

Because of your member investment, the Greensboro Chamber of Commerce was able to deliver new programs and services to our members in 2009. The Chamber also strengthened existing programs to increase their impact and effectiveness. The Chamber welcomed 303 new members to its membership base, which is 1,200 members strong.



2009 CORPORATE REPORT

Delivering Innovative Services for Our Members

- Introduced a sustainability certification to increase the competitiveness of Chamber members called Green Plus.
- Launched a new GreenTech speaker series focused on the intersection between nanotechnology and environmental issues.
- As a state leader among chambers in the health services industry, the Greensboro Chamber formed a Health Services Council to address issues and concerns facing medical practices in our community.
- Announced the formation of the Piedmont Triad Bioscience Business Center in partnership with the North Carolina Biotechnology Center that will accelerate market entry for International Bioscience companies.
- In an effort to broaden our members' contacts throughout the region, the Chamber held the first joint Business After Hours with the Alamance County Chamber of Commerce at Replacements, Ltd. drawing 300+ attendees.
- Organized a unique Leadership Greensboro Forum to examine some of the major trends that will affect the business community in coming years.
- Worked to promote Greensboro through major media outlets.
- Led a Buy Local awareness campaign in partnership with local media outlets.



Strengthening Core Programs

- Provided 38 Business Academy programs in 2009 supporting the needs of 1,276 businesses. The programs covered topics such as marketing, social networking, human resources issues, and financial management.
- A part of the Leadership Greensboro (LG) program curriculum, each class member is charged with performing 10 hours of community service, between October and the end of December, at an agency that is not a part of their current civic involvement. The LG Class 2009, with 42 members, volunteered in excess of 3,100 hours focused on improving Greensboro.
- Engaged community and business leaders through Leadership Greensboro and Other Voices, working to cultivate community change and the next generation of Greensboro leaders.
- Presented two sessions of the Chamber's Experience Greensboro community orientation program and assisted approximately 45 individuals connect to their community.
- Created a new executive council with Chamber Ambassadors to better communicate with and mobilize volunteers.
- Transformed the State of Our Community luncheon to a more interactive panel discussion format addressing pressing local issues.
- Continued the Manufacturer's Council, created in 2008, to better serve our manufacturing members.
- Began social media strategy to reach members through tools like Twitter and LinkedIn.
- Helped more than 35 businesses celebrate special events.



The Greensboro Chamber of Commerce is a member of the Greensboro Partnership united with the Greensboro Economic Development Alliance and Action Greensboro to create a stronger business community and a more vibrant Greensboro. As the voice for business in Greensboro, the Chamber engages strategic partners to build a business community that embraces a global market using a spirit of collaboration and develops a climate in which business can create jobs and operate at a profit.

