



WILKES CHAMBER OF COMMERCE

2010 PROGRAM OF WORK

“PROMOTING ECONOMIC DEVELOPMENT AND STRIVING TO ENHANCE THE QUALITY OF LIFE FOR ALL WILKES COUNTY CITIZENS.”

Executive Committee of the Board of Directors:

2010 Chairman

2010: B. Townes, Wilkes Community College



Chair Elect:

2011: Terri Parsons, Benny Parsons Rendezvous Ridge Winery and Museum



Past Chair

Andrew Casey – Casey and Company Forestry, PLLC



Treasurer

Johann Louchez, BB&T



Assistant Treasurer

Christy Perry, Wachovia Bank



VP Legal Affairs

Robert Greene, Joines & Greene, PLLC



Executive Committee At-Large Members

Jimmy Flythe, Duke Energy



Ambassadors/Membership

VP Cynthia Staley – Elite Insurance Group



- Maintain 85% or better retention rate
- Increase membership by 15%
- Maintain current active ambassadors, recruit 5 additional ambassadors and increase individual chamber membership contact

Economic Growth

VP Bill Warden – Retired Lowe’s Companies



- Commission a study to determine the need for “niche businesses” that would support existing local businesses
- Advocate and educate the construction of the raw water intake and associated infrastructure
- Partner with municipal governments and the Tourism Beautification Subcommittee in efforts to revitalize and restore downtown areas
- Adopt a “brand” image for the county, collaborating with the brand developed with the Tourism marketing/promotion effort
- Through chamber membership contacts, encourage assistance with recruiting material suppliers for possible future business expansion in Wilkes
- Advocate for the expansion of health care services in Wilkes County

Education

VP Wanda Hutchinson – Wilkes County Board of Education



- Enhance communication regarding education initiatives and area workforce development
- Advocate for funding of the construction of health technologies at Wilkes Community College
- Support New Century Scholars Program, financing four scholarships through the Wilkes Chamber Foundation
- Facilitate Unsung Hero Award presentations

Leadership Wilkes

VP Darrell Miller – Wilkes Community College



- Coordinate Leadership Wilkes 2010 with a goal of 16 participants
- Host a Leadership Wilkes Alumni and Non-Profit Organization volunteer familiarization seminar, encouraging graduates to get involved

Youth Leadership– UTA

VP Eric Cramer – Wilkes Telecommunications



- Partner with Wilkes County Schools to facilitate a 2010 youth leadership program; engage participation of Leadership Wilkes Alumni
- Assist UTA (United Teens In Action) in selection and implementation of class projects
- Encourage Leadership Wilkes alumni participation within UTA

Small Business Development

VP Phyllis Boyd-VanHoy – Small Business Center Network, WCC



- Provide educational and informative presentations for small business owners
- Develop an incentive program to encourage entrepreneurialism with Wilkes County School and Wilkes Community College students
- Strengthen chamber membership with the promotion of the “Welcome to Wilkes” program by recruiting additional business participation
- Advocate for statewide health insurance through NC Chamber

Tourism/Quality of Life

VP Clara Royal, Holiday Inn Express

- Encourage Wilkes County Commissioners to implement a countywide occupancy tax at a suggested 3% rate
- Promote travel package opportunities to include attractions, events, and overnight accommodations, strengthening the tourism industry
- Participate in the Northwest NC and Southwest Virginia Regional Tourism Initiative known as “Cascade Highlands”
- Coordinate marketing of county tourism with Wilkesboro Tourism Development Authority and with area retirement communities
- Complete tourism “brand” image campaign and develop an advertising/marketing plan
- Support Keep Wilkes Beautiful efforts and encourage collaboration with the county and municipalities to improve overall appearance of Wilkes, endorsing clean-up of roadsides, businesses, & rivers
- Support the Blue Ridge National Heritage Area Initiative, promoting the Wilkes County Heritage Plan
- Engage in dialogue with county and municipal planning boards relative to land use and preservation
- Contract with County of Wilkes to manage and operate the Northwest NC Hwy. 421 Visitor’s Center

Wilkes Vision 20/20

VP Dan Little – SunTrust Bank



- Engage in dialogue with county and municipal planning boards relative to land use and preservation
- Enhance communications with general public, members of the chamber and Wilkes Vision 20/20, and the media
- Promote and support the Government Strategic Alliance and initiatives endorsed
- Coordinate and support education initiatives as identified by the joint Education Committee, the Wilkes Schools, Wilkes Community College, and the public at-large

Workforce Development

VP Ginger Shaffer – Workforce Investment Act Director, WCC



- Hold bi-monthly committee meetings at membership business and industry locations, gaining greater knowledge of workforce concerns
- Feature articles in chamber newsletter focusing on workforce transformations, recruitment and retention issues
- Partner with Wilkes JobLink to market local job fairs on chamber website and in chamber publications
- Educate the business community about WorkPath System and Career Readiness Certificate (CRC).

Board of Directors: 2010 Term

Pete Cassi, CompuCredit



Jim Halsey, Louisiana-Pacific Corp.



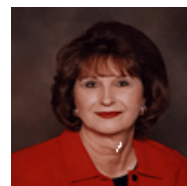
Terri Parson, Benny Parsons Rendezvous Ridge



Johann Louchez, BB &T



Fran Moore, A. Fran Moore Agency Allstate Insurance



Michael Newton, Valley Radiology Associates



2011 Term

Randy Brooks, Gardner Glass Products, Inc.



Ernest Coles, WATCO Cleaning

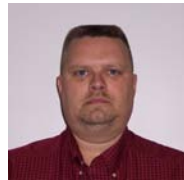


Audrey Dyer, ECMD, Inc.



Janice Somers, Britthaven of Wilkesboro (photo to come)

Curtis Parker, Mi-De Designs, Inc.



Chuck Smithey, Lowe's Companies, Inc.



2012 Term

(More 2012 Board photos to come)

Keith Brown, CenturyLink, Inc.



Gene Faille, Wilkes Regional Medical Center



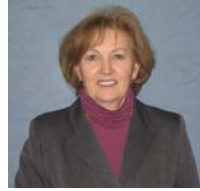
Ashley Moody Gardner, Edward Jones Investments

Charles Johnson, United Country Realty – Johnson Realty

Scott Nafe, The Mirror Factory

Beth Holland Vannoy, Vannoy Colvard Triplett & Vannoy, PLLC

Wilkes Chamber of Commerce Staff:



Linda Cheek, President



Ronda Latterell, Membership Director



Lynn Dyer, Office Manager



Tonia Perkins, Information Specialist



Hanna Raines, Administrative Assistant

Northwest NC Visitor Center Staff:

Treva Frazier, WSUL/Part-time Travel Specialist

David Kammerer, Part-time Regional Ambassador Coordinator

Robin Keller, Part-time Travel Specialist

Ella Rhodes, Part-time Travel Specialist

David Rhodes, Part-time Travel Specialist



717 Main Street
P.O. Box 727
North Wilkesboro, NC 28659
336-838-8662
Fax: 336-838-3728
www.WilkesNC.org
www.ExploreWilkes.com

“Your business connection to profit and growth”

Wilkes Chamber of Commerce, established in July 1946, is a non-profit membership organization. The Chamber celebrates sixty-two years of encouraging and promoting business opportunity and growth within Wilkes County. Wilkes Chamber of Commerce has over 30 years of US Chamber of Commerce accreditation and was awarded a 3-Star rating in 2006. This prestigious honor was earned through the Chamber’s program development, membership recruitment and retention, and governance.