



For Immediate Release

Brooks Jones
Marketing & Communications Manager
(336) 728-9211 • bjones@winstonsalem.com

Nike Roach Recognized as 2008 Chamber Ambassador of the Year

Winston-Salem (January 16, 2009) – Nike Roach of 6th Sense Health and Wellness has earned the Ambassador of the Year award from the Winston-Salem Chamber of Commerce. He was recognized at a special Ambassador meeting on January 8, as well as at the 2008 Ambassador Luncheon in December.

“Nike is just amazing,” says Gayle Anderson, Chamber President and CEO. “He truly went above and beyond the normal call of duty—reaching out to current and prospective members, recruiting new members, and just spreading the word about the Chamber’s mission throughout the community. His enthusiasm is inspiring and we are extremely fortunate to have volunteers like him.”

Adds Kathy Judkins, Ambassador Coordinator for the Chamber: “Nike was an obvious choice for Ambassador of the Year. Not only did he attend a majority of our events last year, but he was constantly talking to people about the Chamber, trying to match members with the Chamber benefits that are the best fit for them. He’s like a walking Chamber encyclopedia—and an extremely hard working advocate for us.”

Roach earned Ambassador of the Month honors six times in 2008—more than any other Ambassador. He also achieved Honorable Mention once. Ambassadors serve as a vital communication link between the Chamber and its members, as well as supporting the Chamber by attending events and serving on committees. An important part of the Chamber’s growth and member retention efforts, Ambassadors enjoy high community visibility and the ability to network at a higher level and hone their leadership skills.

For more information on the Chamber’s Ambassador Council, contact Kathy Judkins at 728-9256 or kjudkins@winstonsalem.com.

About the Chamber

The Greater Winston-Salem Chamber of Commerce is a leading business organization in Winston-Salem and Forsyth County, representing nearly 2,000 area businesses that are committed to increased economic development in the region. The Chamber is dedicated to establishing Winston-Salem as a technology-driven economic center, and provides services to strengthen existing businesses, support entrepreneurs, and encourage small business creation. The Chamber supports public school student achievement, workforce, and higher education development.