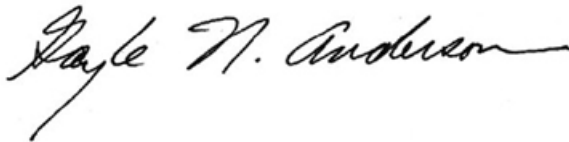
defeated the so-called Paycheck Fairness Act which would have made employers vulnerable to lawsuits and damage awards when unintentional pay disparities occur. Senator Burr voted with your Chamber on this bill, and Senator Hagan voted against the bill.

Your Chamber's Legislative Agenda is Cooking. Our committees are hard at work developing our 2011 Legislative Agenda. In the January President's Letter, I will be sharing the entire Legislative Agenda as well as a scorecard from 2010, so you can be a business advocate. Transportation is a key priority, and here's a sneak peak at what we're supporting: timely completion of Interstate 74, Highway 52 improvements, Macy Grove Interchange, Salem Creek Connector, and roads in the Piedmont Triad Research Park.

A Winston-Salem Holiday Tradition! Celebrate the 20th annual Winston-Salem Jaycees Downtown Holiday Parade, Saturday, December 4 at 5:00 p.m. in downtown Winston-Salem, followed by the Downtown Winston-Salem Partnership's Annual Tree Lighting Ceremony.

Kudos to . . . Dr. Donald Martin, WS/FC School Superintendent, named North Carolina's Superintendent of the Year, in part for his leadership in bringing the business community's leadership and assistance into all of our public schools. . . . **Go Free Pants**, invited to be at the TMG International Pre-Oscar Week Suite at the Beverly Hilton February 24-26.

Sincerely,



Gayle N. Anderson
Winston-Salem Chamber of Commerce

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



[AT&T North Carolina](#)

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 December 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, December 2
12:00 noon

Winston-Salem Chamber of Commerce
601 West Fourth Street, Suite 101 ([map](#))
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, contact jkidd@winstonsalem.com.

[Click here](#) to register

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It's Your Business – Selling In a Tough Economy
Thursday, December 2
3:00 p.m. – 4:30 p.m.

Winston-Salem City Hall
101 North Main Street ([map](#))
Council Chambers Room 230

Sponsored by: Southern Community Bank and Trust

Hosted by: The City of Winston-Salem, Forsyth Technical Community College Small Business Center and Winston-Salem Chamber of Commerce

[Click here](#) to register

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Business Before Hours
Friday, December 3
8:00 a.m. – 9:00 a.m.

Old Salem Visitor's Center
Gray Auditorium
600 South Main Street ([map](#))
Winston-Salem, NC 27101

1325 Creekshire Way
Winston-Salem, NC 27103

****Special Meeting December 15
Chamber Boardroom – Visitors Encouraged!****

SHARKS Referral Group
December 2, 16, 30
7:45 – 9:00 a.m.
Golden Corral Hanes Mall
180 Hanes Mall Circle
Winston-Salem, NC 27103

****Special Meeting December 9
Chamber Boardroom****

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

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Our mailing address is:

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

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