



E C O N O M I C D E V E L O P M E N T + C O M M E R C E + A C T I O N

2012

R E P O R T

# The Greensboro Chamber of Commerce is member of

the Greensboro Partnership, united with Greensboro Economic Development Alliance and Action Greensboro to cultivate a more vibrant city and business environment. The Chamber is your key to a thriving business.

We are your voice in the community and we are constantly working on your behalf. We are dedicated to helping our members achieve success through marketing opportunities, business education, leadership training, advocacy, and unique business resources.

## PROMOTING MEMBERS

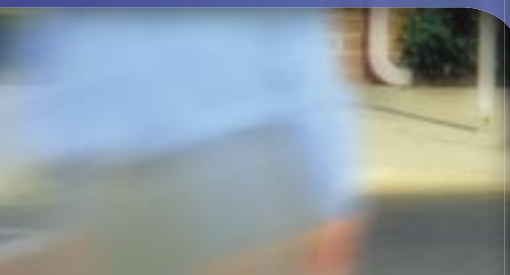
One of the most important ways that we assist members is through key marketing opportunities throughout the year. We provide advertising opportunities, the member advantage program, networking events, a heavily attended trade show just for members, as well as staff and ambassador assistance with ribbon cuttings, and other events. The Chamber began new initiatives as well such as our "Keep Your Green in Greensboro" campaign to encourage shoppers to buy local. We were able to collaborate with the Greensboro Merchants Association and Downtown Greensboro, Inc. on the initial holiday roll-out. We also laid the groundwork for a new community and member centered website to be launched in 2009.

- > Attendance at the Piedmont Triad Business Showcase grew 45% over 2007 attendance
- > Over 2,000 individuals attended Business After Hours in 2008
- > Provided a Greensboro relocation guide, another avenue for marketing
- > 50 Ambassadors served in 2008
- > 50+ Ribbon Cuttings, Grand Opening and Ground Breakings
- > 35 members participated in the Member Advantage Program offering discounts on their goods and services to fellow Chamber Members

## CONTINUING BUSINESS EDUCATION

At its heart, the Chamber is a business building organization, driven to give local companies tools to grow and thrive. One of the most important tools the Chamber offers is continuing education. Workshops range from human resource management, the unique challenges of owning your own business, and even marketing advice to keep chamber members profitable. The Chamber is also the conduit to all types of business and financial counseling including the Money Sense Credit Camp that provides intensive training for business owners to raise credit scores.

- > 48 Business Academy programs hosted in 2008
- > 10 Banker Days, one-on-one free counseling sessions with an SBA loan officer and 4 Free Business Assistance private sessions with SCORE counselors
- > 30+ businesses participated in the Money Sense Credit Camp and have raised credit scores an average of 150 points





## EQUIPPING LEADERS

The Chamber is passionate about developing community leaders. Through the Leadership Greensboro program, individuals from the public and private sector come together to learn about Greensboro and to tackle some of the toughest issues our community faces. Leadership Greensboro participants have worked on many notable projects that positively changed Greensboro. For example, a Leadership Greensboro group helped solicit start-up funding for HealthServe Community Health Clinic. The Chamber also runs Leadership Greensboro Seniors and works with the City of Greensboro to sponsor Youth Leadership Greensboro.

- > 40 leaders were developed through Leadership Greensboro in 2008

## ADVOCACY

The Greensboro Chamber of Commerce is fighting for you through a focused governmental relations initiative. We track local, state, and federal issues affecting the business community and work to proactively address those issues for the benefit of local companies in Greensboro and the Triad. We also routinely collaborate with the other 21 Triad Chambers on issues affecting the entire region.

- > Sponsored an aggressive legislative agenda to the NC General Assembly on Greensboro's behalf.
- > Hosted an elected officials' reception, candidate's forum, and lobbying trip to Raleigh as opportunities for the business community to connect with elected leaders.
- > Sponsored 2008 Transportation Summit for the latest updates on transportation in the Triad.



## CONNECTING TO THE COMMUNITY

The Chamber has a long history of building bridges between its members and the community. In fact, we were one of the founding organizations for the Children's Home Society and have recently been collaborating with Action Greensboro to begin the administration of Triad InternNet in 2009. We are always in the business of helping our members connect with the community. The Chamber sponsors Experience Greensboro, a community orientation program for individuals interested in learning more about the City and County. The Chamber also provides a vital forum for exploring the roots of prejudice, sharing cross-cultural exchange, and for evaluating personal biases through Other Voices, a leadership development and awareness experience.

- > 40 people learned about the community through Experience Greensboro in 2008
- > 18 participants enjoyed Other Voices

The Chamber also provides forums for local companies to learn about education and local government such as the State of Our Community Luncheon, which featured the chairman of the Guilford County Schools Board of Education as well as the Greensboro Mayor and the chairman of the Guilford County Commissioners in 2008.

- > 800 People Attended the State of Our Community Luncheon

As the leading interface between local businesses and the community, the Greensboro Chamber hosts an annual Job Expo. 2008 represented the highest attendance for job seekers on record.

- > Job Expo 2008 featured 70 Employers and approximately 2,500 Job Seekers



## CULTIVATING SUCCESS FOR ENTREPRENEURS

Because many of our members are small and growing companies with unique needs, the Greensboro Chamber specializes in helping entrepreneurs achieve success. In fact, we were one of the founding organizations in the Nussbaum Center for Entrepreneurship. We act as a key access point to all the resources of the Small Business Consortium and, every year, field hundreds of calls for information about starting a small business or accessing funding. In everything we do, the Chamber is committed to building an entrepreneurial climate in Greensboro.

- > Fielded over 1,225 requests for small business information
- > Recognized 12 individuals and companies for excellence in the 2008 Small Business Awards
- > The Chamber was one of the main hosts of the 2008 North Carolina Entrepreneurship Summit.
- > The Chamber collaborated on the BELL Entrepreneurship Forum at UNCG and the business planning competitions at NC A&T State University and UNCG. The Chamber partnered with GTCC on its Business Academy educational series as well.





# G GREENSBORO

chamber of commerce

**BUILDING RELATIONSHIPS**  
**BUILDING BUSINESS**  
**BUILDING SUCCESS**

OPERATING GROUP

**Tim Rice, Chair**  
MOSES CONE HEALTH SYSTEM

**Al Barnett**  
PEOPLE'S FINANCIAL

**Jim Brady**  
BRADY SERVICES, INC.

**Chuck Burns**  
FIRST CITIZENS BANK

**Daniel C. Craft, CIC**  
CRAFT/THE INSURANCE  
CENTER, INC.

**Angela Fitzgerald**  
AFRICAN AMERICAN ATELIER INC.

**Robert Gretton**  
BANNER PHARMACAPS, INC.

**Deborah L. Hooper**  
WFMY-2

**Denny Kelly**  
BOUVIER KELLY

**John Knowles**  
LINCOLN FINANCIAL GROUP

**Austin Pittman**  
UNITED HEALTHCARE OF NC

**Pamela Sessoms**  
SENN DUNN

**Kelly Starkey**  
WR STARKEY MORTGAGE

**Dennis Stearns**  
STEARNS FINANCIAL SERVICES GROUP

**Rosemary Wander**  
UNCG

**Ramona Woods**  
ASHTAE PRODUCTS INC.

**Pat Danahy**  
GREENSBORO PARTNERSHIP

STAFF

**Rob Clapper**  
PRESIDENT

**Joyce Gorham-Worsley**  
VP, LEADERSHIP DEVELOPMENT

**Kathy Elliott**  
VP, SMALL BUSINESS

**Janeen Matherly**  
DIRECTOR OF MEMBER  
& INVESTOR RELATIONS

**Mindy Samet**  
SENIOR ACCOUNT EXECUTIVE

**Robin Hill**  
ACCOUNT EXECUTIVE

**Roberta Frush**  
EXECUTIVE ASSISTANT

**April Garner-Sharpe**  
ADMINISTRATIVE ASSISTANT,  
LEADERSHIP DEVELOPMENT

**Beth Murrow**  
ADMINISTRATIVE ASSISTANT,  
SMALL BUSINESS

**Beth Williams**  
ADMINISTRATIVE ASSISTANT,  
MEMBER SERVICES

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# REPORT



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